Effect of Internet Addiction on Female Employee Performance: The Regulatory Role of Social Support

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İnternet Bağımlılığının Kadın Çalışan Performansına Etkisi: Sosyal Desteğin Düzenleyici Rolü

Abstract

The primary purpose of this study is to determine the effect of internet addiction on females' job performance. Additionally, the results were analysed by adding social support as a regulatory variable. The survey technique has been used to obtain the data, and surveys have been applied to 408 female employees in two private enterprises operating in the information and communication sector. According to the results, it has been found that internet addiction adversely affects individual performance. However, a decrease in adverse effects and an increase in personal performance have been identified with the addition of the regulatory variable to the model.

Keywords : Internet Addiction, Performance, Social Support, Female Employees.

JEL Classification Codes : M10, M12, M19, M54.

Öz

Bu çalışmanın temel amacı, internet bağımlılığının kadınların iş performansına etkisini belirlemektir. Ayrıca, sosyal destek düzenleyici değişken olarak eklenerek sonuçlar analiz edilmiştir. Verilerin elde edilmesinde anket tekniği kullanılmış ve bilgi ve iletişim sektöründe faaliyet gösteren iki özel işletmede 408 kadın çalışana anket uygulanmıştır. Sonuçlara göre internet bağımlılığının bireysel performansı olumsuz etkilediği tespit edilmiştir. Ancak düzenleyici değişkenin modele eklenmesiyle olumsuz etkilerin azaldığı ve bireysel performansın arttığı tespit edilmiştir.

Anahtar Sözcükler : İnternet Bağımlılığı, Performans, Sosyal Destek, Kadın Çalışanlar.

1. Introduction

Since the 1990s, the internet has been a part of public life and has made life more liveable in many areas with its facilities. Especially the changes in information technology with global factors make it easier to reach unlimited information and many outputs of information and provide a tremendous strategic advantage to businesses operating at an economic level. Besides this benefit, other possibilities, mainly social media and games, have led people to spend more time on mobile phones or computers. In fact, according to "Digital in 2019", published together by We Are Social and Hootsuite, 56% of the world's population uses the internet. Of this rate, 45% are social media users, 67% are mobile users, and 42% are mobile social media users. This situation, expressed as internet addiction, threatens many segments, especially the young population.

On the one hand, it leads to reductions in social relations and performance declines in the jobs they undertake. Restricting the social activity of individuals due to their addictions to the internet causes them to have difficulty performing their roles in families, communities, and organisations, which creates anxiety and stress, resulting in performance declines. To address all this negativity and increase productivity by providing customer satisfaction, especially in the present-day homogeneous products and services, the need to provide social support opportunities for employees addicted to this type is emerging. This study also focused on determining the impacts of the internet addictions of women employees on the performance levels and whether social support plays a regulatory role in this process.

2. Internet Addiction

We are in a period expressed as the age of information and technology. The developments experienced and their effects necessitate the technological developments to be followed, watched closely, and adapted. The developments that started with the industrial revolution have reached Industry 4.0, the product of artificial intelligence, with the internet and globalisation, resulting from the developments in science and technology. The globalisation process, which is reflected in many areas, does not only affect many places on the blue earth with the use of the internet, but its effect on people and is indispensable in life are also thought to affect social cohesion and work performance.

Internet, which came into people's lives at the end of the 1900s, has captivated users with each passing day and reached gigantic dimensions both in the world and Turkey (Taylan & Işık, 2015: 855-874). While many studies conducted in different parts of the world reveal that the internet is used mainly by children and young people (Castells, 2008: 744), it is stated that especially young people's addiction to the internet, together with the increase in usage times are among the important social problems of recent times (Whang et al., 2003: 143-150; Pallanti et al., 2006: 966-974; Siomos et al., 2008: 653-657; Peterson et al., 2009: 263-271; Tsai et al., 2009: 294-299; Taylan, 2015: 662-669; Aslan & Yazıcı, 2016: 109-117).

Internet addiction is defined as being unable to prevent the desire to use the internet excessively compared to the period it is already used, needing the time spent on the internet more and more, that the time spent without being connected to the internet loses its importance, getting extremely nervous, tense, restless when one is devoid of it and the gradual degradation of one's work, social and family life (Young, 1996: 237-244; Griffiths, 2000: 413-418). In this definition by Young, internet addiction is likened to "pathological gambling addiction" because it shows various impulse control disorder symptoms, and this addiction does not include chemical intake. The first serious diagnostic criteria have been tried to be established (Greenfield, 1999: 403-412). In the "Descriptive and Numerical Handbook of Mental Disorders" published by the American Psychiatric Association (APA) in 1994 and named with the abbreviation "DSM IV", internet addiction is still not defined as a disease (APA, 1995; Arısoy, 2009: 55-67). However, in DSM-V part 3, internet addiction was introduced in DSM-V by suggesting that digital game addiction can be diagnosed as a "disorder of playing games on the internet" (APA, 2013). On the other hand, with the increasing internet use in recent years, the publications and case report that the habit of using the internet has reached a level where the mention of addiction can be made has been increasing rapidly.

Thanks to the internet, it is easier to take the necessary precautions against the threats of competition in the globalising world and access information to evaluate the opportunities that may arise. It will benefit the person and the institution to realise the usage in a suitable period without any intellectual and behavioural discomfort to achieve the desired goal. In the study carried out by Hofstede for determining the cultural characteristics, the Turkish society was found to have a collectivist structure where the power distance is intense. High power distance also causes gender discrimination. The diversity of opportunities offered to boys and girls and the desire to keep girls under control from a young age restrict their relationship with the social environment. Our society, which also has a collectivist structure, desires to spend time together, have conversations, and keep friendship and kinship relations alive. While women who live in rural areas generally deal with housework and other work, together with the increase in the level of education, their participation in work-life causes the desire for social relations in question to decrease. This missing desire is generally realised through social media. Considering the studies conducted, it is seen that a large portion of internet users in Turkey are also on social media (Taylan, 2015: 662-669; Aslan & Yazıcı, 2016: 109-117; Batıgün & Hasta, 2010: 213-219) users[1]. In a study conducted by Sancar (2012: 85), it was found that some women use the internet for nine hours a day. Therefore, these results reveal that the internet is used differently in many areas and senses. In addition to these benefits, the widespread use of the Internet has also led to a discussion of the possible harms of the internet. Almost all of the studies in this field have revealed that internet use occasionally gets out of hand and causes deterioration in social or professional

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[1] *The Internet and social media statistics prepared every year by "We are social" and "Hootsuite" show in the part "Digital 2019 in Turkey" that 63% of our country, which has a population of 82.4 million are active social media users. See, <https://dijilopedi.com/2019-turkiye-internet-kullanim-ve-sosyal-medya-istatistikleri/>, 15.11.2020.*

functionality and low productivity in the workplace (Beard, 2005: 7-14). In addition, case reports of young people who spend days on the Internet without sleeping and die (Koyama et al., 2010: 69-74) have caused this topic to become increasingly more popular.

Nowadays, the person/organisation needs to access the information because the opportunity provided by the internet is significant in terms of competition. Today, when information plays a vital role that unlocks every lock, using this key to benefit the person/organisation will provide a significant advantage in delivering sustainable competitive advantage. However, other addictive opportunities such as social media, games, shopping, etc., served with the internet bring certain negatives, as mentioned above. Studies on the subject have shown that internet addiction adversely affects physical disorders, sleep, nutrition, hygiene, and family relationships that can cause disruption in jobs (Beard, 2002: 2-11; Hou et al., 2019: 1-4; Hawi, 2017: 576-586; Cao et al., 2019: 83-92; Forouzani & Mohammadzadeh, 2018: 77-99; Anderson, 2001: 21-26; Büyükgebiz &Tunca, 2019: 33-53; Young, 2007: 671-679). In some studies, it is stated that loneliness, interpersonal problems, mood disorders (Simcharoen et al., 2018: 2-7; Eichenberg et al., 2017: 170; Weinstein et al., 2016: 674-682; Shettar et al., 2017: 325-329; Kuss et al., 2021: 115; Engelberg & Sjöberg, 2004: 41-47), work-technology conflict (Turel et al., 2011: 88-95), life saturated (Lachmann, 2016: 363-367), and decrease in organisational citizenship (Şahin & Acar, 2016: 1094-1103) appear in individuals who are addicted to the internet.

3. Employee Performance

In today's business world, increasing productivity, providing efficiency, and reaching determined targets are indispensable elements of businesses. One of the vital factors for productivity and efficiency to get the desired levels and reach the targeted goals is the employees' job performance. Employees within the organisation try to contribute to the organisation's purposes by revealing the necessities of their work and responsibilities and their physical work, knowledge, skills, and abilities.

Performance can be defined as the level of performing a task in line with the determined conditions or the employee's way of behaviour (Soysal et al., 2019: 73-91), the level of the use of capacity (Uludağ, 2018: 171-193), the level of output achieved as a result of an action (Schermerhorn et al., 1985: 358). Employee performance, on the other hand, is the employee's taking on duties and responsibilities in the workplace s/he works in for the sake of meeting his/her personal needs and spending time and effort for the sake of getting what s/he wants (Barutçugil, 2002: 40; Rousseau & Mclean, 1993: 1-43; Kara et al., 2021: 47-64). In other words, employee performance is the ability of the individual to perform the job defined for him/her within the acceptable limits (Sonnentag & Frese, 2002: 375). Employee performance is directly related to the success of the organisational performance and is a process that shows the financial or non-financial skill of the employee (Konovsky & Cropanzano, 1991: 698). Employees' performance is extremely important in terms of the success of businesses and their future plans. Enterprises that want their employees to perform at the expected level should make the right choices and take steps.

In studies conducted on the subject by researchers, it is stated that the behaviours that are thought to impact job performance are gathered in four groups. These are (i) "main job performance", which includes the tasks required by the job, (ii) "citizenship behaviour", which comprises the behaviours put forth by the employee for the business to be rendered stronger beyond the work done, (iii) "creative and innovative behaviours" that enable the development of different ideas and their practice within the business, (iv) "damaging behaviours" defined as employee behaviours such as industrial sabotage or theft, which harm the enterprise (Ng & Feldman, 2013: 305-314; Tekingündüz et al., 2016: 683-694). The role of these behavioural models expressed in increasing the performance of employees can be important in achieving organisational goals and objectives and reaching the desired results. In this respect, it becomes very important to create suitable working environments. The studies show that employees who expect rewards in return for high-performance show more interest in their work and are thus more beneficial by offering creative and innovative suggestions to improve their organisations.

For this reason, managing the performance levels of the employees is of great importance for organisations. Lack of performance management may cause the employees' expectations not to be met (Dehaghi & Rouhani, 2014: 903-908). For example, in the city of Urmia, Iran, it was seen that the cooperatives were established for women to be more familiar with new understandings, for them to develop social relations with other women and at the same time, to have the same power as men, they could not benefit from information and communication technologies to achieve success, and this decreased the level of success (Forouzani & Mohammadzadeh, 2018: 77-99).

However, some studies show that internet browsing, also expressed as surfing the internet or virtual slate, causes low productivity in employees (Christensen & Foss, 2020: 84-94). The desire of employees who are addicted to the Internet to use the internet continuously causes work adaptation problems and loss of work productivity, efficiency, and motivation (Shrivastava et al., 2018: 151-155; Mohammad et al., 2019: 725-748; Cao et al., 2019: 83-92; Forouzani & Mohammadzadeh, 2018: 77-99; Anderson, 2001: 21-26; Büyükgebiz & Tunca 2019: 33-53; Young, 2007: 671-679). Too much time spent in the virtual environment undermines job satisfaction (Kim et al., 2016: 1041-1058) and organisational commitment and increases layoffs (Saleh et al., 2018: 87-92; Priyadarshini et al., 2020: 181-196). Munene and Nyaribo (2013: 141-150), in their studies, have seen that when employees use internet usage to obtain information, it causes positive results and negative consequences in unrelated situations, which reduces performance and work efficiency, and this decrease increases costs due to inefficient time usage (Sinyangwe, 2019: 1-30; Lim & Chen, 2012: 343-353; Moningkey & Franksiska, 2020: 251-258; Leung et al., 2017: 403-418; Cole, 2007: 592-615).

When studies on both internet addiction and performance evaluation are examined, it has been seen that internet addiction causes physical, social, and spiritual negative effects on employees. Businesses operating within the scope of the open system approach have been put forward by studies in which employees are influenced by these behaviours experienced

in and out of business, causing efficiency and performance losses. In line with these results, the following hypothesis can be created;

H₁: Internet addiction negatively and significantly affects women's performance.

3.1. Social Support

While the development of technology and it's finding a place in every area of life often provide benefits, in some cases, this benefit can lead to negative experiences. Thanks to the internet, it is easier to obtain information, which is one of the main advantages of competition. It is supported by technology and meets needs with new products and services. Besides this benefit of the internet, another of its most prominent features is undoubtedly being used for communication and gaming purposes.

Under internet addiction, the internet has become a tool used by individuals in their daily social lives to establish and form social relationships (Karasu et al., 2017: 372-386). With the widespread use of the internet, there have also been differences in the behaviours of individuals regarding establishing friendships and maintaining friendship relationships and have begun to be moved to the virtual environment (Bonetti et al., 2010: 279-285). The spread of sites such as social sharing, games, and communication has become a phenomenon that connects millions of internet users worldwide. Such websites facilitate interpersonal relations and communications and have widespread use (Wilson et al., 2010: 173-177), causes addiction in people after a certain period, and prevent individuals from establishing and shaping social relations by estranging them from social activities. The restriction of individuals' social activities may cause them to have difficulty fulfilling their roles in the family, society, and organisations, experience anxiety and stress, and decrease their performance levels. This situation causes an increase in their social support needs.

The term "social support", defined as the social and psychological support that the individual gets from his/her environment, is theoretically based on Kurt Lewin's (1951) "*Field Theory and Definition of Behavior*". According to Lewin (1951), behaviour is the change in the psychological environment. Therefore, it may be possible to eliminate the negative behaviours of the individual and enable him/her to gain new behaviours by making changes in his/her psychological environment (Yıldırım, 1997: 81-87; Tulunay, 2016: 359-388). In the works of Yıldırım (2004a,b: 221-236), social support is expressed in two categories as structural and functional support. While the people that the individual gets support from, the number of supporters, and their degree of closeness to the individual are at the forefront of structural support, in operational support, what the support is given means for the individual, its degree of importance and to what extent it meets the need of the individual is researched.

According to some other researchers, two types of support are mentioned in social support emotional and instrumental support. Emotional support is closely related to the individual's psychological health, and this support includes feelings such as being loved, respected, and understood. These feelings lead to positive changes in individuals, such as

increased self-esteem and coping with motivation in problems (Çelik et al., 2012: 357-370). For example, in a study conducted to determine the relationship between partner support and quality of life of postpartum women, it was found that there was a moderate positive relationship between postpartum general partner support and quality of life (Akbay & Taşcı-Duran, 2018: 29-45). Instrumental support includes concrete help behaviours such as assisting specific tasks (Redman & Snape, 2006: 167-175). Regarding social support, which is mainly perceived as if it was a concept unrelated to work, it was demonstrated in the studies conducted those individuals generally received social support from their colleagues, subordinates, and superiors and that social support perceived in business life has a significant effect on work stress (Lindorff, 2001: 274-282).

In the studies of the researchers aimed at determining the factors affecting social support, they found that the personality traits of the family members and close relatives and the individual had a significant impact on the perception of social support (Bowling et al., 2004: 339-350; Bowling et al., 2005: 476-489). For this reason, the social support perceived has important effects on both the private and business life of the individual. In general, since the perception of social support is vital in meeting the need for belonging (social needs), which is the third step of Maslow's hierarchy of needs, it has critical importance in the individual's socialisation and the development of trust in him/herself. It can be said that social support also has an important place, especially for new employees. Because the individual is connected to the organisation in the extent of social support s/he receives from his/her colleagues and environment and displays efficient work. According to the findings of the related studies, the high perception of social support increases organisational benefit elements such as organisational commitment, job satisfaction, motivation, and performance (AbuAlRub, 2004: 73-78; Hauck, 2008: 112; Tekingündüz vd., 2016: 683-694; Kırmızıgül, 2019: 225-241; Marcinkus et al., 2007: 86-111), it reduces work stress, anxiety, depression and burnout and the conflicts between work and life outside work (Redman & Snape, 2006: 167-175; Cieslak et al., 2007: 84-96; Lindorff, 2001: 274-282; Shaw & Gant, 2002: 157-171). According to the results of national and international literature research regarding students' internet addiction conducted by (Büyükgebiz & Tunca 2019: 33-53) between the years 2000-2018, it was found that the students were rapidly moving towards addiction to internet use, that this was causing a decrease in their lessons, social and familial relations and an increase in their anxiety, depression and insomnia levels and that such people needed social support. Leung et al. (2017: 363-367), Cole (2007: 592-615), and Harrison et al. (2021: 10) stated that the problems expressed by the social support to be provided been addressed, and there has been a noticeable increase in performance.

Therefore, managers should make measurements by monitoring the performance levels of the employees at various periods, determine the successful and unsuccessful performances, support and remedy the deficiencies of those who show unsuccessful performance, and appreciate and reward those who are successful, which will eventually enable the employees to show better performance. As stated by Taşdan (2010: 2569-2620), social support, which contributes to the behavioural development, social understanding, and value judgments of individuals in enterprises, also contributes to increasing the performance

of the employees in the organisation. As a result of theoretical explanations and literature
reviews, the following hypothesis can be developed;

> H_2: *Social support plays a regulatory role regarding the impact of internet addiction on
> women's performance.*

The research model will be within the framework of the specified hypotheses.

Figure: 1
Research Model

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                    ┌─────────────────────┐
                    │   Social Support    │
                    └──────────┬──────────┘
                               │
                               ▼
┌─────────────────────┐                 ┌─────────────────────┐
│  Internet Addiction │ ──────────────▶ │ Employee Performance│
└─────────────────────┘                 └─────────────────────┘
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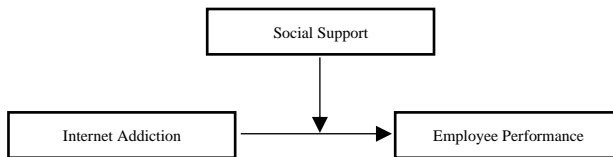
4. Research Methodology

In this part of the research, the research's determination of the research population
and sample selection, the development of data collection tools, and the statistical methods
and techniques used in the study are explained.

4.1. Determining the Research Population and Sample Selection

The population of our research covers 600 employees employed in two private-sector
call centres operating in Kars province. The research consists of cross-sectional data. In
order to determine the sample size in which the surveys will be applied in the study, the
following formula has been used (Sancar, 2012: 85).

$$n = \frac{N * t^2 * (p * q)}{d^2(N-1) + t^2 * p * q}$$

$$n = \frac{600 * (1.96 * 1.96) * (0,5 * 0,5)}{0,05 * 0,05 * (600-1) + (1,96 * 1,96) * 0,5 * 0,5} \rightarrow n = 234$$

The sample size has been calculated as 234 by predicting 5% error margin within the
95% of the reliability limits of this main mass. The number of surveys subject to analysis is
408. This number is more than the targeted number of 234; thus, the α and d errors were
tried to be reduced to the minimum level. Limitations of the research may be identified as
using the questionnaire technique as a data collection tool of the study and confining it to
scales.

4.2. Development of Data Collection Tools

Since the research and measurement method fundamentally based on quantitative
data was adopted, the survey technique was used in collecting the data in our research. While
preparing questionnaire forms, the scales are known to be valid and reliable, which were

used in previous studies on the subject as much as possible. In the first part of the questionnaire, "Internet Addiction Scale (IAS)" developed by Günüç and Kayri (2010: 220-232) to measure the level of internet addiction in women, in the second part, the Business Performance Scale used by Sigler and Pearson and in the third part, the social support scale developed by Zimmet et al. and adapted to Turkish by Eker and Akar were utilised. The statements in all the scales mentioned were rated on 5-point Likert Scale (1- Strongly Disagree, 2- Disagree, 3- Undecided, 4- Agree, 5-Strongly Agree).

4.3. Analysis Methods

In this research, which was organised to determine the effect of internet addiction on women's performance and the moderating role of social support perceived in this effect, information related to the sample and scales was included. In the analysis, $p = 0,05$ was accepted as the level of importance. In the study, firstly, the reliability and validity of the scales were investigated. Descriptive and confirmatory factor analysis was applied to the scales used. To analyse the effect levels (effects between variables) in the model of the study, a regulatory effect analysis by Baron and Kenny was made. Accordingly, the macro named PROCESS (<www.afhayes.com>, 15.11.2020) was developed by Andrew Hayes.

4.4. Analyses and Results

4.4.1. Exploratory Factor Analysis on the Internet Addiction Scale

As a result of the item analysis conducted to determine the reliability of the internet addiction scale, the total score correlation for any item was found not to be lower than 30, which was taken as the cut-off point. Therefore, there was no need to remove any item related to the scale from the scale. Again, when any item is removed from the scale, the Cronbach alpha reliability coefficient of the scale does not change to a standard that can be considered important. In general, the reliability coefficient for the survey is 941. This shows that the scale is within acceptable limits. Therefore, it can be concluded that the 7 items in the scale are compatible and competent in ensuring the scale's reliability as a whole.

As a result of the exploratory factor analysis that we applied in our study, it was observed that the factor load of not item in the 7-item scale was lower than 0,40, and the items were loaded on a single factor. As shown in Table 1., the only factor obtained due to exploratory factor analysis explains 73.888% of the total variance. KMO (Kaise-Meyer-Olkin Measure of Sampling Adequacy) (0.942), which shows the condition of applying descriptive factor analysis to the data obtained from the research and the degree of globality, which indicates that significant factors may be deduced from research data (Barlett's Test of Sphericity; 839,707; p < .000) are at an adequate level.

Table: 1
Exploratory Factor Analysis on the Internet Addiction Scale

Factors	Factor Loads
Factor: Internet Addiction	
İnt4	,885
İnt6	,877
İnt2	,873
İnt3	,866
İnt7	,856
İnt1	,843
İnt5	,816

4.4.2. Confirmatory Factor Analysis on the Internet Addiction Scale

Confirmatory factor analysis was also applied to the internet addiction scale to demonstrate the consistency of the factor structure resulting from the exploratory factor analysis. When the regression loads (parameter estimates) obtained from the model were examined, it was seen that the standardised regression load of the items was not lower than 0,50. However, in the confirmatory factor analysis applied to the internet addiction scale, it was observed that if the modification were made between Int3 and Int7 items, the chi-square value would increase, and the fit values would increase. After modification, the fit values of the model are given in Table 2.

Table: 2
Results of the Fit Indices on the Internet Addiction Scale

Indices	Measurement	Result
CMIN/DF	1,927	Good Fit
TLI	,991	Good Fit
RMSEA	,048	Good Fit
CFI	,,995	Good Fit
GFI	,983	Good Fit
RMR	,028	Good Fit

4.4.3. Exploratory Factor Analysis Related to Performance Scale

As a result of the item analysis conducted to determine the reliability of the performance scale, the total score correlation was not found to be lower than 0,30, taken as the cut-off point regarding any item. Therefore, there was no need to remove any item related to the scale from the scale. Again, when any item is removed from the scale, the Cronbach alpha reliability coefficient of the scale does not change to a standard that can be considered important. In general, the reliability coefficient for the survey is .811. This shows that the scale is within acceptable limits.

As a result of the exploratory factor analysis, which we applied in our study, it was found that no item's factor load was lower than 0,40 in the 4-item scale and that the items were loaded on a single factor. As seen in Table 3, the sole factor obtained from the exploratory analysis explains 63,874 % of the total variance. KMO (Kaise-Meyer-Olkin Measure of Sampling Adequacy) (0,767), which shows the condition of applying descriptive factor analysis to the data obtained in the research and the degree of sphericity, which

indicates that significant factors may be deduced from the research data (Barlett's Test of Sphericity; 541,469; p < .000) are at an adequate level.

Table: 3
Exploratory Factor Analysis on the Performance Scale

Factors	Factor Loads
Factor: Performance	
Perf1	,835
Perf2	,824
Perf3	,800
Perf4	,734

4.4.4. Confirmatory Factor Analysis regarding the Performance Scale

Confirmatory factor analysis was also applied to the performance scale to reveal the conformity of the factor structure, which ensued as a result of exploratory factor analysis. When the regression loads (parameter estimates) obtained from the model were examined, it was seen that the standardised regression load of the items was not lower than 0,50. Fit values regarding the model have been given in Table 4.

Table: 4
Results of the Fit Indices on the Performance Scale

Indices	Measurement	Result
CMIN/DF	1,206	Good Fit
TLI	,998	Good Fit
RMSEA	,023	Good Fit
CFI	1,000	Good Fit
GFI	,999	Good Fit
RMR	,015	Good Fit

4.4.5. Exploratory Factor Analysis regarding the Social Support Scale

As a result of the item analysis conducted to determine the reliability of the social support scale, it was found that the total score correlation of no item was lower than 0,30, considered the cut-off point. Therefore, there was no need to remove any item related to the scale from the scale. Again, when any item is removed from the scale, the Cronbach alpha reliability coefficient of the scale does not change to a standard that can be considered important. In general, the reliability coefficient regarding the scale is .889. This shows that the scale is within acceptable limits.

As a result of the exploratory factor analysis that we applied in our study, it was seen that, in the 12-item scale, no item's factor load was lower than 0,40 and that the items were loaded on three factors (Family-Friend-Special Friend). As seen in Table 5, the three factors obtained from the exploratory factor analysis explain 79,056 % of the total variance. KMO (Kaise-Meyer-Olkin Measure of Sampling Adequacy), which shows the condition of applying descriptive factor analysis to the data obtained in the research, and the degree of sphericity, which indicates that significant factors may be deduced from the research data (Barlett's Test of Sphericity; 3626,267; p < .000) are at an adequate level.

Table: 5
Exploratory Factor Analysis Regarding the Social Support Scale

Factors	Factor Loads		
Factor: Social Support			
SosSup2	,921		
SosSup4	,893		
SosSup2	,870		
SosSup1	,852		
SosSup10		,860	
SosSup11		,855	
SosSup12		,847	
SosSup9		,804	
SosSup6			,869
SosSup8			,853
SosSup5			,793
SosSup7			,781

4.4.6. Confirmatory Factor Analysis regarding the Social Support Scale

Confirmatory factor analysis was also applied to the social support scale to reveal the conformity of the factor structure, which ensued as a result of exploratory factor analysis results. When the regression loads (parameter estimates) obtained from the model were examined, it was seen that the standardised regression load of the items was not lower than 0,50. Fit values regarding the model have been given in Table 6.

Table: 6
Results of the Fit Indices Regarding the Social Support Scale

Indices	Measurement	Result
CMIN/DF	2,777	Good Fit
TLI	,967	Good Fit
RMSEA	,066	Acceptable Fit
CFI	,975	Good Fit
GFI	,948	Good Fit
RMR	,062	Acceptable Fit

4.4.7. Hypothesis Tests

Initially, correlation analyses were utilised to test the hypothesis, which forms the basis of our research, and to determine the relationship between internet addiction, social support, and performance.

In Table 7, correlation coefficients show the relations between social support and performance. As can be followed from the table, it is seen that internet addiction has a positively oriented relation with social support (r = ,179**), and negatively oriented (r = -,335**) and a significant relationship with performance. In this respect, we can state that hypothesis of H_1 is justified.

Table: 7
The Relationship Between Internet Addiction, Social Support, and Performance

Factors	1	2	3
1- Internet Addiction	1		
2- Social Support	,179**	1	
3- Performance	-,335**	,233**	1

4.4.8. The Regulatory Effect of Social Support on the Relationship between Internet Addiction and Woman Employees

The regulatory effect is the change in the relationship between two variables on the different levels of a third variable. On the other hand, the regulatory variable is defined as a qualitative or quantitative third variable affecting the direction and/or power between an independent variable and a dependent variable (Baron & Kenny, 1986: 1173-1182; Frazier et al., 2004: 115-134).

SPSS PROCESS macro developed by Andrew Hayes was utilised to question the regulatory role of social support in the relationship between internet addiction and performance, which is the central hypothesis of the research, and the data were subjected to regression analysis (<www.afhayes.com>, 15.11.2020). For the regulatory effect to be analysed, a new variable (interaction variable) should be obtained by multiplying the regulatory variable and the independent variable. If the interaction variable is significant, we can talk about the existence of a regulatory effect (Baron & Kenny, 1986).

Table: 8
The Regulatory Effect of Social Support on the Relationship Between Internet Addiction and Woman Employees

| The Regulatory Effect of Social Support						
Performance	*β*	Standard Error	t	p	LLCI	ULCI
Constant						
Internet Addiction	-1,0389	,1544	-6,7300	,0000	-1,3424	-,7355
Social Support	-,3052	,1535	-1,9875	,0475	-,6070	-,0033
Internet Addiction x Social Support	,1863	,0399	4,6694	,0000	,1079	,2647
MODEL SUMMARY	**R**	**R^2**	**F**	**p**		
	,4923	,2423	43,0686	,0000		
Values After Interaction	Change in R^2 = ,0409 F = 21,8034 p = ,0000					

Dependent Variable = Performance
** LLCI (Lower-limit of confidence interval), ULCI (Upper-limit of confidence interval)

As seen in Table 8, the regression model established is statistically significant (R = ,4923; R^2 = ,2423; F = 43,0686; p = ,000). The results of the analysis show the statistically significant and negative relationship regarding the effect of internet addiction on the performance of women (β = -1,0389, t = -6,7300, p < 0,05). Accordingly, it is understood that the increase in internet addiction is a factor that decreases performance level.

In the calculations regarding regulatory effect analysis, the interaction variable (internet addiction x social support) was included in the model as suggested by Baron and Kenny (1986), and the regulatory effect was found to have a positively oriented and significant impact on performance (β = ,1863, p = .000). When the table is examined, it is seen that together with the inclusion of the interaction variable in the model, the negative effect of internet addiction on performance decreases. Accordingly, social support was found to have a regulatory impact on the relationship between internet addiction and performance. In this respect, the hypothesis "H2: Social support has a regulatory role in the effect of internet addiction on women's performance" was confirmed.

To see how the relationship between internet addiction and performance changes regarding the different levels of social support (high or low), it will be rational to examine Graph 1.

Graph: 1
Relationship between Internet Addiction and Performance regarding the Different Levels of Social Support
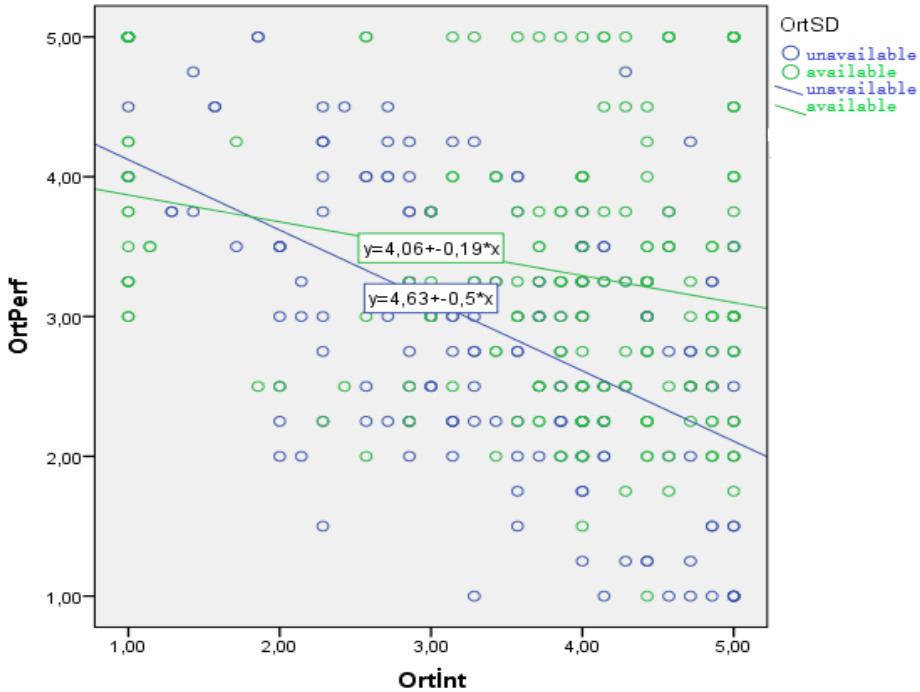
In the graph, the relationship between internet addiction and performance was examined according to the two different levels of social support ("high social support" and "low social support"). It is seen that when social support is low, internet addiction affects the performance of women more negatively. Still, if the social support is high, this negative effect decreases, i.e., there is an inevitable increase in performance.

5. Discussion

In our country, where gender discrimination is gradually losing importance, it is a gratifying situation for women to participate in business life, and laws by the current government support this. This situation also brought about the questioning of the performance of women and men in working life. While comparing the performance status of women and men without gender discrimination in many studies, this study has been aimed

to determine only the internet addiction status of female employees and the mediating role of social support in its reflection on their performance.

Of the employees who participated in the study, 161 people (39,5%) are married, and 247 (60,5%) are single. As of the age range, those between the ages of 21 and 40 are 74%, primary education graduates are 7,8%, high school is 32,8%, the associate degree is 44,9%, and those with undergraduate and graduate graduation are 14,5%. Looking at the purposes of using the Internet, it was seen that only 103 (25,2%) of the workers used the internet to obtain information and contribute to their personal development. In contrast, the rest used it for social media, gaming, and personal purposes (shopping, health, communication, education, etc.).

In the study, correlation analysis was primarily conducted to determine the relationship between variables. The research has observed that internet addiction has a negative directional (r = -,335**) and meaningful relationship with performance. The findings show that excessive internet addiction has a negative impact on employees' work efficiency, productivity, sociality, and professional functionality. In particular, it can be considered that the late-night internet use of users causes factors such as sleep disorders, irregular nutrition, personal hygiene, antisocial relationships, and problems in family relationships, which are effective in experiencing these negatives and negatively affect organisational performance. It is seen that these results are similar (Christensen & Foss, 2020: 84-94; Mohammad et al., 2019: 725-748; Cao et al., 2019: 83-92; Forouzani & Mohammadzadeh, 2018: 77-99; Büyükgebiz & Tunca, 2019: 33-53) to the studies that have been done before. It can also be stated that the fact that most employees (75%) use the internet for non-work-related personal purposes (dating sites, games, shopping, etc.) may cause cost increases in the business due to other use of energy and time losses (Shrivastava et al., 2018: 151-155; Sinyangwe, 2019: 1-30). Managers need to turn the negative, a threat to organisational success, into an opportunity, primarily based on these results. In this way, the process will be transformed into social and emotional connections, emotional relationships, trust, and less psychological distance provided by social media. It will have a more positive impact on team and employee performance. As expressed in the theoretical framework, it has been revealed by the studies carried out in organisations that the use of the internet and business-oriented social media to obtain information, share information, and improve social relations positively affects organisational performance and facilitates business management, in-house communication and business auditing (Pavithra & Deepak, 2021: 1-5; Song et al., 2019: 103-160; Wu et al., 2021: 1-13).

A low level of positive and meaningful relationship (r = ,179**) has been found between social support and internet addiction, which is the other variable of the study. This result shows that to save employees with internet addiction from the factors that affect their work and social lives and cause low productivity, the relationships that the managers within the family, friends, and organisations will establish with these individuals will lead to improvement in the quality level and can solve this problem with the positive support (Mo et al., 2018: 86-93) they will provide. As a matter of fact, there are also studies in the

literature that are identical to this result and support the result (Moge & Romano, 2020: 1-10; Karaer & Akdemir, 2019: 22-27; Al-Kandari & Al-Sejari, 2020: 1-19; Eskandari & Baratzadeh, 2020: 129-151; AbuAlRub, 2004: 73-78; Hauck, 2008: 112; Tekingündüz et al., 2016: 683-694). It is thought that the low level of relationship is because the study only covers women. Due to the cultural and religious beliefs, women's lack of adequate environmental interactions and the desire to remain family and confidential about some problems often hinder the need for support. This leads the person to become lonely and use the internet more by isolating them from the organisation and their friends (Chae et al., 2018: 339-350; Su et al., 2020: 113).

When the regulatory role of social support was examined in the relationship between internet addiction, which constitutes the central element of the study, and its functioning performance, it was observed that social support has a positive effect on the effect between the two variables (β = ,1863, p = ,000). Similar results are found in the literature for the variables used (Mo et al., 2018: 86-93; Lo et al., 2021: 113; Karaer & Akdemir, 2019: 22-27; Lin et al., 2018: 1-7). Qualitative and quantitative features of the labour factor, which is the main production factor in carrying out the organisation's main objectives, form the main element of this process. In today's conditions, where global competition is intense and customer satisfaction is becoming more complex every day, it should be recommended that businesspeople develop themselves by being guided at this level of consciousness. Knowledge is a vital force in the sustainability phase, and it will be effective in the process for managers to lead their employees in achieving this. Therefore, managers should make measurements by monitoring the performance levels of the employees at various periods, determine the successful and unsuccessful performances, support and remedy the deficiencies of those who show unsuccessful performance and appreciate and reward those who are successful, which will eventually enable the employees to deliver better performance. This result showed that the pre-expressed H_2 hypothesis was accepted.

The research has been conducted for women workers working in a privately owned call centre operating in Kars province in eastern Turkey. Kars province is among the underdeveloped areas in the industry, and there is no sector where women work intensively. This is why the call centre was selected for the study. Similar studies will be carried out in different industries and organisations where women's employment is more in other more developed metropolitan cities of Turkey. It is thought that they will contribute to a better understanding of variables and address the deficiency in the literature.

6. Conclusion

In this study, which was conducted to determine the effect of women employees' internet addiction on their performance and the regulatory role of social support regarding this effect, in line with the goal defined and the targets formed accordingly, initially, a conceptual framework was developed related to internet addiction, performance, and social support. In the last part of the study, a questionnaire was performed on 408 employees working in the call centre, and the data obtained were evaluated and interpreted.

As also stated in the part of the conceptual framework, internet addiction is described as being unable to prevent the use of the internet excessively compared to the present state, needing the time spent on the internet more and more each day than the time spent without being connected to the internet loses its importance, and that one becomes highly nervous, tense, uneasy, etc. when s/he is devoid of it (Young, 1996: 237-244; Griffiths, 2000: 413-418). The occurrence of such problems causes one's work, social and familial life to deteriorate gradually, bringing along many negativities. In today's business world, where competition is high-speed and merciless, the most crucial negativity faced is undoubtedly related to employee performance. Employee performance is an individual's ability to perform the work defined for him/her according to his/her skills and skills within the scope of acceptable limits (Sonnentag & Frese, 2002: 375). An employee devoid of this ability cannot perform the duties and responsibilities defined for him/her; therefore, there is a decrease in his/her performance and, together with it, unproductivity in organisational outputs. Internet addiction also affects individuals negatively and influences their performance without any doubt. Therefore, internet addiction is seen as a subject that needs to be treated and examined in today's business world. It should mainly dwell upon today when performance is critical.

Another concept discussed in the study is social support. Social support, defined as material and moral support provided by the individual's social environment, is a concept that significantly affects individuals both in private life and business life. The existence of social support has a positive impact on individuals and motivates them, which affects their business life and especially performance. As also stated above, internet addiction was mentioned in the study, and its negative relation with performance was emphasised. The regulatory effect of social support expressed as a positive concept in this negative relationship was also considered. It was determined whether it would decrease internet addiction's negative impact on performance.

Accordingly, correlation analysis was utilised to test the related hypotheses. As a result of the correlation analyses, a negatively oriented and significant relationship with a significance level of 99% was found between internet addiction and performance. This result indicates that internet addiction decreases women's version. Internet addiction was also found to have a negative effect on performance in the regulatory effect analysis conducted. In other words, internet addiction negatively impacts the performance of the employees in the organisation, and it also causes output.

The study's main finding is that social support has a regulatory effect on the relationship between internet addiction and performance. In cases when internet addiction affects performance negatively, the existence of social support increases performance and decreases the negative effect caused by internet addiction. The support provided for women in social life was found to reduce the negative impact of the internet. It has started to be evaluated as a sickness in our age and has become an addiction. This was reflected positively on their business lives, i.e., increased performance.

Women employees' being supported socially increases their respect and ensures that they are motivated in the face of problems and cope with them, which are positive changes. In today's organisations, where many factors are decreasing the performance of employees, that social support is provided, and the employees perceive this will increase performance, which will lead to the ensuing organisational outputs productively and bring along organisational success.

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