

Why People Procrastinate on Facebook: Case Study from Employed and Unemployed Facebook Users in Sri Lanka

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Abstract

Procrastination is the intentional postponing of a necessary or devoted task, which can have a number of adverse impacts, including distress, physiological health issues, poor work performance, and subpar academic success. The study aims to analyze and compare procrastination levels among employed and unemployed Facebook users, exploring the reasons behind their procrastination, which is crucial from both an economic and informational perspective. Additionally, it seeks to investigate the association between procrastination on Facebook and the users' education levels. The study also examines how procrastination on Facebook differs between males and females. Positivistic research Philosophy, deductive approach and explanatory research design were deployed for this study. The study used convenience sampling technique and, 300 employed and unemployed Facebook users were taken for analysis of Independent sample test, Anova test and post hoc-tukeys test. Accordingly, five factors namely notification features, immersive decision features, surveillance of presence, identification features, and interaction features were utilized to gauge the degree of procrastination. The findings of this study outlined the causes of procrastination and revealed a substantial difference between employed and unemployed Facebook users in terms of procrastination levels on social media sites. Additionally, results showed that there is a considerable variation between males and females too. The findings will provide a deep knowledge for marketers, psychologists and for academics as well.

Keywords: *Procrastination, Facebook, Employed users, Unemployed users, Gender difference, Education level*

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Introduction

Procrastination is the willful delay of tasks that prevents people from completing their usual tasks (Alblwi, 2020). However, procrastination happens when tasks are unnecessarily delayed with the intention of finishing them later (Severina et al., 2017). The undesirable delays brought on by procrastination have been extensively studied in the literature as having a negative impact on students' academic achievement (among other groups) and their learning environment (Klingsieck, 2013). Even though research has shown that well managed procrastination can help people reduce stress and improve their mood, this can eventually have a negative impact on the effectiveness of their work. In the context of SNSs, procrastination can take many different forms, including cyber slacking and private online usage. A worker who engages in cyber slacking uses the internet for personal purposes may also defines as procrastination (Bock and Ho, 2009). According to O'Neill, Hambley, and Bercovich (2018), this may eventually have an impact on the employee's work performance and ultimately the business as a whole. Avoidance can be defined as the act of keeping a distance from something from doing it and which encourages to avoid a specific 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 done. According to Alblwi (2020), there are four motivators which influence procrastination on social networking sites, namely avoidance, escapism, emergence, and mood modification. More importantly, escapism drives people to seek out the virtual worlds provided by social networking sites (Warmelink et al. 2009. Escapism also refers to a person's awareness of the need to "escape" from something. Another sort of procrastination called emergence, and which happens when a person concentrates on one task and eventually becomes unsatisfied with a social networking task, which then causes online procrastination (Mark, 2015). Contrarily, mood modification is a technique used to change one's mood and is thought to

be an effective coping mechanism (Griffiths et al. 2018). However, this type of procrastination happens when a person uses social networking sites to alter their attitude instead of finishing specified duties. The Census and Statistics Department of Sri Lanka (CASD) defines unemployment as those who are seeking for work, who did not work, who took steps to find a job during the previous four weeks, and who are prepared to accept a job if one becomes available during the next two weeks as being jobless. Additionally, Sri Lanka's unemployment rate for the first quarter of 2022 is 5.7 percent (CASD). Additionally, the youth unemployment rate, which is 26%, is higher than that of other age groups in Sri Lanka (CASD). According to the literature, people who are unemployed are more prone to procrastination than those who are employed (Wilensky & Estes, 1978) where unemployment is a possibility, people's psychological benefits from work declines. According to the Census and Statistics Department of Sri Lanka, unemployment is a position in which people must overcome numerous barriers, and how they react to that particular situation depends on their level of adaptability (Premacandh., 2015). The remaining literature describes the effects of procrastination on various social groups (students, workers) and it further elaborates that future research is vital to determine the extent of Facebook procrastination among unemployed people and how it relates to their educational attainment. Even if there are several types of procrastination, our research is restricted to Facebook and is therefore unique in the field. Additionally, one of the primary goals of the government is to reduce unemployment and the associated societal costs. This study will help to some extent in focusing on, determining the level of procrastination among the unemployed sector, and planning the necessary adjustments. However, more importantly, research will enable psychologists and medical scientists to better understand how procrastination on Facebook varies across demographic groups, and economists will learn how to address these unresolved economically related technical problems.



Marketers will eventually study how various internet groups operate since it helps them understand customer behavior. According to the Census and Statistics Department in Sri Lanka (CASD), individuals are considered to be employed if they put in at least one hour of work during the relevant time as paid employees, employers, own account workers, or contributing family members. This can also include those who have jobs but weren't working throughout the relevant

routine, and health-related pursuits (Ferrari, 2010; Klingsieck, 2013). However, research on procrastination in the workplace has received far less attention (DeArmond, Matthews & Bunk, 2014). Despite the fact that (Uysal and Yilmaz, 2020) stated in their study that office inaction has an impact on a company's operations. According to research by Kastiya et al. (2020), procrastination among millennial workers at work has a favorable relationship with Facebook addiction. However, Students' procrastination on Facebook may differ slightly from that of users who are employed or looking for work. Therefore, as the literature suggests, more research is necessary to determine the extent of procrastination among employed and unemployed people in relation to their educational level (Mark, 2021).

Accordingly, literature reveals that there is limited understanding of how procrastination on social networking sites (SNS), specifically Facebook, varies between employed and unemployed individuals, particularly in the context of Sri Lanka. Previous research has focused on general procrastination, academic procrastination, and internet use in broader contexts, but there is a lack of studies exploring:

- Procrastination on Facebook among different employment statuses (employed vs. unemployed).
- The role of demographic factors (such as gender and education level) in influencing Facebook procrastination.

time. According to the literature Personal web usage is any intentional use of the internet for non-work-related activities such as news searching, online shopping, or gambling during working hours. This can eventually lead to procrastination, waste time, and lower work quality and productivity (Coker, 2013). Studies on procrastination have focused on behaviors in a variety of spheres of life, including academic, daily

- Cultural and economic contexts specific to Sri Lanka, which may uniquely affect procrastination behaviors on Facebook.
- Comparison of procrastination behaviors between employed and unemployed individuals in relation to their educational attainment and how these behaviors differ based on gender

Therefore, this research is very vital for filling the knowledge and contextual gaps.

The main objectives of this research study are,

- a) To assess the degree of procrastination of Facebook users and how it varies between employed and unemployed Facebook users.
- b) To find the cause for why people procrastinate on Facebook
- c) To assess the differences of procrastination level on Facebook for males and females
- d) To identify the association between procrastination on Facebook and level of education.

Hypotheses:

H₁= There is a significant difference between employed and unemployed Facebook users towards the procrastination on Facebook

H₂= There is a significant difference between male Facebook users and female Facebook users towards procrastination on Facebook.

H₃= There is a relationship between procrastination on Facebook and level of education of the user.

Literature Review

Procrastination can be mentioned as the voluntary extending of immediate tasks and that would create serious inverse effects such as low productivity or anxiety (Klingsieck.,2013). SNS such as Facebook, LinkedIn, Twitter and YouTube provide an opportunity for their users to create online profiles and making social relationships. However, besides these advantages, some consumption patterns may be dangerous to those who do not maintain proper control over their usage(Alblwi, 2020). Facebook platforms have been developed to encourage further engagement which can ultimately lead users to procrastinate if this engagement creates some conflicts with the other tasks (Alblwi, 2020).Moreover, literature defines Procrastination is a inability of self-regulation which badly impacts on performance and welfare (Steel, 2007). Steel has argued in his book “The Procrastination Equation” where he has emphasized Facebook is persuading people for kind of gratification. However, age and individual responsibilities create them more sensitive towards procrastination. For people, procrastination is not only an occasional issue yet it certainly interfere their routine life and potential. More importantly ,Procrastination has been widely discussed with relevant to behaviors in various life domains, such as activities in the academic, every day routine, or health areas (Klingsieck, 2013) When concerning about the Internet, some researches have explained that online media is a generally used but not an appropriate tool for procrastination (Hinsch,et al 2013).

Whereas some other research studies have examined procrastination in the workplace (Nguye et al, 2013). Some studies have evaluated such behavior with subject to unemployment (Clary H Lay et al, 1997).However, it reveals that workplace procrastination among employees has received considerably less attention (DeArmond etal,2014).and Procrastination relevant to the unemployment need further consideration. However, our study on

Procrastination on Facebook comprised with five variables as mentioned below.

Notification Features

A crucial element that improves relationships by altering users' post-relationships with particular services is notification features. According to Dawot and Ibrahim (2014), there are two variations of this feature: deactivated notifications and enabled notifications. Since users want to know if they receive messages while a notification is muted, which increases excitement to join the SNS, deactivated notifications help to increase indirect procrastination. However, active alerts mostly affect procrastination because clicking on one prompts users to check their social networking apps for related activity.

Immersive Design Features

Immersive design elements influence users to stay within the system for a delayed period of time due to the fear of missing temporal material (e.g. stories on Facebook) (Alblwi , 2020). SNS features like infinite feeds can make it easier to procrastinate on Facebook apps and forums since users are more inclined to keep checking the never-ending stream of new postings. Additionally, some preventative steps, such putting time limits on social media apps, can stop procrastinating (Alblwi, 2020).

Identity Features

Identity features allow users to appear as themselves on Facebook platforms (for example, by publishing a status update, changing their profile photo, etc.). While some other people give accurate details, some give inaccurate and irrelevant information. It is clear that accurate users (those who provide accurate information) are under pressure to gain more followers and reputation. This pressure has a significant impact and may cause procrastination. On the other hand, fake users (those who do not provide accurate information for social



networking sites) are very much more likely rather than accurate ones to become careless with their online presence (Kang et al. 2013).

Surveillance of Presence Features

By posting their own progress in the status bar or user interface (active online participant or inactive offline participant), presence features on social networking sites may encourage people to procrastinate. However, the Facebook user may have felt as though the social communities were watching them after visiting the Facebook forums and online platforms, which ultimately forced them to respond to notifications, messages, and other Facebook activities. Facebook regulates its users in accordance with their feature of transparency, which merely exposes the user's location, most recent updates, and the date of their most recent login. However, these factors have an impact on a user's ability to respond to the community in order to satisfy his social expectations and uphold healthy self-definition. (Alblwi,2020)

Interaction Features

According to the literature's point of view, various research has demonstrated that most users use SNSs primarily to keep in touch with one another (Suki & Ramayah, 2012). Similar to the interaction's nature, episode and dialogue interactions are the two categories under which interaction features fall. Since the majority of participants are likely to return to the interaction's end product to check its statistics (e.g., the number of likes, favorites, and comments), procrastination may result under episode interactions like Facebook posts where the action cannot be revised and continued. According to the literature's point of view, various research has revealed that the key motivation for the majority of users to use SNSs is maintenance. One-episode interactions, on the other hand, constantly work to pique people's interest before starting to think about both the positive and negative reactions. This may ultimately have an impact on what occurs or how it functions at various periods throughout discourse encounters (Alblwi,2020).

Procrastination on Facebook among Employed Individuals

More importantly, work performance is connected with employee behavior patterns, and which is continued with the objectives of the particular organization (Viswesvaran, 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 to Facebook, online shopping etc.). Among this alternative procrastination types in here, it is concerned about the procrastination on social networking sites. However, Procrastination at workplace is a kind of failure of the user to cope up with planned task (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 (DeArmon et al, 2018), job-related stress (Wan et al, 2014). However, a drawback of the past studies was that they had used general and academic procrastination scales in order to measure procrastination at work. As a result, orthodox procrastination actions which can be used in work settings, (taking long stops, wasting time in social platforms, chatting with colleagues or playing computer games during working hours, is not able to measure with these instruments. However, it is apparent that, employees spend more than 30% of the day for non-work related online engagements and more than 85% of the employees were reported that they were using internet sources for their personal satisfaction, such as checking social network sites, reading blogs, doing online shopping (Eddy et al, 2010). Arguably, procrastination was mostly related with poor academic achievements (final grade average in exams) and higher stress (Steel,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 activity. Therefore, in order to accomplish their daily tasks the employees may have to work for long hours or may have to speed up



their tasks (may have create mistakes). Consequently, by engaging and increasing in procrastination, it will have displayed a poorer job performance by the employees.

Facebook Procrastination among Unemployed Individuals

Unemployment can be contributed 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 about the life. Socially, being unemployed are very difficult to control and getting anger can be commonly seen yet it will badly affect to maintain good friendship and relationship among colleagues (Wanberg et al, 1999). However, past studies reveals that prolonged unemployment leads to sorrow-life, disappointment, uncontrollable depression, physical damaged which inclined to stress, declining of self-confidence, and a dissatisfaction about the life and low relationship with the family (Gallie, 2003; McKee-Ryan, 2005). Moreover, a higher amount of time spent on Facebook 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., 2001; Yellowlees and Marks, 2007; Treuer, 2001). Anxiety, depression, and low self-esteem can be identified as the most critical factors for Internet addiction and procrastination on Facebook. In order to minimize stress and control the mental pressure created through negative feelings which are generated through unemployment, some unemployed individuals are using the internet for procrastination purposes. A very few research studies has revealed that higher the Internet usage may be lower the solitariness and depression also higher the degree of social supportiveness and self-confidence (Shaw & Gant, 2002). All in all, the factors affecting for excessive Internet use can be identified as social activities such as messaging, social information seeking, and online gaming (Griffiths et al., 2018). Moreover, an additional amount of time spent

online can considerably influence everyday functioning (Douglas, 2008). However, it can be concluded that identified social elimination during the unemployment period will lead to procrastination through online Facebook platforms, this will ultimately influence the job seeking attempts of the unemployed individuals. (Severina et al, 2017). An unemployed person usually has an ample amount of relaxation time with little routine (Severina et al, 2017). Searching and engaging in reemployment will have taken some period of time, but there are also overextending of the day spent waiting along with higher leading on which activities should be carried out specially when compared with the employment. However, lot of time is wasted by the unemployed ones particularly by over addicting for media usage (Severina et al, 2017). More importantly, the traditional usage of media are watching television or listening to radio (McIlwraith, 1998; However, with the arrival of computer and internet, Facebook platforms and online forums have highly become a recreational activity by creating new opportunities and challenges. Nevertheless, if the individuals are unemployed whenever their colleagues are being employed will leads to overusage of Facebook to control their pressure. Eventually, by combining the findings of previous research studies, we hope that the identified exclusion experience through unemployment may directed towards the higher levels of online procrastination (Severina et al, 2017). Eventually, It can be emphasized that Some unemployed parties may use the Internet for procrastination purposes in order to decrease and eradicate the negative emotions which are directly attached with unemployment. In accordance with the literature, it can be concluded that higher the usage of the internet, lower the level of loneliness and depression and which may ultimately contribute to increase the level of procrastination towards Facebook. (Shaw & Gant, 2002)

Methods

These concern the research approach, research design, data collection techniques, research instrument, conceptualization and operationalization.

Population and Sampling Technique

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) defines the overall set of units from where the sample is taken out and it is tried to identify the degree of procrastination on Facebook among employed and unemployed Facebook 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 Facebook users within the considering week. In here, convenience sampling technique has been used in order to collect the samples since the sampling frame is unknown and where the sample size was 384 under the 5% significance level (Morgan's Table for sample size). It has been used survey method in order to gather data and sample data was collected using 7-point likert-scale self-administered Google form questionnaire which was distributed among respondents.

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

Table 01: Operationalization Table

Dimensions	Indicators	Source
Notification Features	I always delay my tasks because I am busily checking notifications on Facebook. I show my availability (quickly response) for the notifications Clicking on Facebook notifications leads to Fb Access	(Dawot and Ibrahim, 2014)
Immersive Design Features	On Facebook I take more time than I initially intended due to its relevant content to me. I exceed my restricted time due to its attractiveness and relevance At the end of the day, I can see statistics regarding the time I spend on Facebook, and it conflicts with my other tasks listed in my calendar	(Alblwi, 2020).
Identity Features	I procrastinate on Facebook to maintain the positive interaction with the people and to maintain them This enables me to set my career life related goals and help me to track my progress I try to build up and enhance my positive identity in Facebook	(Suki & Ramayah T, 2012)

Surveillance of Presence	When I send a message via FB messenger or FB app I just check whether it is delivered, received or seen. I give priority for checking fb message though I have a to do list and strict deadlines to meet. When I finds busy times, I allow to send auto reply and only responds when I am free.	(Alblwi, 2020).
Interaction features	When I am involved in chatting, I am finding it hard to stop for procrastinating and complete my tasks I don't care even my timer says that I exceed my time limit.	(Suki & Ramayah T, 2012; Alblwi, 2020)

Data Collection

The key purpose of this research is to determine the procrastination on Facebook among employed and unemployed Facebook users in Sri Lanka. As per the literature (Dearmondrt et al,2014) emphasized it needs to enlarge the population size and it is better to use employed and unemployed individuals. This study concern both these groups and it exculdes the individuals who are not using Facebook whether they are employed or not. the conceptual model was developed by based on the litearure model developed by (Alblwi,2020) and procatination on Facebook was comprised with five variables namely notification features, immersive design features,survellence of presence features,identity features and interactive features. Aapart from that, there was a one filtering question along with 9 general questions covering demographic

characeristics. However, previous studies about procrastination about Facebook are very limited. Thus, this paper contribute to the government and Facebook marketers to get an idea about the procrastination on Facebook and future researchers will find a useful compilation of knowledge towards procrastination among employed and unemployed individuals by referring this article.

Results & Discussion

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 perquisite requirement before carrying out the further analytical test.

Table 02: Validity Test

Variable	Chi-square Value	Significance 0.05>	KMO Value 0.5<	Composite Reliability 0.7<	Average Variance Extracted (AVE) 0.5<	Discriminant Validity				
						Notification	Immersive design	Identity features	Surveillance	Interaction
Notification features	208.913	.000	.760	.702	.648	.804				



Immersive design	323.649	.000	.698	.721	.592	.466	.769			
Identity features	287.353	.000	.716	.890	.729	.328	.478	.853		
Surveillance of presence features	692.259	.000	.873	.809	.675	.518	.538	.337	.821	
Interaction features	341.659	.000	.728	.704	.602	.579	.521	.327	.570	.621

Source: compiled by the Author

In 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 Average variance

extracted (AVE) and thus discriminant validity was also ensured. The highlighted diagonal values indicate the square root of AVE, and which is higher than the correlation values among other variables and thus it proves the discriminant validity.

Table 03: Reliability Test

Variable	Cronbach's Alpha	Comment
Notification features	0.786	Accepted.
Immersive design features	0.799	Accepted.
Surveillance of presence features	0.815	Accepted.
Identity features	0.939	Accepted.
Interaction features	0.874	Accepted

Source: compiled by Author

Reliability was ensured since the cronbach Alpha (α) value of each and every variable was higher than 0.7. Thus, it fulfilled the need

of having the internal consistency of the measurement. Moreover, the composite Reliability was also ensured.

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

Table 04: Mean Value of Scale Variables

	N	Mean	Std. Deviation	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
procrastination	300	4.3078	1.36393	-.831	.145	-.763	.289
Valid N (list wise)	300						

Source: compiled by Author

According to the objective 1, the degree of procrastination on Facebook was measured

by comparing the mean value (μ) of procrastination (Table 04 indicates that mean

is 4.3078) and 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 neutral value of the scale and to test whether the mean value of Facebook procrastination is significantly towards the positive side of the value scale that used to measure all the items in the Facebook procrastination variable.

(scale 1-3.5=Normal user, 3.5-4.5=moderately procrastinated, 4.5-7=seriously procrastinated).

In accordance with the methodology, one sample t- test is more fitted with these measurements.

Table 05: One Sample Test

One-Sample Test						
	Test Value = 4					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Procrastination	20.457	420	.000	.0.3078	.2742	.3640

As per the one sample t-test, the significant value is 0.000 which is less than the alpha value of 0.05. Therefore, the researcher concluded that mean value of Facebook procrastination is not equal to 4 among Facebook users in Sri Lanka (Table 05). Therefore it was emphasized that there is a

significant difference between the sample mean and population mean. In the 2nd section of the 1st objective elaborates to find how the procrastination towards Facebook differs between employed and unemployed Facebook users. Accordingly independent sample test was carried out to measure the difference.

Table 06: Independent Samples Test

	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	.018	-3.174	281	.032	-.34785	.161	-.665	-.029
	Equal variances not assumed			-2.141	267.328	.033	-.34785	.162	-.667	-.027

Source: compiled by the Author

The calculated t-value for the above mentioned two groups is -3.174 and its significance is 0.018 which is lower than alpha value of 0.05, and it can be mentioned that there is a significant difference between

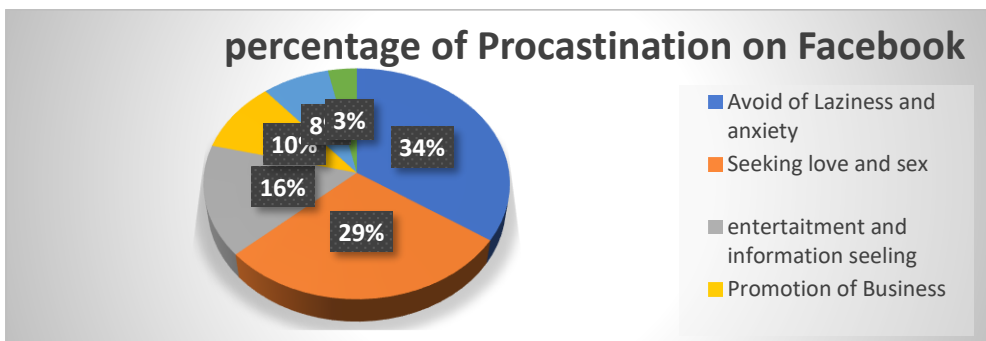
the degree of procrastination on Facebook between employed and unemployed Facebook users. Accordingly, the researcher concluded that procrastination towards Facebook varies according to the Gender.

Objective 2: To identify why people, procrastinate on Facebook.

The enumerator collected data from 300 respondents and multiple-choice questions were deployed to gain a clear insight about this objective. 34% of the collected data reveals that they procrastinate on Facebook in order to avoid laziness and anxiety. Further 29% say building relationships and seeking love and sexual attraction has caused them to procrastinate and it is the easiest method for building relationships. Moreover, 16%

indicate entertainment and information seeking has paved and directed them towards Facebook. Further, 10 % reveals they use Facebook for promotion of businesses. More importantly, only 8% procrastinate on social media for educational and communicational purposes. Nevertheless, data indicates that only 3% procrastinate on social media for other reasons.

Figure 02: Percentage of Procrastination on Facebook



Objective 3: To examine whether there is a significant difference between males and females.

Table 07: Independent Sample Test

	Levene's Test for Equality	t-test for Equality of Means
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		of Variances								
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
procrastination	Equal variances assumed	18.051	0.000	-5.295	281	.000	-.84424	0.159	-1.15	-.53041
	Equal variances not assumed			-5.079	197.054	0.000	-.84424	0.166	-.172	-.51647

Source: compiled by Author

The calculated t-value for the above two groups is -5.295 and its significance is 0.000 which is lower than significant level of 0.05, Hence, It can be concluded that there is a

significant difference between the degree of procrastination on Facebook between males and females.

Table 08: Cross Tabulation for Procrastination Towards Facebook of Gender and Employability

Gender			Procrastination on Facebook			
			Lightly /poorly Procrastinated	Moderately Procrastinated	Highly Procrastinated	Total
male	Employability	Employed	13	10	4	27
		Unemployed	1	35	6	42
	Total		14	45	10	69
female	Employability	Employed	18	38	35	91
		Unemployed	48	34	43	130
	Total		67	72	78	221
Total	Employability	Employed	60	51	23	134

	Unemployed	26	100	40	166
	Total	86	151	63	300

According to the Table 08, 151 members are moderately procrastinated whereas 86 are lightly procrastinated and 63 are highly procrastinated members. It determines that 50% members are moderately procrastinated whereas 28% are lightly procrastinated to Facebook and only 21% are highly procrastinated. Most importantly, moderately and highly procrastinated percentage towards Facebook among males ($45+5/69=72\%$) are higher than females ($72+6/221=35\%$). Most significantly, the above table illustrates that unemployed ($46+3/119=41\%$) are moderately and highly procrastinated towards Facebook than employed ($45+8/164=32\%$) ones.

The above data proves that unemployed males ($35+3/41=92\%$) are moderately or highly procrastinated towards Facebook than employed males ($18+2/28=71\%$). Moreover, the above cross tabulation proves that employed females ($35+38/91=80\%$) are moderately or highly procrastinated towards Facebook than unemployed Females ($34+43/130=59\%$). Thus this above cross tabulation proves that males (72%) would be moderately or highly procrastinated towards Facebook than Females (67%) and unemployed (84%) are moderately or highly procrastinated towards Facebook than employed (55%) ones.

Objective 4: To investigate the association between procrastination on Facebook and level of education

Table 09: Anova Test

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

Source: compiled by author

Analyses of variance (ANOVA) tests were conducted to test whether significant relationships exist between level of education (biographical variable) and the procrastination on Facebook (dependent variable). The Table 09 shows that ($P<0.05$)

there is a statistically significant relationship exist between the level of education (biographical variable) and the procrastination on Facebook (dependent variable).

Table 10: Post- hoc Tukey Test

Multiple Comparisons						
(I) Educational Level	(J) Educational Level	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
	Advanced Level	.90978	.62660	.595	-.8107	2.6303
	Diploma	.34237	.61154	.981	-1.3368	2.0215



Ordinary level or Below	Higher Diploma	.09494	.61384	1.00 0	-1.5905	1.7804
	Bachelor Degree	-.10733	.65505	1.00 0	-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	1.00 0	-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	1.00 0	-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: compiled by the Author

Researchers further used a Post hoc analysis to identify what means values among education levels indifferent to each other. Table 10 presents the Summary of Post hoc analysis. According to Table 10 the researcher used Gabriel statistic for multiple comparison because the group sizes are not equal. According to the Table, highlighted are the categorical pairs whose means are significantly different. According to the First objective of the study was to examine the procrastination of Facebook and how it varies between employed and unemployed Facebook users. In accordance with the Table 04 one sample t-test was used to measure the degree of Facebook procrastination and where it was identified that employed and unemployed Facebook users are moderately procrastinated towards Facebook. Therefore, researcher concluded that the degree of procrastination on Facebook among Facebook users in Sri Lanka can be named as moderately procrastinated (test value=4, mean value (μ) =4.307). Moreover, One sample t-test proves that there is a significant

Table 10 since the mean difference is significant between “advanced level” “higher diploma” and “Bachelor degree” “advanced level” categories (sig value is less than 0.05), the researcher can conclude procrastination on Facebook significantly vary among those educational levels.

Discussion

difference between the population mean and the sample mean values. These findings are basically related with the earlier findings (John, 2021). Although the literature says there isn't substantial research studies were carried out to measure the degree of Facebook procrastination among employed and unemployed parties and the gap was filled by this research by measuring the degree of procrastination. Moreover, Beutel, (2016) found that there is a positive relationship between procrastination and unemployment and being single is associated with delaying tasks and which is very much similar with this research findings. (41% of

unemployed are procrastinated to Facebook which is higher than employed individuals(32%).Moreover, John Mark, (2021) revealed that employees are also procrastinate on mobile devices and thus age and civil status work as positive and negative determinants of procrastination on Facebook among the employees.

However it, emerged the further need of incorporating demographic variables such as sex, and educational status and was filled in this research which were not tested earlier. Zafa , (2021) findings revealed that government sector employees are more procrastinated and possibility of having procrastinated is higher among them and somehow, They may have less job performance when compared to employees working in private sector organization who have less procrastinated with overall more job performance and which is partially similar with this findings since there is a procrastination on Facebook among employed Facebook users and Cross tabulation Table 08 indicates that unemployed(41%) people are moderately and highly procrastinated to Facebook than employed (32%) individuals.

The 2nd objective of our study was to identify why people are procrastinated towards Facebook and the collected data revealed that 34% are procrastinated on Facebook in order to avoid of laziness and anxiety. Further 29% say building relationships and seeking love and sexual attraction has caused them to procrastinate and it is the easiest method for building relationships. Moreover, 16% indicates entertainment and information seeking has paved and directed them towards Facebook. Further, 10 % reveals they use Facebook for promotion of businesses. More importantly, only 8% are procrastinated on social media for educational and communicational purposes. Nevertheless, data indicates that only 3% are procrastinated on social media for other reasons. This brings novelty to the information seekers highlighting why people are procrastinated towards Facebook and earlier researchers have emphasized that these elements could

have a serious impact of prolonged addiction. (Griffith,2018).However, these reason are novel and also parallel with literature.

The third objective of our study was to identify whether there is a significant difference between males and females. Even, procrastination has some categories, our study is limited and specialized to Facebook which in turn reflects novelty to the industry. In accordance with the findings of independent sample t- test, it can be concluded that there is a significant difference exist between males and females.

However, this will in turn provides (Table 08) that males are more likely to spend time on Facebook delaying their daily tasks. than females. Further, it explains males (72%) are highly and moderately procrastinated than females (67%). Similarly, Ferrari et al. , (2009) revealed that male students are experiencing a higher level of procrastination towards Facebook than female students which is different from our findings.

However, the Fourth objective of our study is to investigate the association between procrastination on Facebook and level of education. As per the literature provides, factors affecting procrastination may have worked differently among students from different academic levels and among students with different procrastination levels (Nordby et al , 2017) which justifies our findings Since our findings proved that procrastination on Facebook is significantly vary among “advanced level” “higher diploma” and “Bachelor degree” “advanced level” educational levels.

Conclusion

Employment is a macro economical 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 a depth knowledge regarding how employed and unemployed individuals behave in the modern technology with the emergence of social networks. The degree of procrastination among individuals will

strengthen existing knowledge about the employed and unemployed individuals behavior in Facebook. According to the study, since unemployed are more procrastinated towards social networking sites than employed individuals, it provides that being engaged in an effective task/job will minimize the Facebook usage and finally declines the procrastination towards social networking sites. Moreover, males show that they are more procrastinated towards Facebook and otherwise it will help Facebook marketers to identify a niche market and developing market penetration. Accordingly, the findings indicate what should be the government approach towards unemployed individuals since they have highly and moderately procrastinated towards social networking sites when compared to employed individuals. The unemployed males take a higher amount of procrastination than employed males and it shows that unemployment leads wasting time on Facebook. More, interestingly employed females are moderately or highly procrastinated towards Facebook than unemployed Females. Economical point of view, every government tries to increase woman empowerment and reducing woman unemployment and surprisingly it needs to seek the reasons why unemployed females overtake the procrastination than unemployed women and certain solution should be immediately. However, this gives new theoretical development of niche markets for employed females and Facebook marketers should adopt it.

Implications

Studying the degree of procrastination towards Facebook is essential parameter for government to measure the efficiency level

of employed individuals whereas it is important to understand how much an addictive behavior towards Facebook is undergoing among unemployed individuals. The findings will enable Facebook advertisers to identify the consumer behavior patterns in Facebook such as which time of the day they are procrastinated etc. Otherwise findings revealed that different procrastinated levels exist among individuals and in different groups. Moreover, findings are helpful to 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 Facebook marketers to develop educational promotional campaigns covering these niche markets since their procrastinated levels towards Facebook is different.

Future Research Directions, Limitations and Recommendations

It would be ideal for future researchers to conduct systematic literature reviews to enhance understanding of the topic. Potential areas for systematic reviews include procrastination on social networking sites across different cultures, the impact of employment status on digital procrastination, gender differences in online procrastination, educational attainment and its influence on online procrastination, psychological factors contributing to procrastination on social media, and workplace procrastination in the digital age. When conducting such literature reviews, methodologies proposed by studies such as Chathuranga et al. (2023), Jayasinghe et al. (2022), Jayasinghe et al. (2023), and Thasipan et al. (2024) can be followed.

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