

**Original Article****Influence of Social Media Use on Employees Self-Confidence among Health Service Providers in Selected Health Institutes**Pramila Thapa<sup>1</sup>, Mahendra Raj Bhusal<sup>2</sup>, Francesco Pio Palladino<sup>3</sup>, Manuka Shrestha<sup>4</sup>, Nabin Lamichhane<sup>4</sup><sup>1</sup>Life Skill Education Institutes/YHSA, Kathmandu, Nepal, <sup>2</sup>Hospital planning, Kathmandu, Nepal, <sup>3</sup>Health management, Casa Sollievo della Sofferenza, Italy, <sup>4</sup>Purbanchal University School of Health Sciences, Gothgaun, NepalArticle Received: 17<sup>th</sup> November, 2023; Accepted: 28<sup>th</sup> December, 2023; Published: 31<sup>st</sup> December, 2023DOI: <https://doi.org/10.3126/jonmc.v12i2.61345>**Abstract****Background**

The social media use and its impact on employee self-confidence in the workplace have garnered attention and concern. However, limited studies exist in the Nepali context. Therefore, researchers aim to examine the influence of social media use on Employee Self-Confidence and explore the moderating role of age in the relationship between Social media use and employee self-confidence.

**Materials and Methods**

Utilizing a quantitative cross-sectional design and convenience sampling, data were collected from July to Aug, 2022, via Google Forms for selected health institutes in Kathmandu Valley. The sample size was 149. Ethical clearance was obtained from Yeti Health Science Academy, IRC, recognized by the Nepali Health Research Council. Modified 11-point items, using a 5-point Likert scale (1 to 5) for social media use and employee self-confidence, were validated through pilot tests, Cronbach's alpha, factor analysis, and content validity. The independent variables of social media use and employee self-confidence exhibited robust performance, providing valuable insights for the study.


**Results**

Researchers conducted descriptive, regression, and moderation analyses to examine the frequency, influence, and moderating role of age in this study. Facebook emerged as the preferred social media platform. The analysis revealed that social media use has a significantly positive influence on employee self-confidence (Beta = 0.588,  $p < 0.001$ ). Age significantly moderates the relationship between social media use and employee self-confidence, with beta values indicating a negative relationship.

**Conclusion**

Social media use is gaining popularity, even in health institutes. Effectively utilized, it contributes significantly to the workplace, as evidenced in this study. Age also showed a moderating role, suggesting health care leadership should initiate interventions to foster social media use among employees for increased confidence, and performance.

**Keywords:** Age moderation, Employees self-confidence, Social media use

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## Introduction

Social media (SM) is a lively online platform [1], fostering information exchange and teamwork, influencing personal and professional dominions [2], notably in health [3, 4]. Self-confidence, an optimistic belief in one's abilities, is crucial in determining resilience and enthusiasm [5]. The relationship between SMU and self-confidence is crucial [5], particularly in the increasingly demanding and growing health sector [2, 3, 6]. Age serves as an important factor in persuading the interaction between digital skills and SM utilization [6].

Though the prevalent use of SM has worldwide implications, its influence spreads to Nepal [1], impacting personal and professional scopes [4, 5]. Workplace communication, health information dissemination, employee and patient engagement are enriched through SM use [2, 3, 7]. In spite of its positive outcomes, limited investigation, especially in the context of Nepal, stimulates the need for an ample investigation into the diverse influences of SM in the developing professional landscape. Moreover, age arises as a crucial factor in determining the interaction between SM use and individual self-confidence levels.

This study aims to examine the influence of SMU on ESC and the moderating role of age in this relationship. By addressing these characteristics, the study seeks to offer valued understandings of leveraging SM skills to boost confidence and awareness among healthcare professionals, suggesting strategies for the health industry

## Materials and Methods

The study employs a quantitative, cross-sectional design, using a convenient sampling method for data collection via Google Forms. Self-administered questionnaires were distributed via email and platforms like WhatsApp, Messenger, LinkedIn, and Viber. It focuses on health institutions in Basundhara, The study centers on health institutions in Basundhara, Dhapasi, and Maharagung, recognized for confidentiality. The names and total healthcare providers are undisclosed to preserve privacy and adhere to ethical norms. Data was collected from June to August 2022, After obtaining ethical clearance from Yeti Health Science Academy's (YHSA) Institutional Review Committee, (IRB) recognized by the Nepal Health Research Council (NHRC). The sample

size, determined using the Cochran formula at a 95% confidence level and a 5% margin of error, comprised a total of 149 samples from an unknown population. The difference was considered significant if the p-value was less than 0.05. SPSS facilitated data analysis, using descriptive statistics to measure frequency and percentage. Linear regression explored social media's influence on employee self-confidence, while moderation (interaction) regression investigated age's moderating role between social media use (SMU) and Employee self-confidence (ESC). The study included all willing healthcare employees from the selected institutions. Instruments (research tools) development involved the creation and validation of an 11-item with five points Likert scale (1 refers strongly disagree and 5 refers strongly agree) to measure social-media use (SMU) for three items and employee self-confidence (ESC) for eight items in the workplace. Researchers conducted pilot tests, assessed Cronbach's alpha, performed factor analysis, and evaluated content validity to establish the reliability and validity of the scale.

Factor analysis: The results showed satisfactory scaling adequacy (KMO =0.843), and Bartlett's Test of Sphericity validates the factor analysis (P<.001). The rotated component matrix reveals distinct components, with SMU and ESC exhibiting significant loading on separated factors, indiscriminately indicating their independence in the analysis. The rotated component matrix reveals interconnections among variables. SMU1, SMU2, and SMU3 align with factors 1, 2, and 3, while ESC4 and ESC11 are distributed across these factors. The matrix illustrated the relationship and contribution of each variable to the identified components in this study.

Furthermore, the content validity of the questionnaire is verified by specialists, with each question achieving a CVI of 90%, surpassing the acceptable threshold of 70%. This validates the question's appropriateness for the research objectives and sample population. In conclusion, the research provided insight into the relationship between social media use and employee self-confidence, considering age as a moderating factor. The findings contribute to existing literature and have implications for organizations in understanding the impact of SMU on employee confidence and performance.



## Results

**Table 1: Socio-Demographic Variables among Participants**

Socio-Demographic Variables	Frequency (Percentage)
<b>Age Group</b>	
20-30	58(39.2)
30- 40	36(24.3)
40-50	26(17.6)
50-60	18(12.2)
Above 60	10(6.8)
<b>Gender Group</b>	
Male	62(41.9)
Female	86(58.1)
<b>Social Media Use Platform</b>	
Facebook	52(35.1)
Instagram	25(16.9)
Twitter	1(.7)
WhatsApp	28(18.9)
LinkedIn	39(26.4)
Others	3(2.0)

The Table1. Presents some demographic variables. Most participants were female (58.1%), aged 20–30 years (39.2%) and preferred Facebook (35.1%) and LinkedIn (26.45%) as their primary social media platforms.

**Table 2: Illustration the social media use (SMU) and employee self-confidence (ESC) among participants**

Variables	SD	D	N	A	SA
	F (%)	F (%)	F (%)	F (%)	F (%)
Social Media Use(SMU)					
SMU1: Social media informs healthcare providers(n=148)	8(5.4)	11(7.4)	43(29.1)	68(45.9)	18(12.2)
SMU2:Discussing social media improves health care understanding (n=148)	8(5.4)	17(11.5)	34(23.0)	77(52.0)	12(8.1)
SMU3:Social media has positively contributed to sustainable health practice(n=148)	8(5.4)	1(.7)	4(2.7)	80(54.1)	55(37.2)
Employee Self-Confidence(ESC)					
ESC1: Social media empowers straight healthcare communication.(=146)	8(5.5)	21(14.4)	25(17.1)	66(45.2)	26(17.8)
ESC2: Social media shares wellbeing information and promotes health literacy(n=147)	3(2.0)	24(16.3)	37(25.2)	68(46.3)	15(10.2)
ESC3: Patient connects, fostering community support(n=147)	5(3.4)	4(2.7)	27(18.4)	84(57.1)	27(18.4)
ESC4: Health care monitors, guide through social media.(n=146)	10(6.8)	42(28.8)	37(25.3)	46(31.5)	11(7.5)
ESC5: Health alerts reach a large audience instantly.(N=146)	3(2.1)	2(1.4)	17(11.6)	102(69.9)	22(15.1)
ESC6: Encourage patient engagement and active participation(n=146)	10(6.8)	39(26.7)	39(26.7)	48(32.9)	10(6.8)
ESC7: Promote a healthy lifestyle, based on platform	2(1.4)	11(7.5)	30(20.4)	86(58.5)	18(12.2)
ESC8:Social media is a gateway to telehealth services	3(2.0)	4(2.7)	18(12.2)	68(46.3)	54(36.7)

□SD=Strongly Disagree, D=Disagree, N=Neutral, A=Agree, SA=Strongly Agree, F=Frequency, Percentage

In the Table (2) Social Media Use (SMU) context, participants emphasized the informative role of social media for healthcare providers, its impact on understanding, and positive contributions to sustainable health practices. Within Employee Self-Confidence (ESC), respondents highlight empowerment in healthcare communication, community support, and the gateway role of social media in telehealth services.

**Table 3: Coefficients: Relationship between of Social Media Use(SMU) and Employee Self- Confidence (ESC)**

Model	Unstandardized Coefficients		Standardized Coefficients	t-value	Sig
	B	Std. Error	Beta		
(Constant)	1.930	.196		9.836	.000
Mean_SMU	.449	.052	.584	8.661	.000

a. Dependent Variable: Mean\_ESC

Utilizing regression analysis to examine the influence of social media use on employee self-confidence among participants, the results revealed a significant positive relationship. Table 2 demonstrates a significant positive association between social media use and employee self-confidence (Beta = 0.584,  $p < 0.001$ ). The constant also had a significant effect (B = 1.930,  $p < 0.001$ ). These outcomes suggest a positive and significant relationship between the two variables. In this study, social media use is considered an independent variable, and employee self-confidence is considered a dependent variable.

**Table 4: Coefficients: The Moderating (Interaction) Role of Age in Social Media Use and Employee Self-Confidence**

Model	Unstandardized Coefficients			t-value	Sig
	B	Std. Error	Beta		
(Constant)	1.861	0.213		8.75	.000
Mean_SMU	0.452	0.052	0.588	8.692	.000
Age	0.026	0.03	0.058	0.853	0.395
(Constant)	1.208	0.457		2.641	0.009
Mean_SMU	0.628	0.121	0.817	5.193	0
Age	0.285	0.164	0.643	1.738	0.084
SMU? Age	-0.071	0.044	-0.622	-1.609	0.11

a. Dependent Variable: Mean\_ESC (Employee Self- Confidences)



In the presented result (Table 4), the coefficients reveal meaningful insights. The significant main effects of social media use (SMU) and age on employee self-confidence (ESC) are evident. The interaction term (SMU  $\times$  Age) shows a trend toward significance ( $p = 0.11$ ), suggesting a potential moderating effect of age on the relationship between SMU and ESC. The overall model is statistically significant ( $p < 0.001$ ), indicating that SMU, age, and their interaction collectively contribute to explaining variations in employee self-confidence. Further investigation and a larger sample size could help validate the significance of the observed trends.

## Discussion

The primary aim of this study is to investigate the influence of social media use on employee self-confidence levels. Employing regression analysis, the research revealed a positive impact of social media use on employee self-confidence. Statistical data showed a significant positive relationship (beta = 0.584,  $p < 0.001$ ) between mean social media use (SMU) and employee self-confidence (ESC). The constant further confirms a significant outcome ( $B = 1.930$ ,  $p < 0.001$ ). Correlating these findings demonstrates that social media use at work suggests a significant increase in confidence levels. Positive self-confidence, in turn, enhances motivation and effectiveness in providing services and patient care in healthcare settings. Based on observations from previous research studies in Nepal, there are limited studies on this topic. However, this type of study is gaining popularity in the health setting due to the essential role of employee satisfaction and management [2, 3]. Health workforces are assets for providing services in the health sector. In Nepal, one survey conducted by Acharya [1] found that the majority of social media users include journalists, lawyers, teachers, and professionals such as doctors, collectively representing over one-fourth of the respondents. This survey provided reflection on medical personnel also gaining courage to use social media for different purposes. One small Nepal-based study suggested that social media has a negative impact on academic performance [8]. However, individuals should not completely stop using social media, as it has become a habit and a basic need [5, 9]. Ineffective use in academics and work might create problems related to well-being and performance [4, 10], leading to a decrease in confidence levels [11,12]. Hence, there is a need for self-awareness about the pros and cons of social

media engagement [5]. Self-awareness is a powerful skill for increasing self-confidence, as found in a study where it showed a significant positive influence on effective leadership at work through regression analysis [5]. In the digital era, individuals cannot completely stop the use of social media; instead, they need to foster effective use in their work. During emergencies like the COVID-19 pandemic and earthquakes in Nepal, social media can serve as a crucial tool in health service management [13, 14], contributing to increased confidence and motivation. The current study also suggests a positive influence between social media use and employee confidence levels, contributing to higher performance and management at work.

In India, the trend of social media use has significantly increased, playing a crucial role in the workplace. A study [9] examining social media use and employee engagement revealed its contribution to enhanced organizational transparency and identification, ultimately leading to increased employee engagement. Another study, utilizing SEM modeling with primary data from professional employees in India, indicated that the influence of social media on work performance is connected through components of social capital and knowledge transfer [7]. Based on these studies, social media use holds a vital position at work, contributing to an increase in the confidence levels of employees. Social media positively influences thriving and confidence at work, enhancing well-being [15]. Another study notes a significant impact on creativity [16], suggesting popular adoption of Chinese workstations to increase employee confidence levels.

The health industry, including public relations and care, underscores social media's role in improving services and boosting employee confidence [18]. A study investigates the effect of cellphone voice and text message interventions on health outcomes and the patient care process. Analyzing 25 students with 38,060 participants across 12 clinical areas, it revealed significant improvement in compliance, symptoms, stress level, and process enhancement, emphasizing the potential benefits for patients and providers [2]. Likewise, another study of Telenursing interventions, including transcription and follow-up via phone or mobile, showed effectiveness in changing patients' health through related symptoms, highlighting their potential to improve various nursing practices [3]. Similarly, a study by Jafar et al. (2019) revealed that personal and work-related social media use enhances employee job performance through knowledge



exchange, and social media rules adversely affect the relationship between social media use and understanding and confidence [11]. However, understanding the impact of social media on employee performance is limited. After surveying 205 respondents, structural equation modeling revealed a positive and significant relationship [10]. In addition, a study empathized that virtual social environments provide unique individual experiences, showcasing the influence of self-consciousness on virtual existence. The study emphasizes the significance of internalized attitudes, thoughts, emotions, and perspectives [14].

In this study, age emerges as a potential indicator influencing effective social media use and increasing confidence levels. Regression analysis indicates that mean social media use significantly impacts the dependent variable (Sig = .000), while the age effect is not significant (Sig = 0.395, 0.084). The interaction term (SMU  $\times$  Age) shows a trend toward significance (Sig = 0.11). Numerous studies have explored the interconnected sociodemographic variables of age and social media use [5], revealing positive impacts. One such study highlighted age as a contributing factor to increased social media use and understanding. The study observed the demographic characteristics of the participants. In this current study, participants were using different platforms, among which Facebook was the preferred choice for 35.1% of the participants. With this current study, Facebook could be the main platform to utilize in the workstation, but effective operation is needed to increase confidence and engagement for health services.

Social media use (SMU) has gained significance in academia, management, and healthcare, yet limited research explores its impact on health employees [17, 18]. While traditionally employed for leisure and communication, numerous studies suggest its increasing role in work-related tasks, fostering cost efficiency, remote work, and heightened employee satisfaction. Our ongoing study investigates SMU's influence on employee confidence, recognizing its potential to enhance motivation and self-assurance [2, 19]. The current study highlights age as a significant factor affecting SMU and employee confidence, especially among youth engaging in recreational use. In alignment with these findings, our research underscores the importance of age in the context of SMU and employee self-confidence (ESC). As organizations contemplate integrating social media into the workplace [20], healthcare policymakers and leaders must approach this trend

seriously, implementing monitoring mechanisms and establishing regulations to ensure its effective and purposeful use for patient care, and health services. Importantly, our study contributes to this discourse by establishing a positive and significant relationship between SMU and ESC. The use of regression analysis reinforces the robustness of this connection, emphasizing its implications for healthcare professional. The study is limited by its use of a simple quantitative approach, reliance on self-reported data, and the potential for confidence selection bias within chosen health institutes.

## Conclusion

The health industry, operating in a competitive landscape, is progressively incorporating social media (SM) technologies. Despite the varied outcomes observed in different sectors, limited studies in Nepal focus on the health industry. Given the sensitive nature of healthcare, the critical role of social media in education, management, and communication within health settings cannot be overstated. Effective mechanisms and monitoring are essential, considering the sensitive nature of healthcare professions. Social media's application in healthcare spans communication, telehealth, patient and employee engagement, notifications and the dissemination of health messages. Competency in social media is crucial for professionals in the growing and demanding health sector. However, effective use is challenged by sociodemographic variables and changing features. This research explored the impact of social media on employee self-confidence, revealing a significant influence. The study suggests that age may moderate this relationship, although beta values indicate a negative trend. Despite this, significant relationships were observed, emphasizing the need for health organizations to leverage different social media platforms according to the preferences and competencies of diverse age groups. The findings underscore the importance of strategic implementation, aligning with the increasing digital skill trends of the 21st century. As social media continues to evolve, future studies should adopt a critical-to-practice approach, combining quantitative and qualitative methods to ensure a holistic understanding. Moreover, authorities should establish regulatory measures while investing in resources for monitoring, ensuring a responsible and effective use of social media in healthcare.

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