

## THE RELATIONSHIPS BETWEEN SOCIAL NETWORKING AND INDIVIDUAL JOB PERFORMANCE OF LAW SECTOR IN MALAYSIA

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### ABSTRACT

*Social media has become a very critical segment of the average professional person's life. Even a profession as a lawyer, should appreciate the impact of social media on their job performance. Failure to comprehend how social media can impact their individual job performance could result in a severe harm to their career. Furthermore, lawyers are benefitting from social media to grow their practices through the networking and publicity prospects provided by the numerous social media sites and applications. The aim of this current study is to examine the correlation between usefulness and ease of use of social media for lawyers with their individual job performance. This study applies a Technology Acceptance Model (TAM) to conceptualize this framework. 370 questionnaires were administered to lawyers identified through simple random sampling from which 185 usable responses were returned. The findings of this study reveal that a majority of lawyers in Malaysia agree that social media is useful and easy to use to influence their individual job performance. Specifically, the findings of the study prove that there are significant and positive relationships between social media usefulness and lawyer's task performance and contextual performance except negative relationship between social media usefulness and counterproductive work behavior. Furthermore, social media ease of use also influences positively with lawyer's task performance, contextual performance and counterproductive work behavior. In regards to the implication to the theory that was used in this research, the TAM affords a theoretical perception to comprehend the elements in an extensive array of user orientated technological mechanisms. This archetype supports the researcher by providing ground work and basic foundation to cognize the usage of social media by lawyers.*

Keywords: Social media, individual job performance, technology acceptance model

### INTRODUCTION

Since the most recent couple of decades, technology has grown inconceivably and has brought about major worldwide changes. Communication hindrances have been reduced through technological progression and new mediums are being established to link global audiences. Social networking has turned into a global development and has spread its scope to relatively every side of the world. With these headways a main trepidation arises as in this age of colossal innovative advancement social networking sites are ending up being increasingly mainstream. Thanks to the present reality, today the world has revolved into a small community where communication has become as swift as light. Social media are used by working individuals as well as organizations and are becoming profoundly fundamental and vital.

Albeit the fact that social media has infiltrated our way of life for over a decade now, the legal profession were not always on board. In the start, lawyers were wary of social media and opposed against it in what many consider to be brief prevailing trend. Over time, as it became evident that social media was here to stay, their stance changed and a growing number of lawyers developed fascination in discovering about and utilizing social media for business advancement and professional networking reasons. This inclination persists with more lawyers from all walks of life communication online. The legal profession's use of social media increases steadfast with channels such as blogging and LinkedIn to Facebook and Twitter. Almost all the younger lawyers currently tend to possess Facebook profiles that they make a point of checking on a daily basis, a number of them who upload their resumes on LinkedIn and some may tweet links to online content. However, social media is not solely used by only young lawyers as networking sites are seeing ascent of usage among senior lawyers.

The legal profession has made substantial advances in accepting social media with several sites customized specifically for lawyers. They have the opportunity of interacting with associates, assessing and evaluating law schools and firms, and debating over legal topics as well as seeking for employment chances. Engagement with social media has turned out to be vital for most lawyers. They are starting to appreciate the capability of social media to advertise their services, foster connections with other lawyers and prospective clients, or collect and impart knowledge about the law and practices.

Social media networking in the work environment has been flaunted as the foremost critical business developments of the century since it has included another facet to the way individuals communicate (Ray, 2008) and organizations are progressively embracing social media utilization for customer outreach, employee support and wider range of networking (Munene & Nyaribo, 2013). Studies indicate that many lawyers worldwide have accepted social networking approaches with the intention of enhancing efficiency (Turban, Bolloju, & Liang, 2011). Social media has also been operational as an instrument of endorsing entrepreneurial development among them (Jagongo & Kinyua, 2013).

On the other hand, there is also unease of the use of social media sites among lawyers. There is the school of thought which is of the belief that social media steers to deficit in productivity as a result of time waste, data leak from blathering without constraint in an exposed environment, scams by cyber crooks and the unrestrained access possible available through open servers by slack and obsolete manners towards privacy (Wilson, 2009). Thus, lawyers need to appreciate the essence of usefulness and ease of use that is afforded by social media. It is also therefore important for lawyers to differentiate between the benefits and problems of social media networks on their job performance. The study will study the relationship between social media ease of use and usefulness with individual job performance of lawyers with respect to their contextual performance, task performance and

counterproductive work behavior. The study will also look the recommendation and strategies that can be employed for enhancing the positive impacts of social media among lawyers.

## **SOCIAL MEDIA AND LAWYERS**

Social media has grown to be one of the extensive trends of the decade as it has brought every part to the manner people correspond with each other all around worldwide. Social media is a web mode of interplay which allows people to interact, proportion viewpoints and impart info. Moreover, social media hinges on worldwide network centered technologies to generate shared stages through which many communities share, co-create, confer, and alter user-generated matter.

Meanwhile job performance means actions or activities that are significant to the aims of the related body or individual. Effective interaction process and data managing amid members of the organization play a main part in encouraging employees' work performance. Almost every employee as well as lawyers are using social network sites for professional commitments. Their production and revenues are based on their individual job performance and are strongly connected to their usage of social media. Nevertheless, just as other evolving technology, the growing usage trends of social media among lawyers have been debatable.

Social media can be defined as online assets which is used to exchange information or data with each other. Social media can also be described as the modes for individuals to circulate online creative substance, offer and acquire instantaneous response through online conferences, interpretations and appraisals and integrate transformations or improvements towards the main subject. Social media can be differentiated from forms of traditional media by expressing that social media is the system of innovation, circulation, utilization and discussion encompassing the media and not the media on by itself. Social media can also be regarded as endeavors, procedures, and conducts amidst groups of individuals who join together online to distribute info, learning, and views using vernacular media. In general, social media can be comprehended as "online platforms for the interaction, collaboration, and creating/sharing of various types of digital contents".

Based on the latest statistics, a remarkable number of lawyers revealed that they use social media for professional reasons, while some stated that their firms also maintained social media sites for work purposes. Although one might assume that younger lawyers are the one who would have the highest presence on social networking sites, the study results dispute that notion. In reality, the lawyers who are more likely to highly utilize social networking sites those who are above 40 years of age (93%). Next were lawyers who are 40 years and below (90%), and next by those who are of age 50-59 (86%), and finally those who 60 years or older (73%). The survey results also showed the lawyers' diverse practice fields employed on social networking sites with different frequencies. Human resources lawyers which consist of a diverse field are the most active on social media at 89%, followed by tort law cases at 84%, litigation matters at 84%, commercial law matters at 82%, and finally contract law matters at 81%.

Even the motives to which the lawyers used social media is wide-ranging. Lawyers mostly prefer to use social media for the purpose of career advancement and making contacts (67%), followed by client progress (56%), learning and current cognizance (39%), and case inquiry (21%). The social media lawyers used on the largest scale for professional functions was the professional networking site, LinkedIn where almost 90% of the lawyers revealing that they maintained LinkedIn page. Facebook was consequently used at 40% and the next is Twitter at 26%. Social media not just provides a platform to demonstrate leadership in the legal world but also can be an important one to connect and network with their prospective clients. As lawyers directly interact with the public that they serve, social media becomes an accepted means to get hold of individuals in need and gain new clientele.

## **USEFULNESS AND EASE OF USE OF SOCIAL MEDIA**

The term ease of use can be described as the level to which an individual considers that the usage of any specific mechanism should be independent of tangible and emotional exertion It has also been described as the user's individual view of the unproblematic usage of an information mechanism. The explanation trails from the meaning of the term "ease" which means liberty from effort or huge struggle. Attempt is a limited reserve that an individual may distribute to the various actions for which they are accountable for. More often than not, applications recognized to be trouble-free to use compared to the others are more possible to be more received by the mass. Ease of use enlightens the insight of the volume of tried needed to employ the mechanism or degree to where the user supposes that the usage of a specific technology is uncomplicated. Ease of use was determined from earlier researches as a central element in compelling user reception and utilization conduct of information.

Venkatesh (2000) described ease of use as a person's view of the measure of simplicity that the innovation can be to study and to use. In view of that some segment of a person's entire work matter is dedicated to utilizing the system per se, then if the user turns out to become more constructive in that segment of job by better ease of use, then they ought to become more productive in whole. Users assume that any particular application may be effective, but they may simultaneously consider that the particular technology is difficult to use and also that implementation advantages of use are overshadowed by the struggle of application.

Usefulness been termed as an individual's opinion of the aptitude of an information technology to intensify job performance when fulfilling a particular chore, which modifies their usefulness thus having a secondary outcome on the technology reception of the user. It is described as a measure to which an individual considers that utilizing a specific technology would improve their job performance (Davis, 1986). In a professional background, employees are generally readied for proper operative by raise, rewards and other remunerations.

The mechanism of usefulness in order is one for which the user deems in the presence of affirmative usage functioning association. Usefulness can also be described as the potential user's individual likelihood that employing the contemporary technology from external resources will be advantageous to them in personally. Usefulness clarifies the awareness of the user to the degree which the work capability of will be improvised by the technology. This indicates that they have a clear insight of how functional that technology is in carrying out their work responsibilities which comprises of lessening the amount of time that is taken for completing the work and higher degree of productivity and precision.

## **DIMENSIONS OF INDIVIDUAL JOB PERFORMANCE**

Job performance can be termed as measures or behaviors applicable to company or professional objectives where it comprises of both constructive and detrimental employee conducts that have a huge impact on or undermine from those aims. Past studies presented further modern explanation of job performance as conducts or consequences that working professionals embark on which plays a huge part on those goals. Some researchers insinuate that job performance is an outcome of aspects that entail of capabilities and proficiencies whether it is natural or developed over time, that an employee has and their inspiration to use them to accomplish a much better work. Most often performance is appraised in terms of monetary statistics as well as through the combination of anticipated deeds and task associated facets.

An individual employee's performance comprises of a number of aspects which incorporates contextual performance, task performance and the absenteeism of counterproductive work behavior. Task performance describes how satisfactorily an employee completes their work-related obligations. Contextual performance encompasses other than conventional job tasks that are assigned to an employee while counterproductive work behavior is negative conducts which hurts the image of the employee and consequently of the organization.

Task performance can be described as the aptitude or competence with which an individual accomplishes main work tasks that is assigned to them. Other characterization that are used for task performance from time to time are "job-specific task proficiency, technical proficiency, or in-role performance". Some of the qualities that are included for example are job quantity, quality, knowledge and skills.

The definition of individual work performance denotes to task performance or position related work performance as "the total expected value on task related proficiency of an employee, or fulfilment of tasks that are required by the formal job description". In past studies, task performance has been calculated using a wide series of standard degrees, including directorial evaluations, efficiency indicators, promotability indicators, and revenue rate. Although these gauges might be deduced to exhibit performance at a range of measures, it has been affirmed that task performance in reality should be differentiated into worth of job that gets done, quantity of job accomplished, and communicative efficacy. Therefore, it is obvious that job performance is correlated towards the magnitude to which the professional is capable of achieving the task consigned to them and how does the completed task impact to the fulfillment of the job objectives.

In relation to this as known, the legal profession is in the midst of swift and constant transformation on a daily basis. Clienteles are spanned out around globally and for that lawyers must have an international presence and offer a worldwide skillset. Lawyers already with their hectic work schedules are struggling to sail through brought on by the typical burden and strain of the profession and are trying to keep afloat with practice matters that are developing into more concentrated and multifaceted. Lawyers must not only be proficient technicians of the legal field but also possess business eloquence, procedure and expertise in project management, a comprehension of the part technology plays in legal services approach and be inclined to resolve clients' complicated issues by joining forces with other professionals in an inventive manner. This is where social media plays a huge role in serving the purpose of aiding lawyers for their task performance purposes.

In recent years, contextual performance has materialized as a key trait of general job performance. Where it is no longer deemed to comprise stringently of performance of a task. To a certain extent, with a progressively cutthroat job market, employees including lawyers are anticipated to go above and beyond the obligations that are their general job descriptions. Contextual performance which is defined as actions that has a huge impact on the social and psychological fundamental of the employee and their organization, is starting to be regarded as correspondingly vital to task performance. Some of the examples of of contextual performance comprises of volunteering for extra work beyond their work hours or as some lawyers do pro-bono work, compliance rules and procedures even when it may be troublesome, helping and liaising with fellow lawyers and assisting interns and chambering students, and many other optional conducts. By solidifying the feasibility of social media usage on their part, these deeds are speculated to boost the psychological environment in which the technical central is vested.

Contextual performance is more probable to be voluntary while task performance is more probable to be proposed by the official job responsibility. In spite of the reality that contextual performance is usually undertaken more by personal choice, studies show that these conducts can be incorporated when managing performance appraisals. This highpoint the actuality that these aspects are becoming more and more a prerequisite on the performance of the job. While conceptually dissimilar, these modes of performance have relatively above average connections, showing that they share some of the parallel assets or the lawyers who are proficient task performers also are capable contextual performers.

Counterproductive work behavior comprises of actions committed by employee that may have the potential to cause damage or are premediated to harm their organizations. For an organization to accomplish its mission and vision, individual employees must execute their works at certain judicious degree of efficiency.

When confronted with pressure in the working environment, social networking sites may be utilized as a source of self-centric nonconformity (Andreassen, Torsheim, & Pallesen, 2014). Then again, some may of opinion their social media usage as a “guilty pleasure,” and a channel for non-work-related activities that they may have to conceal. Even though a number of social medias were superficially established as devices to enhance rapport, many claims that using social media in fact worsen relationship and networking, and also reduces efficiency. Previous studies have revealed that social media users may lay it on thick on their achievement, contentment, or (Zywica & Daniwski, 2008), which may also develop damage to open and constructive relationships on professional level.

Therefore, while it is doable to use social media for fostering one’s source of professional network systems, it also may be a means where employees keep aloof from working associations in favor of online relationships. Thus, as force of social media use upsurges, employees may increase their awareness of the intermediate and gradually study to utilize it in modes that may be dysfunctional for professional life.

When it comes to lawyers, counterproductive work behavior implies conducts that harm not only the particular lawyer and the firm that they are attached to, but also others such as their associates, partners, assistants, interns, chambering students, clerks, regular workers and also their clients and court-related individuals. Counterproductive work behavior that some lawyers may commit through social networks can comprise of engaging in verbal hostility, aiming harsh and malicious behavior, degrading others, deliberately doing work erroneously or sabotaging work of others, data theft or misuse, and suppressing task performance (Spector, 2012).

## **SOCIAL MEDIA AND INDIVIDUAL JOB PERFORMANCE**

Undoubtedly many previous researches have been conducted on the prospective correlation of social media and job performance which observed a range of key attributes. For instance, North (2010) examined the advantages along with the perils of the usage of social media sites in the in a professional context and determined that professionals accept that social media site usage in working capacity is valuable to them. This conclusion is not unexpected though, assuming that one of the major purposes of utilizing social media is to uphold and intensify networking.

Ellison et al. (2007) discovered a convincing link between the high-level usage of Facebook and social capital and that the usage of the particular social media can assist some users to handle slump of self-image and life gratification. A similar research discovered that the capability of professionals to utilize social networking sites at for work purposes was an immense enticement for the preservation and organization obligation of workers where they can remain connected with others. Moreover, it has been discovered that the gains of social media usage in professional capacity can incorporate improved communal information, efficiency, and optimism.

All in all, the use of social media can in many ways direct to beneficial impact to the employees’ job performance. However, some researchers allude that the usage of social media amongst professionals may lead to forfeiture in their productivity. Undeniably, it was discovered that total social media use in the working environment results in a moderate degree of decline in efficiency. Social media could be disputed to steer to disturbance which may decrease their level of task performance. To boot, by obscuring the borders between personal life and job domains, social media usage by employees might trigger personal and professional matters to meddle with work obligations, where by doing so causing in weakened job performance.

## **HYPOTHESES**

Based on the objectives and review of literature, the following hypotheses can be developed:

**H1:** There is a significant relationship between social media usefulness and task performance.

**H2:** There is a significant relationship between social media usefulness and contextual performance.

**H3:** There is a significant relationship between social media usefulness and counterproductive work behaviour.

**H4:** There is a significant relationship between social media ease of use and task performance.

**H5:** There is a significant relationship between social media ease of use and contextual performance.

**H6:** There is a significant relationship between social media ease of use and counterproductive work behaviour.

## **METHOD**

Cooper and Schindle (2008) see population as a “complete set of individuals, cases, or objects with some common observable characteristics of a particular nature distinct from other population”. Hence the focused population is the real component from which presumptions are to be derived (Okiro & Ndungu, 2013). The total population for this study comprised of the total number of lawyers registered with the Malaysian Bar Council at the time the study was conducted is around 20,400 from all over Malaysia. The sampling procedure include a series of an appropriate figure of features from the populace based on the data that is gathered from a subgroup where a presumption of the descriptions of the total population that might be done. The subjects of this study comprise of lawyers who are registered with the Malaysian Bar Council and are working all over Malaysia, including the states of Sabah and Sarawak.

For the purpose of this research, a simple random sampling technique is executed. Based on the percentage of the total number of lawyers registered with the Bar Council, 370 lawyers were chosen randomly for data collection. This data was collected based on the sampling table by Krejcie & Morgan. Out of this, almost 50% (n=185) of the targeted respondents returned the answered questionnaires. Two methods of data gathering were utilized where the secondary data was gathered from journals, previous

studies, thesis papers, articles and the Internet. This mode enabled constructing formidable theoretical background to explain the problem meaning, analyzing and assessing research results with literature results.

The primary data was gathered through questionnaires through closed-ended statements which was calculated with 5-point Likerts scale of 1-5 for every respondent. Use of questionnaire was fitting as it made it feasible to amass huge volumes of data in a short period of time. Questionnaire also acts as some sort of yardstick and warrants diverse respondents were handed out with the same questions (Cooper & Schindle, 2008). The questionnaire integrates all three dimensions of Individual Work Performance, whose operationalization was created and improvised centred on a generic population (employees in all forms of jobs). The questionnaire also combines the USE questionnaire of Usefulness, Satisfaction and Ease of Use (Lund, 2001). The independent variable which is social media use was quantified with 16 statements. Likewise, the dependent variable which is the individual job performance was quantified with 29 statements.

The questionnaire encompasses six sections where the first section comprises of the socio-demographic profile of respondents. The second and third section of the questionnaire focuses on the ease of use and usefulness of social media consecutively. In the fourth section, questions were about ease of use of social media. In fourth section, the questionnaire targeted the variable of task performance. Fifth section questions dwelt with contextual performance and the final section were questions about counterproductive work behavior. SPSS version 23.0 was engaged to analysis of the primary data that was gathered for the study. Based on this, the reliability and validity of the questionnaire was measured.

First, the questionnaire was pre-tested on thirty respondents which was helpful in recognizing which question had inaccuracies or vague to the respondents. Based on this information, the necessary corrections were made. The respondents who partook in the pilot test were omitted from the final study to reduce partiality because to their prior knowledge on the study. The data collection process comprised of a “drop and picks” approach. The hard copy of the surveys was circulated to the respondents and they were permitted some reasonable time to fill out the questionnaires. The completed questionnaires were then gathered back by the researcher. The researched also distributed a number of questionnaires via online survey system to some of the respondents. The respondents were educated briefly on the significance of the study and how it may shape them and their job at the time of the questionnaire distribution. They were guaranteed of privacy of the data that was collected from them to boost reliability and openness in answering the questions.

## FINDINGS

Based on Table 1, a reasonable number of lawyers in Malaysia find that using social media makes things somewhat easier (3.94). They also are aware of social media is somewhat useful in general (3.91). Some of the lawyers also find that social media meets the needs that the use them for (3.5) and that social media meets their expectation (3.46).

With an increasing engagement in social networking applications, it is indeed more convenient for lawyers to stay connected with other members of the legal fraternity and clients compared to the more conventional approaches that were employed in the past. They also can keep themselves updated with case details and other information at the touch of a finger. On the other hand, only a handful of them have said that that their performance or productivity at work is elevated due to their social media use (3.22) and that social media helps them be more effective (3.24). Overall results showed that lawyers find social media is not fully useful due to their high work commitments.

**Table 1: Mean and standard deviation value by level of social media usefulness**

Item	Standard Deviation	Mean	Percentage (%) (n=185)				
			1	2	3	4	5
1. Be more effective	0.815	3.29	1.6	8.1	59.5	21.1	9.7
2. Be more productive	0.932	3.22	4.3	13.0	47.6	26.5	8.6
3. Useful	0.670	3.91	0	2.7	18.9	62.7	15.7
4. Easier	0.995	3.94	1.6	9.7	13.5	43.2	31.9
5. Meets need	0.749	3.56	0	5.4	42.7	41.6	10.3
6. Meets expectation	0.787	3.46	0	7.0	50.8	30.8	11.4

**Average Overall Mean**

**3.56**

**Note: 1 = Strongly Disagree 2= Disagree 3 = Neutral 4 = Agree 5 = Strongly Agree**

Based on Table 2, a fairly reasonable number of lawyers in Malaysia find that social media is easy to use (4.36). They are also of the opinion that social media is simple to use in terms of technicality (4.30). Many also agree that social media is user-friendly (4.13) and requires very few steps to use (4.12).

On the other hand, a moderate number of lawyers agreed that social media is flexible to use (3.99). A handful of them also said that social media is effortless (3.95) and that they can easily remember how to access social media (3.91). As lawyers are generally are hard-pressed for time, for some of them, the application of social media may not be of highest priority and they may prefer to stand by their regular modes for communication purposes. Overall, many lawyers do in generally agree that social media does not require too much effort to use, though it cannot be said that it constitutes to a very strong agreement in consensus.



**Table 2: Mean and standard deviation value by level of ease of use**

Item	Standard Deviation	Mean	Percentage (%) (n=185)					
			1	2	3	4	5	
1. Easy to use	0.703	4.36		0	0	13.0	37.3	49.7
2. Simple to use	0.623	4.30		0	0	8.6	51.9	39.5
3. User-friendly	0.871	4.13	0	4.9	17.3	37.3	40.5	
4. Fewest steps	0.801	4.12	0.5	0	23.2	38.9	37.3	
5. Flexible	0.875	3.99	0	1.1	35.1	27.0	36.8	
6. Without instructions	0.852	4.08	0	1.1	29.2	30.3	39.5	
7. Effortless	0.931	3.95	0	5.4	29.2	29.7	35.7	
8. Successful use	0.964	4.06	0.5	4.9	25.4	25.9	43.2	
9. Quick learning	0.976	4.11	0	2.2	29.2	21.1	47.6	
10. Remembering	0.949	3.91	2.7	1.6	28.1	36.2	31.4	

**Average Overall Mean** 4.17

**Note:** 1 = Strongly Disagree 2 = Disagree 3 = Neutral 4 = Agree 5 = Strongly Agree

### Hypotheses 1

H<sub>a</sub>: There is a significant relationship between the social media usage usefulness and task performance

The Pearson correlation is analysed to identify the relationship between social media usefulness and the task performance of lawyers in Malaysia. Table 3 shows that the value of coefficient correlation is 0.548. However according to the Guilford Rule of Thumb, the *r* value of the variable is depicted to be moderately (positive). Meanwhile the significant value is less than the significant level of this research which is 0.010 > 0.000. Thus, the findings of this research accepts the hypothesis (H<sub>a</sub>).

**Table 3. Relationship between social media usefulness and task performance**

Independent Variable	Task Performance	
	r value	Significant value
Social media usefulness	0.548	0.000

### Hypotheses 2

H<sub>a</sub>: There is a significant relationship between the social media usefulness and contextual performance

The Pearson correlation is analysed to identify the relationship between social media usefulness and the contextual performance of lawyers in Malaysia. Table 4 shows that the value of coefficient correlation is 0.457. However according to the Guilford Rule of Thumb, the *r* value of the variable is depicted to be moderate (positive). Meanwhile the significant value is less than the significant level of this research which is 0.010 > 0.000. Thus, the findings of this research accepts the hypothesis (H<sub>a</sub>).

**Table 4. Relationship between social media usefulness and contextual performance**

Independent Variable	Contextual Performance	
	r value	Significant value
Social media usage trends	0.457	0.000

### Hypotheses 3

H<sub>a</sub>: There is a significant relationship between the social media usefulness and counterproductive work behaviour

The Pearson correlation is analysed to identify the relationship between social media usefulness and the counterproductive work behaviour of lawyers in Malaysia. Table 5 shows that the value of coefficient correlation is -0.141. However according to the Guilford Rule of Thumb, the *r* value of the variable is depicted to be extremely low (negative). Meanwhile the significant value is less than the significant level of this research which is 0.010 < 0.56. Thus, the findings of this research rejects the hypothesis (H<sub>a</sub>).

**Table 5. Relationship between social media usefulness and counterproductive work behaviour**

Independent Variable	Counterproductive work behaviour	
	r value	Significant value
Social media usefulness	-0.141	0.56

#### Hypotheses 4

H<sub>a</sub>: There is a significant relationship between the social media ease of use with task performance

The Pearson correlation is analysed to identify the relationship between social media ease of use and the task performance of lawyers in Malaysia. Table 6 shows that the value of coefficient correlation is 0.377. However according to the Guilford Rule of Thumb, the *r* value of the variable is depicted to be low (positive). Meanwhile the significant value is less than the significant level of this research which is 0.010 > 0.000. Thus, the findings of this research accepts the hypothesis (H<sub>a</sub>).

**Table 6. Relationship between social media ease of use and task performance**

Independent Variable	Task Performance	
	r value	Significant value
Social media ease of use	0.377	0.000

#### Hypotheses 5

H<sub>a</sub>: There is a significant relationship between the social media usage ease of use with contextual performance

The Pearson correlation is analysed to identify the relationship between social media ease of use and the contextual performance of lawyers in Malaysia. Table 7 shows that the value of coefficient correlation is 0.386. However according to the Guilford Rule of Thumb, the *r* value of the variable is depicted to be low (positive). Meanwhile the significant value is less than the significant level of this research which is 0.010 > 0.05. Thus, the findings of this research accepts the hypothesis (H<sub>a</sub>).

**Table 7. Relationship between social media ease of use and contextual performance**

Independent Variable	Contextual Performance	
	r value	Significant value
Social media ease of use	0.386	0.000

#### Hypotheses 6

H<sub>a</sub>: There is a significant relationship between social media ease of use with counterproductive work behaviour

The Pearson correlation is analysed to identify the relationship between social media ease of use and counterproductive work behaviour of lawyers in Malaysia. Table 8 shows that the value of coefficient correlation is 0.307. However according to the Guilford Rule of Thumb, the *r* value of the variable is depicted to be low (positive). Meanwhile the significant value is less than the significant level of this research which is 0.010 > 0.000. Thus, the findings of this research accepts the hypothesis (H<sub>a</sub>).

**Table 8. Relationship between social media ease of use with counterproductive work behaviour**

Independent Variable	Counterproductivte work behaviour	
	r value	Significant value
Social media ease of use	0.307	0.000

## DISCUSSION

This study evaluates the correlation of social media usefulness and ease of use with lawyer's task performance, contextual performance and counterproductive work behavior. The correlation is significant and positive at the degree of 0.03 to 0.05 between almost all independent and dependent variables. For instance, correlation between social media usefulness and task performance is at 0.548 (p=0.000); the correlation between social media usefulness and contextual performance is 0.457 (p=0.000); the correlation between social media ease of use and counterproductive behavior is 0.307 (p=0.000); the correlation between social media ease of use and task performance is 0.377 (p=0.000) and the correlation between social media ease of use and contextual performance is 0.386 (p=0.000). Hence, the results of the study imply that the relationship between the dependent and independent variables are significant and moderately positive. The only exception to this statement is the relationship between social media usefulness and counterproductive which was found to be not significant and negative.

A previous research done by Hughes (2009) had caused adoption of Twitter due to the usefulness of it. Twitter appears to have advanced over time to present beyond data and info sharing function. The capability to have access to social networking sites such as Facebook or Twitter through mobile web is one the reasons in the embracing of social media where the quality is of the maximum. To boot, owing to its capacity for global interaction among users, social media has and is being utilized by lawyers

and the legal fraternity for various purposes. Among them are for informercial, sharing knowledge and educational purposes, case study ideology, interaction or marketing means (Siti Ezaleila Azizah & Mustafa Hamzah, 2010).

Social media has grown into one of global phenomenon where it lures any individuals intending to partake by participating responsively and communicate with each other in a prompt and boundless fashion. Ease of use and usefulness are some of the features that inspire people in utilizing social networking sites which similarly was envisaged by the Technology Acceptance Model (Davis, 1989). Besides, social media has turned into a range of networks which involve sharing analyses, tribulations, and resolutions amongst online involvement. It is wished that this research promotes to the corpus of information on contemporary media implementation in particular social media, and specifically functional for potential study in this field and for lawyers.

## CONCLUSION

This research intends to enhance the developing corpus of information that studies the function of social media usefulness and ease of use among lawyers and, ultimately towards their individual job performance. The transformation in the manner individuals interact and relate with others (Coyle, 2008; O'Murchu et al., 2004) and in professional manner as a consequence of expansions in technology (Sullivan, 1999) has raised the bar regarding the magnitude of researching the impact of social media among lawyers. This research provides a distinctive contribution to the legal fraternity, in particular, and to practicing lawyers generally, by taking into account the correlation of social media usefulness and ease of use to their job performance. The propositioned study model utilized for this research aptly tallied with the information gained. The five core variables, were namely social media usefulness, social ease of use, task performance, contextual and counterproductive work behavior.

The objective of this particular research is to study the hypotheses which are correlated to the usefulness and ease of use of social media and investigate how each of it are related with the individual job performance of lawyers in Malaysia. The main conclusion of the research is that usefulness and ease of use of social media are considered as moderately fundamental factors in assessing the lawyers' usage of using social media. The result of this research shows that the use of social media plays a reasonably notable part in the job performance of lawyers.

In this constantly shifting world, technology is turning into one of the most vital skill for lawyers and their respective firms as well. While many previous researches mostly study the ways social media affect employees' job performance on the perception of balancing between professionalism and time factor, it is also crucial to integrate the influence of social media on individual job performance of them. So, in this research, a model based on individual job performance is examined where social media is presumed to perform a part in advocating mutual information dissemination and boost interaction, hence supporting individuals in a shifting situation. Moreover, appropriate social media usage warrants that employees are able to accomplish their duties and responsibilities meritoriously.

The findings of the study prove that there is a significant relationship between social media usefulness and ease of use with lawyer's task performance, contextual performance and counterproductive work behavior. In regards to the implication to the theory that was used in this research, Technology Acceptance Model (TAM) affords a theoretical perception to comprehend the elements in an extensive array of user orientated technological mechanisms. This archetype supports the researcher by providing ground work and basic foundation to cognize the usage of social media by lawyers. As theories continue to expand and develop throughout the course of the study, employing Technology Acceptance Model (TAM) in the framework of this particular research has caused in theoretical expansions. Davis (1989) exhibits that usefulness and ease of use of social media have positive influence on the usage of technology as well as eventually on the user's performance. The outcomes of the study also endorse Technology Acceptance Model (TAM) as a comprehensive prototype for imminent communication technology usage.

Studying the posed matter has a considerable implication for the legal fraternity in Malaysia, specifically that it bears much trepidation and relevance for senior management of legal firms who are constantly concerned about their member lawyers' individual job performance. They should pay attention on the lawyer's conduct and mindset with respect to using social media particularly in a professional context. Legal firms can draft their training agendas based on social media behaviors of lawyers. For instance, they can set up social networking sites and utilize it for those training objectives where the human resource or corporate communication department can bring up to date their guidelines, new plans, schedules of meetings, educational tools or motivational quotes on the specific social media website. They can also utilize social media profiles of the lawyers to assess necessary proficiencies for freshly initiated or developed ventures, however without infringing on the issue of privacy and confidentiality of the lawyers. Legal firms may use these networks to help improve expertise or abilities, social awareness, aptitude, efficiency and enthusiasm intensity of the lawyers that work in the firm. By doing this, lawyers can be made aware of the appropriate measures of using social media in a professional capacity as well.

On the other hand, law firms must acquire the proper approach of the lawyer's in their usage of social media. Lawyers should consider social media networking as a positive channel for acquiring latest knowledge, concepts, establishing networks, showing emotive liberation instead of disparaging manner or acting in a morally inferior way. At social media, lawyers are portrayals of their clients, stakeholders and ultimately respective firms. Their morally inferior conducts or activities can damage the impression of all these facets. Thus, lawyers can benefit social media for increasing and developing their job performance.

Notably, there can indefinite elements also which may influence the effect of using social media on lawyer's job performance, which implies at issues such as good or bad conduct, indolent stance, erroneous observation and many others. These aspects are able to stipulate basis for advanced examinations. This model contributes to law firms to project employee training and as well as



coming up with effective ones to benefit lawyers in the long run. The results of this study have many repercussions for scholars and legal practitioners. The outcomes of this research indicate that commissioning the use of social media encompasses some kind of correlation with individual job performance. Contemplating from a theoretical viewpoint, this study has a considerable role in promoting and adding to the allied literature. In the previous social media literature, not many previous researches could be actually found to examine the correlation in between the variables

Social media impact on individual job performance is moderately arbitrated by both the usefulness and ease of use. This research exhibits that social media use can to a certain level be utilized as an imperative prognosticator of individual job performance of lawyers. This is a positive phase which directs to the necessity of additional analysis of the projected model in potential researched. This particular research amassed cross-sectional information at a distinct point in time in the course of a single issuance of the research instrument. To gain a more comprehensive evaluation of the link between social media usefulness and ease of use with association to individual job performance, a longitudinal research layout would be significant where it would permit researchers to more effectively trace the intensity of respondents' use of social media which also may present weightier understanding into the relationship between social media usefulness and ease of use with individual job performance.

From a pragmatic approach, it is sensible to reckon that legal professionals would greatly benefit from grasping the connotations prompted by this particular research. This study has an immense practical allusion for lawyers since being aware and appreciating the relationships between social networking site usage and job performance can assist them in uncovering the causal validation for their respective firms to either permit or prohibit the usage of social media sites in a professional context.

In conclusion, the communication of lawyers with coworkers, clients, stakeholders and the public through social media offers them with social backing which augments their individual job performance. This recommends lawyers to socialize and interact with these communities by utilizing social media. The findings also propose that, to attain enhanced job associated results and ultimately job performance, lawyers should engage themselves in social media usage as a central resource of social patronage. Forming a support network system with individuals from various environments and social class through social media would also help them become determined, imaginative, resourceful and dedicated to their firms, and accomplish greater things. To sum up, this research advocates that lawyers should include the engagement of the usage of social media to their arsenal of drills and habits that increase their individual job performance.

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