

Role of Work-Related Social Media Use on Nurses' Work Performance and Impostor Syndrome

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ABSTRACT

Background: Despite growing attention to work-related social media use, work performance, and impostor syndrome, their interplay remains underexplored in nursing. This work contributes to bridge this gap by examining the relationship between these variables among a sample of nurses from Karnataka and Kerala, shedding light on potential influences of social media on work performance and impostor syndrome in this context. The present study aimed to investigate the relationship between work-related social media use, work performance and impostor syndrome among nurses, while also assessing if there is any influence of work-related social media use on work performance and impostor syndrome.

Methodology: A sample of 200 nurses (100 males, 100 females) aged between 22-42 years participated in the study. Work-Related Social Media Questionnaire (WSMQ) by Landers and Callan (2014), Individual Work Performance Questionnaire (IWPQ) by Koopmans (2011) and Clance Impostor Phenomenon Scale (CIPS) by Dr. Pauline Rose Clance (1985) were used to measure the variables in the study. Spearman correlation and Linear Regression were used for statistical analysis of the data.

Results: The findings indicated that work-related social media use was negatively correlated with work performance and impostor syndrome, while work performance was positively correlated with impostor syndrome. It was also found that there is a significant influence of work-related social media use on work performance and impostor syndrome among nurses. Implications are discussed.

Keywords: Work-Related Social Media Use, Work Performance, Impostor Syndrome, Nurses

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INTRODUCTION

With nurses who selflessly commit to the well-being of others and the community, nursing is one of the most respected professions in the healthcare sector worldwide. They stand as cornerstones of hope, support, resilience, compassion, and unwavering commitment. Their influence is something that each person can relate to deeply. Nurses are the ones who guide each one of us through our illness with their medical expertise, love, care, and comforting presence during each of our vulnerable moments by working long hours and frequently sacrificing their own needs for the well-being of their patients. But as they work in this noble profession demonstrating exceptional work performance by dedicating long hours to caring for patients and putting aside their needs above their own, nurses often end up finding their jobs to be very emotionally exhausting and demanding. This leads them to turn to social media platforms and professional networking sites to seek support and validation from peers within the community. It also provides them with a place to relax and rejuvenate after an exhausting shift at work by sharing stories, seeking advice or connecting with individuals who understand their struggles within the healthcare community. This use of social media for relaxation or entertainment purposes highlights the importance of maintaining a balance between their dedication to their work and well-being.

Using social media for work-related purposes can positively influence nurses' work performance i.e. how effectively an individual carries out their duties and responsibilities in the workplace, in several ways. First and foremost, by breaking geographical barriers [1] work-related social media helps provide a unique space for nurses to foster connections among peers and network within the field of healthcare, assists in facilitating communication, encourages participation in professional discussions, provides access to an extensive collection of healthcare information, and aids in perpetual online learning, along with allowing them to stay up to date with the latest trends and practices that are based on evidence and advancements in the healthcare community [2-5]. It can help nurses improve their clinical skills, knowledge, and decision-making abilities by engaging in peer discussions and accessing a wide range of educational resources through various online communities, webinars, and professional groups. It also helps provide a place for nurses to connect with industry experts, seek their guidance, and even collaborate professionally on research projects or quality enhancement programs in healthcare. Therefore, by expanding their circle of professional contacts and fostering collaborative relationships, nurses can utilize their collective experience, knowledge, and resources to improve patient care and contribute to the organization's goals.

However, with the increase in usage of work-related social media applications and the internet, there can be potential negative effects on nurses' work performance as well, with implications for productivity, communication, information sharing, and collaboration [6]. Its excessive use during working hours can further lead to distractions, decrease productivity, and cause delays or missed deadlines, all of which could have a potential negative impact on the work performance of nurses [7]. Moreover, its prolonged use can also disrupt their workflow, compromise their ability to concentrate on their work and potentially lower the quality of care that they provide to their patients. Therefore, it is important for nurses to find and maintain a balance between using social media for work and avoiding distractions to make sure they perform their best on the job.

While work-related social media offers opportunities for professional development and enhancing work performance, it also presents challenges that can negatively impact nurses' well-being as well. Nurses, who frequently experience significant stress and pressure, may be especially vulnerable to the effects of work-related social media use which can not only affect their performance at work but their experiences of impostor syndrome as well. Impostor syndrome, which is characterized by their feelings of self-doubt, inadequacy, and dread of being exposed as a fraud despite evident proof of one's competence, is a prevalent problem among nurses. Work-related social media use can either worsen or mitigate the feelings of impostor syndrome among nurses. Nurses, who frequently experience significant stress and pressure, may be especially vulnerable to the effects of work-related social media use. This can affect not only their performance at work but their experiences of impostor syndrome as well.

On one hand, work-related social media platforms can contribute to feelings of impostor syndrome by fostering unrealistic comparisons and promoting a culture of perfectionism. Being exposed to carefully curated content online which highlights the accomplishments and success stories of colleagues and leaders in the field might make nurses trigger their feelings of inadequacy causing them to compare themselves in an unfavourable light, especially if they feel that they don't measure up to those standards. The pressure to always appear flawless and perfect online and the fear of not being able to measure up to the success of others can make impostor syndrome worsen at the workplace [8]. They may feel pressured to live up to the unrealistic standards which is set up by what is shown on social media, leading to increased stress, self-criticism, and a sense of fraudulence in their professional identity [9]. This phenomenon among nurses can further cause feelings of unworthiness, inadequacy, anxiety, self-criticism, and self-doubt in their capabilities, which can further negatively influence their confidence, self-esteem and ability to perform effectively in their roles [10]. This could also result in increased levels of stress, burnout, and difficulties in decision-making and problem-solving.

While on the other hand, work-related social media platforms can also provide a supportive environment for nurses to address their feelings of impostor syndrome by receiving validation from peers, mentorship and sharing experiences. Engaging and participating in online communities and support groups allows nurses to connect with other individuals who may be facing similar challenges and insecurities. By opening and sharing their own struggles and challenges, asking for advice, and receiving encouragement and support from peers and mentors, nurses can normalize their experiences of impostor syndrome and learn effective ways to cope with self-doubt and overcome negative perceptions of themselves.

By empowering nurses with resources to navigate social media responsibly, particularly in a work-related context, and fostering a culture of support and mentorship, healthcare organizations can help nurses overcome impostor feelings and enhance their confidence and effectiveness in delivering patient care, ultimately improving their overall work performance.

Need for the study

In today's ever-evolving healthcare landscape, nurses are pivotal in delivering top-notch patient care. Comprehending the importance of the impact of social media on both professional and personal aspects of nurses' lives in connection to impostor syndrome, a prevalent issue among healthcare professionals, can significantly undermine job effectiveness. However, the influence of work-related social media use on nurses' work performance and the experience of impostor syndrome being a complex and multifaceted issue, there is a paucity of research examining this area, particularly within the Indian context where the number of nurses is gradually growing. By investigating these relationships using validated measures, this study aims to bridge the gap and provide valuable insights into how work-related social media use may influence nurses' work performance and experiences of impostor syndrome.

Thus, ultimately, by examining the work-related social media usage patterns and their impact on nurses' work performance and impostor syndrome, this study strives to pave the way for the development of targeted interventions, guidelines, and support systems for nurses and their working institutions. These efforts are intended towards promoting responsible work-related social media use among nurses, thereby improving patient care, enhancing overall well-being, as well as fostering professional development within the nursing community.

METHODOLOGY

Objectives of the study

- To study the relationship between work-related social media use, work performance and impostor syndrome among nurses.
- To study the influence of work-related social media use on work performance among nurses.
- To study the influence of work-related social media use on impostor syndrome among nurses.

Hypothesis

H₁: There is no significant relationship between work-related social media use, work performance and impostor syndrome among nurses.

H₂: There is no influence of work-related social media use on work performance among nurses.

H₃: There is no influence of work-related social media use on impostor syndrome among nurses.

Sample

Using purposive sampling, responses from a sample of 200 nurses (age group between 22 to 42) from diverse regions in Karnataka and Kerala. The survey can be carried out through online platforms, utilizing Google Forms and QR code scanning for in-person data collection.

Inclusion Criteria: Indian resident male and female nurses aged between 22-42 years who understand English and use a minimum of 3 social media platforms are included in the study.

Exclusion criteria: Anyone with less than 3 months of working experience are excluded from the study.

Tools Used

Work-Related Social Media Questionnaire (WSMQ)

The Work-Related Social Media Questionnaire (WSMQ) was developed by Landers and Callan (2014) to assess the degree to which employees are using social media in the workplace. In the current study, the short form of the scale [11] was used; it contained two subscales of 8 beneficial WSMQ questions (WSMQ+) and 9 harmful WSMQ questions (WSMQ-). Participants were asked to indicate their level of agreement with each statement using a 5-point Likert scale ranging from strongly disagree to strongly agree, where 1 = strongly disagree, 2 = disagree, 3 = neutral, 4 = agree and 5 = strongly agree. The Cronbach's Alpha reliability test for overall WSMQ, WSMQ (+) and WSMQ (-) was 0.77, 0.71 and 0.80 respectively.

Individual Work Performance Questionnaire (IWPQ)

The Individual Work Performance Questionnaire (IWPQ) developed by Koopmans (2011) has 27 statements that need to be answered on a 5-point Likert scale, ranging from seldom, sometimes, frequently, often, and always. All items have a recall period of 3 months.

IWPQ measures three dimensions, namely, Task Performance (7 items), Contextual Performance (12 items) and Counterproductive Work Behavior (8 items). Items 6, 7 and 8 of Counterproductive Work Behavior are negative items. The Cronbach's Alpha for each of the dimensions is found to be .90, .94 and .82 respectively. The reliability of the given scale is 0.85 and a validity of 0.79. The IWPQ has a good face and structural validity, as well as sufficient convergent validity and good discriminative validity [12].

Clance Impostor Phenomenon Scale (CIPS)

The Clance Impostor Phenomenon Scale (CIPS), developed by Dr. Pauline Rose Clance (1985), is a validated scale that consists of 20 items that need to be answered on a 5-point Likert scale, ranging from not at all true (1), rarely (2), sometimes (3), often (4), and very true (5). It is used to measure the impostor phenomenon. Scores on this scale fall within a range of 0 to 100, with scores below indicating fewer impostor characteristics, scores between 41 and 60 signifying moderate experiences of impostor phenomenon, scores from 61 to 80 representing frequent impostor feelings, and scores above 80 indicating intense experiences of the impostor phenomenon. It has a Cronbach Alpha of 0.96 [13].

Research Design and Statistical Technique

A quantitative research approach was adopted, wherein a descriptive research design was employed. The results were analyzed using descriptive and inferential statistics. IBM SPSS 2.0 software was used to analyze the collected data. Among the descriptive statistics, mean and standard deviation were used; among the inferential statistics Spearman's Correlation method and Regression test were used to test the hypothesis.

RESULTS & DISCUSSION

Through a comprehensive analysis, the study aimed to assess the relationship between social media use, work performance and impostor syndrome among nurses and to assess the influence of work-related social media on work performance and impostor among nurses. The results and discussion seek to contribute to a deeper understanding and thereby offer implications for both individuals and organizational settings. The results obtained from the provided data indicated that it was not normally distributed, leading to the utilization of non-parametric test analysis for further data evaluation.

Table 1: Shows the Descriptive Statistics and Spearman Rank-Order Correlation between Work-Related Social Media Use and Work Performance.

Variables	N	M	SD	1	2	3
1. Work-Related Social Media Use	200	54.62	6.36	-		
2. Work Performance	200	94.31	21.29	-.15*	-	
3. Impostor Syndrome	200	65.83	11.65	-.29**	.30**	-
**p < 0.01, *p < 0.05						

An analysis of table 1 data shows that the mean score for work-related social media use is 54.62, work performance is 94.31 and impostor syndrome is 65.83. In terms of standard deviation, the score for work-related social media use is 6.36, work performance is 21.29 and impostor syndrome is 11.65. It means that the spread of scores away from the mean is apparently more for work performance, suggesting that there is more variation in work performance among nurses.

It also shows a weak negative correlation of $r_s = -.15$ for work-related social media use and work performance, with a corresponding p-value of .03, which is statistically significant at 0.05 level.

Research has shown that excessive social media use at work can lead to decreased job performance [14-15]. This is particularly true when the use of social media for work-related purposes is high, as it can negatively impact job performance, especially in tasks with high interdependence [16]. Another Study [6] also identified a significant correlation between the extensive use of social media in the work environment and a pronounced decline in employees' performance. This heightened usage was observed to potentially contribute to distractions and diminished concentration among healthcare professionals.

Additionally, it shows that there is a weak negative correlation $r_s = -.29$ for work-related social media use and impostor syndrome was found, with a corresponding p-value of .00 which is statistically significant at 0.01 level.

A study [14] found that excessive social media use, particularly for socialization and entertainment, can lead to technology-work conflict and strain, which may negatively impact job performance. This could potentially exacerbate impostor syndrome, a phenomenon characterized by feelings of intellectual fraudulence [17]. Furthermore, another study [18] revealed that excessive social media use might heighten individuals' vulnerability to feelings of self-doubt and excessive daydreaming.

Furthermore, it shows that there is a weak positive correlation $r_s = .30$ for work performance and impostor syndrome, with a corresponding p-value of .00, which is statistically significant at 0.01 level.

Contrary to the results, research suggests that individuals with impostor syndrome often experience higher levels of anxiety, stress, and negative emotions, which can negatively impact their job performance [19-20].

However, there is also evidence suggesting that impostor syndrome can have positive consequences in certain contexts. The study [20] highlights the prevalence of impostor syndrome across various professional settings, with a particularly high prevalence among high-achieving individuals, which suggests that as work performance increases, so does impostor syndrome.

Therefore, the null hypothesis, that there is no significant relationship between work-related social media use, work performance and impostor syndrome among nurses, is rejected. This indicates that there is a significant relationship between work-related social media use, work performance and impostor syndrome among nurses.

Table 2: Shows Regression Analysis Predicting Work Performance by Work-Related Social Media Use among Nurses

Variable	R	R ²	Adjusted R ²	Beta	F	p
Work Performance	.15	.02	.01	-.15	4.75	.03
Work-Related Social Media Use (constant)						

p<0.05

An analysis of Table 2 data shows that Work-Related Social media use predicts a 1% influence on work performance with a p-value of .03. Work Performance has an R-value of .15, an R² value of .02, a Beta value of -.15 and an F change value of 4.75, respectively. This indicates that there is a significant influence of work-related social media use on work performance among nurses at 0.05 level.

Research evidence by [6] shows that employee performance has been significantly impacted by the frequent usage of social media at the place of employment. A study [21] discovered that incorporating social media in the workplace, both for professional and social use, has notably enhanced employee performance, creativity, and competitive edge in procedural tasks and job responsibilities. Even, another paper [19] while trying to understand the social media use and online professionalism of Chinese registered nurses and found that social media had positively influenced their clinical practice. Therefore, the null hypothesis, that there is no influence of work-related social media use on work performance among nurses, is rejected, indicating that, there is an influence of work-related social media use on work performance among nurses.

Table 3: Shows Regression Analysis Predicting Impostor Syndrome by Work-Related Social Media Use among Nurses

Variable	R	R ²	Adjusted R ²	Beta	F	p
Impostor Syndrome	.39	.15	.15	-.39	35.42	.00
Work-Related Social Media Use (constant)						

p<0.05

An analysis of Table 3 data shows that work-related social media use predicts a 15% influence in impostor syndrome with a p-value of .00. Impostor Syndrome has an R-value of .39, an R² value of .15, a Beta value of -.39 and an F change value of 35.42, respectively. This indicates that there is a significant influence of work-related social media use on impostor syndrome among nurses at 0.05 level.

Consistent with the result, a study [22] found that nurses often use social media for work-related communication, which could potentially contribute to feelings of impostor syndrome. According to another research [23], embracing perfectionism and employing self-handicapping behaviours, resulting from social comparison on social media heighten the likelihood of experiencing impostor feelings, particularly when individuals engage in comparisons with exaggerated success examples. Similarly, social media addiction has been found to have a negative impact on work engagement among nurses; and can lead to task distraction [24], which may exacerbate impostor syndrome.

Therefore, the null hypothesis, that there is no influence of work-related social media use on impostor syndrome among nurses, is rejected, indicating that there is an influence of work-related social media use on impostor syndrome among nurses.

CONCLUSION

The following conclusions are drawn based on the research questions raised:

- There is a significant relationship between work-related social media use, work performance and impostor syndrome among nurses.
- There is an influence of work-related social media use on work performance among nurses.
- There is an influence of work-related social media use on impostor syndrome among nurses.

Implications

The study's implications extend to both nursing and healthcare at large, emphasizing the importance of mindful engagement with online platforms among nurses. It underscores the need for organizations to refine policies and cultivate supportive workplace cultures that address impostor syndrome and the impact of work-related social media use on mental health and professional efficacy. Strategies should include promoting mindful work-related social media use, providing support for nurses experiencing impostor syndrome, and fostering environments that enhance confidence and self-efficacy. Strengthening nurses' professional identity may also further lead to improved work performance.

Limitations and Scope for Future Research

While this study sheds light on the intricate relationship between work-related social media use, work performance, and impostor syndrome among nurses, several limitations should be acknowledged. Firstly, the scarcity of existing literature on this topic underscores the need for more comprehensive studies to delve deeper into these dynamics. Additionally, the study's focus on a specific age range and geographic location may limit its generalizability to a broader population of nurses. The cross-sectional design inhibits the establishment of causation, necessitating future longitudinal research to explore these relationships over time. Moving forward, researchers could explore the influence of specific social media platforms on work performance and impostor syndrome, as well as consider a larger and more diverse sample to enhance the robustness of findings. Moreover, examining variations in demographics and cultural influences across different regions and age groups could provide further insights into these phenomena.

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