PROCASTINATION ON SOCIAL MEDIA AMONG EMPLOYED AND UNEMPLOYED INDIVIDUALS: SPECIAL REFERENCE SOCIAL MEDIA USERS IN SRI LANKA.

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Abstract

Procrastination can be defined as the deliberate delay of a needed or committed task which can create several negative effects such as distress, physical health problems, poor work performance and poor academic achievement. This research paper provides in-depth knowledge by examining the procrastination on social networking sites among employed and unemployed social media users in Sri Lanka. The aim of the present study was to study and compare the level of procrastination on social media among employed and unemployed social media users since it is very important for every economy. Moreover, the study focuses on examining how procrastination on social media varies between males and females and the third objective is the investigation of the association between procrastination on social media and the level of education of these employed and unemployed social media users. Unemployment is a vital problem in the world today. A country like Sri Lanka with a moderate population (22 million) is likely to give a higher attention to this account. Unemployment declines the psychological well-being of work to the person and creates negative effects on the individual as well as the society. This study is based on positivistic research philosophy, deductive approach, and explanatory research design. In this study, the sample comprised 285 employed and unemployed respondents after removing the outliers. To measure the level of Procrastination five variables were used namely notification features, immersive decision features, surveillance of presence, identity features and interaction features. The result of the present study indicated that there is a significant difference exists between the level of procrastination on social networking sites among employed and unemployed social media users. Moreover, findings revealed that there is a significant difference between males and females too.

keywords: Procrastination, social media, employment, unemployment, level of education

INTRODUCTION

Procrastination can be defined as the deliberate postponement of work that prevents people from performing their regular tasks (Alblwi . A.,2020). However, procrastination occurs because of the unwanted postponement of undergoing tasks for the purpose of continuing on a later occasion (Severina. M, et al, 2017). It has been widely discussed in the literature that unwanted delays caused by procrastination can inversely affect students' academic performance (among other groups) and their learning atmosphere (Klingsieck,K.B, 2013) Although the findings in the literature emphasized that controlled and regulated procrastination helps people to relieve stress and develop their mood which can positively enhance the working environment and ultimately affects for the effectiveness of the work. It can be seen several forms of procrastination in the context of SNSs, such as cyberslacking and personal web usage. cyberslacking is the employee who uses the internet for their tasks (Bock and Ho 2009). This may ultimately affect the employee's work performance and finally the entire organization (O'Neill, Hambley and Bercovich, 2014).

Alblwi (2020) revealed that there are four motivators which influence procrastination on social networking sites namely avoidance, escapism, emergence and mood modification where avoidance can be defined as the act of staying away from something from doing it and encouraging avoiding a particular act or task created through the sense of dissatisfaction at the thought of doing it, which ultimately negatively impacts the start of the work to be delayed (Ferrari et al. 2005). Moreover, escapism refers to a person's knowledge of how they must be apart from something and "escape" from it and escapism more importantly causes people to seek out the virtual environments offered by social networking sites (Warmelink et al. 2009). Emergence is another type of procrastination that occurs when someone focuses on another task and finally dissatisfied with a social networking task, which then triggers online procrastination. (Mark G et al, 2015) Whereas mood modification is done to alter moods, it can be identified as a powerful coping strategy (Griffiths et al. 2014). However, Such procrastination occurs when an individual uses social networking sites to change their mood rather than to complete specific tasks.

According to the Census and Statistics Department of Sri Lanka, individuals who are looking for work, and who did not work and have taken steps to find a job during the last four weeks and are ready to accept a job given a work opportunity within the next two weeks are defined as unemployed. Moreover, The unemployment rate for the first quarter of 2020 in Sri Lanka is 5.7 percent (CASD). Further, the youth unemployment rate is higher than other age categories which is 26%. (CASD Sri Lanka) As per the literature point of view, unemployed persons are more likely to have stress than employed ones. (Estes, R. J., & Wilensky, H. L., 1978) Where unemployment can decline the psychological advantages of work for individuals, and it has negative effects on the individual as well as for the entire society. However, unemployment creates a huge social cost, like gambling, thefts, murders etc. Moreover, unemployment is a state of condition where people have to face many obstacles and how they respond to that particular condition depends upon their level

of adjustment. (Premacandh.G, 2015).The remaining literature provides how procrastination impacts different social units (Students, workers) However, The degree of social media procrastination among unemployed ones with their educational level is still under research domain and it needs further consideration. Even, though procrastination has some categories, our study is limited and specialized to social media which in turn reflects novelty to the industry. Moreover, it is one of the main purposes of the government to minimize the unemployment rate and the social cost created by unemployment. This research will provide some assistance to focus and identify the degree of procrastination among the unemployed sector and to plan the relevant adjustments. However, more importantly, findings will be helpful for psychology and medical sciences to understand the level of procrastination towards social media among different demographical groups and economists will find how to solve these unsolved technically generated issues in the economy. Ultimately marketers will identify how different groups behave in online groups since it sharpens consumer behavior too.

Following the Census and Statistics Department in Sri Lanka (CASD) Persons, those who have engaged in work for at least an hour during the concerning period, as paid employees, employers, own account workers or contributing family workers are defined as employed. This can also include persons for whom they have a job but not at work during the concerned period. As the literature revealed Personal web usage is any deliberate act of consuming the internet for personal use during working hours for different purposes such as gambling, online buying, or news searching, which can ultimately trigger procrastination and eventually it would waste time, and reduce work quality and productivity (Coker, 2013). Procrastination has been studied with respect to behaviours in various life domains, such as activities in the academic, everyday routine, or health areas (Ferrari, 2010; Klingsieck, 2013). However, workplace procrastination has received considerably less attention in the literature (DeArmond, S., Matthews, R. A., & Bunk, J. , 2014). (Uysaland Yilmaz, 2020) introduced in their study that workplace procrastination affects a company's activity. Kastiya et al, (2020) showed that procrastination in the workplace among millennial employees impacts positively internet addiction to social media. Arguably, Procrastination on social media among students is somewhat different from the employees and unemployed users. Hence, the literature reveals needs further investigation to identify the degree of procrastination among employed ones with respective to their educational level. (Mark.J, 2021)

The main objectives of this research study are,

a) To examine the degree of procrastination of social media users and how it varies between employed and unemployed social media users.
b) To examine the procrastination on social media varies between males and females.
c) To investigate the association between procrastination on social media and the level of education

Hypotheses:

H_1: There is a statistically significant difference between employed and unemployed social media users towards procrastination on social media

H_2: There is a statistically significant difference between male social media users and female social media users towards procrastination on social media.

H_3: There is a statistical relationship between procrastination on social media and the level of education

LITERATURE REVIEW

Procrastination can be mentioned as the voluntary extension of immediate tasks that would create serious adverse effects such as low productivity or anxiety (Klingsieck. K.B, 2013). SNSs such as Facebook, LinkedIn, Twitter, and YouTube provide an opportunity for their users to create online profiles and make social relationships. However, besides these advantages, some consumption patterns may be dangerous to those who do not maintain proper control over their usage (Alblwi.A, 2020). Social media platforms have been developed to encourage further engagement which can ultimately lead users to procrastinate if this engagement creates some conflicts with other tasks (Alblwi.A, 2020) Moreover, the literature defines Procrastination as an inability to self-regulation which is badly impacts performance and welfare (Steel, 2007). Steel has argued in his book "The Procrastination Equation" where he has emphasized social media is persuading people for kind of gratification. However, age and individual responsibilities make them more sensitive towards procrastination. For people, procrastination is not only an occasional issue, but it certainly interferes with their routine life and potential. More importantly, Procrastination has been widely discussed with relevant to behaviours in various life domains, such as activities in the academic, everyday routine, or health areas (Klingsieck, 2013) When concerning the Internet, some researchers have explained that online media is a generally used but not an appropriate tool for procrastination (Hinsch, C., et al 2013). Whereas some other research studies have examined procrastination in the workplace (Nguyen, B., et al 2013). Some studies have evaluated such behaviour as subject to unemployment (Clary H Lay et al, 1997). However, it reveals that workplace procrastination among employees has received considerably less attention (DeArmond, S., Matthews, R. A., & Bunk, J. , 2014) and Procrastination relevant to unemployment needs further consideration. However, our study on Procrastination on social media comprised five variables as mentioned below.

Notification features

Notification features are a key variable which enhances relationships by changing users' post relationships with specific services. It can be seen two modalities of these features namely deactivated notifications and activated notifications (Dawot NIM, Ibrahim R , 2014). Deactivated notification contributes to enhanced indirect procrastination since the users are willing to know whether they receive messages

when a notification is muted, which creates some excitement to join with the SNS. However, activated notifications mainly impact procrastination since clicking on an activated notification leads to approaching social networking apps whether they are engaged in related activity.

Immersive design features

Due to the fear of missing temporal content (e.g. stories on Facebook), immersive design features impact its users to stay within the system for a delayed period (Alblwi.A, 2020). Features of SNSs such as endless feeds can enhance procrastination on social media apps and forums since social media users are more interested to continue viewing the unstoppable stream of new posts. Moreover, some countermeasures such as setting time restrictions on social apps can avoid procrastination. (Alblwi.A, 2020)

Identity features

 Identity features allow individuals to appear themselves on social media platforms (ex: setting a profile picture, forming their name, and adding status). Some other users provide precise details while others provide irrelevant and wrongful information. It is apparent that accurate users (people who are providing accurate information) have the stress to increase the number of followers, and reputation, and its effect is considerable and may lead towards procrastination, On the other end, Fake users (people who are not providing accurate information for social networking sites), the propensity of becoming relaxed about one's online presence is considerably greater than accurate ones (Kang et al. 2013).

Surveillance of presence features and their countermeasures

 Surveillance of presence features towards social networking sites may lead individuals towards procrastination by publishing their progress in the status bar/interface (active online participant or inactivated offline participant). However, based on entering the social media forums and online platforms, the social media participant may have felt whether they are being watched by the social communities, this ultimately forces them to reply to notifications, messages, and other social media activities. Social media controls its participants according to their feature of transparency and simply these reveal when the last login of the user is, its location, current login, recent updates etc. However, these things affect a user to reply to their community to content his social expectations and maintain positive self-druthers. (Alblwi.A, 2020)

Interaction features

In accordance with the literature point of view, some studies have shown that the main reason for using SNSs for most users is to maintain a proper connection with others (Suki NM, Ramayah T, Ly KK,2012). As with the nature of the interaction, interaction features can be divided into two parts episode interactions and dialogue

interactions. However, under the episode interactions such as Facebook posts the action cannot be revised and continued, and it can be persuaded towards procrastination since, most of the participants are likely to return to the product of their interaction to check its statistics (e.g. in terms of likes, favourites, comments). However, one-episode interactions always try to grow excitement among individuals and finally begin to consider the negative and positive responses. In the case of dialogue interactions, this may finally affect to happen or operate at the same time or at different times (Alblwi.A, 2020)

Procrastination on social media among employed individuals

More importantly, work performance relates to employee behaviour patterns, which are continued with the objectives of the organization (Viswesvaran, C., & Ones, D. S., 2000). However, there is a Risk going on since employees may have procrastinated in non-work-related activities during working hours. (e.g., long breaks, logging on to social media, online shopping etc.). Among the alternative procrastination types here, is concerned about procrastination on social networking sites. However, Procrastination in the workplace is a kind of failure of the user to cope with planned tasks (Nguyen et al., 2013). As Whang LS, (2003) mentioned in his study, The research study conceptualized procrastination at work as an ineffective work. Despite this, early studies revealed that procrastination at work is directly linked with weariness, mental dispassion (DeArmond, S., et al, 2014), and job-related stress (Wan, H. C., Downey, L. A., & Stough, C, 2014). However, a drawback of the past studies was that they had used general and academic procrastination scales to measure procrastination at work. As a result, orthodox procrastination actions which can be used in work settings, (taking long stops, wasting time on social platforms, chatting with colleagues or playing computer games during working hours, are not be able to measured with these instruments. However, it is apparent that employees spend more than 30% of the day on non-work related online engagements and more than 85% of the employees reported that they were using internet sources for their satisfaction, such as checking social network sites, reading blogs, doing online shopping (Eddy, E. R., D'Abate, C. P., & Thurston, P. W., 2010). Arguably, procrastination was mostly related to poor academic achievements (final grade average in exams) and higher stress (Steel, P.,, 2007) It can be also expected within the working environment. Employees representing higher levels of procrastination waste a considerable amount of their working hours on non-work-related activities. Therefore, to accomplish their daily tasks the employees may have to work for long hours or may have to fasten their tasks (which may create mistakes). Consequently, by engaging and increasing procrastination, it will have displayed a poorer job performance by the employees.

Social media procrastination among unemployed Individuals.

Unemployment can be attributed towards poverty and social rejection. Being unemployed is very much related to increasing family life issues and ultimately lack of money will lead to disappointment in life. Socially, being unemployed is very

difficult to control and getting angry can be commonly seen yet it will badly affect maintaining good friendships and relationships among colleagues (Wanberg, C. R., Kanfer, R., & Rotundo, M. , 1999) However, past studies reveal that prolonged unemployment leads to sorrow-life, disappointment, uncontrollable depression, physical damaged which inclined to stress, declining of self-confidence, and dissatisfaction about the life and low relationship with the family (Gallie D, 2003; McKee-Ryan F, 2005) Moreover, a higher amount of time spent on social media platforms and the compulsive behavior patterns of new media will affect for decreasing the social connections with "real" people and it will increase the distress and higher amount of depression . (Chou. C, 2001; Yellowlees P and Marks, 2007'; Treuer T, 2001). Anxiety, depression, and low self-esteem can be identified as the most critical factors for Internet addiction and procrastination on social media. To minimize stress and control the mental pressure created by negative feelings which are generated through unemployment, some unemployed individuals are using the internet for procrastination purposes. Very few research studies have revealed that higher Internet usage may result in lower solitariness and depression and also a higher degree of social supportiveness and self-confidence (Shaw, L. H., & Gant, L. M., 2002) All in all, the factors affecting excessive Internet use can be identified as social activities such as messaging, social information seeking, and online gaming (Griffiths et al., 2014). Moreover, an additional amount of time spent online can considerably influence everyday functioning (Douglas A. C, 2008). However, it can be concluded that identified social elimination during the unemployment period will lead to procrastination through online social media platforms, which will ultimately influence the job-seeking attempts of unemployed individuals.(Severina.M, et al, 2017). An unemployed person usually has an ample amount of relaxed time with little routine (Severina. M et al, 2017). Searching for and engaging in reemployment will take some time, but there is also an overextending of the day spent waiting along with higher leading on which activities should be carried out especially when compared with the employment. However, a lot of time is wasted by the unemployed particularly by over addicted to media usage(Severina. M, et al, 2017). More importantly, the traditional use of media is watching television or listening to the radio (McIlwraith, 1998; however, with the arrival of computers and the internet, social media platforms and online forums have highly become recreational activities by creating new opportunities and challenges. Nevertheless, if individuals are unemployed whenever their colleagues are employed will lead to overusage of social media to control their pressure. Eventually, by combining the findings of previous research studies, we hope that the identified exclusion experience through unemployment may be directed towards the higher levels of online procrastination (Severina. M, et al, 2017) Eventually, It can be emphasized that Some unemployed parties may use the Internet for procrastination purposes to decrease and eradicate the negative emotions which are directly attached with unemployment. In accordance with the literature, it can be concluded that the higher the usage of the internet, the lower the level of loneliness and depression which may ultimately contribute to an increase in the level of procrastination towards social media. (Shaw, L. H., & Gant, L. M.,., 2002)

METHODS

This concerns the research approach, research design, data collection techniques, research instrument, conceptualization, and operationalization

Population and sampling Technique

A target population can be defined as a group of people, events or things that attract the researcher to investigate (Sekaran, 2003). Also (Saunders et al, 2009) define the overall set of units from where the sample is taken out and it tries to identify the degree of procrastination on social media among employed and unemployed social media users. This study is based on positivistic research philosophy, deductive approach, and explanatory research design. Hence the target population for the study was all the employed and unemployed social media users within the considering week. . Here, the convenience sampling technique has been used to collect the samples since the sampling frame is unknown and where the sample size was 384 under the 5% significance level. It has been used a survey method to gather data and sample data was collected using a 7-point Likert-scale self-administered Google form questionnaire which was distributed among respondents.
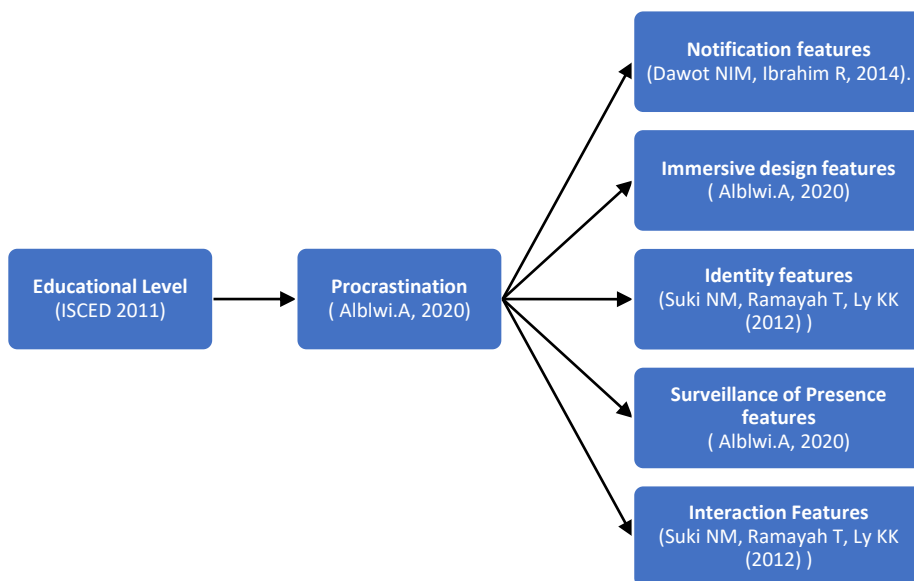
Figure 1: Conceptual Model

Source: Developed by author

Here the procrastination is comprised of five factors namely Notification features, Immersive design features, Identity features, surveillance of presence features, and Interaction features.

Data collection

The key purpose of this research is to determine the procrastination on social media among employed and unemployed social media users in Sri Lanka. As per the literature (DeArmond, S., Matthews, R. A., & Bunk, J. , 2014) emphasized it needs to enlarge the population size and it is better to use employed and unemployed individuals. This study concerns both these groups and it excludes the individuals who are not using social media whether they are employed or not. the conceptual model was developed based on the literature model developed by (Alblwi.A, 2020) and procrastination on social media was comprised of five variables namely notification features, immersive design features, surveillance of presence features, identity features and interactive features. Apart from that, there was one filtering question along with 9 general questions covering demographical characteristics. However, previous studies about procrastination on social media are very limited. Thus, this paper contributes to the government and social media marketers to get an idea about procrastination on social media and future researchers will find a useful compilation of knowledge towards procrastination among employed and unemployed individuals by referring to this article.

RESULTS & DISCUSSION

Test of Validity

Validity indicates the items that are used in measuring the variable and the concepts are more accurate. validity can be identified as the most important aspect of the quality of a test. So measuring validity is important and a prerequisite requirement before carrying out further analytical tests.

Table 01: Results of the discriminant validity test

Variable	Chi-square Value	Significance 0.05>	KMO Value 0.5<	Composite Reliability 0.7<	Average Variance Extracted (AVE)	Discriminant Validity				
						Notification	Immersive design	Surveillance	identity	interaction
Notification	208.913	0.000	0.760	0.702	0.548					
Immersive design	323.649	0.000	0.698	0.721	0.592	0.466				
Surveillance of presence	287.353	0.000	0.716	0.890	0.729	0.328	0.478			
Identity	692.259	0.000	0.873	0.809	0.675	0.518	0.538	0.337		
Interaction		0.000	0.728	0.704	0.602	0.579	0.521	0.327	0.570	

Source: Developed by author

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Here the coefficients are greater than zero (P<0.05) and it fulfilled the sampling adequacy for all the variables and convergent validity was used to measure the validity. (CR>AVE), additionally, the shared variance values are smaller than the Average variance extracted (AVE) and thus discriminant validity was also ensured.

Reliability Test

Table 02: Results of the reliability test

Variable	Cronboch's Alpha	Comment
Notification features	0.726	Accepted.
Immersive design features	0.769	Accepted.
Surveillance of presence features	0815	Accepted.
Identity features	0.839	Accepted.
Interaction features	0.774	Accepted

Source: Developed by author

The reliability was ensured since the Cronbach Alpha (α) value of each variable was higher than 0.7. Thus, it fulfilled the need to have the internal consistency of the measurement.

Objective 1: To examine the procrastination of social media and how it varies between employed and unemployed social media users.

Table 03: Results of descriptive statistics of procrastination

	N	Mean	Std. Deviation	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
procrastination	285	5.0078	1.36393	-.831	.145	-.763	.289
Valid N (listwise)	285						

Source: Developed by author

According to objective 1, the degree of procrastination on social media was measured by comparing the mean value (μ) of procrastination (table 03 indicates that the mean is 5.0078) which is significantly higher than the tested value (4); in this research study, the researcher has used (4) as the tested value since it is the neutral value of the scale and to measure whether the mean value scale that used to measure all the items in the social media procrastination scale.(scale 1-3.5=Normal user,3.5-4.5=

Lightly procrastinated,4.5-7 = seriously procrastinated).Following the methodology, one sample t-test is more fitted with this measure

Table 04: Results of descriptive statistics on procrastination according to employment status

	Employed or Unemployed	N	Mean	Std. Deviation	Std. Error Mean
procrastination	Employed	134	4.8222	1.42051	.12364
	Unemployed	151	5.1700	1.29550	.10543

Source: Developed by author

It is indicated in Table 04 that the mean values for the degree of procrastination towards social media of employed and unemployed social media users are 4.822 and 5.17 respectively. The standard deviation for unemployed males is 1.29550 and for employed males is 1.42051. Here it can be concluded that unemployed users are more procrastinated towards SNS than employed users.

Table 05: Results of Levene's test for equality of variances and t-test of employed and unemployed social media users.

		Levene's Test for Equality of Variances		t-test for Equality of Means							
		F	Sig.	t	df	Sig. 2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference		
									Lower	Upper	
procrastination	Equal variances assumed	6.158	.014	-2.154	281	.032	-.34785	.16148	-.66572	-.02998	
	Equal variances not assumed			-2.141	267.328	.033	-.34785	.16249	-.66776	-.02793	

Source: Developed by author

The calculated t-value for the above-mentioned two groups is -2.154 and its significance is 0.014 which is lower than the significant level of 0.05, and it can be mentioned that there is a significant difference between the degree of procrastination on social media between employed and unemployed social media users.

Objective 3: To examine the procrastination on social media varies between males and females.

Table 06: Results of descriptive statistics on procrastination according to gender

	Gender	N	Mean	Std. Deviation	Std. Error Mean
procrastination	male	110	4.4857	1.44279	.13883
	female	175	5.3300	1.20886	.09138

Source: Developed by the author

It is shown in Table 06 that the mean values for the degree of procrastination among male and female social media users are 4.4857 and 5.33 respectively. The standard deviation for males is 1.44277 and for females is 1. 20886. It can be concluded that females are more procrastinated towards social media than males.

Table 07: Results of Levene's test for equality of variances and t-test of social media users by gender.

		Levene's Test for Equality of Variances		t-test for Equality of Means					95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
procrastination	Equal variances assumed	18.051	0.000	-5.295	281	.0.000	-.84424	0.15943	-1.1580	-.53041
	Equal variances not assumed			-5.079	197.054	0.000	-.84424	0.16621	-.17201	-.51647

Source: Developed by the author

The calculated t-value for the above two groups is -5.295 and its significance is 0.000 which is lower than the significant level of 0.05, Hence, It can be concluded that there is a significant difference between the degree of procrastination on social media between males and female

Objective 4: To investigate the association between procrastination on social media and level of education.

Table 08: ANOVA

	Sum of Squares	df	Mean Square	F	
Between Groups	27.581	4	6.895	3.857	.005
Within Groups	497.028	278	1.788		
Total	524.609	282			

Procrastination on social media appears as the header spanning the table.

Source: Developed by the author

Analyses of variance (ANOVA) tests were conducted to test whether significant relationships exist between the level of education (biographical variable) and procrastination on social media (dependent variable). Table 08 shows that ($P<0.05$) there is a statistically significant relationship between the level of education (biographical variable) and procrastination on social media (dependent variable).

Table 09: Results of Post hoc analysis

Multiple Comparisons

(I) Educational Level	(J) Educational Level	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
Ordinary level or Below	Advanced Level	.90978	.62660	.595	-.8107	2.6303
	Diploma	.34237	.61154	.981	-1.3368	2.0215
	Higher Diploma	.09494	.61384	1.000	-1.5905	1.7804
	Bachelor Degree	-.10733	.65505	1.000	-1.9059	1.6913
Advanced Level	Ordinary level or Below	-.90978	.62660	.595	-2.6303	.8107
	Diploma	-.56741	.22685	.093	-1.1903	.0555
	Higher Diploma	-.81484[*]	.23298	.005	-1.4546	-.1751
	Bachelor Degree	-1.01711[*]	.32645	.017	-1.9135	-.1207
Diploma	Ordinary level or below	-.34237	.61154	.981	-2.0215	1.3368
	Advanced Level	.56741	.22685	.093	-.0555	1.1903
	Higher Diploma	-.24743	.18875	.685	-.7657	.2708
	Bachelor Degree	-.44970	.29651	.553	-1.2638	.3644

Higher Diploma	Ordinary level or below	-.09494	.61384	1.000	-1.7804	1.5905
	Advanced Level	.81484*	.23298	.005	.1751	1.4546
	Diploma	.24743	.18875	.685	-.2708	.7657
	Bachelor Degree	-.20227	.30123	.962	-1.0294	.6248
Bachelor Degree	Ordinary level or below	.10733	.65505	1.000	-1.6913	1.9059
	Advanced Level	1.01711*	.32645	.017	.1207	1.9135
	Diploma	.44970	.29651	.553	-.3644	1.2638
	Higher Diploma	.20227	.30123	.962	-.6248	1.0294

*. The mean difference is significant at the 0.05 level.

Source: Developed by the author

The researcher further used a Post hoc analysis to identify what values among social class levels were indifferent to each other. Table (IX) presents the Summary of Post hoc analysis.

According to Table 09, the researcher used Gabriel statistic for multiple comparisons because the group sizes are not equal. According to the Table, highlighted are the categorical pairs whose means are significantly different. According to Table 09, since the mean difference is significant between the "advanced level" "higher diploma" and "Bachelor degree" "advanced level" categories (sig value is less than 0.05), the researcher can conclude procrastination in social media significantly varies among those educational levels.

DISCUSSION

The first objective of the study was to examine the procrastination of social media and how it varies between employed and unemployed social media users. Following Table 03 one sample t-test was used to measure the degree of social media procrastination and where it was identified that employed and unemployed social media users seriously procrastinated towards social media. Therefore, the researcher concluded that the degree of procrastination on social media among social media users in Sri Lanka can be named as seriously procrastinated (test value=4, mean value (μ) =5.007). These findings are related to the earlier findings (John Mark . R, 2021) Although the literature says there isn't substantial research studies were carried out to measure the degree of social media procrastination among employed and unemployed parties and the gap was filled by this research by measuring the degree of procrastination. Beutel, M.E.,(2016) found that there is a positive relationship between procrastination and unemployment and being single is associated with delaying tasks which is very similar to this research finding (μ =4.822) ..Moreover, John Mark. R, (2021) revealed that employees also procrastinate on mobile devices and thus age and civil status work as positive and negative determinants of procrastination on social media among employees. However, emerged the further

need to incorporate demographic variables such as sex, and educational status in this research which were not tested earlier. Dr. Zafar, A, (2021) findings revealed that government sector employees are more procrastinated and the possibility of having procrastinated is higher among them somehow, They may have less job performance when compared to employees working in private sector organizations who have less procrastinated overall job performance and which is partially similar with this findings since there is a procrastination on social media among employed social media users. However, the findings of this research reveal unemployed individuals are more procrastinated since the mean value (μ) of unemployed social media users' procrastination is 5.17 whereas the employed are 4.822. The second objective of our study was to examine how procrastination towards social media varies between males and females. Even, though procrastination has some categories, our study is limited and specialized to social media which in turn reflects novelty to the industry. In accordance with our findings, it says that females are more procrastinated ($\mu=5.33$) towards social media than males ($\mu=4.4857$) However, this will in turn provide that females are more likely to spend time on social networks delaying their daily tasks. However, Ferrari et al., (2009) revealed that male students are experiencing a higher level of procrastination towards social media than female students which is different from our findings.

However, the third objective of our study is to investigate the association between procrastination on social media and the level of education. The literature provides factors affecting procrastination may have worked differently among students from different academic levels and students with different procrastination levels (Nordby, K., et al, 2017) which justifies our findings Since our findings proved that procrastination on social media significantly varies among "advanced level" "higher diploma" and "Bachelor degree" "advanced level" educational levels.

CONCLUSION

Theoretical implications

Employment is a macroeconomic purpose in any economy. The efficiency of the employees/workforce is a versatile factor when deciding the profitability and the improved performance of the firm. This paper provides in-depth knowledge regarding how employed and unemployed individuals behave in modern technology with the emergence of social networks. The degree of procrastination among individuals will strengthen existing knowledge about employed and unemployed behaviour. According to the study, since the unemployed are more procrastinated towards social networking sites than employees, it provides that being engaged in an effective task/job will minimize social media usage and finally procrastination towards social networking sites. Moreover, females show that they are more procrastinated towards social media and otherwise, it will help social media marketers to identify a niche market and develop market penetration. From an economic point of view, every government tries to increase women's empowerment and reduce women's unemployment. Hence the findings indicate what should be the government approach

towards unemployed individuals and females since they have highly procrastinated towards social networking sites when compared to employed individuals and males.

Practical Implications

Studying the degree of procrastination towards social media is an essential parameter for government to measure the efficiency level of employed individuals whereas it is important to understand how much addictive behaviour towards social media is undergoing among unemployed individuals. The findings will enable social media advertisers to identify consumer behaviour patterns in social media such as which time of the day they procrastinate etc. Otherwise, findings revealed that different procrastination levels exist among individuals. Moreover, the findings help identify the level of procrastination existing among different educational groups and it revealed the mean value is different among those groups and it is very helpful to identify that the behavior patterns vary among those groups. This will be helpful for social media marketers to develop educational promotional campaigns covering these niche markets since their procrastination levels towards social media are different. Otherwise

Future Research Directions, Limitations and Recommendations

It is advisable for future researchers to use different variables other than what this research has been used when measuring the level of procrastination since this has been used in what the literature has provided. Further, this research does not cover the employed and unemployed units who are not using social media. Moreover, this study has not been concerned with why people procrastinated towards social media and it needs further investigation of the influence of a procrastinated workforce on several fields such as organization profitability, economy and whether it creates social cost or not. Since the technology is growing fast areas like addiction/ procrastination towards social media should be brought to further studies linking its economic value or cost created through these concepts. This study has only used online questionnaire method and interview methods and other data collection methods are encouraged to apply in further studies.

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