

THE ROLE OF SOCIAL NETWORKS IN JOB SEARCH

Abstract

Social Networking Networks (SNSs) are widely used in different segments of society, regardless of age, occupation, class or status. When we talk about corporate use, it's personal. SNS issued in recruitment, selection, training and development as well as during various HR processes and job searches. The number is increasing day by day, but there are many ways to find a job, such as using a company's platform, another application, another websites. Previously, the size of the average job seeker's network was limited due to the limited options available in terms of time, cost and communication associated with maintaining the network. The recent growth of social networking sites has allowed job seekers to keep in touch with all their friends, family and acquaintances, as well as create a variety of new networks. This increased the number of networks and connections. Social media plays an important role in job hunting these days and is a widely used method. The purpose of this study was to investigate the role of social networks in job seeking. Furthermore, an attempt was made to clarify the factors that influence the use of social networks in job hunting. Data for this study are collected through a structured questionnaire distributed to two different university students in Jaipur. A sample size of 100 people is used for the study. The survey found that SNS plays an important role in job hunting.

Keywords: Social media, Social networking sites, Job search, Job seekers.

Authors

Farid Khan
Assistant PRO
Shridhar University
Rajasthan, India.

Dr. Umang Raj
Assistant Professor
Shridhar University
Rajasthan, India.

Sudhir Kumar
Assistant Professor
Shridhar University
Rajasthan, India.

I. INTRODUCTION

Job seekers use a variety of sources to search for employment opportunities, including job portals, corporate websites, recruitment agencies, newspaper advertisements and networking. It has the potential to maintain relationships with others and develop them in work and careers (Forret & Dougherty 2011). Networking can be categorized into two types in terms of job search. The first is informal and includes Friends, Family, Acquaintances, Contact colleagues (formal/current). The second is formal inform of Recruitment agencies, Campus recruiters etc. Social networks communicate with each other through technology platforms to form social relationships sharing similar interests, activities, backgrounds or real world connections, at least group of three people. It's the latest trend being followed by both job seekers and job advertisers to supplement job postings on social media to generate jobs regardless of geographical borders. You can search and find jobs directly based on the skills, aptitudes, qualifications, experience etc. required to perform the job.

According to a 2009 Carrerbuilder.com survey, each job listing received an average of over 75 resumes. This paper provides an overview of the relationship between social networks and the job search process. A 2015 Society for Human Resources Management (SHRM) study shows that social media is important for recruiters and job seekers. The majority of HR professionals believe that having a social media presence is very important (54%) or important (33%) to job seekers. This national survey was conducted online by Harris Poll on behalf of CareerBuilder from February 16 to March 9, 2017. 70% of employers use social media to screen candidates prior to hiring up. Social recruiting has gone from a trend to a necessity for both job providers and job seekers.

II. LITERATURE REVIEW

Granovetter's theory of the strength of weak ties (Granovetter 1973) proposed that strong ties, such as family and friends, do not contribute to career opportunities, whereas weak ties do. Someone you don't communicate with regularly provides a wealth of necessary and useful information. It was later shown that both strong and weak ties play a role in information delivery (Goldenberg et al. 2001), but they can have different effects depending on the interaction between ties and network size. It has been shown that the highest number of job listings that are converted to job openings are those with strong connections or direct application to the job application (Holzer 1988). According to (Greet van Hoyer 2009), the network perspective is an important basis for behavior when looking for work. In this passage (Norzah Mohd Suki 2011), SNS was formerly used for communication, but advanced changes have made it an alternative for chatting with candidates who may be considered or hired if vacancies continue to become available.

Job searches are most common on LinkedIn, as (Muhammad Imtiaz Subhani 2012) shows. Even large multinationals use it to recruit and post jobs, but it is least affected in Pakistan. The survey was conducted with both employees and employers from various industry sectors. According to researchers (Avinash S. Kapse 2012) classical methods have not completely replaced electronic recruitment, but traditional approaches have changed. (Wendy MingYen Teoh 2013), this survey was conducted five different universities in Malaysia. There, both private companies and government agencies, as well as job seekers are willing to use his SNS on a daily basis, using the internet for work, organizational activity. Let's take a look at a case based study from Tanzania, as proposed in Chen's review (Nuran

Ally Mwashia 2013). This empirical study has shown that the use of recruitment between Tanzania and other countries. A research article by (Aggarwal 2013) found that social media is very popular and both recruiters and job seekers are finding the right match in this digital age. (Divyanshu Chauhan 2013) found that during early days people used SNS for communication, but gradually it is also used for job search and recruitment. In 2008, SNS usage increased from 34% to 52% in 2012, according to the survey. A survey (Ali Lafta Khalaf AIBAGHLANI 2014) conducted among students at the University of Huddersfield found that social media use is now on the rise. The survey was conducted in Malaysia among job seekers and employees. Similarly (Leah Taylor 2014) investigated how job seekers use social media in their job search. Similar to (Matthew Stollak 2014), social media usage has been increasing day by day over the past eight years, especially among alumni, where she uses Facebook, LinkedIn and Twitter daily. A research paper by (Accomeh 2014) discusses factors related to workforce importance. According to Dr. Mahesh Kumar K.R. (2015), all job seekers find jobs through the internet and job search via social media is now the most popular and effective way. As pointed out (Dr. L. Vijayshree, 2015), job hunting through SNS is most common among new graduates and undergraduates. Additionally, as analyzed by Maryam Ahmad and Samreen Lodhi 2015, we are seeing changes in social media use and job seeker behavior. Similarly (Tatiana Titus 2016) described Generation Y methods and approaches to job hunting.

III. STUDY METHODS

Questionnaires were delivered to the sample by email or in person. It consists of two sections. The first section includes questions about name, age, gender, education and previous work experience (if any). The second section contains 9 questions on SNS & job search processes and methods that were distributed to 100 final year students at two different universities in Jaipur. Here the male to female ratio was 55:45. This survey was conducted to explain the use of SNS in job hunting activities. In addition to the data analysis part, we performed a chisquare test along with descriptive analysis to understand the importance of SNS in the job search process.

1. Research Question

- Does a single online social network play a role in job hunting?
- What factors influence the use of SNS in job hunting?

2. Objectives

- Identify methods commonly used by students to find jobs.
- Identification of factors affecting the use of SNS in job hunting.

3. Hypothesis

- Ho1: There is no significant relationship between using SNS to find a suitable job.
- Ha1: There is a great correlation between using social media to finding the right job.
- Ho2: There is no significant difference between male and female students in terms of factors affecting the use of SNS in job hunting.
- Ha2: The factors that affect the use of SNS for job hunting differ significantly between male and female students.

IV. DATA ANALYSIS

Table 1: Composition of Sample

Variables	Demographics	Respondents
Gender	M	55
	F	45
Age	Below 20	3
	In between 20-23	85
	Above 23	12
College	Poornima University	70
	Jaipur National University	30

The first research task was to examine the job search methods commonly used by students. In other words, the respondent considered university recruitment activities and corporate websites to be the best methods, followed by social media, newspapers. Job advertisements and recruiting agencies were found to be the least used. 75% of respondents believe they will always use social media when looking for a job.

Interpretation: The survey found that 75% of respondents believe that he/she can use SNS to find a suitable job. Over 80% of women agreed that social media is as important as other job search methods. For social networks, LinkedIn turned out to be the best option, followed by Facebook and other social networks. Therefore, here, if he/she regularly uses his/her SNS for work while updating his profile and information, there is a significant association between his/her use of SNS in job hunting and finding a suitable job. The alternative hypothesis is accepted.

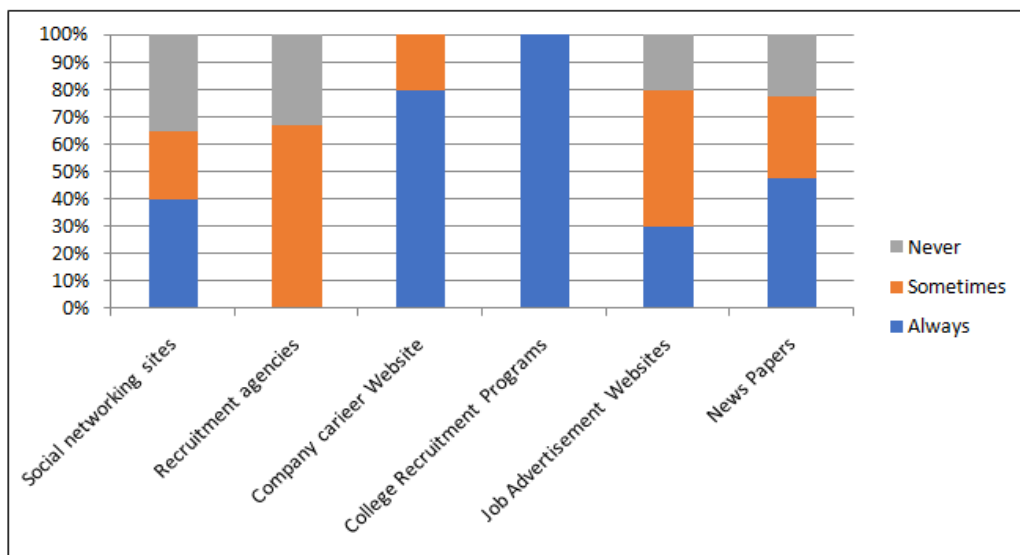


Figure 1: Different Methods Chosen By Respondents While Searching For A Potential Job

Table 2: Chi Square Test on Factors Using Sns in Job Hunt Process

Test Statistics							
	Less Cost	Less Time	Availability to job options	Access to Required information	Multiple options	Knowledge of latest recruitment patterns	Networking
Chi square	2.021	5.87	-	0.14	.326	.534	12.002
DF	2	2	N/A	2	2	1	2
Asymp. Sig.	.546	.090	-	.891	.876	.458	.003

Interpretation: P values for all but one factor are <0.05. Therefore, we accept the null hypothesis that there are no significant differences between male and female students in the factors that affect the use of SNS in job hunting. It was found that there is a significant correlation between the use of SNS in job hunting and finding a suitable job. However, only one third of them regularly share and update personal and professional information on her employment related social media. Among them, about 80% share work related personal information on SNS and this percentage is mainly women. Few people do not share their information, especially professional content through SNS making it difficult for recruiters to track them. On rare occasions, you may be notified of a suitable job, but the SNS data is updated regularly and research shows that women are the main updaters compared to men. Over half of the sample use social media throughout the job search process and at various stages of the job search.

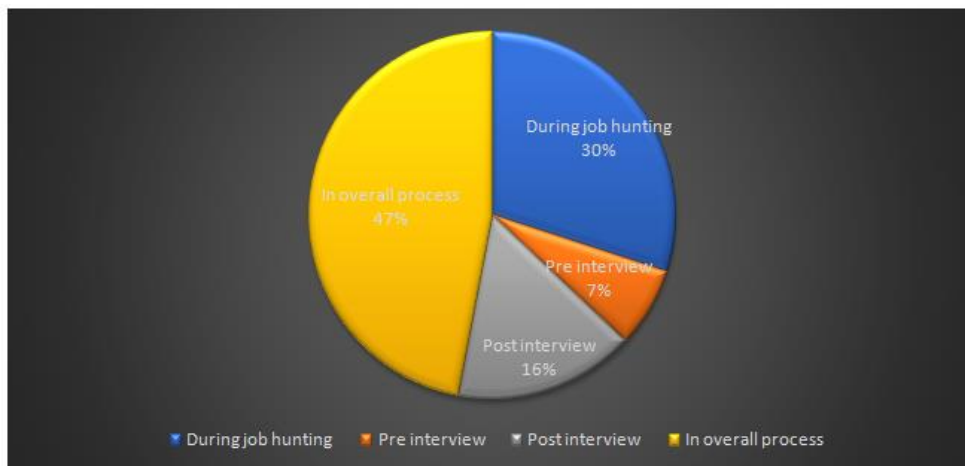


Figure 2: Job Seekers Using Sns At Different Stages Of The Job Search Process

Timeliness, 24/7 availability of various recruitment options, easy access to available information, wide selection, knowledge of the latest recruitment trends, connections/contact with various people in the industry and cost effectiveness. Additionally, the availability of data in these networks cannot be evaluated/obtained from CV. This survey provides insight to candidates who use these job search platforms. Ensuring data security, piracy of provided data, website fraud, trust issues, ignorance of social media usage process, old posts,

nonreturnable from companies, lack of information about posts and shared data , are some of the challenges of using social media for job hunting. Platforms with work related content are likely to offer a higher information advantage. For example, LinkedIn structure and content of people social network is well suited for providing professional informational benefits.

V. CONCLUSION

SNS plays a very vital role in job search process as networking is a very important part of job search process. People who spend more time in networking are more likely to have received more job offers. It is found that larger social network will increase the search intensity allocated to both offline and online search modes; as larger social network will provide path to wider opportunities in finding more information. Some motivating factors were also found like the involvement of less cost and less time, 24X7 access to job options availability, ease of identifying online personal contact who are directly or indirectly connected to potential employers, one gets to know about the latest recruitment trends and wider job opportunities whereas few challenges are still being faced like the risk of personal information being easily accessed by potential employers and others, website malfunctions, reliability and confidentiality. In addition to these factors, Internet experience, innovation and age are also some of the key factors that influence social acceptance when looking for a job.

VI. FURTHER RESEARCH

Quantitative research on the use of social media in job seeking can be conducted in different cities or countries to corroborate the current evidence. This particular study could also be conducted to provide more detailed results on the use of social media in job search at specific universities/cities on multifactor scales for different samples, allowing for more direct comparisons. Additionally, research can be analyzed on the factors that determine job seekers' perceptions of using social media for job hunting.

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