

## ABSTRACT

This study analyzes the impact of using social media network websites/Social network websites (SNWs) at the work place on the performance of Information Technology Professionals (ITPs) of Jamshoro Education City (JEC). The idea is to find out how does the use of SNWs influence the performance of I.T professionals like belonging to various disciplines of Information technology, such as System Management, Network Management and Web development/Management, LAN Management, in the Jamshoro Education city, The impact of various factors which can potentially influence the performance are studied in this research, for instance, the number of hours an I.T professional spends on accessing the social media or the number of friends that an I.T professional has on the social media and relation of these factors with other job performance measurement indicators like work pressure, troubleshooting/problem solving skills and Efficiency are analyzed in this research.

Information Technology professionals (ITPs) of four educational organizations situated in the Jamshoro, participated to carry out survey for this research belong to Mehran University of Engineering & Technology (MUET), Liaquat University of Medical & Health Sciences (LUMHS), University of Sindh (UoS), and Hidayat Institute of Science & Technology (HIST). Participants provided their response by filling the online questionnaire form and majority of them possess the social media account, and many of them use internet to access social media.

The Study shows that a significant number of ITPs access internet from their offices and survey results show that one of the essential purposes of the internet access is the use/access the social media network websites (SNWs), the study further shows that the extent of the usage of SNWs has positive correlation with the performance measurement indicators with the count of 10%, i.e. The work pressure increases as the extent of usage of SNWs increases. The study further shows that there is no significant difference in the perceptions of an I.T Professional and his/her boss regarding the performance measurement indicators.