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Social Media Utilization: Key to Labour Harmony in Universities in Enugu State.

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ABSTRACT

This study aimed at determining the extent to which social media is utilized for Labour Harmony in Universities in Enugu state. Design adopted for the study was descriptive survey design. Two research questions and two hypotheses guided the study. Area of the study was Enugu state of Nigeria. The population was made up of 203 staff of public Universities and 108 staff of private Universities. Sample for this study was 311 respondents, 218 from public and 93 from private Universities. A 30-item structured questionnaire titled Questionnaire on Extent of Utilization of social media for Labour Harmony in Universities in Enugu state (QESMLHU) was used for data collection. The questionnaire was validated by three research experts. The overall reliability coefficient value for the instrument was .67 obtained through Cronbach's Alpha Method. Mean and standard deviation were used to answer the research questions while z-test statistic was used to test the hypotheses at 0.05 significant level. It was found in this study that social media is utilized poorly staff welfare and Interpersonal relations and this may be the cause of unsatisfactory Interpersonal harmony in Universities in Enugu state. Base on these findings, it was recommended that administrators of public and private Universities should continue to utilize social media staff welfare and Interpersonal relations so as to enthrone labour harmony in their universities.

INTRODUCTION

Dunga (2017) submitted that staff welfare can summarily be seen as the social responsibilities which all employers owe their workers. Dunga further held that if well utilized, these social responsibilities can elicit job satisfaction with positive externalities on workers' efficiency, productivity and commitment. Personnel Manager according to Adeleke (2017) is faced with the task of ensuring that workers enjoy welfare packages. These packages or services include medical/health care, counseling, secure and comfortable work environment, official cars, loans, bonuses, subsidy on essential commodities, uniforms, transportation, accommodation, recreational facilities, adequate preparation for workers' retirement and pension, etc. Evidently, welfare of staff is very important in every

organization and any organization that neglects staff welfare, cannot get higher productivity from the labor force. Next to staff welfare is Interpersonal relations.

Interpersonal relations, according to Rex (2017) involve excellent and cordial relationship between the management and the work force. Rex stated that to achieve this, the personnel manager should establish effective communication mechanism and regular negotiations allow collective bargaining and ensure mutual respects for all persons in the organization. Communication here, should include both vertical (that is, between management and workers) and horizontal (that is, amongst workers). Principally, Interpersonal relations deal with everything that affects the



relationship between workers and employers, from the time employee joins the work organization until he leaves the job, surely, Excellent Interpersonal Peace in an organization would ensure increased production and high level of productivity among workers. Zeph (2017) averred that optimal-success in the afore-discussed areas of personnel management in universities can be achieved through utilization of social media. According to King (2020) social media involves the use of electronic devices to extract raw data, process the data to produce information and to distribute (communicate) the information in order to meet human needs or purposes. Similarly, Samuelson (2018) held that social media includes all systems or technologies for processing information in texts; data image and voice form as well as all local and international telecommunication networks. Social media therefore simply implies the application of science to information handling (Ukeme, 2019). In view of the new technologies of this information age, education is experiencing a shift from formal, centralized and segmented operations to increasingly complex, decentralized and integrated levels of organization, (King, 2020). Interestingly, (FRN 2013) stated that teacher education programmes shall be structured to equip teachers for the effective performance of their duties, hence, Information Technology (IT) training shall be incorporated into all teacher-training programmes. Unfortunately, research evidences have shown conflicting findings on utilization of social media for personnel management in universities. This gap is enough to necessitate further investigations. Thus, this study which is on utilization of social media for personnel management in Universities in Enugu state is, mostly vital and timely.

Educators and Researchers vary in their findings and opinions as to whether school ownership influence utilization of social

media for personnel management in universities. School ownership in the context of this study shall be categorized into two, namely; public and private. Public schools refer to schools owned, funded and managed by government (federal, state or local) while private schools are schools owned, funded or managed by private individuals, missions or any other non-governmental organizations. As stated earlier, research evidences have shown conflicting findings on the influence of school ownership on effective personnel management in universities. While Eze (2017), Amusan (2018) and Tiz (2019) reported that public Universities apply social media more for effective personnel management practices, Ikechi (2017), King (2020) and Lee (2019) found private Universities applying social media more. Moreso, Uji (2017) and Shehu (2018) reported no significance difference in the application of social media by public and private Universities. Hence, this study attempted to bridge the gap highlighted above as it relates to Enugu state.

Enugu state, as at the time of the study has two public and five private Universities. Labour Harmony is needed in all these Universities in Enugu state. Unfortunately, hues and cries of unsatisfactory Labour Harmony seem to be on the increase in these Universities in Enugu state. Moreso, research experts have reported conflicting findings on the extent of application of social media for management of Universities in Enugu state, (2010). It is obvious also that the general epileptic power (electricity) supply situation all over Nigeria is not different in Enugu state. Hence, a major hindrance to social media application. Notwithstanding these facts, some other studies tend to rate application of social media for secondary school management relatively high. These conflicting opinions justifies the focus of this study in Enugu state.

Purpose of the Study

The main purpose of this study was to determine the extent to which social media is utilized for Labour Harmony in Universities in Enugu state. The study specifically attempted to;

1. ascertain the extent to which social media is utilized for staff welfare in public and private Universities in Enugu state.
2. find out the extent to which social media is utilized for Interpersonal relations in public and private Universities in Enugu state.

Research Questions

The following research questions guided the study;

1. what is the extent to which social media is utilized for staff welfare in public and private Universities in Enugu state?
2. what is the extent to which social media is utilized for Interpersonal relations in public and private Universities in Enugu state?

Hypotheses

The following hypothesis were tested at 0.05 level of significance;

1. the extent to which social media is utilized for staff welfare in public and private Universities in Enugu state do not differ significantly.

2. the extent to which social media is utilized for Interpersonal relations in public and private Universities in Enugu state do not differ significantly.

Methodology

Design adopted for the study was descriptive survey design. Two research questions and two hypotheses guided the study. Area of the study was Enugu state of Nigeria. The population was made up of 253 staff of public Universities and 108 staff of private Universities. Sample for this study was 311 respondents, 218 from public and 93 from private Universities. A 30-item structured questionnaire titled Questionnaire on Extent of Utilization of social media for Labour Harmony in Universities in Enugu state (QESMLHU) was used for data collection. The questionnaire was validated by three research experts. The overall reliability coefficient value for the instrument was .67 obtained through Cronbach's Alpha Method. Mean and standard deviation were used to answer the research questions while z-test statistic was used to test the hypotheses at 0.05 significant level.

Results

Research Question 1

What is the extent to which social media is utilized for staff welfare in public and private Universities in Enugu state?

Table 1: Mean and standard deviation of responses on research question 1

S/N	What is the extent of application of the under-listed social media facilities for effective equipment of staff in your university?	Public			Private			Overall		
		\bar{x}	SD	Rmk	\bar{x}	SD	Rmk	\bar{x}	SD	Rmk
1	Facebook	1.21	0.15	VLE	1.19	0.31	VLE	1.20	0.11	VLE
2	Whatsapp	1.30	0.06	VLE	1.30	0.22	VLE	1.30	0.21	VLE
3	Blogs	1.11	0.25	VLE	1.14	0.06	VLE	1.13	0.22	VLE

4	Twitter	1.31	0.06	VLE	1.33	0.05	VLE	1.32	0.05	VLE
5	Instagram	1.40	0.15	VLE	1.39	0.06	VLE	1.40	0.25	VLE
6	Telegram	1.12	0.12	VLE	1.16	0.15	VLE	1.14	0.21	VLE
7	LinkedIn	1.33	0.28	VLE	1.21	0.01	VLE	1.27	0.12	VLE
8	Skype	1.05	0.25	VLE	1.11	0.06	VLE	1.08	0.20	VLE
9	Snap chat	1.22	0.11	VLE	1.09	0.35	VLE	1.16	0.12	VLE
10	You Tube	1.03	0.25	VLE	1.28	0.52	VLE	1.16	0.38	VLE
11	Spotify	1.31	0.06	VLE	1.31	0.21	VLE	1.31	0.15	VLE
12	Tik Tok	1.27	0.16	VLE	1.25	0.18	VLE	1.26	0.43	VLE
13	WeChat	1.11	0.05	VLE	1.05	0.11	VLE	1.08	0.18	VLE
14	Douyin	1.39	0.14	VLE	1.40	0.17	VLE	1.40	0.43	VLE
15	Pinterest	1.12	0.12	VLE	1.16	0.15	VLE	1.14	0.21	VLE
GRAND		1.22	0.15	VLE	1.22	0.17	VLE	1.22	0.22	VLE

From table 1, the grand means for public and private were 1.22 and 1.22 respectively while the overall grand mean was 1.22. This result indicates that the extent to which social media is utilized for staff welfare in public and private Universities in Enugu state is very low. Also, the standard deviation values 0.15 for public, 0.17 for private and 0.22 for overall were low,

indicating that there were little or no extreme values. Hence, the mean values so obtained represented the actual views of the whole respondents in each group.

Research Question 2

What is the extent to which social media is utilized for Interpersonal relations in public and private Universities in Enugu state?

Table 2: Mean and standard deviation of responses on research question 2

S/N	What is the extent of application of the under-listed social media facilities for effective equipment of staff in your university?	Public			Private			Overall		
		\bar{x}	SD	Rmk	\bar{x}	SD	Rmk	\bar{x}	SD	Rmk
16	Facebook	1.20	0.25	VLE	1.20	0.19	VLE	1.20	0.13	VLE
17	Whatsapp	1.27	0.13	VLE	1.04	0.15	VLE	1.16	0.13	VLE
18	Blogs	1.30	0.13	VLE	1.32	0.06	VLE	1.31	0.12	VLE
19	Twitter	1.15	0.12	VLE	1.01	0.25	VLE	1.08	0.25	VLE
20	Instagram	1.32	0.25	VLE	1.32	0.22	VLE	1.32	0.13	VLE
21	Telegram	1.13	0.13	VLE	1.17	0.05	VLE	1.14	0.13	VLE

22	LinkedIn	1.11	0.13	VLE	1.14	0.25	VLE	1.13	0.12	VLE
23	Skype	1.20	0.12	VLE	1.11	0.21	VLE	1.16	0.25	VLE
24	Snap chat	1.17	0.06	VLE	1.23	0.15	VLE	1.20	0.12	VLE
25	You Tube	1.10	0.15	VLE	1.16	0.13	VLE	1.13	0.28	VLE
26	Spotify	1.21	0.12	VLE	1.11	0.14	VLE	1.16	0.25	VLE
27	Tik Tok	1.20	0.11	VLE	1.22	0.06	VLE	1.31	0.10	VLE
28	WeChat	1.25	0.12	VLE	1.11	0.25	VLE	1.18	0.29	VLE
29	Douyin	1.31	0.23	VLE	1.30	0.22	VLE	1.02	0.21	VLE
30	Pinterest	1.11	0.13	VLE	1.12	0.05	VLE	1.14	0.19	VLE
GRAND		1.20	0.14	VLE	1.17	0.15	VLE	1.18	0.18	VLE

From table 2, the grand means for public and private were 1.20 and 1.17 respectively while the overall grand mean was 1.18. This result indicates that the extent to which social media is utilized for Interpersonal relations in public and private Universities in Enugu state is very low. Thus, the standard deviation values 0.14 for public, 0.15 for private and 0.18 for overall were low, indicating that there were little or no

extreme values. Also, the mean values so obtained represented the actual views of the whole respondents in each group.

Hypothesis 1

The extent to which social media is utilized for staff welfare in public and private Universities in Enugu state do not differ significantly.

Table 3: z-test analyses for hypothesis 1

Group	n	\bar{x}	SD	z-calculated	z-critical	Remark
Public	218	1.22	0.15	0.83	1.96	Not significant (Do not reject hypothesis)
Private	93	1.23	0.18			

From table 3, z-calculated is 0.83 which is less than the z-critical (1.96). Hence, hypothesis 1 is not rejected as stated because the extent to which social media is utilized for staff welfare in public and private Universities in Enugu state do not differ significantly.

Hypothesis 2

The extent to which social media is utilized for Interpersonal relations in public and private Universities in Enugu state do not differ significantly.

Table 4: z-test analyses for hypothesis 2

Group	n	\bar{x}	SD	z-calculated	z-critical	Remark
Public	218	1.20	0.14	0.41	1.96	Not significant (Do not reject hypothesis)
Private	93	1.16	0.16			

From table 4, z-calculated is 0.41 which is less than the z-critical (1.96). Hence, hypothesis 2 is not rejected as stated because the extent to which social media is utilized for Interpersonal relations in public and private Universities in Enugu state do not differ significantly.

Summary of Findings

Based on the ratings of the respondents, the findings of this study can be summarized thus;

1. the extent to which social media is utilized for staff welfare in public and private Universities in Enugu state is very low.
2. the extent to which social media is utilized for Interpersonal relations in public and private Universities in Enugu state is very low.
3. the extent to which social media is utilized for staff welfare and Interpersonal relations in public and private Universities in Enugu state do not differ significantly.

Discussion of Findings

It is very disheartening to report that one of the major findings of this study indicated that social media is utilized by university administrators for staff welfare in public and private Universities in Enugu state to a very low extent. This finding is in line with that of Hung (2020) who reported that University administrators utilized social media for staff welfare to a low extent. However, the findings made by Nduka (2016), Ikechi (2017), Tiz (2019), Havan (2020), King (2020) and Clerk (2020) show that Universities administrators utilized social media for staff welfare to a high

extent. Undoubtedly, the staff of any organization (Universities inclusive) is the life wire of such organizations. Hence, staff welfare should focus on measures and strategies to reduce poverty and inequality and to the realization of the potentials of human personality.

Generally, staff welfare agenda have become a development paradigm which focus on empowering the staff with the knowledge and skill to face the social challenges that may hinder his/her productivity. Without fear of controversy, one can state that human resource is the most essential and vital of the major resources need for success of any organization. This is because with the human resource in place, financial, physical, information and other resources can be substantially harnessed. Staff welfare should therefore include the process increasing the knowledge, the skills and the capacity of all the people in the workplace for promoting its economic, political and social growth. Staff welfare should also aim at making the work environment very conducive for the staff so as to elicit maximum productivity. Staff welfare should be such that guarantee the gratuity, pension and other benefits of the worker such as housing, health, transport, and the education as wellbeing of spouse(s), children and other close dependants of the staff. No doubt, all these require social media utilization.

With regard to Interpersonal relations, it was found in this study that social media is utilized by university administrators for Interpersonal relations in public and private Universities in Enugu state to a very low

extent. Adeleke (2017) and Hung (2020) made similar observation in their individual studies where they found that University administrators utilized social media for Interpersonal relations to a low extent. Contrarily Nduka (2016), Ikechi (2017), Zeph (2018), Tiz (2019) and Clerk (2020) reported in their individual studies that University administrators utilized social media for Interpersonal relations to a high extent. It is, to say the least, very unfortunate to find in this study that University administrators utilize social media for Interpersonal relations to a very low extent. This is because Interpersonal relations are such a vital aspect of management that deserves proper attention.

Challenges of Interpersonal relations are so enormous but through social media utilization, these challenges can be checkmated. For instance, communication gap has probably caused more harm than any other loopholes in any organization (Zeph, 2018). This can be checkmated through social media. With social media effective and efficient communication can be guaranteed. Social media can foster, fast, timely and accurate information dissemination with the speed of light. In the same vein, delays, omissions and their likes have injured Interpersonal relations in many organizations. These (delays, omissions, etc) can also be corrected through social media utilization. It is therefore to the detriment of the Universities in Enugu state that their administrators utilize social media for Interpersonal relations to a very low extent.

With respect to school ownership (public/private), the findings of the study revealed that the extent of utilization of social media for personnel management in public and private Universities in Enugu state differed only in wages/salary administration in favor of the public Universities. Similar studies yielded conflicting findings. For instance, Ekpe (2018), Havan (2020) and King (2020)

found that staff of public Universities utilized social media for personnel management practices more than their counterparts in the private Universities. On the otherhand, Zeph (2018) found that staff of private Universities utilized social media for personnel management practices more than their counterparts in the public Universities. Whereas Ukeme (2019), Ogbonna (2019) and Clerk (2020) found that staff of public and private Universities did not differ significantly in their utilization of social media for personnel management practices.

It is important to state that all Universities, public and private alike are expected to operate within the same standards. This becomes more important as the products of these Universities are expected to function with equal competency. It is therefore unacceptable for the significant difference to exist in the mode of operation of their personnel management practices. In this social media driven age, both public and private Universities are expected to comply with Social media requirements. This will guarantee better condition of service for staff irrespective of the status (public/private) of the Universities were they (staff) serve. By extension, equal utilization of Social media as expected by administrators of public and private Universities for personnel management will enhance the Social media literacy of graduates from those Universities.

Conclusions

It was found in this study that social media is utilized poorly staff welfare and Interpersonal relations and this may be the cause of unsatisfactory Interpersonal harmony in Universities in Enugu state.

Recommendations

From the findings of this study, the following recommendations are deemed necessary:

1. Administrators of public and private Universities should improve in their utilization of social media for staff welfare.
2. Administrators of public and private Universities should improve in their utilization of social media for Interpersonal relations.
3. Administrators of private Universities should increase their utilization of social media for wages/salary administration to meet up with their counterparts in public Universities.
4. Administrators of private Universities should continue to utilize social media staff welfare and Interpersonal relations so as to enthrone labour harmony in their universities.

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