THE IMPACT OF SOCIAL MEDIA ON THE WORK PERFORMANCE OF WOMEN ENGAGED IN ASSOCIATIONS AT THE KINGDOM OF BAHRAIN

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Abstract - This exploratory and descriptive study shed lights on a very important sector in the Kingdom of Bahrain that is (women associations) as Bahraini women in general receive good attention in the local, regional and even international literature.Investigating how (social media) impacted the workperformance of the members of the Bahraini women's associations, The trends, the activities, the attitude, the awareness and use, type of work the social Media is more reflective and affective.The study employsthe Unified Theory of Acceptance and Use of Technology (UTAUT);model,to examine women's use of social media and to investigate their familiarity with the tools, their level of participation in communication technologies, theirbehaviors concerning new media communication outlets, and their tendencies and willingness to adopt the more advanced features provided in thesetools. Questions presented as statements to which participants indicated their agreement in online survey on a 5-point Likert scale. Findings indicate that most respondents ofthese societies with specified public relations and board membersare more likely to continue adopting Social media in handling more complicated work tasks. Others consider social media as beneficial, whereas some exhibit more confidence in actively utilizing social media. Positive correlations between UTAUT factors and credibility indicated a greater likelihood to increase the utilization and employment of social media to accomplish job duties.

I. INTRODUCTION

In recent years, the number of women`s associations in the kingdom of Bahrain has been increased. The emergence and development of new communication technologies, such as social media, the communication, productivity and innovation expected to be implement by these associations.

Social media tools now expose aspects of millions of Arab's daily life and thus affect the way they interact with the government, do business, and engage in civil societymovements. Very little studies and articles examined and studied the impact of Social media on the work performance of Bahraini women involved in the several women associationsat the Kingdom of Bahrain. The study shed lightson the percentage of women who use social media asa tools to perform their work requirements and how this use affects their work performance.

II. PROBLEM STATEMENT

In recent years, the numbers of women`s associations in kingdom of Bahrain has been increased. The emergence and development of new communication technologies, such as social media, encourages and supports Bahraini women in their Associations become more productive and innovativein the performance of their jobs.

This descriptive study investigates the extent social media is used by these women, the sector or type of work is more reflective and affective, the means that are more enhancing.

III. STUDY MODEL

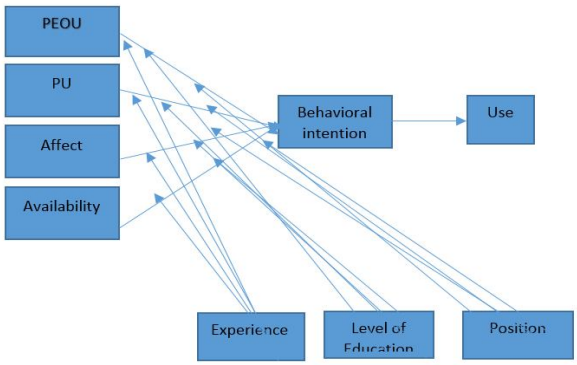


Fig 1 The UTAUT model

IV. OBJECTIVES

- Determine and investigate the adoption factors and impact of social media on the respondent's intention to use.
- Investigate the type and nature of work tasks social media most employedby the respondents.
- Determine the kind of social media most depending in accomplishingthe respondent's work requirements.
- Determine whether the controlled variables (Experience, level of education, and position) lead to the willingness to more adoption of the social media at work.

V. SIGNIFICANCE

The study will shed light on a very important sector in the Kingdom of Bahrain: women Associations as this sectorneeds to receive attention, also there is a need to investigate how social media is used and affect the

work performance of the respondents. Investigating through a study willshed light on the Bahraini women associations in general andthe importance of social media in performing the job requirements and duties.

VI. METHOD/EXPERIMENT/BODY

The target populationsof thisquantitative and analytical study are the members of Bahraini Women associations who are listed and supported by the Ministry of labour and Social Developmentat the Kingdom of Bahrain. The study tool is an online questionnaire posted on the web as a Google application tool. The questionnaire consisted of two parts: first, the members' demographic information; second, their perceptions of the social mediaand its use, effect in enhancing their work performance and the support of the higher authorities,with a total of 20 statements. A five likert scale is applied from 1 (strongly disagree) to 5 (strongly agree); in the result, high scores meant that positive perceptions are structured and distributed for the purpose of investigating the above questions and the formulation of the following four hypotheses.

H1: There is a significant relationship between performance expectancy and effort expectancy in the respondents' intention to use social media.
H2: There is a significant relationship between the intention to use social media and the respondents' usage behaviour.
H3: The controlled variables: Experience,level of education, and positionare significantly affect the respondents, actual useand the willingness tokeep adopting new by therespondents.
H4: There is a strong relationship in the use pattern of (social media and job duties & requirements) types.

The study questionnaire is conducted and distributed in May and June 2018 and the measurement is based on UTAUT model' which was proposed by Venkatesh, Morris, Davis and Davis (2003) as an extension of the Technology Acceptance Model (TAM) to study information technology adoption, intention, and use. UTAUT is a model of individual acceptance compiled from eight models and theories TRA, TAM, MM, TPB, C-TAM-TPB, MPCU, IDT and SCT. Juinn (2013) justified the use of UTAUT as reasonable for studying the acceptance and use of English learning websites. It is therefore introduced a subjective task value to UTAUT when addressing thestudy questions. Figure1 above demonstrate the linkage between different variables; performance expectancy, effort expectancy,affects,and availability Experience, level of education, and position. This is used to study and investigate the relationship between the independent and dependent variables and, consequently, resolve the study problem. The questionnaire is distributed to the members of fiveleading women associations (Riffa Cultural Charity Society, Awal Women Society, International Women's Society, Bahrain Businesswomen's Society, International Women's association in Bahrain), in an attempt to discover their views regarding the employment ofsocial media while at work,the effect and how it affects their work performance. They also asked whether they have indeed adopted social media,the reasons behind the adoption, which social media is more used to handle work tasks, the norm between the members of the different above mentioned societies, and whether they are willing to improve their skills by extending their knowledge through attending more advanced workshops and training courses. The model contains two main sections. The first section is the independent variables: performance expectancy (perceived usefulness), effort expectancy (perceived ease of use), affects, and availability; the second is the controlled variables (dependent variables): Experience, level of education, and position.

The exploratory, descriptive and quantitative content analyses to address the objectives with a survey conducted to validate the availability, importance, and the necessity of improving the performance of the respondents (Bahraini women'sassociationsat the Kingdom of Bahrain).

An online closed and open-ended questionnaire is being conducted targeted all women working in the above five Bahraini women associations. A hard copy also distributed to assure the filling of the questionnaire by the respondents. The data collected were analysed dominantly using descriptive statistical analysis. SPSS tool version 22, is used to analyse the data collected and test the study hypotheses.

RESULTS/ DISCUSSION

The study identified various factors that contribute to the effect of usingSocial media toolsin performing job duties and requirements ofrespondents from five leading Bahraini women associationsat the Kingdom of Bahrain. Four of the UTAUT theoretical model's variables incorporated to help in analyses: "effort expectancy", or ease of use, "performance expectancy"usefulness, the social effects, and availability. The analysis reveals that most of the respondents are using social media for their work duties in some aspect or another and that the four factors influence the respondent's intention, which directly correlated to the actual usage. Meanwhile, the three controlled variables, Experience, level of education, and position, have significant impact on the independent variables.
The results also show that effort expectancy and performance expectancy, as controlled by Experience, level of education, and position, had a great influence on the respondent's intention to utilize, employand more use of Social media.

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