The Impacts of Social Media Usage in Organization

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บทคัดย่อ— ปัจจุบันสื่อสังคมออนไลน์ไม่เพียง แต่ใช้สำหรับการสื่อสารในชุมชน แต่ยังใช้กับการสื่อสารในองค์กร การวิจัยครั้งนี้มีวัตถุประสงค์เพื่อ 1) ศึกษาระดับการรับรู้ระหว่างกลุ่มอาจารย์ 2) หาผลกระทบจากการใช้สื่อสังคมในองค์กร เครื่องมือที่ใช้ในการวิจัยเป็นแบบสอบถาม ประกอบด้วยคำถามแบบปลายปิดและปลายเปิด นอกจากนี้ยังมีการสัมภาษณ์เชิงลึกกับคณาจารย์และระดับบริหารเพื่อสำรวจความคิดเห็นคำแนะนำและข้อคิดเห็น ใช้การสุ่มตัวอย่างแบบแบ่งชั้นจากสาขาวิชาในคณะวิทยาศาสตร์และเทคโนโลยี มหาวิทยาลัยเทคโนโลยีราชมงคลสุวรรณภูมิ จากนั้นทำการสุ่มอย่างง่ายจากแต่ละสาขาวิชา จำนวนทั้งสิ้น 51 คน ทำการวิเคราะห์ข้อมูลโดยใช้ซอฟต์แวร์ทางสถิติ เทคนิคทางสถิติที่ใช้ ได้แก่ ค่าเฉลี่ย ส่วนเบี่ยงเบนมาตรฐาน t-test และ F-test ผลการวิจัยพบว่าการรับรู้สื่อสังคมออนไลน์ในการสื่อสารองค์กรโดยรวมอยู่ในระดับมาก ไม่มีความแตกต่างกันอย่างมีนัยสำคัญทางสถิติที่ระดับ .05 ระหว่างกลุ่มอาจารย์ในทุกด้าน สรุปได้ดังนี้ ไลน์สติกเกอร์สะดวกในการใช้งานและดูน่าสนใจ แต่บางคนอาจไม่เข้าใจความหมาย ควรมีคู่มือผู้ใช้ เหมาะสมสำหรับการสื่อสารในกลุ่มขนาดเล็ก ควรพิจารณาจำนวนกลุ่มที่เหมาะสม ความไม่ชัดเจนของขอบเขตงานประจำและการใช้ส่วนตัว ควรมีการกระตุ้นให้เกิดการควบคุมตนเองกับการใช้สื่อสังคมออนไลน์ในองค์กรการพัฒนาต่อไป ควรให้ความสำคัญกับการจัดสนับสนุนทางธุรกิจสำหรับการสื่อสารทั้งภายในและภายนอกองค์กร ควรมีการศึกษาแนวทางอื่น ๆ ของสื่อสังคมออนไลน์ก่อนที่จะนำไปประยุกต์ใช้งานต่อไป ควรคำนึงถึงการจัดการปฏิสัมพันธ์ระหว่างสื่อสังคมออนไลน์กับแนวนโยบาย กลยุทธ์หรือโครงการต่าง ๆในลำดับชั้นที่แตกต่างกันขององค์กรหรือบริบทขององค์กรที่แตกต่างกัน

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Abstract— Currently, social media not only used for communication in the community but also for the organization. The aims of this survey research are as follows: 1) investigating significant levels of perception between different groups of faculty members. 2) finding Impacts of Social Media usage in organization. The research instrument was the questionnaire; it consists of both closed-ended, and open-ended questions. Besides, an in-depth interview conducted with some faculty members and the faculty management level, for exploration of their ideas, recommendations, and comments. With stratified sampling, the population is divided into groups that are assigned by the departments in the faculty of science and technology, Rajamangala university of technology Suvarnabhumi. Simple random sampling is obtained based on their departments. The data were collected from 51 correspondents, then analyzed using statistical software. The statistical techniques include arithmetic means, standard deviation, t-test, and F-test. The study found that the perception of the social media for organization communication in overall was at a highly appreciated. There was no significant at the .05 level among different groups of faculty members regarding the study of their perception in all aspects. The conclusions are as follows. The Line stickers are easy to use and look interesting, but someone may not understand the meaning for all of them. If there is a user guide available, it will be more useful. It's usage suitable for small group communication. The appropriated number of Line groups should be concerned. The blurred boundary between daily workflow and private. So motivated by self-control should be developed for social media usage in an organization. For further study, how it has provided businesses for internal and external communications will

be the consideration. Other usages of social media should be studying, then analyzed before conduct an implementation. Management of the interactions between social media and organizational strategies, tactics, or projects in the different hierarchy of an organization or different organizational contexts should be concerned.

Keywords- Impact; Social media; Line; Organization

I.   INTRODUCTION

Currently, the popularity of social media has increased over years, enabling users in sharing data, information and products, and affecting the way organizations are building their businesses around connected people. The social media tools are bringing rapid change to organizational communication. From the business perspective, social media not only used for communication in the community but also for the organization and public relations. This internet services supporting the interaction and collaboration between organizations and publics. However, some impact of the usage of social media in the society may arises. There is a lack of understanding of the advantages and disadvantages, the supported factors and barriers of their usage. Which affected how to shifts in communication patterns and construct their interaction strategies appropriately. Besides, there are few research studies of the prompt of the organizations and stakeholder have not been investigated before adopted this phenomenon. So the impacts of social media usage in organization should be concerned.

The purposed of this survey research were as follows: 1) investigating significant levels of perception between different groups of faculty members. 2) finding impacts of social media usage in organization.

II.   LITERATURE REVIEWS

The social media was identified as a key factor that is associated with organization communication. With an Internet connection, anyone can use social media. From the previous study, Facebook, Twitter, LimkedIn, Skype, and WiKi being preferable than E-Mail. Social media is easy for two-way communication, both vertical and horizontal communication. The ease of vertical communication was assessed by use of social media between different hierarchical levels. When the ease of horizontal communication was measured by the use of social media between business units. The study suggested that ease of communication inside the company declined if

an organization introduced social media that did not increase emotional capital. In contrast, internal communication improved when organizations introduced social media which increased emotional capital [1][2][3].

The learning media and social media were used to provide the communications within the organization. Due to employees' behaviour, their knowledge, and skills. While the formats of the media were changing according to the development and trend of technology. The needs of the employees' ability to follow the 21st-century skills then effected to the organization changed in many ways. If an organization can adapt the traditional communication with modern media. Then it can build the communication forms which can leverage the organizational development [4].

Waizenegger, et al. [5] found that the most important driver for social connectivity including 1) Visibility is the possibility to see the behavior and information of other users via posts, like, comments, votes, and sharing or exchange of an idea, pictures or other information sources as well. Facebook could lead to a blurring of work and life boundaries. People seek status updates, new comments or posts also during their working time. 2) Reputation building is one of the important motivators in social media interactions. Blogging is one of these social media usages to gain reputation which requires a regularity of creating and posting content for updated information. 3) Associations focus on relationships between peers or between individuals and content which provided. The easy access of the social media entices people to break out of their daily workflow to private conversations during working hours, and this blurs the work boundary and private sphere.

The study of the using of social media to the construction management, particularly the employees' satisfaction toward their usage. The samples were 12 employees of the Techno builder (2001) partnership limited. The data collected by a questionnaire. From the analyzed found that the construction management including the sending and receiving of the data,   the project's information management,   the interactive communication of the team, the one-way communication, and searching of the outside knowledge, were faster communicated, costs decreased, profits increased, the error decreased, delivered the project on time, and increased work efficiency.   Therefore, the employees were the highest satisfaction with using the social media for the construction management by the mean at 4.58 and the standard deviation at .52 [6].

The factors that influence to the purpose of social media usage, social media usage and impacts of social media were as follows: 1) Factors influence to Purpose of Social media usage such as Branding, Advertising & Promotion, Information search about competitors and customers, Building customer relationship, Customer service. 2) Factors influence Social media usage such as Top management support, Relative advantage, Compatibility, Entrepreneurial orientation and Institutional pressure. 3) Factors influence to Social media impact on organization's performance such as: Enhance customer service, Relationship building, Cost reduction, Improved brand visibility, company image, competitive position, and improved information accessibility [7][3].

III. RESEARCH METHODOLOGY

This study is a survey research. The proposed of the study were as follows: 1) investigating significant levels of perception between different groups of faculty members. 2) finding impacts of Social Media Usage in Organization. The research was conducted as follows.

Participants in this study were faculty members of faculty of science and technology, Rajamangala university of technology Suvarnabhumi. With stratified sampling, the population is divided into groups that are assigned by the departments. A simple random sampling is obtained based on their de-partments. The data were collected from 51 correspondents, then analyzed using statistical soft-ware. The statistical techniques include arithmetic means, standard deviation, t-test, and F-test., respectively.

Firstly, the research use quantitative method which is the questionnaire survey. Secondly, the qualitative semi-structured interviews were chosen as part of the study. The in-depth discussions conduct to investigate factors that influence to the use of social cloud for communication in the organization. Not only supported factors but also its barriers be identified. In addition, to specify the advantages and disadvantages of social cloud usage.

The scales were classified into five levels, which are summarized the score in the form of interval scales as follows:

Highest	5	points
High	4	points
Moderate	3	points
Low	2	points
Lowest	1	point

The average points as follows:
4.51–5.00 mean the users have the highest appreciated
3.51–4.50 mean the users have a high appreciated
2.51–3.50 mean the users have a moderate appreciated
1.51–2.50 mean the users have a low appreciated
1.00–1.50 mean the users have the lowest appreciated
Rating scale provides an effective method for measuring the user appreciation, which are classified into five levels from highest (5) to lowest (1). For example, 5 mean that the user has the highest appreciation.

IV. RESULTS

The summary of faculty's demographic data has shown in table 1. There were 51% of faculty members were male, the rest 49% were female. Most of their age range were between 36 to 40 years old, say 39%. Their usage between 3 to 4 hours for 42%. While education background was master degree for 76%. Most of their work experienced were between 1 to 5 years for 47%.

TABLE 1 Faculty's Demographic data

1 Sex		2 Age						3 Usage hours			
M	F	18-24	25-30	31-35	36-40	41-50	51-60	1-2	3-4	5-6	>6
25	26	0	10	14	20	3	4	5	21	12	12
49%	51%	0%	20%	27	39%	6%	8%	10%	42%	24%	24%

4 Education backgroud			5 Work Experienced					
Bechalor	Master	Doctoal	1 - 5	6-10	11-15	16-20	21-30	>30
5	39	7	23	11	8	2	2	3
10%	76%	14%	47%	22%	17%	4%	4%	6%

The results of the study were summarized as shown in Table 2 as follows. The faculty members' perception of the social media usage in organization in overall have a high appreciated ($\overline{X}$ = 3.86, SD = 0.73). The perceived ease of use have a high appreciated ($\overline{X}$ = 3.86, SD = 0.77).

The perceived usefulness have a high appreciated ($\overline{X}$ = 3.98, SD = 0.82). In addition, the behavior intention have a high appreciated ($\overline{X}$ = 3.65, SD = 0.86).

TABLE 2 Perception of the social media usage in organization

Descriptions	$\overline{X}$	S.D.	appreciation
1. Perceive Ease of Use	*3.86*	*0.77*	*high*
1.1 It is easy to learn and have skill for using social media.	3.94	1.00	high
1.2 Discussion by posting with a reference sources is easy eg: https://en.wikipedia.org/wiki/Blended_learning	3.80	0.87	high
1.3 Communication by sending a line sticker is easy to understand	3.61	0.98	high
1.4 Use of social media to connect with friends is simple and fast.	4.18	0.97	high
1.5 The use of social media let create a group, by department or campus.	3.84	0.93	high
2. Perceive Usefulness	*3.98*	*0.82*	*high*
2.1 Social media provides Interaction and enable to respond immediately as the real time.	3.76	1.03	high
2.2 Social media displays as a timeline.	3.94	0.92	high
2.3 Social media has time and date stamp. When feeding a new post, it will alert to the user(s) immediately.	3.98	0.99	high
2.4 Social media can support in various format.	4.20	0.89	high
2.5 Social media provides various channels including: e-Mail and Line.	4.10	1.01	high
3. Behavior Intention	*3.65*	*0.86*	*high*
3.1 Agree to communication in the organization through a social cloud.	3.63	0.89	high
3.2 Intend to use a social cloud for communication between the organizations.	3.63	1.04	high
3.3 Intend to use a social cloud for communication in the organizations routinely.	3.69	0.95	high
Overall	*3.86*	*0.73*	*high*

There is no significant at the .05 level among different groups of their sex, male and female regarding the study of faculty members' perception of the social media usage in organization, as in-dicated by the t-test as shown in table 3.

There is no significant at the .05 level among different groups of their age range, usage hours, education background, and work experienced regarding the study of faculty members' perception of the social media usage in organization, as indicated by the F-test as shown in table 4, 5, 6, and 7 respectively.

TABLE 3 A t-test of perception of the social media usage in organization among their sex

Descriptions	t-value	df	Sig. (2-tailed)
Perception of the social media usage in organization among their sex	-.421	49	.676

TABLE 4 A F-test of perception of the social media usage in organization among their age range

Descriptions	F-value	df	Sig.
Perception of the social media usage in organization among their education background	2.157	5	0.077

TABLE 5 A F-test of perception of the social media usage in organization among their usage hours

Descriptions	F-value	df	Sig.
Perception of the social media usage in organization among their education background	0.817	3	0.491

TABLE 6 A F-test of perception of the social media usage in organization among their education background

Descriptions	F-value	df	Sig.
Perception of the social media usage in organization among their education background	0.895	2	0.415

TABLE 7 A F-test of perception of the social media usage in organization among their work experienced

Descriptions	F-value	df	Sig.
Perception of the social media usage in organization among their education background	0.895	2	0.415

V. CONCLUSIONS AND RECOMMENDATIONS

Most of the faculty members were age range between 36 to 40 years old, their usage between 3 to 4 hours, their education background was master degree, and their work experienced were between 1 to 5 years. There was no significant at the .05 level among different groups of faculty members regarding the study of their perception of the social media usage in organization in all aspects such as: their sex; age range; usage hours, education background, and work experienced, respectively.

From the open-ended questions and in-depth interviews, the conclusions were as following. The Line stickers are easy to use and look interesting, but someone may not understand the meaning for all of them. This can be resolved by the young generation faculty member who familiar with the Line stickers to advice the ones who are not familiar with it. It's usage suitable for small group communication. There is too many Line group so it may be confusing when they want to trace back to the posted information. Also many posted, at any time, the formal work should be concerned for daily workflow during office hours. The blurred boundary between daily workflow and private. Moreover, the social media usage time out of working hours may cause interruption of their privacy. So motivated by self-control should be developed for social media usage in an organization. These are similar to Waizenegger, et al. [5] and Siljanovska [8] it should be a trade of the following: 1) the information overload 2) the daily workflow during office hours or disturbance of their privacy off the working hours.

For further study, how social media has provided businesses for the purpose of internal and external communications will also be taken into consideration. Other usages of social media like Facebook, Twitter and LinkedIn should be study, then analyzed before conduct an implementation. Comparison of the various type of social media, by their advantages and disadvantages, should be investigated. Besides, a specific purpose such as social media in marketing, customer relationship management, and public relation should be investigated.

How the organizations can manage the interaction of the boarder customers, and stakeholder successfully. Management of the interactions between social media and organizational strategies, tactics, or projects in the different hierarchy of an organization or different organizational contexts should be concerned.

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