

## **EFFECTIVENESS OF SOCIAL MEDIA ON THE RECRUITMENT & SELECTION**

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### **ABSTRACT**

Recruitment is the most common way of drawing in potential possibility to go after the empty jobs in an association and is viewed as a significant movement embraced by the Human Resource Department of any association. This paper centres around the viability of virtual entertainment use for enlistment in IT organizations in India. The examination incorporates the points of view of both the jobseekers as well as the enrolment specialists. As both the jobseekers furthermore, the enrolment specialists are searching for the best match, social media gives that associate between them. This paper centres around interpersonal interaction locales arising as compelling method for enlistment for such jobseekers to more readily showcase their ranges of abilities. Selection representatives are utilizing social organizing locales to associate with the possible up-and-comers to back out the cycle.

### **KEYWORDS**

Social Media, Effectiveness, Recruitment and Selection

### **INTRODUCTION**

With the progression of innovation, online entertainment assumes a vital part in individuals' lives. It makes a difference the networks to get ready for marriage and fabricate authentic connections (Narvey, 2009). Instances of social media incorporate Facebook, LinkedIn and Twitter. There are huge contrasts between these destinations, however, the essential part, which is organizing.

through friendly contacts, is comparable (Smith, 2010). LinkedIn and Facebook have highlights to go about as enrolling devices as the two of them incorporate occupation posting highlights for enrolment specialists and quest for new employment choices for jobseekers. Facebook and LinkedIn are generally well known among youthful experts. Businesses who use LinkedIn and Facebook, have the most elevated potential of arriving at youthful experts in the working environment (Schroeder, 2010). LinkedIn is utilized for business and organizing reasons and can be portrayed as a virtual contact book (Bulik, 2008). Both these online entertainment organizing sites permit clients to associate with others and tap into their inside network and contact business.

With the headway of advances, both selection representatives and jobseekers are utilizing online entertainment stages, for example, Twitter and LinkedIn to promote occupations, track down ability, and speak with potential initiates about organization culture (Madia, 2011). Social media isn't just giving a stage to dynamic positions yet in addition powerful in tracking down aloof competitors (Joos,2008). Virtual entertainment, when utilized for human asset

purposes, gives a medium to post accessible positions to an online entertainment site and permits the scouts to go through the profiles of responders for seeing as a ideal counterpart for the gig. To accomplish this, social media gives a significant benefit to frame a wide organization of associations (Scott, 2017). Such associations can incorporate clients, previous collaborators, school and classmates, entrepreneurs, proficient associates, and others who can go about as a centre point for admittance to optional associations.

This paper talks about the viability of social media use for enlistment in Indian IT firms from the points of view of both the spotters as well as the jobseekers.

## **RESEARCH METHODOLOGY**

This study contributes to determining the efficacy of social media recruitment from the perspectives of both job searchers and recruiters.

### **Hypothesis**

A hypothesis is a logical assertion that is used to examine the relationship between two variables. The primary purpose of this research is to investigate the role and benefits of social media in the recruitment process. Based on the research objectives, the following null hypotheses have been developed from the perspectives of the job seeker and the recruiter

#### **Job Seekers**

There is no substantial association between the success of using social media for recruitment and:

- Creating professional networks
- Social networking is being actively used to look for work.
- Recruitment of passive candidates
- Recognizing your peers

#### **Recruiter**

Recruiter There is no substantial association between the success of using social media for recruitment and:

- Quality of the candidate
- Employers' branding
- A substantial network link
- The ease with which social media content can be accessible
- Job seekers' data security and privacy

- Creating a resume database by identifying job seekers whose profiles perfectly fit the job specifications.
- Validating the credentials of candidates

### **Item Generation**

Various examples of such behaviours and styles were culled from the available literature to produce items for evaluating the success of social media usage for recruitment from both the recruiter and jobseeker viewpoints. The studied literature's findings and discussion aided in the study of pre-existing scales. A basic 5-point Likert scale ranging from strongly disagree to strongly agree was employed for this investigation.

### **Sample Design**

Neuman (2006) defines sampling as the systematic selection of distinct examples from a population for inclusion while retaining population representativeness. A detailed definition of the sampling unit helps the researcher investigate the recognised phenomena.

The unit of analysis for this study is everyone working in the Indian IT sector. The sampling procedure employed should guarantee that the samples selected are manageable and cost-effective. A proper sampling strategy saves money, minimises the amount of labour required, and aids in the collecting of data required to analyse the phenomenon. Data for this study was acquired in Noida, Gurgaon, Bangalore, Hyderabad, and Pune because these cities are regarded IT industry centres.

### **Job Seekers**

From the standpoint of job searchers, a different questionnaire was developed to assess the effectiveness of social media use for recruitment. The sample was taken from a variety of IT specialities and levels of expertise.

### **Recruiter**

A questionnaire was developed with questions about the effectiveness of social media use in recruiting from the perspective of recruiters. As previously noted, the sample was chosen from IT enterprises with at least 30 employees in diverse parts of India. The questionnaire was distributed to several organisations' HR departments via Google Forms. The link to the Google form was forwarded to the relevant HR departments.

### **Job Seekers**

According to a June 2017 NASSCOM report, India has 2.5 million IT users (from the regions of Delhi-NCR, Bangalore, Hyderabad, Chennai, and Pune). A LinkedIn (2017) poll found that 92 percent of IT users use social networking sites for job seeking.

To calculate the sample size, assume a 95% confidence interval, a 5% margin of error, and a standard deviation of 0.5 for a population of 1.8 million. 1.96 is the Z score. Using the following formula (from RaoSoft software):

$$Z \cdot \frac{1}{e} \cdot \sqrt{\frac{p \cdot q}{n}} = 2.2$$

The questionnaire was issued to 700 employees, with a response rate of 63.7 percent for individuals and an 18 percent standard deviation (Krishnan, 2016). Employees were selected at random based on their levels of experience. As a result, in this investigation, stratified random sampling was adopted.

### **Recruiter**

According to a NASSCOM report (June 2017), India has 1.3 million IT companies, with the bulk headquartered in Delhi-NCR, Bangalore, Hyderabad, Chennai, and Pune. Recruiters' sample size was estimated in the same way as job searchers, with a confidence interval of 90%, a margin of error of 10%, and SD= 0.5. The sample size is 97, according to RaoSoft software.

A formal email was issued before submitting the questionnaires to the HR recruiter to request their permission to share the data. When HR recruiters are trusted, the response rate is close to 94 percent on average, with a standard deviation of 25 percent (Krishnan, 2016). On this premise, the questionnaire was circulated to 150 different recruiters. Those recruiters were selected at random from a variety of companies based on employee size. As a result, stratified random sampling was adopted.

### **Instrument Development**

An online questionnaire/survey was employed in this study to analyse the efficiency of social media use for recruitment. The survey is the best strategy for this study since it provides for the collection of a significant amount of data from a big population (Saunders et al., 2009). Based on a review of the literature, two distinct questionnaires were constructed for data collection.

The recruiter questionnaire featured 41 questions, while the job seeker questionnaire had 26 questions, all of which focused on the numerous benefits that social media offers in terms of recruitment.

The poll was distributed through Google Docs, email, and social media channels such as Facebook and LinkedIn.

## **RESULTS AND ANALYSIS**

The next sections discuss the findings from the perspectives of job searchers and recruiters

### **Data Preparation**

Preparing Data The purpose of this section is to show results in the context of normalcy and collinearity.

Normality is required for every multivariate regression (Hair, Black, Babin, Anderson and Tatham, 2010). The distribution of each independent variable was evaluated in this study for both jobseekers and recruiters, and it was concluded that random distribution of means across samples is normal, and there is no substantial divergence of data from normal distribution.

Collinearity can be determined using the tolerance and variance inflation factors (VIF). The independent variable tolerance value was less than one, although the VIF value was more than one. This suggests that collinearity was not a problem in this investigation.

## Testing Hypotheses

### Job Seekers

Regression analysis was used with job seekers' perceived benefits as independent variables and the effectiveness of social media usage as the dependent variable. The model summary is shown in Table 1 along with the R and R squared value of the regression. The calculated R squared value is 0.425, while the adjusted R squared value is 0.420. A multiple regression model with non-significant independent variables is penalised by the adjusted R squared.

The difference between R squared and adjusted R squared is found to be 0.005, confirming that the sample size chosen is appropriate and the independent variables chosen are appropriate. A low standard error of estimate, as well as a small difference between R squared and adjusted R squared, indicate a good model fit.

Furthermore, in this model, the three independent variables of building a professional network, knowing about peers, and active job search via social media can account for 42 percent of the variation in the dependent variable, effectiveness of using social media.

The regression analysis was carried out to determine p values and beta coefficients. If the p value is greater than 0.05, the null hypothesis is accepted; otherwise, it is rejected. The fact that the null hypothesis was rejected suggests that the independent variable has a significant impact on the dependent variable.

The hypotheses mentioned in Table 2 can be used to infer the results. As all null hypotheses are rejected, all independent variables have a significant effect on the dependent variable. If all other factors stay constant, a unit increase in "professional network building" leads in a 0.466 unit rise in "social media effectiveness." A unit increase in active job search via social media boosts social media effectiveness by 0.564 units. A unit positive increase in passive candidates increases social media effectiveness by 0.599 units, while a unit positive increase in knowing about peers increases social media effectiveness by 0.299 units.

### Recruiter

Similarly, to jobseekers, regression analysis was used on recruiters' perceived advantages as independent variables and the effectiveness of social media usage as the dependent variable. The model summary is shown in Table 3 along with the R and R squared value of the

regression. The calculated R squared value is 0.943, while the adjusted R squared value is 0.893. The difference between R squared and adjusted R squared is found to be 0.08, confirming that the sample size chosen is appropriate and the independent variables chosen are appropriate. A low standard error of estimate, as well as a small difference between R squared and adjusted R squared, indicate a good model fit.

Furthermore, in this model, the eight independent variables: validating candidates’ credentials, employer branding, collecting a resume database, protecting and privacy of jobseekers’ data, finding jobseekers with profiles that perfectly match the job descriptions, ease of use of information available on social media, wide network connection, and quality of candidates can account for 89 percent variation in the dependent variable, effectiveness of candidates.

Table 1: Regression Model for Effectiveness of Social Media Usage for Job seekers				
Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.652 <sup>a</sup>	.425	.420	.12224
a. Predictors: (Constant), Knowing about peers, Building professional networks, Not active Job search but open for discussion, Active job search through social media				

Table 2: Hypothesis Testing for Effectiveness of Social Media Usage for Job Seekers			
Hypotheses	Beta	Sig.	Accepted / Rejected
There is no significant relationship between building professional network and effectiveness of social media usage.	.466	.000	Rejected
There is no significant relationship between active job search through social media and effectiveness of social media usage.	.564	.000	Rejected
There is no significant relationship between no active job search but open for discussion and effectiveness of social media usage.	.519	.000	Rejected
There is no significant relationship between knowing about peers and effectiveness of social media usage.	.299	.000	Rejected

Table 3 : Regression Model for Effectiveness of Social Media Usage for Recruiters				
Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.943 <sup>a</sup>	.890	.882	.19413
a. Predictors: (Constant), validating the credentials of candidates, employer branding, collecting a database of resumes, protection and privacy of jobseekers’ data, finding jobseekers with profiles matching perfectly the job descriptions, ease of use of information available on social media, wide network connection, quality of candidates				

Table 4 : Hypothesis Testing for Effectiveness of Social Media Usage for Recruiters			
Hypotheses	Beta	Sig.	Accepted / Rejected
There is no significant relationship between quality of candidates and effectiveness of social media usage.	.231	.001	Rejected
There is no significant relationship between employer branding and effectiveness of social media usage.	.107	.003	Rejected
There is no significant relationship between wide network connection and effectiveness of social media usage.	.150	.010	Accepted
There is no significant relationship between ease of use of information available on social media and effectiveness of social media usage.	.189	.000	Rejected
There is no significant relationship between protection and privacy of jobseekers' data with effectiveness of social media usage.	-.084	.016	Accepted
There is no significant relationship between finding jobseekers with profiles matching perfectly the job descriptions and effectiveness of social media usage.	.112	.005	Rejected
There is no significant relationship between collecting a database of resumes and effectiveness of social media usage.	.398	.000	Rejected
There is no significant relationship between validating the credentials of candidates and effectiveness of social media usage.	.017	.631	Accepted

The hypotheses mentioned in Table 4 can be used to infer the results for recruiters. A p value greater than 0.05 indicates that the study was unable to establish a significant relationship between the independent and dependent variables. Candidate quality has a significant impact (beta value 0.231 and p value 0.001). The relevance of employer branding on the efficacy of social media usage may be explained by the rejected null hypothesis ( $p=0.003$ ) and positive association (0.107). Because the null hypothesis was accepted in this case ( $p=0.010$ ), the effectiveness of social media usage by providing a wide network connection could not be established. As the p value of variable ease of use is 0.000 and the beta value (0.189) indicates a positive relationship, the research establishes that social media does help in making the process simple and easy. Because the null hypothesis ( $p=0.016$ ) was accepted, this study could not prove data protection and privacy through social media. Recruiters use social media to find job seekers whose profiles exactly match the job description ( $p=0.000$ ,  $\beta=0.112$ ).

Social media provides a platform for recruiters to collect a database of resumes for current and future use, as evidenced by research with p value 0 and beta value 0.398. The study was unable to demonstrate that recruiters use social media to validate candidate credentials because the null hypothesis was accepted ( $p=0.639$ ).

## DISCUSSION AND CONCLUSION

This section discusses the findings and how they will affect job seekers and recruiters. It also makes recommendations and offers insights to academics and practitioners.

### Discussions Related to Effectiveness of Social Media Usage on Jobseekers

The effectiveness of social media usage for IT employees was investigated from the perspective of job seekers.

The study was useful for assessing the significance of social media usage on characteristics of jobseekers because it used significant positive correlation coefficients and significant beta coefficients.

The findings revealed a significant positive relationship between “building professional networks” and the efficacy of social media use (Table 2). This finding is supported by Gerard (2012), who discovered that social media has a positive influence on the development of strong professional networks. The findings also revealed a significant impact of social media on active job search by job seekers. Similar findings were found in the studies of Aral et al. (2013) and Kane et al. (2012).

The study also found that social media provides a strong platform for passive candidates as well as active candidates, which is similar to the findings of Kilcar (2012) and Varma and Lambert (2011). According to the findings of this study, knowing your peers through social networking sites has a significant positive relationship with the effectiveness of social media usage. Skeels and Grudin (2009), as well as Arruda (2017), established this fact about social media serving as a source of information about others in the network.

### Discussions on the Effectiveness of Social Media Use on Recruiters

Similarly, the effectiveness of social media use was studied and understood from the perspective of recruiters. The correlation and beta coefficients were used to assess the relationship between recruiters’ perspectives and the effectiveness of social media usage. This study established that social media can help recruiters find high-quality candidates. This is supported by the research of Hunt (2010) and Madia (2011), who found that social media can be used to find high-quality candidates. This research also contributed to recruiters using social media as a medium for employer branding. The role of social media in employer branding was also supported by studies. Girard, Fallery, and Rodhain (2013), as well as Schoshinski (2013), argued in favour of the use of social media in employer branding (2013).

The influence of “broad network connection” on the efficacy of social media usage was also investigated, however the study revealed no association between the two. Previous studies by Henderson and Bowley (2010) and Black (2010) described the impact of social media on network connections. The use of social media has simplified and facilitated the recruitment process. The findings also show a strong link between “ease of use” and the effectiveness of social media use. In their research, Broughton et al. (2013) and Ngai, Tao, and Moon (2015) also concluded that the use of social media made recruitment easier.

The findings of this study did not explain how social media aids in the protection and privacy of candidates’ data. On the contrary, Scott (2014) established that social networking websites such as LinkedIn allow users to protect their data and maintain their privacy. This study also



discovered that social media provides a platform for recruiters to find jobseekers with profiles that match the job requirements. Khan (2012) discovered the same thing.

According to the study's findings, recruiters use social media to maintain a database of candidates' resumes, which they can use for current and future needs.

Kumar (2017) and Holmes (2017) also discussed how recruiters use social media to collect candidate profiles and then use them when there is a job opening in the organisation. This study was unable to demonstrate the use of social media in validating candidate credentials. As a result, the research could not be reconciled with the findings of Berkelaar and Buzzanell (2014) and Housholder and LaMarre (2014), who concluded that recruiters do review candidate profiles on social networking sites such as LinkedIn and Facebook.

### **Limitations**

The study was broad in scope, and data from both recruiters and job seekers was analysed. The data from both jobseekers and recruiters was completely independent of one another, and there was no common link between them. The hypotheses developed attempted to resolve both cases independently. This study was limited to the IT sector, but it could be expanded in the future to investigate the effectiveness of social media use in other industries as well.



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