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## USE OF SOCIAL MEDIA FOR JOB SEEKER

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### **ABSTRACT**

With the current technological advancement, the utilization of social media network has evolved from basic posting platform to a medium of job seeking. This study has evaluated the effectiveness of LinkedIn for the job seekers and analyzed the issues faced by the job seekers in using the social media network. This study was done based on descriptive research design. Questionnaire was utilized to collect the survey data. This work was accustomed to 103 respondents selected for the fact that the respondents were the job seekers, who were regularly engaged to various social sites. The outcome of this work showed that 83.5% of the respondents have agreed that LinkedIn has helped in searching the job in quick manner. In addition 80.6% agree that productivity of job search has increased over time and overall social media proved to be useful in job search. Furthermore, respondents stated that compatibility of LinkedIn and sharing information online as a concern of issue faced while job seeking.

CCS CONCEPTS • Insert your first CCS term here • Insert your second CCS term here • Insert your third CCS term here

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## INTRODUCTION

Internet significantly influences how business is led on the planet today, and enlisting and employing forms are being cleared along in this current trend. Characterized as virtual systems and networks that empower people to make, trade and disperse data and thoughts, social media has turned into an inescapable element of the contemporary business relationship, on a very basic level adjusting the achieve, speed and permanency of business related direct and desires [1].

In the meantime, pressures around the elements of social media inside the limits of the business relationship are progressively clear, with discussions about what is viewed as suitable, regularizing or real being happened in the media, work councils and courts [2]. The lawful setting of social media has been the principle center for scholarly talk, while clarifications of the basic causes and measurements of online networking pressures have gotten less consideration, particularly from a work and business viewpoint [3].

The reason for utilizing social media contemporarily is huge as it bargains with social affair data about the activity through a reasonable way [4]. Social media gives the chance to investigate the world to upgrade dynamic reasoning of individuals. Social media expands the limit of the person to look at thing appropriately for what it's worth as a result of precise data about a subject. The expanding utilization of social media guarantees that those individuals are no longer anxious to discuss regarding a topic that has no data. The utilization of social media is huge to and it enables individuals to get an opportunity to look at things effectively [5].

Social media is the gathering of internet-based application that enables the general population to trade their subject [6]. Utilization of social media networking in the pursuit of employment is exceptionally viable as it enables the activity searcher to assemble data inside a brief span. Furthermore, the mix of social media and the web opens a window to investigate matters or issues within a short span of time. In addition, graduates utilize different types of social network sites to search for employment opportunity [7].

Studies have been reported on the usage of social media as medium of job seeking. The work done by McDonald and Thompson [8] analyzed the usage of social media for employment searching and stated that individuals are utilizing social media to choose their work and it gives the extension to gather data regarding the job opening. McDonald et al.[9] work reported that currently human resource management are also profiling individual for job opening through the social media to analyze the suitability of a candidate for the said job. Suvankulov et al. [10] inspected the effect of pursuit of employment on the web and found that utilization of the web in quest for new employment have risen pointedly over the world, and improved the channels of correspondence among bosses and employment searchers. Chiang and Suen [11] analyzed how a employment searcher self-introduction influences scout's employing suggestions in online platforms and found that spotters make derivations about occupation searchers' suitability to the work nature and its organization. Melanthiou et al.[12] analyzed if organizations utilize internet

based life amid their enrollment procedures to draw in and screen candidates and found that key usage of accessible data about potential applicants may essentially help the enlistment of workers. In addition, Sander et al.[13] analyzed the utilization of social media site's profile to show individual to potential bosses and found that numerous client picked this strategy to look for employment because of its huge profundity. Chang et al. [14] investigated the helpfulness of social media network for the pursuit of employment and profession development and found that when used competently, social media network could convey the pursuit of employment to a new level.

In addition, it very well may be expressed that it is worth for the individual to use web-based social networking for job seeking. Furthermore, the social media network does give the employment searchers to connect with their associates and subsequently grow their expert network at a huge dimension and actuating for profession openings. Thus, this work for the most part extends on the viability of LinkedIn, alongside the issues looked by the job searchers on a customary note. This work evaluated the effectiveness of LinkedIn for the job seekers and analyzed the issues faced by the job seekers on a regular note regarding social media operations for job searches

## **METHODOLOGY**

This work was done to evaluate the effectiveness of LinkedIn as a medium for job seekers. Thus, this work was done based on deductive approach due to the nature of this investigation. In this study, this research has mainly opted for the descriptive research design as this research considered it apt for the study. It can be notified that the issues faced by the job seekers while searching for job opportunities in various social media sites are subjected to a measurable analysis. The study was mainly based on a time boundary zone. Hence, under such note, it was verified that descriptive study was the most effective in the lot as compared to other methods.

In addition, this work was subjected to both quantitative research strategy along with secondary research strategy. As for data collection, this work was subjected to both primary and secondary survey while conducting the research study. On this note, it can be stated that this work was accustomed to 103 respondents. The respondents of this work were job seekers, who were regularly engaged in various social sites for job search. Thus, this work searched the social sites of LinkedIn exclusively and thereby selected the most active members from the list.

The respondents were invited based on a proper mail setup and after their confirmation for the interview process, they were provided the questionnaire sheet. The respondents were requested to fill up the sheet of questionnaire regarding the influence of job searches in the social media and thereby told to revert in the same mail chain. Hence, this work gained the responses of top job seekers in the social media sites within a single day and thereby interpreted the results in a systematic and logical manner.

On the other hand, it can be stated that this work was also subjected to secondary data. Various secondary sources included peer-reviewed journal

articles, Webpages, and blogs regarding the job seekers' influence in the social media sites were analyzed. Moreover, the customer ratings of Twitter, LinkedIn, and Facebook regarding job searches were also analyzed for the secondary sources, apart from the past research survey.

## ***Result And Discussion***

### ***Demographic Characteristics***

Based on the survey done, results showed that 92.2% are female and the other 7.8% are the male respondents that participated in this survey out of 103 respondents. As for the age group, maximum of the respondents were of the age group of 20 to 30 years with 88.3%, for the age group of 31 to 40 years it was 5.7%, for age group of 41-50 years it was 2.3% and 2.7% for age group of 41-60 years and 1 % for age above 60 years. As for the education level, 89.3% of the respondents highest level of education was bachelor's degree and 8.7% of the respondents have master's degree and remaining 2% were from high schools. In terms of specialization, 40.8% of the respondents were of the stated that their specialization is human resource management and 8.7% of the respondents said that their specialization is finance and accounting, 16.5 % were specialized in marketing, 5% were specialized in entrepreneurship, 5.7% were specialized in operation and management, and 23.3% were from other fields. Therefore, highest response from the HRM makes the responses quite critical and derives close result of the survey.

### ***Usage of LinkedIn***

Based on the survey done results showed that 96 of the respondents have agreed that LinkedIn has helped them to collect information for their job search Balance 7 respondents stated that they have never used LinkedIn for job search.

### ***Usefulness of LinkedIn***

Based on Table 1, it can be stated that out of the 103 respondents 85 respondents have agreed that LinkedIn has helped them to search jobs more quickly. In addition, 10 respondents strongly agree that job search has become much easier for them with the help of the LinkedIn. Therefore, it is understood that LinkedIn enables the job seeker to find their ideal job as company's profile has been uploaded in the LinkedIn account. The job seeker can get an easy chance to find their ideal job in this account.

**Table 1:** LinkedIn enables to search jobs more quickly

Options	Number of respondents
Strongly Agree	10
Agree	85
Neutral	3
Disagree	2
Strongly Disagree	3

Based on Table 2, it can be stated that out of the 103 respondents, 82 respondents agree that their productivity for their job search has been increased over time and 8 respondents strongly agree to this. Only 10 respondents were neutral regarding the productivity the job search and the remaining were in the disagree category.

**Table 2:** LinkedIn in increasing productivity in applying for jobs

Options	Number of respondents
Strongly Agree	8
Agree	82
Neutral	10
Disagree	1
Strongly Disagree	2

Based on Table 3, it can be stated that 86 of the respondents out of the 103 respondents are of the opinion that they agree to the fact that with the help of the LinkedIn, they have been able to find better job opportunities for them according to their skills. Likewise, 8 respondents strongly agree that with the usage of the LinkedIn, they were able to find better job opportunities and find better jobs according to their skill and abilities. Furthermore, it can be said that various companies are uploading their company's background and information in the LinkedIn account.

**Table 3:** LinkedIn increases the chances of finding better job opportunities

Options	Number of respondents
Strongly Agree	8
Agree	86
Neutral	3
Disagree	6
Strongly Disagree	0

Based on Table 4, it can be stated that 86 of the respondents are of the opinion that they agree that LinkedIn has helped them to enhance their effectiveness in the job search, as they were able to continue with the job search in a fruitful manner. In addition, 8 of the respondents are of the opinion that they strongly agree that LinkedIn has helped them to look for jobs, which are fruitful, and according to their skills.

**Table 4:** LinkedIn enhances effectiveness in job search

Options	Number of respondents
Strongly Agree	8
Agree	86
Neutral	1
Disagree	4
Strongly Disagree	4

Based on Table 5, it can be stated that 85 of the respondents agree that the recruiters prefer the use of LinkedIn. This is supported by 9 who strongly agree to the question asked. With the help of LinkedIn, the recruiter can find their employee according to their skills and knowledge.

**Table 5:** Recruiters support use of LinkedIn

Options	Number of respondents
Strongly Agree	9
Agree	85
Neutral	2
Disagree	2
Strongly Disagree	5

Based on Table 6, it can be stated that 11 and 83 of the respondents strongly agree and agree with the fact that in the near future they would use the LinkedIn for their job search. The recruiters get a chance to choose employee among the millions of employee profile. This process is very effective for the recruiter to find their ideal employee. Thus, this has shown the effectiveness of respondents using LinkedIn as a medium for job search.

**Table 6:** LinkedIn used as much as possible for job search

Options	Number of respondents
Strongly Agree	11
Agree	83
Neutral	3
Disagree	2
Strongly Disagree	4

### Issues Faced Using LinkedIn

Based on Table 7, it stated that most of the respondents were of the opinion that LinkedIn is not compatible with the other systems used by the respondents such as mobile and tablet. 76 respondents agreed and 12 respondents strongly agreed. Thus, the usage of LinkedIn was limited to laptop or personal computer usage.

**Table 7:** Compatibility of LinkedIn

Options	Number of respondents
Strongly Agree	12
Agree	76
Neutral	4
Disagree	8
Strongly Disagree	3

Based on Table 8, 80 of the respondents said that they do not find it proper to engage in any sort of the online business profile. 11 of the respondents strongly agreed. There is a possibility of being cheated in the online business as various fake companies can open profile in the LinkedIn.

**Table 8:** Online business profile is unsafe

Options	Number of respondents
Strongly Agree	11
Agree	80
Neutral	3
Disagree	5
Strongly Disagree	4

Based on Table 9, 80 of the respondents worry that other people would see their information that they share over the net. This is strongly supported by 9 respondents. Therefore, the high percentage of skeptic people may be the result of many cases of frauds taking place.

**Table 9:** Worry of information shared over internet to be seen by others

Options	Number of respondents
Strongly Agree	9
Agree	80
Neutral	3
Disagree	7
Strongly Disagree	4

Based on Table 10, 77 respondents agree and 8 respondents strongly agree respectively that when they are seeking help from any technical person, they sometimes feel that the person who knows more is taking advantage of them. On the other hand, 10 respondents were neutral on this matter. 6 respondents disagreed and 2 respondents strongly disagreed

**Table 10:** Advantage taken by someone who knows about technology

Options	Number of respondents
Strongly Agree	8
Agree	77
Neutral	10
Disagree	6
Strongly Disagree	2

### ***Overall Discussion***

Based on the outcome of this work, it was observed that the respondent found LinkedIn as useful social media network to seek employment. The majority of the respondents agreed that LinkedIn enabled to search jobs more quickly and it proved to be useful for them. Hence, this outcome was inline with the work

reported by Utz [15] where it was stated that the system organization made a difference most on LinkedIn with solid and frail ties anticipated exceptional advantages and the outcomes show the helpfulness of the social capital system for job seekers.

Next, the findings of this work also showed that LinkedIn increases the chances of finding better job opportunities and enhances effectiveness in job search. Accordingly, this is inline with the work reported by Florenthal [16] where it was stated that the usage of LinkedIn among student is high due to its effectiveness for job networking. In addition, work done by Huang et al.[17] confirmed that the vast networking capabilities of LinkedIn has significantly contributed to effective search engagement based on the individuals requirement.

The finding of this work also stated that recruiters support use of LinkedIn and individuals are utilizing LinkedIn as much as possible for employment search. This is inline with the work reported by Kenthapadi et al.[18] as it was stated that LinkedIn assume a key job in helping work searchers discover right profession openings and connect with potential employers. LinkedIn's job environment has been intended to fill in as a commercial center for productive coordinating between potential applicants and occupation postings, and serve as platform to interface work searchers and employment recruiters.

However, the findings of this work also showed some issue faced by the respondents in using LinkedIn. Results showed that compatibility of LinkedIn in other mobile devices is quite limited at the moment. In addition, respondent stated that online business profile is unsafe and worry of information shared over internet to be seen by others. Work done by Chang et al. [14] stated that even though LinkedIn user felt that trust in social media network is questionable, it was found that there were certain level of security compliance in the information shared. Moreover, the respondents also stated that there might be advantage taken by someone who more competent about technology. Sander et al. [13] agreed to this for a certain extend and stated that proper technological security system was currently being practiced by social media network to prevent any negative outcome on the information shared online. Therefore, overall, the respondents have agreed that usage of social media as medium for job seeking is encouraging and this trend will continue to evolve in the upcoming years.

## **CONCLUSION**

This work assessed the adequacy of LinkedIn for the job searchers and broke down the issues viewed by the employment searchers on an ordinary note with respect to social media network as medium for questing for new employment. The outcome of this work showed that to seek employment, LinkedIn was observed to be very useful and majority agreed that they were able to search for jobs more quickly. In addition, the respondent also highlighted the concern faced by using social media as medium for job seeking where information security was seen as concern for them. Therefore, the author would like to recommend that users have to be aware of the facilities that are provided by the social media sites and their importance in the job search. Also, the social



media sites have to be designed in such manner that is compatible in all devices and with all online services.

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