

# International Journal of Advance Research in Computer Science and Management Studies

Research Article / Survey Paper / Case Study

Available online at: [www.ijarcsms.com](http://www.ijarcsms.com)

## *Social Networking: Advantages, Disadvantages and its use in Job Hunting*

**Nikhil Ravindra Vakil<sup>1</sup>**

Research Student  
Dr. Babasaheb Ambedkar Marathwada University  
Aurangabad – India

**Dr. Zartaj Kasmi<sup>2</sup>**

Associate Professor (Research Guide)  
Millennium Institute of Management Science  
Dr. Rafiq Zakaria Campus, Aurangabad – India

*Abstract: Social media and social networking use has exploded in recent years and many job hunters have active online profiles. The development of smartphones and other mobile technologies has also helped make social media a part of everyday life for many people and added to its potential as a means to identify and secure employment. But users should consider social Medias' advantages and disadvantages as a job search tool. The paper aims to study the concept and importance of social networking and its advantages and disadvantages in job hunting.*

*Keywords: Social Networking, Job-hunting.*

### I. CONCEPT AND IMPORTANCE OF SOCIAL NETWORKING IN JOB-HUNTING

Definition of social network varies from the point of view of different authors. It is possible to define it as an interconnected group of people who affect each other. According to James Cycle Mitchel social network is understood as a “specific relation in defined group of people. The nature of relations in social networks can be used for interpretation of these relations” (Clyde 1969). Social network is a web service allowing an individual to create public or semi-public profile within limited system interconnected with other users who they share content with, and it allows them to look through and the list of connection with other users within this system (Boyd 2008). The dictionary of Sociology defines social network as a “set of social subjects interconnected with nominal relations. Subjects are nodal points of network: relations are presented by points that are aligned” Jandourek 2007).

Social networking websites are virtual communities which allow people to connect and interact with each other on a particular subject or to just “hang out” together online (Murray, Waller 2007). Membership of online social networks has recently exploded at an exponential rate. For example, the market share of the top 20 social networking websites grew by 11.5 percent from January 2007 to February 2007, social network website activity account for 6.5 percent of all Internet traffic in February 2007 (Hitwise 2007). Indeed, the popularity of social networking sites is highly demonstrable by the number of people using them. It is also measured by the amount of interactions and connection is the objective of online social networks as collective social action (Cheung, Lee 2010; Ordonez de Pablos 2002; Rodriguez Perez, Ordonez de Pablos 2003; Zhao, Ordonez de Pablos 2010a, 2010b; Stachova, Stacho 2010).

As the term social network is closely associated with the term to socialize, which means to form and to improve human personality (especially their thinking, feeling and behavior) and to create and to master human relations, it becomes significant gradually at the time of new technologies. According to Short, Williams and Christie (1976, social presence is “ the degree of salience of interpersonal relationships” (Short et al. 1976). The presence of others in a virtual environment is important because it implies direct or indirect human contact Gefen, Straub (2004) and Vetrakova et al. (2011). Individuals participating in a virtual social networking site can perform communication in a style that is similar to face-to-face communication. Social influence has been widely used to explain group and collective behavior (Bagozzi, Lee 2002).

Social networks have developed intensively to the form of these days. Many types of worldwide social networks are available today, e.g. Twitter, Facebook, YouTube, LinkedIn, Myspace, Google+ and Xing. We can see the potential of social networks mainly in the area of formation and utilization of personal presentation of their users and consequent possibility of finding an attractive job.

### ***Social networks and Job hunting:***

In the 1990s most people job search reached for the advertisements, nowadays the Internet is most commonly used media when job search (Sedlacek 2012). In the 1990s the HR departments were only formed in most companies and they have become significant gradually. It was not difficult to recruit a candidate for free job position after publishing print advertisement in daily press. First web portals and servers focused on job offers and demands appeared at the turn of millennium. In the previous five years companies have had to be creative enough when recruiting new employees. A traditional advertisement is often not adequate for specialized positions, where the best employees are needed and the process of head hunting is carried out. Head-hunters address the specialists directly and hunt them via social networks.

Why social networks? Because they connect people with same interests, professions and individual values. It was always true that personal references are very important when hiring the right candidate. By means of social networks it is easier to get the references. It is possible to distinguish a “good” from a “bad” candidate by means of social networking business card. And it is just what human resources require nowadays – having the candidates background with detailed references. Some warranty, that the candidate polled meets the demands, is generated and it is possible to concentrate on other characteristic features of the candidate.

How about job offers and hiring potential employees from the point of view of personalists and specialized recruitment agencies focused on recruitment? Most of them have obviously their own web portal. The companies have, more often, their own social networking site profiles. Specialized recruitment agencies found out that communication via web or via social networks is, for specific professions or group of people, much more effective than common advertisements and not only those in press but also on the Internet. The main cause is that young people read daily press less and they spend more time on social networking sites. Another advantage is that information spreads very fast and affects many people involved in very short time (Sedlacek 2012).

## **II. LITERATURE REVIEW**

The Oxford Dictionary defines Social Network as “a dedicated website or other application which enables users to communicate with each other by posting information, comments, messages, images, etc.” This is a very simplify definition of the term “social network” and this study will focus specifically on online social networks that improve the chances of job candidates finding a job vacancy. Other theorists have a different approach on how to define it, for example in *the Study of Social Media Communication: Analysis of Science Communication through Social Networking Sites with special reference to Scientists*: “Social networking is the grouping of individuals into specific groups, like small rural communities or a neighborhood subdivision, if you will. Although social networking is possible in person, especially in the workplace, universities, and high schools, it is most popular online” (Jothi & Neelamalar, 2010). These authors claim that there is a particular situation that makes individuals join over the same interest. Boyd and Ellison (2008) state that “web-based services that allow individuals to construct a public or semi-public profile within a bounded system, articulate a list of other users with whom they share a connection, and view and traverse their list of connections and those made by others within the system. The nature and nomenclature of these connections may vary from site to site” (Boyd & Ellison, 2008). These authors emphasize the personal connections aspect of networking, not focusing as much as the previews ones on personal interest.

Overall social networks are considered a public platform, in which different individuals are connected by a relationship. These connections are usually generated by a common element, like a friendship in the real world or a mutual interest in a

specific field. They might be used for leisure like getting in touch with old friends, playing online games, or finding out about a particular topic. According to *Social Networks Become Social Entertainment* research “consumers believe social networks provide a higher value experience compared with other forms of entertainment” (Edelman’s, 2010). They might also be used with a professional goal like expanding the professional network, finding job opportunities or improving work topics knowledge. The Queensland Government posted an article on its official website saying that there are 5 ways social media can help to improve a business: promote the name of your brand and business; tell customers about your goods and services; find out what customers think of your business; attract new customers and build stronger relationships with existing customers (Queensland Government, 2010).

### III. HOW SOCIAL MEDIA CAN AFFECT THE HIRING PROCESS

#### A. *The Recruitment Process*

The recruitment process includes a variety of stakeholders. Candidates are job seekers. There are two kinds of people who search for a job: “Active job candidates are those currently unemployed, who represent 10 percent or less of the total workforce at any given time. Passive job candidates are those who are currently employed and not putting a lot of energy into seeking a new position, but who would consider making a job change if the conditions were right.” (Joos, 2008) In this study both of them will be analyzed. Most of unemployed people in India are young and recently graduated. But there are also candidates of a different age range (older) and lower level of education/training (INE, 2012).

Recruiters are professional specialized in filling job vacancies. They search for the most suited profile to fit a job opening. According to *Maringá Management* recruitment as a part of human resources management has benefited tremendously with the development of the information technologies (Mitter and Orlandini, 2005). Recruiters might work in the human resources department of a firm or work in an outsourcing firm of human resources. In this last case usually their main function is to select the most appropriate candidate to fill in a job vacancy.

One of the candidates’ methods to look for jobs is the usage of recruitment firms. Recruitment firms are organizations that have job vacancies for various professional activities. Each of these firms has its own database of contacts, which contains client companies, job seekers and vacancies available. In addition to its internal database, in order to find workers to fill their vacancies, its employees (recruiters) use also social networks. There are several recruitment firms in India, most of which are multinational companies. They differ in the type of profile they search. Some look for more educated and high hierarchical level profiles, others look for more simple profiles, simply demanding skills for a blue-collar job.

According to Columbia University’s career opportunities department, Social Media is a great tool to find a job. Many websites and blogs consider Facebook and LinkedIn the most useful online instruments in job hunting. The Bullhorn Reach report states that in 2012 98% of recruiters used LinkedIn and 33% used Facebook. It also brings to the public knowledge that 48% of recruiters use LinkedIn exclusively.

From the candidate’s point of view, social networks are advantageous in terms of dissemination of personal data (Jothi & Neelamar, 2010), professional networking (Queensland Government, 2014), dissemination of curricular data (Monhollan, 2008), entertainment (Edelman Digital, 2010) and social networking (Cosmato, 2013). In contrast, the disadvantages include lack of privacy (Rathi, 2013), decreased safety (Gross.&Acquisti,2005) and lack of confidentiality (Bruce, 2010). When examining the benefits of social networking from the recruiters point of view it is possible to highlight the dissemination of curricular data (Monhollan, 2008), the dissemination of personal data (Jothi & Neelamar, 2010) and finding Profiles (Mikoluk, 2013). In terms of disadvantages, these include misleading Information (Rathi, 2013) and the lack of personal contact (Key, 2012).

#### B. *Advantages and Disadvantages*

When it comes to social networking in the workplace, there is no one-size-fits-all approach. The benefits of social networking platforms vary, based on platform type, features and the company itself.

Social networking platforms may allow organizations to improve communication and productivity by disseminating information among different groups of employees in a more efficient manner. While it is not meant to be all-inclusive, the list below outlines some of the possible advantages and disadvantages of social media use by workplaces.

**Possible advantages:**

- Facilities open communication, leading to enhanced information discovery and delivery.
- Allows employees to discuss ideas, post news, ask questions and share links.
- Provides an opportunity to widen business contacts.
- Targets a wide audience, making it a useful and effective recruitment tool.
- Improves business reputation and client base with minimal use of advertising.
- Expands market research, implements marketing campaigns, delivers communications and directs interested people to specific web sites.

**Possible disadvantages:**

- Opens up the possibility for hackers to commit fraud and launch spam and virus attacks.
- Increases the risk of people falling prey to online scams that seem genuine, resulting in data or identity theft.
- Potentially results in negative comments from employees about the company or potential legal consequences if employees use these sites to view objectionable, illicit or offensive material.
- Potentially results in lost productivity, especially if employees are busy updating profiles, etc.

#### IV. CONCLUSION

Social media and networking use has exploded in recent years and many job hunters have active online profiles. The development of smartphones and other mobile technologies has also helped make social media a part of everyday life for many job hunters and added to its potential as a means to identify and secure employment. But users should consider social medias' advantages and disadvantages as a job search tool.

#### References

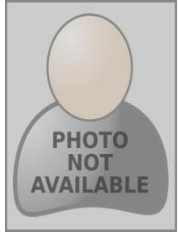
1. Bagozzi, R.P; Lee,K.H. 2002. Multiple routes for social influence: the role of compliance, internationalization, and social identity, *Social Psychology Quarterly* 65(3): 226-247.
2. Boyd, D. M. - E.2008.n *Social Network Sites: Definition, History, and Scholarship*. *Journal of Computer- Mediated Communication* 13(1): 210-230. New York: Wiley-Blackwell. ISSN 1083-6101.
3. Bruce, Debra L. (2010). Pros and Cons of Using LinkedIn to Find Work. *The Legal Intelligencer*
4. Bullhorn Reach (2012). A global Snapshot of social recruiting activity: where are the jobs? Bullhorn, Inc. Bullhorn Reach (2012). Social recruiting activity report. Bullhorn , Inc.
5. Cheung, C.M.; Lee, M.K.O. 2010. A theoretical model of intentional social action in online social networks, *Decision Support Systems* 49(1): 24-30.
6. Clyde, M.J. 1969. *Social networks in urban settings*. Manchester: Manchester University Press. 333 p.
7. Collins, Christopher J. & Clark, Kevin D. (2003). Strategic Human Resource Practices, Top Management Team Social Networks, and Firm Performance: The Role of Human Resource Practices in Creating Organizational Competitive Advantage, *Academy of Management* December 1, 2003 vol. 46 no. 6 740-751.
8. Columbia University (2014). Finding a Job - Using Social Media. Available at: <http://www.careereducation.columbia.edu/resources/tipsheets/finding-job-using-social-media-intro>. (Accessed on 05/05/2014).

9. Cosmato, Donna (2013). Advantages and Disadvantages of Social Networking. Available at: [http://socialnetworking.lovetoknow.com/Advantages\\_and\\_Disadvantages\\_of\\_Social\\_Networking](http://socialnetworking.lovetoknow.com/Advantages_and_Disadvantages_of_Social_Networking). (Accessed on 22/03/2014)
10. Edelman Digital (2010). Social Networks Become Social Entertainment. Available at: <http://www.edelmandigital.com/2010/05/20/social-networks-become-social-entertainment>. Accessed on: 22/05/2014
11. Hitwise. 2007. Socialnetworking visits increase 11.5 percent from January to February. Retrieved 23 December 2007, from Hitwise.
12. Isaías, P., Pifano, S. & Miranda, P. (2012). Subject Recommended Samples: Snowball Sampling. In Isaías, P., & Nunes, M. B. (Eds.). Information Systems Research and Exploring Social Artifacts: Approaches and Methodologies. IGI Global.
13. Jandourek, J. 2007. Sociologicky slovník. Praha: Portal. 288 p. ISBN 978-80-7367-269-0.
14. Joos, J. (2008). Social Media: New Frontiers in Hiring and Recruiting, Wiley InterScience.
15. Jothi, P. Sri and Neelamar, Dr. M. (2010). The Study of Social Media Communication: Analysis of Science Communication through Social Networking Sites with special reference to Scientists. College of Engineering, Anna University, India .
16. Key, Jessica (2012). LinkedIn has pros and cons. Indianapolis Recorder Newspaper. Available at: [http://www.indianapolisrecorder.com/business/article\\_018e1ab4-0e5f-11e2-843b-0019bb2963f4.html](http://www.indianapolisrecorder.com/business/article_018e1ab4-0e5f-11e2-843b-0019bb2963f4.html). (Accessed on 22/04/2014)
17. Mitter, G. & Orlandini, J. (2005). Recrutamento On-Line/Internet, Maringá Management. Revista de Ciências Empresariais.
18. Monhollan, Tiffany (2008). The little red suit Available at: <http://littleredsuit.com>. (Accessed on 22/02/2014) Oxford Dictionary (2014). Oxford University.
19. Murray, K.E.; Waller, R. 2007. Socialnetworking goes abroad, International Educator 16(3): 56-59.
20. Ordóñez de Pablos, P. 2002. Knowledge management and organizational learning: typologies of generic knowledge strategies in the Spanish manufacturing industry from 1995-1999, Journal of Knowledge Management 7(3): 82-91
21. Queensland Government (2014). Using social media to market your business: the basics. Available at: <http://www.business.qld.gov.au/business/running/marketing/online-marketing/social-media-business>. (Accessed on 23/05/2014)
22. Quedas, P. & Castro, C. (2010). Recrutar nas redes sociais: a moda está a pegar. Economico.blog.
23. Rath, Akshat (2013). Facebook Is Bad For You – and Giving Up Using It Will Make You Happier. The Health Care Blog.
24. Rodríguez Perez, J.M.; Ordóñez de Pablos, P. 2003. Knowledge management and organizational competitiveness: a framework for human capital analysis, Journal of Knowledge management 7(3): 82-91
25. Rosendahl, S (2014). Advantages of Using LinkedIn for Professional Networking. Available at: <http://www.greenhostit.com/social-networks/336-linkedin-advantages-business-networking>. (Access on 02/06/2014)
26. Saunders, M., Lewis, P & Thornhill, A. (2007). Research Methods for Business Students. (4th ed.). Prentice Hall.
27. Sharma, P. (2013), 40 Amazing Statistics Every Social Recruiter Should Know. Available at: <http://blog.hirerabbit.com/40-amazing-statistics-every-social-recruiter-should-know/>. (Accessed on 15/05/2013).
28. Short, J.E.; Williams, E.A.; Christie, B. 1976. Theoretical approaches to differences between media, in The Social Psychology of Telecommunications. London, New York: Willey, 61-76.
29. Stachova, K.; Stacho, Z. 2010. Employee allocation in Slovak companies, Business: Theory and Practice 11(1): 39-48. ISSN 1648-0627.
30. Vetrakova, M.; Durian, J.; Elexova, G.; Sekova, M.. 2011. Human resources and their management. EF UMB Banská Bystrica. Zvolen: Bratia Sabovci. 275 p. ISBN 978-80-557-0149-3.
31. Waters, Richard D., Burnett, Emily, Lamm, Anna & Lucas, Jessica (2009). Engaging stakeholders through social networking: How nonprofit organizations are using Facebook. Public Relations Review, volume 35, issue 2, June 2009, pages 102-106.
32. What is social network (2010). What Is Social Networking? Available at: <http://www.whatissocialnetworking.com>. (Access on 10/06/2014)
33. Wilson, Robert E., Goslin, Samuel D. & Graham, Lindsay T. (2012). A Review of Facebook Research in the Social Sciences. Perspectives on Psychological Science, May 2012 vol. 7 no. 3.
34. Yin, Robert K. (2004). Case Study Research – Design and Methods, Sage Publications.

**AUTHOR(S) PROFILE**



**Nikhil R. Vakil**, is the research student of Management Science. Presently he is doing research work in field of Social Networks.



**Dr. Zartaj Kasmi**, is Associate Professor in Millenium Institute of Management Science, Dr. Rafiq Zakaria Campus, Aurangabad, India with more than 15 yrs. of experience in teaching. She has done her PhD in Human Resource Management and has many publications in national and international journals. Her area of interest is Talent Retention, Cross Cultural HRM, Employee Engagement, HRD.