



# Effectiveness Of Social Media In Job Search: An Employee Perspective

<sup>1</sup>Dr. Honoria Samson

<sup>1</sup>Assistant Professor, Chandigarh University, India

## *Abstract:*

**Purpose** – The purpose of this study is to examine how employees see the use of social media in the job hunt and to determine how these opinions vary depending on demographic and social media usage-related factors.

**Methodology**– A sample of 514 workers from South Region IT companies was gathered for this study in order to learn more about their perspectives on the use of social media in the job search process. A self administered questionnaire including Five-point Likert type numerical scale ranging from Strongly Disagree to Strongly Agree was used. In order to know the differences in employees' perceptions, independent samples t- test and One Way ANOVA was applied.

**Findings** – According to the study's findings, most employees thought social networking was a useful tool for job searching. Therefore, the current study's findings confirm that, from the standpoint of the employees, social media is a useful instrument for job searching. However, employees' opinions regarding the usefulness of social media varied significantly depending on their age, job level, years of experience, and amount of time spent on it; gender had no effect on these opinions.

**Index Terms** - social media in recruitment, effectiveness of social media, effective job search

## **I. INTRODUCTION**

The new technology breakthrough has revolutionized the communication method both at the personal as well as professional front. Past few years have brought a new change in the recruitment and selection procedures followed in organizations and there has been a great transformation towards electronic recruitment through the use of various social networking sites. The usage of SNSs in recruitment is becoming much more important and is an upcoming trend in developing countries like India. Social media conceivably offers speed, productivity and the ability to target and pull in explicit, especially reasonable up-and-comers in the recruitment procedure. It can give a useful extra wellspring of data on potential occupation competitors, particularly since certain information (at personal and professional level) may not be produced with the end

goal of recruitment, and in this manner may give genuine advantageous data on the applicant. Undoubtedly, social networking sites are emerging as effective means of recruitment for job seekers to showcase their skill sets in a better way and find the best match with a recruiter. The present study is an attempt to analyze employee's perceptions about social media usage in job search and identify the differences in their perceptions based on demographic and social media usage related variables.

## LITERATURE REVIEW

The study conducted by Omolo (2012) determined that social media recruitment is viewed as financially savvy. With the assistance of different strategies and usage of proper systems it is prudent to put resources into social media recruiting when contrasted with use of other conventional sources for recruitment. In a similar research (Hunt & Gunderson, 2010), the authors claimed that because people were using social media more to obtain better opportunities, its application in the corporate sector was determined to be more beneficial than traditional measures. Employers utilize social media to provide a quick overview of the company by showcasing images or videos. Ramaseshan and Gandhi (2011) investigated the current SMR trends in India. The analysis discovered that social media reconciliation and candidate research alone are the most effective uses of social media. It came to the conclusion that social media applications for businesses will help them achieve the greatest benefits in terms of influence, research, and hiring.

Moreover, revealing about the effectiveness of social media, Hull (2011) stated that social media improves the efficiency by reducing the cost of recruitment by over 50%. It also significantly reduced the number of man-hours needed to identify suitable candidates. Adopting social media has allowed shaping an entirely new recruitment strategy and has helped moving communications, marketing and organisation forward in more positive ways. Further, Massplanner (2015) stated that social media makes real time engagement possible and allows companies to develop deeper connections with clients in ways that were previously not possible. According to Kane et al. (2012) social media is a useful tool for active job search and social media provides platforms for effective job search. Similar findings were made by Aral et al. (2013) and Gerard (2012), who discovered that social media had a beneficial impact on creating robust professional networks. According to these research, social media has a significant influence on job seekers' active job searches. According to Gilbert & Karahalios (2010), there is a higher chance of getting employed when looking for a job via social media. The job search portal on social networking websites helps the candidates since they are able to do networking as well as job search by maintaining just one single platform (Kane, Alavi, Labianca & Borgatti, 2012). On the other hand, Nikolaou (2014) revealed that job seekers still seem to use job boards more extensively than social networking websites.

## RESEARCH QUESTIONS

The literature review discussed in the above section leads to the following research question pertaining to the employees' perspective:

Q1. What is the perception of job seekers about effectiveness of social media in job search?

Q2. Does the perception of employees about effectiveness of social media in job search get influenced by demographic variables (Gender, Age, Level of Employment, No. of years of social media usage, and Time spent on social media for job search)?

## METHODS

### Hypothesis

**H0a:** There is no significant difference in employees' perceptions about the effectiveness of Social Media in job search based on their gender.

**H0b:** There is no significant difference in employees' perceptions about the effectiveness of Social Media in job search based on their age group.

**H0c:** There is no significant difference in employees' perceptions about the effectiveness of Social Media in job search based on their level of employment.

**H0d:** There is no significant difference in employees' perceptions about the effectiveness of Social Media in job search based on amount of time spent on social media by them.

**H0e:** There is no significant difference in employees' perceptions about the effectiveness of Social Media in job search based on number of years of social media usage by them.

### Participants

514 employees of IT firms from South Region have been surveyed to know their opinions about social media usage in job search. 600 questionnaires were distributed out of which 514 were found suitable for final analysis. Since 385 was the minimum sample size calculated thus size of 514 samples was found more than appropriate.

### The instrument

For the purpose of this study, a self administered questionnaire including Five-point Likert type numerical scale ranging from Strongly Disagree to Strongly Agree was used. The questionnaire survey was conducted online, during one month period. Link to the questionnaire was sent via e-mail directly to employees working in IT firms of South region India. The questionnaire contained 22 questions divided in 5 parameters devoted to assess employees' perception towards effectiveness of social media in job search.

List of questions in the survey:

#### 1. Information Availability

- Social media sites give information about various job opportunities
- Social media sites help in connecting with right people and in locating right job
- Social media is effective in notifying immediately when job vacancies arise
- Information is easily accessible any time, any hour through social media
- Up to date information is available through social media sites

## 2. Information Content

- Clear information regarding job profile, date, venue, location of interview etc. is available
- It enables two-way communication
- The information content is accurate and reliable
- The details are appropriate in terms of job role, responsibility etc.
- Social media sites gives updated insight on current jobs and business trends
- Social media sites enables information regarding employees working at a similar profile in the organization
- Social media helps in creating a communication link between the employees who are seeking job

## 3. Understanding Organizations Reputation

- Network on social media sites create awareness regarding reputation of prospective employer/organization
- Social media sites enables one to understand the culture of the organization
- It provides a platform to interact with existing employees and prospective candidates

## 4. Perceived Social Presence

- It is a good platform to showcase one's job profile
- Social media sites bridge the gap between job seekers and recruiter as they both are present on same platform
- It is easy to update and screen out the content for better social presence.
- Good social presence attracts ample job opportunities from career sites.

## 5. Productive Platform

- It helps save time and cost hence, enhancing efficiency of job search process
- It provides ample scope as a platform for recruiter to search one's profile
- It enables one to get associated with people/groups that are particularly relevant to my profession

## DATA ANALYSIS

**Table-1: Comparison of Mean scores of Effectiveness of Social Media for Job Search Based on Gender**

Variable	Gender	N	Mean	Std. Deviation	T Test	P Value	Result
Effectiveness of Social Media for Job Search	Male	256	86.5039	11.87682	-.902	.367	Non Significant
	Female	258	87.5775	14.91049			

In order to compare the perceptions of female and male employees about effectiveness of social media for job search, independent samples t- test was applied. A statistically non-significant difference ( $P > 0.05$ ) was found

between the mean values of two groups. It implies that employees' perceptions about effectiveness of social media for job search do not vary with the gender they belonged to.

**Table-2: Comparison of Mean scores of Effectiveness of Social Media for Job Search Based on Age**

Variable	Age Group	N	Mean	Std. Deviation	F Value	P Value	Result
Effectiveness of Social Media for Job Search	20-29 Years	212	90.2264	12.40187	7.179	.000	Significant
	30-39 Years	258	85.0698	13.51534			
	40-49 Years	29	83.2759	13.89732			
	50 and Above Years	15	83.2667	18.26576			
	Total	514	87.0428	13.48272			

The above table shows the comparison of mean scores of perceptions of employees about effectiveness of social media for job search based on their Age groups.

The difference among the four age groups was found to be statistically significant ( $P < 0.05$ ), showing that mean scores of employees' perceptions change significantly with different age groups. The mean score of perceptions of employees having 20-29 years age group (90.226) is found to be the highest and it shows the lowest score for employees of 50 years and above age (83.267).

Pair-wise comparison between mean scores of perception of employees having different age groups was performed by Post Hoc Tukey test and statistically non-significant ( $P > 0.05$ ) difference was found in all the pairs except in the pairs 20-29 years & 30-39 years and 20-29 years & 40-49 years.

**Table-3: Comparison of Mean scores of Effectiveness of Social Media for Job Search Based on Level of Employment**

Variable	Level	N	Mean	Std. Deviation	F Value	P Value	Result
Effectiveness of Social Media for Job Search	Trainees	72	89.1111	12.57715	5.074	.002	Significant
	Administrative	48	81.1667	15.36968			
	Middle/junior Level	224	88.5357	12.59791			
	Senior Level	170	85.8588	13.93701			
	Total	514	87.0428	13.48272			

The above table shows the comparison of mean scores of employees' perceptions about effectiveness of social media for job search based on their levels of employment using one way ANOVA.

The difference among the employees' perceptions at different levels was found to be statistically significant ( $P < 0.05$ ), showing that their perceptions changes significantly with the level they had. The mean score of perceptions of Trainees (89.111) is found to be the highest and it shows the lowest score for Administrative staff (81.167).

Post Hoc Tukey test was applied and statistically non-significant ( $P > 0.05$ ) difference was found in all the pairs except pairing Administrative staff with Trainees and Middle/junior Level.

**Table-4: Comparison of Mean scores of Effectiveness of Social Media for Job Search Based on No. of Years of Usage of Social Media**

Variable	Usage Years	N	Mean	Std. Deviation	F Value	P Value	Result
Effectiveness of Social Media for Job Search	0-2 Years	136	87.5882	14.12142	9.199	.000	Significant
	3-5 Years	170	83.6353	14.36617			
	Above 5 Years	208	89.4712	11.67470			
	Total	514	87.0428	13.48272			

In order to know the comparison between mean scores of employees' perceptions about effectiveness of social media for job search based on no. of years of social media usage, one way ANOVA was applied.

Analysis showed a significant difference in the mean scores of perceptions of employees based on no. of years of social media for job search ( $P < 0.05$ ). Employees who are using social media for more than 5 yrs have shown the highest mean score (89.471) while, those using it for 3-5 yrs have the least mean score (83.635).

Pair-wise comparison between mean scores of perception of employees based on no. of years of social media usage was performed by Post Hoc Tukey test and a statistically non-significant ( $P > 0.05$ ) difference was found between 0-2 years & above 5 years while, in other pairs a statistically significant difference was found.

**Table-5: Comparison of Mean scores of Effectiveness of Social Media for Job Search Based on Time Spent on Social Media for Job Search**

Variable	Usage Time Spend	N	Mean	Std. Deviation	F Value	P Value	Result
Effectiveness of Social Media for Job Search	Never	12	96.0000	0.00000	9.614	.000	Significant
	Upto 30 Mins	60	78.9333	15.55511			
	Upto 1 Hour	142	85.4014	12.65923			
	Upto 2 Hours	131	88.8702	13.54218			
	More Than 2 Hours	169	89.2485	12.43831			



	Total	514	87.0428	13.48272			
--	-------	-----	---------	----------	--	--	--

The above table shows the comparison of mean scores of employees' perceptions about effectiveness of social media for job search based on time spent by them on social media for job search using one way ANOVA.

The difference among the employees' perceptions was found to be statistically significant ( $P < 0.05$ ), showing that their perceptions changes significantly with the amount of time they spend on social media for job search. The mean score of perceptions of employees never using it for job search (96.0) is found to be the highest and it shows the lowest score for employees using it for upto 30 minutes (78.933).

Post Hoc Tukey test was applied to know the difference between the mean scores of perceptions given by employees based on time spent on social media for job search and statistically non-significant ( $P > 0.05$ ) difference was found in all the pairs except pairing upto 30 min with other time durations.

## RESULTS AND DISCUSSIONS

The results of the analysis indicated that a majority of the employees agreed that social media is an effective tool in recruitment and selection. However, a significant difference was found in employees' perceptions about the effectiveness of social media in job search based on age, level of employment, no. of years of social media usage and time spent while, gender is found to have no impact on their perceptions. Thus,

- H0a holds true that there is no significant difference in employees' perceptions about the effectiveness of social media in job search based on their gender.
- H0b gets rejected that there is no significant difference in employees' perceptions about the effectiveness of social media in job search based on their age group. Employees' perceptions are shown to be more favourable with the increase in their age groups.
- H0c, implying no significant difference lies in employees' perceptions about the effectiveness of social media in job search based on their level of employment holds untrue as employees' perceptions are shown to be the highest for Trainees while, it shows lowest score for Administrative Staff.
- H0d is rejected that there is no significant difference in employees' perceptions about the effectiveness of social media in job search based on amount of time spent on social media by them. Employees perceptions about effectiveness are shown to be more favourable with the increase in time spent on social media.
- H0e, stating no significant difference in employees' perceptions lies about the effectiveness of social media in job search based on number of years of social media usage by them, does not hold true. Employees who are using social media for more than 5 yrs have shown the highest positive perceptions while, those using it for 3-5 yrs have the least favourable perceptions.

Thus the results of the present study supports that social media is an effective tool for job search from employees' perspective. However, the study suggests that employees should take additional care while searching other jobs through social media because it may raises question on their commitment for the current job. They could benefit more from strongly highlighting professional content on their profiles, and decreasing all content that might be perceived as non-professional as it weighs more heavily than

professional content in their overall assessment. Moreover, care should be taken to manage the profile properly otherwise it can give wrong perception to recruiters.

## REFERENCES

- 1) Aral, S., Dellarocas, C., & Godes, D. (2013). Introduction to the special issue—social media and business transformation: a framework for research. *Information Systems Research*, 24(1).
- 2) Gerard, J. G. (2012). Linking in with LinkedIn®: Three exercises that enhance professional social networking and career building. *Journal of Management Education*, 36(6), 866-897.
- 3) Gilbert, E., & Karahalios, K. (2009). Predicting tie strength with social media. In *Proceedings of the SIGCHI conference on human factors in computing systems* (pp. 211-220). ACM.
- 4) H. Ramaseshan and L.Gandhi (Sep 2011). Current Trends in Social Media Recruitment. *HRM Review*, Vol XI, No.9, pp 6 – 10.
- 5) Hull, J. (2011). 50% reduction on recruitment costs: how social media became my best friend. *HR Magazine*. [online]. Available at: [www.hrmagazine.co.uk/hro/features/1019381/-reductionrecruitmentcosts-social-media-friend](http://www.hrmagazine.co.uk/hro/features/1019381/-reductionrecruitmentcosts-social-media-friend)
- 6) Hunt, Kristin Gunderson (2010). Social media in recruitment. *Journal of Property Management*, Vol. 75 Issue 6, p36-40.
- 7) Kane, G., Alavi, M., Labianca, G., & Borgatti, S. (2012). What's different about social media networks? A framework and research agenda.
- 8) Massplanner (2015). Benefits of Recruiting via Social Media [online]. Available at: <http://www.massplanner.com/benefits-recruiting-via-social-media>
- 9) Nikolaou, I. (2014). Social networking web sites in job search and employee recruitment. *International Journal of Selection and Assessment*, 22(2), 179-189.
- 10) Omolo (2012). Effect of Recruitment and Selection of employees on the performance of small and medium enterprises in ksumu municipality, Kenya. *International Journal of Human Resource Studies*; 81-98.
- 11) Punn and Chaudhury (2018). Impact of Social Media Usage on Recruitment in the Indian IT Industry. *Amity Business Review*, Vol. 19, No. 2.