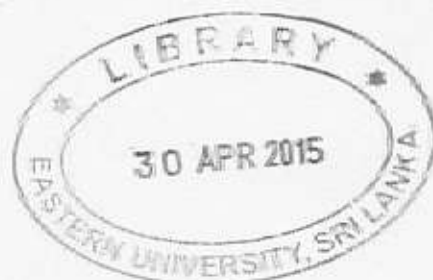


**USES AND PERCEPTION OF ONLINE SOCIAL NETWORKS
AMONG THE ACADEMIC COMMUNITY:
SPECIAL REFERENCE TO EASTERN UNIVERSITY**



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ABSTRACT

The popularity of social networking sites is relatively recent and the effect of online social Networking (OSN) on employee uses and perception has not received much scholarly attention. The reason most likely lies in the social nature of social networking sites and OSN, which is assumed to have a negative effect on employee uses and perception and not bear organizational Benefit. This research investigated recent Internet developments as seen in the social Web and specifically investigated the effect of OSN on employee uses and perception and what some of the consequences would be if employees were allowed unrestricted access to these networks. The findings concerning the nature of employees' OSN activities, employees' attitude or Perceptions with regard to OSN in the workplace and how OSN can contribute or affect the Employees are discussed in this article. Some of the basic misconceptions regarding OSN are highlighted and it is concluded that this technology can be used to Increase collaboration between individuals who share a common interest or goal. Increased Collaboration will stimulate knowledge sharing between individuals. However, the risks associated with OSN should be noted, such as loss of privacy, bandwidth and storage consumption, exposure to malware and lower employee productivity.

For the purpose of this research is to find out the factors that contribute to the uses and perception regarding the OSN for the academic employees. These research studies consider the three variables usefulness, ease of use, and subjective norm factors. These three variables were measured by four appropriate dimensions. These are: Information, People, Technology, Consequences. The structure questionnaire was used to collect primary data for this study from 103 respondents. Collect data was analyzed by univariate analysis and evaluated as moderate and high level influence of uses and perception. The study found the variables of usefulness, ease of use, and subjective norm influence the high level of usage of perception for academic staffs of eastern university. however there are some risks associated with OSN should be noted, such as loss of privacy and security issues are affected the employees uses and perception, therefore some ways have been suggested as recommendation at the end of the research to manage the OSN through three variables for academic employees in Eastern University.

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