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Relationship between Social Media and Employees Job Performance: Mediating Role of Job Engagement

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ABSTRACT

Social media usage, if out of context and non-work related and only for personal use, becomes an addiction along with information overload is considered as an integral part. Success and failure the work have and motivation of an employee at the workplace which in turn affects the job performance of employees negatively. In our study, we have tried to analyze internal and external contingent factors that affect the use of Social media. Our study has utilized contingent factors perceived SM Addiction, Perceived Information overload, and Cognitive Fatigue. We have used survey-based research. Data collected through an online questionnaire along with Public sectors. We collected data of 173. By using conservation of resource theory Results depict that perceived information overload and SM addiction have significant relation on Social Media. This shows that the external contingent factor has stronger relation to SM Adoption in Social Media. Imperative data on the relationship shared by the SMA, CF, and IOL with job performance within the sight of job engagement. Social Media are significant for survival. The primary target of this examination is to look at the relations of social media usage also its effect on an individual's performance on the job. To uncover this, we need to look upon the theory of conservation of resources which implicates that the employees are proactive in conserving their resources that helps them in performing their day to day task, whether it be a work environment, tools used for task performance or personal energy.



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Introduction

The primary target of this exploration is to examine the function of job engagement (JE) as a mediator in the relationship shared by SMA addiction, Perceived information overload, and cognitive fatigue as independent variables with job performance in a work setting as a dependent variable. Social media usage, if out of context and non-work related and only for personal use, becomes an addiction along with information overload, becoming a hindrance in scrutinizing the

incoming information from being either useful or useless and cognitive fatigue slows down the work have and motivation of an employee at the workplace which in turn affects the job performance of employees negatively. The primary target of this examination is to look at the relation of social media usage also its effect on an individual's performance on the job. To uncover this, we need to look upon the theory of conservation of resources which implicates that the employees are proactive in conserving their resources that helps them in performing their day to day task, whether it be a work environment, tools used for task performance or personal energy. The general idea here is to clarify the effect of social media addiction(SMA) and information overload (IOL) along with cognitive fatigue (CF) affecting the performance of an individual at the workplace and how the individual responds to these effects (Zivnuska, Carlson, Carlson, Harris, & Harris, 2019). Several social media networking app users are of the view that such applications help improve communication within the organization, thus, improving the overall productivity at work and making it more efficient than through the conventional modes of communication(Hwang, Hong, Tai, Chen, & Gouldthorp, 2020).

This helps an individual in remaining active and online most of the time by staying in touch with colleagues, saving time, and improving response time to tasks asked to be performed, diminishing the slack time as a result of better communication with colleagues and subordinates. But it is also experienced that information overload becomes a source of interruption for individuals to engage in the job and ultimately affects the job performance of an individual. The awareness built among people about social media users is there is a greater perception of SM usefulness leads to better productivity and job engagement however cognitive fatigue response to social media overuse and addiction could act as a hindrance in job performance and engagement. It is widely observed in different business sectors whether it be industrial, banking, teaching, or textile, the employees in organizations are more social media prone these days which affects their job performance and ultimately the overall performance of an organization and its profitability. Thus, the issue states that social media addiction and information overload diminishes the efficiency level of employees at the workplace. Not much consideration has been assumed on the usage of social media and their effect on the employee's performance in the banking sector of Pakistan. This research will help understand the role of job engagement as the predictor in the relationship shared by social media usage, fatigue, and information overload with the performance of employees in the banking segment of Pakistan.

Literature Review

Social Media Addiction (SMA): Web-based media usage has become an integral component of our lives and the most affected people in the world from it are mostly adolescents and young adults (Marengo, Poletti, & Settanni, 2020). Social networking, nowadays, is a source of maintaining their contacts with friends and family and also improve their knowledge network along with finding and sharing information and resources, also helping them in building up a social identity which in turn helps them in creating goodwill amongst peer groups and social settings allowing them to boost their popularity in that particular social setup making them feel a sense acceptance of belonging (Badenes-Ribera, Fabris, Gastaldi, Prino, & Longobardi, 2019; Barker, 2009). (Zivnuska et al., 2019), distinct social media addiction (SMA) is defined as "the constant utilize and unreasonable observing of web-based media, showed in enthusiastic utilization that comes to the detriment of different exercises". Social networking has become inescapable and is sweeping into the workplaces rapidly.

Social media can be used in a positive way to coordinate with and correspond to various work-related tasks and colleagues (Zivnuska et al., 2019).Addiction to internet usage has been one of the greatest concerns at the workplace by the organizations as it has been observed to have estimated addiction rates of 7%, 8.2%, and 1.5% in Asia, the USA, and Europe respectively. Social media usage is found to be very supporting that it is used to interact with people online and attract their response and feedback ultimately turning into a habit of monitoring activities and behaviors.

The researchers have indicated that social media usage is seen more in the youngsters who are more prone to fear of missing out so that they can compensate with their psychological need for social connection (Oberst, Wegmann, Stodt, Brand, & Chamarro, 2017). This also indicates that people with higher FOMO level are more at the risk of social media addiction (Al-Menayes, 2016; Blackwell, Leaman, Tramposch, Osborne, & Liss, 2017; Dhir, Yossatorn, Kaur, & Chen, 2018; Franchina, Vanden Abeele, Van Rooij, Lo Coco, & De Marez, 2018). Several types of research have also proposed that FOMO harms the mental health and emotional well-being of these social media addicts and adverse effects on individual's health (Milyavskaya, Saffran, Hope, & Koestner, 2018).

Regular social media usage is considered to be normative, but results show that excessive social media usage can become a social addiction (Marino, Gini, Vieno, & Spada, 2018; Ryan, Chester, Reece, & Xenos, 2014). Social media addiction can be distinct as an excessive attachment to social media (Błachnio, Przepiorka, & Pantic, 2016) that can lead to several negative results, as well as weakening the academic and work efficiency (Karaïskos, Tzavellas, Balta, & Paparrigopoulos, 2010; Paul, Baker, & Cochran, 2012), social difficulties (Elphinston & Noller, 2011), and variability of indicators of suffering (Frost & Rickwood, 2017; Marino et al., 2018). In the previous study there is a limitation examining links of SMA on excessive dependence on reports concerning of social media activity, which are identified to be prejudiced as (Junco, 2013). Looking at our research the social media addiction (SMA) and the interplay of it with social media activity and personality traits is an intriguing one new to the world. A few explore have additionally recommended that FOMO negatively affects psychological wellness and passionate prosperity of these web-based media addicts and antagonistic relations on people wellbeing (Milyavskaya, Saffran, et al. 2018).

In possibility, the satisfaction of these needs triggers the prize base framework, fortifying consistent Facebook utilization, and potentially causing web-based media fixation (SMA) (Meshi, Morawetz et al. 2013, Duke and Montag 2017). Online media fixation can be unmistakable as an over the top connection to web-based media (Błachnio, PrzeIOLrka, et al. 2016) that can prompt a few negative outcomes, just as debilitating the scholastic and work proficiency (Karaïskos, Tzavellas, et al. 2010, Paul, Baker, et al. 2012), social troubles (Elphinston and Noller 2011), and inconstancy of markers of misery (Frost and Rickwood 2017, Marino, Gini, et al. 2018). The scientists have discovered that prior discoveries have uncovered steady associations among SMA and neuroticism, results concerning extraversion are various (Blackwell, Leaman, et al. 2017, Marino, Gini, et al. 2018). In the past examination, there is an impediment analyzing connections of SMA on over the top reliance on reports worried of online media activities, which are recognized to be biased (Junco 2013).

Perceived Information Overload (IOL): In the situation of information overload (IOL), a decision-maker features what Simon identified as “an abundance of data which makes a destitution of consideration and a need to dispense that consideration efficiently among the excess of data sources that may expend it” (Roetzel, 2019). It is often observed that the banking staff is faced with information overload as they receive a lot of messages that are work-related or non-work-related and they are faced with the challenge of scrutinizing the important messages from unimportant ones, often overlooking the important ones in this practice (Hwang et al., 2020). In social science's study, IOL usually mentions a condition in which an individual recognizes a disproportion amid ecological stresses and the accessible incomes to react to and deal with person requirements (Eppler & Mengis, 2008). The increase in social networking websites and also the saturation of smartphones in approximately all parts of life have essentially altered the quantity of information that individual's procedure on a regular day. In this respect, the question that arises is whether what part does information overload (IOL) play in the work-related social media usage as the positive relation of work-related social media on job performance has already been proved.

Maximum researches have examined solitary conclusions of Social Networking Sites usage or Information Overload, such as anxiety (Chen & Lee, 2013; Lee, Son, & Kim, 2016) or unhappiness (Primack et al., 2017; Shensa et al., 2017). Most extreme investigates have inspected lone finishes of Social Networking Sites use or Information Overload, for example, nervousness (Chen and Lee 2013, Lee, Son, et al. 2016) or misery (Primack, Shensa, et al. 2017, Shensa, Escobar-Viera, et al. 2017).

Cognitive Fatigue (CF)

Cognitive or physiological and psychological fatigue that is also known as reduced attentiveness is well researched and document in the past, and irrespective of the differences among individuals (Killgore, 2010; Satterfield & Van Dongen, 2013). Fatigue can be distinct as the “inability to work at one's ideal level because physical and mental effort (of every single waking movement, not just work) surpasses existing capacity” (Gander, Briar, Garden, Purnell, & Woodward, 2010). The deficits related to cognition may include slowing, failure inattentiveness, low level of memory recall, negative effect on decision making, less awareness regarding the current situation, loss in creativity and innovation levels, mistakes in performing tasks, and more prone to accidents. The deficits related to behavior may include being inactive physically, non-responsive actions that are ineffective in the current situations, poor risk calculation that makes the person either high-risk taker or risk averter, both being hurtful for task performing, overreactions over peoples provocative behavior, being easily distracted by surroundings from a task, low levels of communication both quality-wise and in some areas, quantity-wise, and being drowsy and falling asleep during work hours unintentionally. Such and many other effects of fatigue have been pointed out and discussed in the researches done before and a lot of reviews have been written on fatigue (Durmer & Dinges, 2005; Killgore, 2010; Pilcher & Huffcutt, 1996).

Fatigue because of social media usage is considered to be the Chances of backing away from social media used primarily concerning the overflow of non-work-related information and interactions that includes content, social interactions with online friends through social networking sites and entertainment related websites and contents (Technopedia, 2011). Cognitive fatigue includes problems such as loss of memory and lack of concentration and distraction during the time taken in performing the tasks at hand (Hwang et al., 2020). Our research includes the relationship of cognitive fatigue and job performance considering job engagement to be proven as negative.

Job Performance (JP)

Job performance points out the excellence of the work carried out by an employee (Caillier, 2010). Job performance is related to the aptitude of the employees being well aware of targets assigned, satisfying expectations, and accomplishing targets or achieving a typical set of assignments for the organization (Sethela & Rosli, 2011). Job performance has been a vital part of research in the field of human resources and business administration. (Johari, Shamsudin, Yean, Yahya, & Adnan, 2019) characterized job performance (JP) as the capacity of an individual to perform tasks in available resources at the workplace. According to (Johari et al., 2019), there are three constituents of job performance these includes environment, motivation, and ability. The environment provided by an organization plays a key role in allowing an individual to perform the task at hand. Motivation is another key factor as the individual requires self, along with the organizational supported motivation to better perform the tasks allotted to one. Finally, the individual can identify, summarize and solute the problems or hindrances that keep one away from solving the issues in performing the said tasks. Together, these three factors let an individual boost one's performance at a job and accomplish the targets in a better more comprehensive manner. The relation of social media addiction, information overload, and cognitive fatigue could relation negatively to the job performance of an individual. The interruption of job engagement as a mediator in the aforesaid relationship is the focus of this research.

A lot of factors that may be internal or external can affect on job performance of employees or the success of employees in the organization. Individual capacity, skill, and knowledge can be instances of internal factors whereas the characteristics, working environment of assigned tasks, organizational structure, incentive, and Human Resource Management practices are instances of external factors (Lu, Guo, Luo, & Chen, 2015; Supriyanto & Maharani, 2015). Several types of research have scrutinized the magnitude of employees' job performance as task performance, adaptive performance, contextual performance, agility performance, creative performance, and effectiveness (Çatalsakal, 2016). Job performance is directly correlated to the technical features of an organization and it maintains the center of any organization both by carrying out its procedures or sustaining its services required (Harari, Reaves, & Viswesvaran, 2016; ÜRYAN, 2015). Use of social media on the place of work may pessimistically affect the performance on job (Vahle-Hinz, Mauno, de Bloom, & Kinnunen, 2017). For instance, social media usage on the place of work guide the employee to exploitation of official time, organizational resources, and has often been professed as an employee diverge from the place of work, breaching the standard procedures of operation of the organization. as a result, social media deteriorate the employee performance on job. On the other hand, scholars consider that practitioners can enhance the effectiveness and efficiency of the employees by implementing social media in business procedures (Levy, 2013).

The utilization of online media in the work environment may negatively influence the presentation on work (Vahle-Hinz, Mauno, et al. 2017). For example, online media utilization in the work environment direct the worker to misuse authentic-time, hierarchical assets, and has frequently been purported as a representative veer from the work environment, breaking the standard strategies of activity of the association. therefore, online media break down the representative execution of work. then again, researchers consider that experts can improve the adequacy and effectiveness of the representatives by executing online media in business strategies (Levy 2013). The primary reason for this exploration is to analyze the relation s of online media use and its consequences for a person's exhibition on work. The overall thought here is to explain the effect of online media dependence and data over-burden alongside intellectual weakness affecting the execution of a person in the working environment and how the individual reacts with these relations (Zivnuska et, al, 2019). Very little consideration has been given to the use of online media and its consequences for the exhibition of representatives in the financial area of Pakistan. This examination will help comprehend the part of occupation commitment as the indicator in the relationship shared by web-based media use, weakness, and data over-burden with the execution of workers in the financial area of Pakistan. Social media use is discovered to be supporting that it is utilized to associate with individuals on the web and pull in their reaction and input eventually transforming into a propensity for checking exercises and practices. It is frequently seen that the financial staff is looked by data over-burden as they get a lot of messages that are business-related or non-business related and they are confronted with the test of investigating the significant messages from irrelevant ones, regularly neglecting the significant ones in this training (M.- Y, Hwang et. al.). In this regard, the inquiry that emerges is whether what job does data over-burden play in the business-related utilization of online media as the positive connection of business-related web-based media on job performance has just been demonstrated.

Job Engagement (JE)

Job engagement (JE) is distinct as an affective and optimistic inspirational condition of business-related prosperity, with the distinctiveness of potency, devotion, and assimilation (Petrović, Vukelić, & Čizmić, 2017; W. Zhang, Meng, Yang, & Liu, 2018). Recent researches have focused a lot on engagement and its decomposition because of employee engagement, still, it has been loosely defined by researchers to keep it open end for others to explore a better view of employee engagement for future scholars and researchers (Ewing, Men, & O'Neil, 2019). Job engagement is a component of the construct used to define employee engagement. The other component includes organization commitment (X. Zhang, Ma, Xu, & Xu, 2019). The factors that identify job

engagement can include job crafting, job hindrance, job satisfaction, and job resources. It also considers Intra organizational social connections. Job engagement is unmistakable as a full of feeling and idealistic motivational state of business-related flourishing, with the peculiarity of power, dedication, and osmosis (Petrović, Vukelić, et al. 2017, Zhang, Meng, et al. 2018). A correlational and cross-sectional study of a hospital in Portugal discovered the mediating effect of job engagement between job satisfaction, turnover intention, and social support (Orgambídez-Ramos & de Almeida, 2017). The value of job engagement in this research is vital as it acts as a mediator in the model and mediates the relationship shared by social media addiction, fatigue, and information overload with job performance and lets us realize its effect on their relationship to be either amplifying or diminishing. Thus, providing vital information on the relationship shared by the SMA, CF, and IOL with job performance (JP) in the presence of job engagement (JE).

H1: Social media addiction is negatively related to job engagement

H2: Perceived information overload is negatively related to job engagement

H3: Cognitive fatigue is negatively related to job engagement

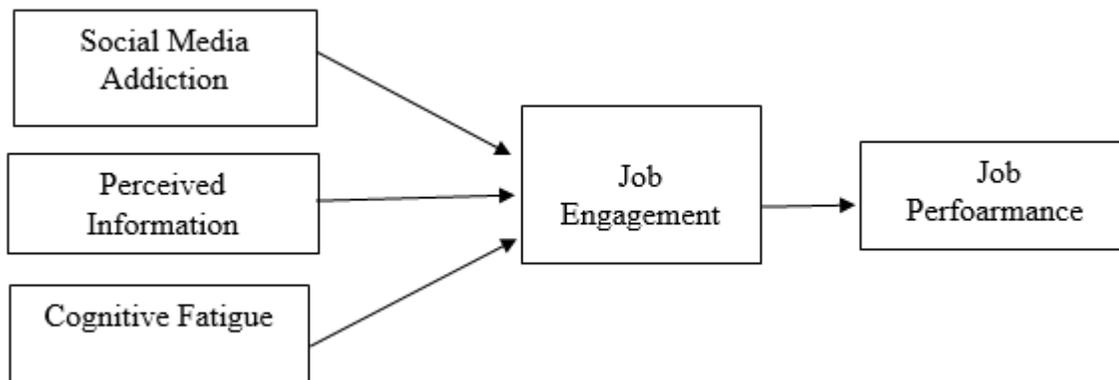
H4: Job engagement is positively related to job performance

H5: SM addiction is negatively related to job performance through job engagement

H6: Perceived information overload is negatively related to job performance through job engagement.

H7: Cognitive fatigue is negatively related to job performance through job engagement

Figure 1: Conceptual Framework of the Study



Methodology

The study used cross-sectional, quantitative approach and simple random sampling to collect data. A primary data information source was utilized and 250 questionnaires were distributed through an online questionnaire and 173 responses were collected from public segment banks located in South Punjab, Pakistan. The test was taken from 5 public sector banks operational in Bahawalpur locale to be specific, National Bank of Pakistan, Bank of Punjab, Zarai Taraqati Bank Limited, Punjab cooperative Bank and State bank of Pakistan. The spotlight in this examination was on public banks including the trainees, first-line supervisors, and center level administration of the banks.

Table 1: Demographic Profile

Respondents Demographic Profile		Frequency	Percentage
Gender	Male	129	74.6
	Female	44	25.4
Age	20 to 25	53	30.6
	26 to 30	64	37.0
	31 to 35	30	17.3
	36 to 40	13	7.5
	above 40	13	7.5
	Experience	1 to 3 years	61
	3 to 6 years	56	32.4
	6 to 9 years	22	12.7
	Above 9 years	34	19.7
Marital Status	Un-Married	102	59.0
	Married	71	41.0

To access Social Media Addiction, questionnaire was adopted from the study of (Sahin, 2018). To access Information Overload, questionnaire was adopted from the study of (Williamson, Eaker, & Lounsbury, 2012). To access Cognitive Fatigue, questionnaire was adopted from the study of (Shahid, Wilkinson, Marcu, & Shapiro, 2011). To access Job Engagement, questionnaire was adopted from the study of (Rich, Lepine, & Crawford, 2010). To access Job Performance, questionnaire was adopted from the study of (Cetinkaya & Rashid, 2018).

Findings & Discussion

SPSS and PLS programming are utilized to test the reliability of the information and affirm the theories. Cronbach's Alpha was utilized to test the reliability of the survey. Factor analysis and Regression analysis is likewise done. Factor analysis is done to distinguish the basic build for a variable set alongside these we have broken down the demographics of the respondents. Following measurable methods were applied to investigate the information accumulated through the study: Descriptive Statistics, Correlation Analysis, and Multiple Regression Analysis.

Factor examination is one of the significant strides in information investigation, principally intended to comprehend the basic measurements or proposed dimensionality of factors in a proposed model or connections in observational exploration (Hair, Anderson, Tatham, and Black, 2002). The accompanying areas talk about the after effects of factor examination utilizing head

segments with varimax revolution strategies. The models used to recognize the variables are that Eigen value must be more noteworthy than 1 and that they each have in any event 1 thing to guarantee solidness.

Reliability: The unwavering quality of the instrument utilized in this examination was tried utilizing Cronbach's Alpha utilizing the PLS-SEM model. With the end goal of this examination, a base unwavering quality (that is Cronbach's Alpha) of 0.70 was set as proposed by Hair Jr, Ringle, and Sarstedt (2013). As appeared, the Cronbach's Alphas of the measures were all serenely over the lower furthest reaches of agreeableness that is $\alpha > .50$. Thus, all the measures were exceptionally solid.

Ultimately, in this investigation, outer factor loading as a significant measure in evaluating the marker's commitment to dole out constructs were analyzed. Outer loadings were inspected dependent on the limit estimation of 0.50 or more (Hair Jr, Black, Babin, Anderson, & Tatham, 2010). In any case, Hair Jr et al. (2013) focused on that outer loading more prominent than 0.40 however under 0.70 ought to be deliberately investigated and ought to be erased just if it increases the estimation of CR and AVE. Considering these suggestions concerning item deletion.

Unwavering validity and reliability are the two primary rules utilized in PLS-SEM investigation to assess the external model (Hair Jr et al., 2013). The decision about the idea of the relationship among constructs (inner model) relies upon the reliability and validity of the measures. The appropriateness of the external model can be surveyed by taking a look at (1) singular item reliabilities, therefore indicator reliability and inside consistency unwavering quality utilizing the composite reliability (CR); (2) convergent validity of the measures related with singular constructs utilizing normal change extricated (AVE); and (3) discriminant validity utilizing Fornell and Larcker (1981) criterion and the indicator's external loadings.

In the first place, internal consistency typically gauges the consistency of result between things of a similar test. It estimates whether the proposed items estimating the constructs are delivering comparable scores (Hair Jr et al., 2013). Thusly, in this investigation, inward consistency unwavering reliability was evaluated by analyzing CR. Subsequently, in this investigation, CR and Cronbach's alpha values of all the constructs were inspected, and the outcomes shows that all CR and Cronbach's alpha values surpass the suggested limit estimation of 0.70 (Hair Jr et al., 2013; Henseler, Ringle, & Sinkovics, 2009).

Next is the convergent validity, which indicates the degree to which proportions of similar constructs that are hypothetically identified with one another are connected (Henseler et al., 2009). Henceforth, it shows the level of the relationship among the proportions of similar constructs (Hair Jr et al., 2013). Concerning recognizing a component or assembly in the estimations of the construct, AVE is utilized with a limit value of 0.50 or more (Hair Jr et al., 2013; Henseler et al., 2009).

AVE estimation of 0.50 shows satisfactory convergent validity. As it were, latent constructs clarify half of the difference of its values and show sufficient convergent validity (Hair Jr et al., 2013). In this investigation, convergent validity was evaluated by analyzing AVE values. Results show that the AVE estimation of the apparent multitude of constructs surpasses the edge value of 0.50 (Hair, Sarstedt, Pieper, & Ringle, 2012; Henseler et al., 2009).

Reliability and Validity

Cronbach' s Alpha	rho_A	Composit e Reliability	Average Variance Extracted (AVE)
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CF	0.73	0.85	0.83	0.55
IOL	0.74	0.74	0.81	0.52
JE	0.71	0.81	0.82	0.56
JP	0.84	0.88	0.88	0.56
SMA	0.77	0.85	0.84	0.52

Discriminant validity is set up when the estimation of the square base of AVE of each build is higher than the develops a most noteworthy connection with some other latent construct (Hair Jr et al., 2013; Henseler et al., 2009). Along these lines, in this examination, discriminant validity was surveyed by contrasting the square base of the AVE for each development with the relationships introduced in the connection framework. Table shows the consequences of Fornell and Larcker (1981) Criterion evaluation with the square base of the constructs. The square root of AVE in striking is more noteworthy than its most elevated constructs relationship with some other constructs. Subsequently, it is reasoned that discriminant validity on the construct has been set up (Hair Jr et al., 2013; Henseler et al., 2009).

Fornell-Larcker Criterion

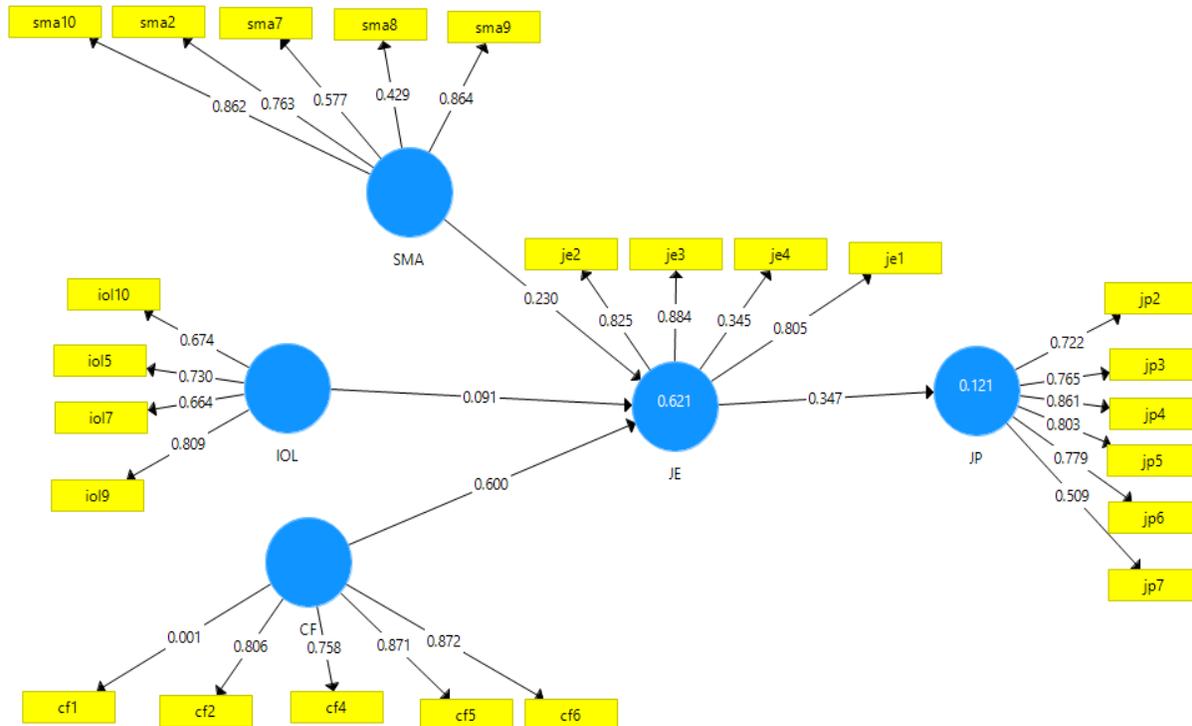
	CF	IOL	JE	JP	SMA
CF	0.74				
IOL	0.19	0.72			
JE	0.76	0.24	0.75		
JP	0.32	0.14	0.35	0.75	
SMA	0.63	0.15	0.62	0.36	0.72

Items' Cross Loadings

Indicators	CF	IOL	JE	JP	SMA
cf1	0.8	0.36	-0.01	0.02	0.03
cf2	0.81	0.15	0.63	0.27	0.54
cf4	0.76	0.24	0.56	0.25	0.41
cf5	0.87	0.22	0.64	0.28	0.56
cf6	0.87	0.05	0.69	0.27	0.55
iol10	0.15	0.67	0.14	0.15	0.11
iol5	0.09	0.73	0.14	0.08	0.05
iol7	0.08	0.66	0.14	0.07	0.13
iol9	0.2	0.81	0.23	0.11	0.15
je1	0.72	0.16	0.8	0.28	0.47
je2	0.55	0.17	0.83	0.26	0.53
je3	0.67	0.21	0.88	0.29	0.6
je4	0.13	0.26	0.34	0.22	0.07
jp2	0.23	0.01	0.22	0.72	0.21
jp3	0.2	0.05	0.27	0.76	0.26
jp4	0.26	0.17	0.28	0.86	0.28
jp5	0.29	0.14	0.34	0.8	0.39
jp6	0.27	0.15	0.25	0.78	0.21
jp7	0.16	0.1	0.1	0.51	0.2
sma10	0.58	0.05	0.57	0.23	0.86
sma2	0.52	0.04	0.5	0.28	0.76
sma7	0.29	0.23	0.24	0.26	0.58
sma8	0.1	0.41	0.14	0.18	0.43
sma9	0.53	0.15	0.55	0.34	0.86

Assessment of HTMT Ratio

Items	CF	IOL	JE	JP	SMA
CF					
IOL	0.42				
JE	0.74	0.38			
JP	0.39	0.21	0.44		
SMA	0.75	0.35	0.71	0.43	



Measurement Model

Structural Model

Ensuring the assessment of multicollinearity in the previous area, it was affirmed there is no multicollinearity issue among the exogenous factors. In any case, this examination reconsidered the collinearity as proposed by Hair Jr et al. (2013). The outcomes in Table show the estimations of VIF.

Assessment of Collinearity

Items	VIF
CF-JE	1.67
IOL-JE	1.04
JE-JP	1
SMA-JP	1.65

Evaluation of Path Coefficients for Direct Relations

In light of the PLS-SEM calculation and bootstrapping method, shows the path coefficient of the dependent and the independent variable. The outcome uncovers that the variables have a negative

coefficient with the endogenous variable. In the subsequent model, the mediator variable was presented, and the connection between the independent variable and the arbiter variable, just as a go-between and the dependent variable, were surveyed.

Assessment of Path Coefficient

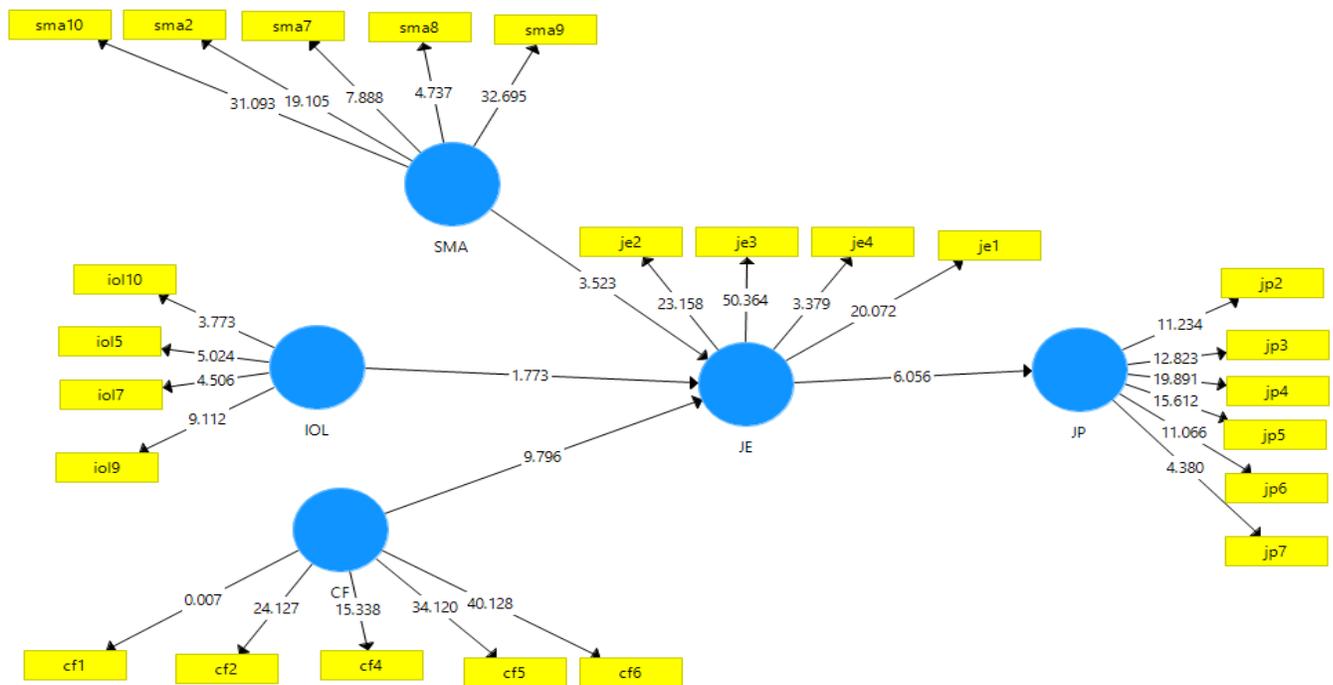
Relations	Beta	Standard Deviation	T Statistics	P Values	Results
CF ---> JE	-0.6	0.06	9.8	0	Supported
IOL ---> JE	-0.1	0.05	1.77	0.001	Supported
JE ---> JP	0.36	0.06	6.06	0	Supported
SMA ---> JE	-0.23	0.07	3.52	0	Supported

Likewise, bootstrapping result gives an interval estimate of a population constraint that can't be gotten by utilizing other mediation tests (MacKinnon, Lockwood, & Hoffman, 1998). Knowing the upside of bootstrapping technique over different strategies, Hair Jr et al. (2013); and Hayes and Preacher (2010) recommend testing the importance of the mediation utilizing bootstrapping techniques. Subsequently, this investigation tried the mediating part of JE on the negative effect of CF, IOL, and SMA on JP offering expectation to Smart PLS 3.0 (Ringle, Sarstedt, & Schlittgen, 2014) utilizing the bootstrapping method.

Assessment of Indirect Relations

Relations	Beta	Standard Deviation	T Statistics	P Values	Results
CF ---> JE ---> JP	-0.22	0.04	5.12	0	Supported
IOL ---> JE ---> JP	-0.04	0.02	1.56	0.12	Not Supported
SMA ---> JE ---> JP	-0.09	0.03	2.91	0	Supported

Structural Model



The first section presented the examination, study objective, the exploration inquiries to be replied to, and the importance of the examination. The second chapter shows the rundown of the literature proposed by various analysts concerning the exploration done beforehand on the five factors. It incorporated the eminent work of X. Zhang et al. (2019); Zivnuska et al. (2019), Hwang et al. (2020), Ewing et al. (2019), Johari et al. (2019) and others. The section examined the relationship of the factors talked about previously by these analysts. The third part furnished the calculated structure alongside the proposed theories to be tried and the exploration model for this investigation. It likewise talked about the populace and test alongside the information collection method and the strategies used to dissect the information. The fourth section broke down the gathered information to demonstrate the connections between the factors factually. To play out the examination, SPSS and PLS were utilized and the rules of utilizing the software were accomplished from Hinton and Brownlow (SPSS Explained). The current section talks about the ends drawn from the investigation done in the past section. The exploration was done in the Southern Punjab area of Pakistan and the essential reason for the examination was to test the connection between SMA, CF, IOL, and JP execution and above all the intervening relation of JE on the connection between the factors.

The results of the analysis will assist answers to the research questions of the study. Each research question deals with the individual hypothesis as the first hypothesis posits that Social media addiction is negatively related to job engagement. In conclusion, the results of H1 represent that social media addiction negatively relates to job engagement. Hence, H1 is accepted. The second hypothesis postulated that perceived information overload is negatively related to job engagement. And by analyzing H2, it also postulated the result that perceived information overload negatively relates to job engagement and hence, second hypothesis is also accepted. Moving toward H3, it hypothesized that cognitive fatigue is negatively related to job engagement and according to results cognitive fatigue also negatively relates to job engagement and third hypothesis is also accepted. The fourth hypothesis of this research postulated that job engagement is positively related to job performance and result also indicates that job engagement positively relates to job performance.

So, this hypothesis is also accepted. H5 assumed that SM addiction is negatively related to job performance through job engagement and after analyzing the results of study, this H5 is also supported. H6 postulates that perceived information overload is negatively related to job performance through job engagement. Results of this hypothesis indicated that H6 is not supported and perceived information overload does not relate negatively to job performance through job engagement. The seventh hypothesis posits that cognitive fatigue is negatively related to job performance through job engagement and according to results of H7, this hypothesis is accepted and so, cognitive fatigue negatively relates to job performance through job engagement.

Conclusion & Recommendations

The discoveries of this exploration consider the interceding factor i.e. the JE to be a central participant in improving the relation of SM effect on the efficiency of any association's workers. It is prescribed for Pakistani organizations to apply work commitment (JE) so much that the positive effect of online media on their representative's job performance and their results are improved to a specific level. Various commitments are given in this exploration; restrictions can even now be sensed in it. The examination was done in the public sector. The outcomes might be extraordinary if the example incorporates different urban areas of Pakistan all in all.

The majority of the members of this exploration was the recently employed investors working in public sectors and had fewer than 20% assessment of the veteran experts who have ample experience. The primary driver for missing the accomplished expert's opinion was that they were occupied, and the individuals who had this chance, were not approachable being a dynamic aspect of the decision-making process in their associations.

This examination study is identified with the interceding relation of JE and its effect on the connection between laborers JP and SMA. As this investigation has not examined the functional application, the exploration in future should be possible to check whether what results in these relations achieve? SMA use is a hopeful viewpoint for the laborer's execution and its adequacy. Online media habit's connection with a commitment to organization and advancement of the association can be assessed. This investigation can be advanced to try out the effect of SMA and weakness on a mental angle i.e. learning observation, execution examination, representatives' disposition towards objectives accomplishment, and so forth. Another segment of this exploration in the future could be to see whether online media utilization and addiction can be screened as having negative relations.

The purpose of this survey was to analyze the results to fulfill the objectives of this research. Additionally, the foundation of research was built through definitions, explanation, nature, characteristics, and types of our variables: Social media addiction, Perceived Information overload, Cognitive fatigue, Job engagement, and Job performance. Seven hypotheses were proposed to test the relationship among these five variables. The study was based on the cross-sectional, quantitative approach, through online survey-questionnaires; data was collected from 173 employees working in Public sectors in Pakistan by using simple random sampling. Smart PLS version 3 was used to analyze the data obtained from the employees of Pakistan. SPSS and PLS programming are utilized to test the reliability of the information and affirm the theories. Cronbach's Alpha was utilized to test the reliability of the survey. Factor analysis and Regression analysis is likewise done. Factor analysis is done to distinguish the basic build for a variable set alongside these we have broken down the demographics of the respondents. Following measurable methods were applied to investigate the information accumulated through the study: Descriptive Statistics, Correlation Analysis, and Multiple Regression Analysis. PLS-SEM techniques were used for basic analysis, and two models were performed: Measurement model and Structural model. The analysis of research shows significant results, and all hypotheses were accepted except

one. Moreover, limitations, the scope of the study, future recommendations and the significance of the study was also provided in detail.

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