

Graduates' Job Search Behavior Analysis on Social Networking Service in Campus Recruitment for an example of Dajie

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Supported by both Employment of scientific research project of Southwest University 2014 (SWU1409504) and the Fundamental Research Funds for the central university (SWU1509146).

Received 29 September 2015; accepted 25 November 2015

Published online 31 December 2015

Abstract

In the past five years, SNS recruitment has become popular in china, the fresh graduates are the major group who use SNS for job search. We want to explore the motivation and behavior of them and the significant factor influencing the behavior and outcome. We make an online questionnaire, after interviewing 67 graduates in depth, which including 434 sample. There has been statistically significant difference of job-seekers personal feature among the job search behaviors, especially in the matter of degree and major. GPA, IT skill and gender are not far behind. Meanwhile, we continue to check the relationship between personal feature and the job search performance. Finally, the suggestion is given to the graduate, which helps them use SNS for job-hunting safely and effectively.

Key words: Fresh graduate; Campus recruitment; SNS; Job search behavior analysis; Suggestion

Li, J., Xiao, S. M., Du, C. Y., Liao, H., & Xiao, Y. C. (2015). Graduates' Job Search Behavior Analysis on Social Networking Service in Campus Recruitment for an example of Dajie. *International Business and Management*, 11(3), 102-106. Available from: <http://www.cscanada.net/index.php/ibm/article/view/8060> DOI: <http://dx.doi.org/10.3968/8060>

INTRODUCTION

SNS means social networking service (also social networking site or social media), which is a platform to build social networks or social relations among people who share similar interests, activities, backgrounds or real-life connections.

The Recruiter Nation Survey 2015 (Jobvite) state that Only 4% of recruiters are not using social media in recruiting efforts; After referrals (78%), recruiters find their best candidates through social and professional networks (56%). At the same time, The Society for Human Resource Management (SHRM) Survey 2015 point that Social Media is important for Recruiters and Job Seekers. A large majority of HR professionals said it was very important (54%) or somewhat at important (33%) for job seekers to have a social media presence on LinkedIn, and very important (40%) or somewhat important (43%) to be on relevant professional or association social networking sites. Two-thirds of organizations (65%) had sourced new hires through social media in the past year. More than one-half (57%) of organizations had sourced new hires through LinkedIn, 30% had hired employees found through professional or association social networking sites, and 19% had sourced new hires from Facebook. Social recruiting has moved from a trend, to a necessity for both recruiter and job seeker. According to China Online Job Seekers' Behavior Research (iResearch, 2012), 67.1% of the job seekers between 19 to 30 years old was undergraduate, the similar data was given from China Internet Network Information Center (CNNIC). The social network service such as Dajie¹, Renren², Weibo³ and Weixin⁴ have

¹Dajie is compared to China's LinkedIn with over 1.4 million corporates and 32 million users, most of them are graduate, aimed the social recruiting for young people.

²Renren is compared to China's Facebook, focusing campus social service, including almost Chinese colleges and universities, starting recruiting from 2011.

³Weibo is compared to China's Twitter.

⁴Weixin also named WeChat, is an instant social message with 549 million users.

become the leader of social recruiting, at the same time, traditional recruiting website taken 51job.com, zhaopin.com and chinahr.com for example also made transition strategy on SNS.

1. LITERATURE REVIEW

Social Networks is in influencing the way human resource professionals recruit, screen, hire and terminate employees to obtain competitive advantage (Brandenburg, 2008; Elzweig & Peeples, 2009; Mitran, 2010; Bohnert & Ross, 2010; Nagendra, 2014; Peters, 2015).

An increasing number of studies have found the advantages to using social media for recruitment are Cost-effectiveness, speed, efficiency. it is Accessible and convenient form of communication, has the ability to target a specific patient population, Interactive capabilities and Instant global reach, which may provide information about the personality and life and work experiences, and if he or she meets the knowledge, skills, and abilities (KSAs) of the job, creative ability, excellent oral and written communication skills, SNS evaluations may affect hiring decisions primarily through both the Person-Organization fit and Person-Job fit determination. (Saedi, 2010; Gort, 2012; Pech, 2013; Jobvite, 2015)

Indeed, one empirical study (Kluemper & Rosen, 2009) indicated that judges were consistent across their ratings; they were generally able to distinguish between high from low performers based solely on the information available to them from the target's Facebook page. Furthermore, raters who scored high on intelligence and emotional stability performed better than their counterparts in selecting high performing applicants. Meanwhile, there is a similar findings form Zeljkovic (2015).

The article (Ollington, Gibb, & Harcourt, 2013) showed clearly that the connector role is identified as a specific attraction mechanism recruiters use to create numerous weak ties. Identify branding, transparency and data specificity is three mechanisms recruiters use to strengthen these ties when performing the attracting and screening functions.

Social media is not only increasingly used in the recruiting process but also employer branding campaigns (Elena, 2011; Van Buren, 2012; Sivertzen, Nilsen, & Olafsen, 2013; Nagendra, 2014; Wolf, Sims, & Hua, 2015; Mehrtens, 2015; Aslam, 2015; Gibbs, MacDonald, & MacKay, 2015).

2. STUDY DESIGN

We focus on the follow questions:

Research Question 1: Why graduates chose "Dajie" as an important job search tool?

Research Question 2: what's the key job search behavior characteristic of the graduate?

Research Question 3: Social recruiting is better than traditional network recruiting model?

We can identify the key job-hunting behavior interview about Dajie's user (see Table 1) after making interviewing face to face in-depth of 67 graduates.

Table 1
The Key Job-hunting Behavior Interview About Dajie's User

Topic	Content	Frequency
	Friends are primarily classmate, alumnus and others form the professional interesting group	52
	Focus professional and corporate's websites	40
	Share and collect serviceable information documents for career planning	42
	Use testing and evaluation tool in personality, professional interesting and skills	50
Key job-hunting behavior of social networks	Look for calendar of job fair and career talk	58
	Connect somebody to communication about job seeking	49
	Talk about and share experience, skill, method	45
	Collect corporate's information of recruitment	48
	Enhance the resume on the basis of different job description	50
	Relaxes own body and mind after being rejected	48
	Ask for help for decision making on offer accepting or not	36

Additional, we could have a model and hypothesis development based on the above-mentioned interview. The personality-behavior-outcome model wants to explore the relevance among them. It's important to note that the key job-hunting behaviors of social networks can check table 2. Besides, three hypotheses are following:

Hypothesis 1: there should be statistically significant difference in term of the job search behavior because of the individual characteristics.

Hypothesis 2: there should be statistically significant difference in term of the job search outcome because of the individual characteristics.

3. METHOD

3.1 Sample and Procedure

As of November 20, 2015, we got a total of 456 online questionnaires though stratified random sampling, the Participants of Dajie's user was composed of 434 graduates. There is a particular descriptive statistical analysis in Figure 1.

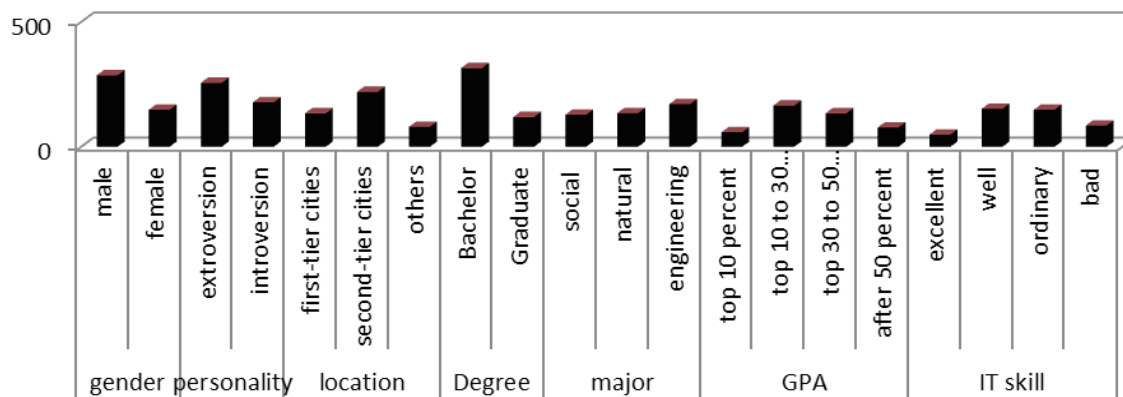


Figure 1
The Descriptive Statistical Analysis of Sample

In the second part, we measured the job seeking behaviors in Dajie with 5-point Likert scales, where 1 = strongly disagree and 5 = strongly agree. The key job seeking behavior is career planning, interaction with professional friends, resume making, scope, which means using series social networks sites for a job, time cost, frequency and how to exam preparation, and the data analysis see Table 2.

Table 2
The Job Seeking Behavior Score by 5-point Likert Scales

Job Search Behavior	Mean	SD	N
Career Planning	3.43	0.91	434
Interaction	2.67	1.12	434
CV Making	3.55	0.95	434
Job-hunting Scope	2.86	1.11	434
Time Cost	3.95	1.21	434
Frequency	3.64	1.13	434
Exam Preparation	3.55	0.91	434

The result suggest that the graduate consider Dajie as a useful tool for job search, especially helpful to improving the resume, making perfect career planning and obtaining background information for interview and test.

4. MEASURES

We examined our hypotheses simultaneously using analysis of variance ANOVA models, and made the generalization and summarization data analysis. See Table 3 for details.

Table 3
Analysis of Variance ANOVA Between Personal Features Among the Job Search Behavior

	CP	IN	CV	Scope	Time	Frequency	EP
Gender			*				*
Personality							
Location		*		*			
Degree	*	*	*		*	*	*
Major		*	*	*	*	*	*
GPA	*	*		*			
IT skill	*	*			*		

Note. *($\alpha=0.05$; N=434).

The result indicator that there have been statistically significant difference ($\alpha=0.05$) of job-seekers personal feature among the job search behavior, especially in the matter of degree and major. GPA, IT skill and gender are not far behind. To our surprise, whether extrovert or introvert have no statistically significant difference. Meanwhile, we continue to check the relationship between personal feature and the job search performance (interview, examination and efficiency) and the result can be seen in Table 4.

Table 4
Correlation Analysis Between Personal Feature and the Job Search Outcome

	Interview	Examination	Efficiency
Gender	**	**	**
Personality		**	**
Location			
Degree			
Major	**	**	**
GPA			**
IT skill	**		

Note. **($\alpha=0.01$; N=434).

CONCLUSION

In the last decade, both Chinese media (Beijing Talent Marketing, 2007; China Internet Week, 2010; First Financial Daily, 2012; China's Labor And Social Security Paper, 2015) and the scientific literature (Chen, 2012; Li, 2013; Zhan, 2015) have described a growing interest of recruiters and job seeker in SNS as a new source of information in the selection and application process. However, empirical research is still relatively scarce. The present study was an attempt to fill this gap.

Chinese social network service such as Dajie, Renren, Weibo, Weixin, QQ and so on have become a fashion and popular tool for job seeker, especially for the fresh graduate who search helpful professional profile, connect the friends with the similar career interest, keep in touch with the professionals or schoolfellow, make career planning, obtain experience and skills about interview and written examination, even for salary survey and offer decision.

It is a remarkable tendency that mobile telephone and tablet personal computer is the new channel for social networking service, for example, the Micro Weixin recruiting is a mobile application of Dajie, which have recruiter official accounts including detailed recruitment information and job seeker accounts with resume and business cards, so they can chat about job easily by mobile phone. Additional, the WeChat accounts can attach to the LinkedIn accounts, which enhance the possibility of being found by more employers.

According to Jobvite national survey 2015 and other research there are some suggestion to fresh graduates for social job-hunter. First, you must be aware of self-brand management, which means you should operate your SNS account consciously though improving your image, strengthening the impression management, avoiding making spelling mistake and uploading pictures Unrelated with your job application, even damage your image such as bad-mouth, alcohol consumption, impertinent selfie and so on. Beside, you need share details about volunteer, professional, or social engagement work, Engage with current events, appropriately and double check your spelling and grammar.

Second, SNS is an effective tool for career planning. You could focus you career interest by some free testing tool, chatting with the experienced professionals, getting the opportunity of internship, getting to know integrated career information and so on.

Third, make the privacy setting is very important, because the recruiter may glance over your personal profile such as religion, political affiliation, traumatic events, intimacy, marital status, financial situation and so on, which could be used for hiring decision making. If the account is hacked, you will be in trouble.

LIMITATION AND FURTHER RESEARCH

Our study does have limitations that need mention. First, this study was conducted form finite sample; therefore, it is not known whether these results are applicable to the more fresh graduates.

Additionally, we used questionnaire to assess participants' opinions regarding the use of social media for job search, which had too much question that should be simplified and targeted. Finally, even we examined seven personal characteristics that could be related to people's behavior of social media job-seeking and these variables accounted for only ANOVA and correlation analysis, lacking of the analysis model. We acknowledge that there are other variables not explored in this study that could influence opinions on this issue, and we look to future research to explore this topic further, especially by big date mining.

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