

## **The relationships between social networking and individual job performance of law sector in Malaysia**

### **ABSTRACT**

Social media has become a very critical segment of the average professional person's life. Even a profession as a lawyer, should appreciate the impact of social media on their job performance. Failure to comprehend how social media can impact their individual job performance could result in a severe harm to their career. Furthermore, lawyers are benefitting from social media to grow their practices through the networking and publicity prospects provided by the numerous social media sites and applications. The aim of this current study is to examine the correlation between usefulness and ease of use of social media for lawyers with their individual job performance. This study applies a Technology Acceptance Model (TAM) to conceptualize this framework. 370 questionnaires were administered to lawyers identified through simple random sampling from which 185 usable responses were returned. The findings of this study reveal that a majority of lawyers in Malaysia agree that social media is useful and easy to use to influence their individual job performance. Specifically, the findings of the study prove that there are significant and positive relationships between social media usefulness and lawyer's task performance and contextual performance except negative relationship between social media usefulness and counterproductive work behavior. Furthermore, social media ease of use also influences positively with lawyer's task performance, contextual performance and counterproductive work behavior. In regards to the implication to the theory that was used in this research, the TAM affords a theoretical perception to comprehend the elements in an extensive array of user orientated technological mechanisms. This archetype supports the researcher by providing ground work and basic foundation to cognize the usage of social media by lawyers

**Keyword:** Social media; Individual job performance; Technology acceptance model