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### **ABSTRACT**

1. Social media is increasingly popular especially amongst adolescents. Usage of social media is ever increasing and many mobile providers competing each other to offer faster and cheaper data access facilities to end users. Some use social media for their self-development and many others use it purely for fun and to be updated of what is happening across the world. Meanwhile some people are addicted to social media networks especially for inappropriate dealings like logging in to porn sites, watching films and viewing things of their interests. This behaviour has presently become an issue for companies around the world and military establishments too. This encouraged the researcher to conduct a study on the impact of social media on junior officers' job performance in SLAC.

2. With that intention in mind, the researcher conducted a comprehensive literature review to be aware of the advantages and disadvantages of the usage of social media networks during work hours. Moreover, the researcher explored the proven methods of controlling or minimizing the usage of social media during office hours. Many organizations across the world practice numerous methods to restrict the usage, however, no one could have found solid method/s to avoid usage. Having conducted the literature review, the researcher was able to discover the variables essential for this study and establish the research gap and thirst for this study. Moreover, this research was based on well-defined objectives, research questions and hypotheses.

3. The primary data essential for this study was collected from 103 junior officers of SLAC through a well-structured questionnaire. The questionnaire was prepared in accordance with the conceptual framework. All the collected data was then statistically analysed through SPSS 23 software. The researcher introduced a hypothesis and it was proven with statistical significance. In that, it was revealed that there is a strong co-relationship was existed in between usage of social media networks by junior officers of SLAC during work and their job performance.

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4. Having completed the study, the researcher proposed valid recommendations to be implemented with right justifications to restrict junior officers' use of social media networks during work hours to ensure targeted productivity on time.