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Li Li

Wuhan Donghu University, Wuhan, 430212, China

Zhenyan Hu

Wuhan Donghu University, Wuhan, 430212, China

Huiming Xiao

Wuhan Donghu University, Wuhan, 430212, China

Meilin Chen

Wuhan Donghu University, Wuhan, 430212, China

Yitang Zeng

Wuhan Donghu University, Wuhan, 430212, China

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Study on Social Network for College Students' Job Hunting

LiLi¹, Zhenyan Hu^{1*}, HuimingXiao¹, MeilinChen¹, YitangZeng¹

¹Wuhan Donghu University, Wuhan, 430212, China

Abstract: SNSs recruitment has caused the change of the traditional recruitment mode due to its advantages such as broad audience, quick information transmission, low recruitment cost and good interpersonal interaction. Through questionnaire survey, the paper implements on a study on the situation that the college students use social networks to find jobs. It is found that social network platforms are popular with college students, but it is not widely used in social job hunting platforms. What is more, the job hunting effect is not obvious. Meanwhile, the user information is prone to leakage, and the job hunting information provided is in poor quality. The paper proposes that the social network job hunting platforms should take measures to perfect the service content, strengthen the technical level and improve the information security for the college students. Additionally, the college students should also make reasonable choices and correctly utilize the social recruitment platform to protect the personal information security and improve the job hunting efficiency.

Keywords: social networking sites, recruitment, college Students, job hunting

1. INTRODUCTION

The advent and widespread use of mobile Internet and Web 2.0 technologies have promoted the development of social networking sites (SNSs)^[1]. To date, a majority of Internet users no longer passively receive the publishers' information unidirectionally. Instead, they can communicate bidirectionally with publishers and other users. The development of social networks has provided a new platform for talent recruitment and job hunting, such as Facebook, LinkedIn, Twitter, Weibo^[2], Renren, Dajie, WeChat and so on^[3], making HR establish contacts with a large number of potential job applicants easily.

According to iResearch data, the number of online employers of recruitment industry has reached 4.282 million, and the number of job seekers has amounted to 144.495 million in 2016. In the first half of 2017, the amount of China's online recruitment market was 2.71 billion yuan^[4]. According to a survey released by the Global Employee Index Survey of Kelly Services, the success rate of job-seekers in China was ranked as follows^[5]:

1. Job website (38%)
2. "Recommended" (25%)
3. "Headhunting" (18%)
4. Employers take the initiative to seek talents (12%)
5. Offline meetings (4%)
6. Paper media advertisements (3%)
7. Get jobs directly from the social networks (1%).

Social networks have deepened the academic penetration to traditional job hunting and recruitment methods, especially the No. 2 "Recommended" (25%), No. 3 "Headhunting" (18%) and No. 4 Employers take the initiative to seek talents (12%), reaching 55% in total^[5].

Research has classified China's online recruitment markets into four categories: one is the comprehensive recruitment websites represented by 51job and Zhaopin. The second is the vertical recruitment websites represented by Lagou and BOSS, which are based on some specific industry to provide job hunting and recruitment services for employers and job-seekers. The third is occupational social recruitment website

* Corresponding author. Email: 286475904@qq.com(Zhenyan Hu)

represented by Dajie, which learns from the success model of the American business social network LinkedIn and hopes to occupy a position in the form of business SNS in the online recruitment market. Finally, the fourth is classified information websites represented by 58.com and Ganji.com, which provides a series of life services such as renting, job seeking, group buying and traveling around^[4].

Faced with a large number of recruitment sites and recruitment channels, how should college students choose among them, and what are the prominent problems in the specific applications of social networks for job seeking? What are the underlying reasons? In view of this, the paper conducts a questionnaire survey on this year's graduates and graduates within two years through SO JUMP to analyze the application status quo and existing problems of social networks in college students' job hunting, so as to provide reference for the smooth and reasonable employment of the college students under the severe employment situation.

2. THE CURRENT SITUATION OF SOCIAL NETWORK IN COLLEGE STUDENTS' JOB HUNTING

A total of 150 questionnaires were distributed in the survey, and 128 valid questionnaires were collected, the effective rate reaching 85.3%, of which 50 were men, accounting for 39.06%. The 78 women accounted for 60.94%. There were 96 with bachelor degree or above, making up 75%, 32 with college degree, accounting for 25%, and 59 students, accounting for 46.09%, 26 graduates, accounting for 20.31%, 31 graduates within two years accounting for 24.22%, 12 graduates more than two years, accounting for 9.38%.

According to the statistics of the results of the questionnaire, the application status quo of social network for college students can be summarized as follows:

2.1 Most college students are willing to use social networks for job search

Amongst the 128 respondents surveyed, 73 said they were willing to choose social networks for job search, accounting for 57.03% of all respondents, while only 10.16% were unwilling to use social job search platforms and 42 would choose social networks for appropriate mode of job hunting, accounting for 32.81%. It indicates that more than half of college students will choose social networks for job search.

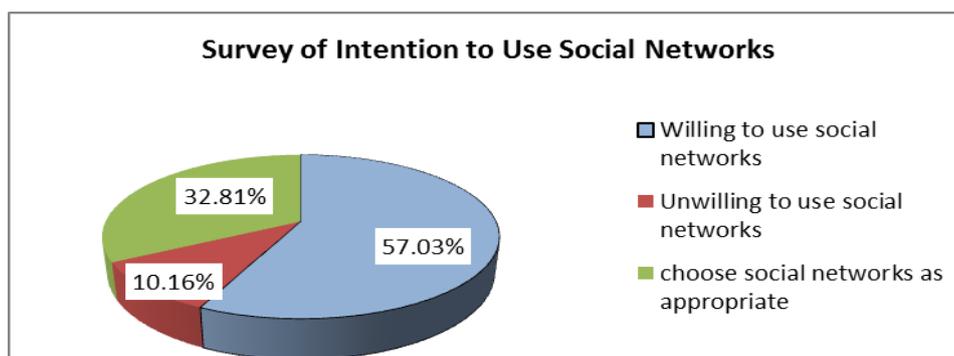


Fig 1. Survey of Intention to Use Social Networks

2.2 The diversity of college students' participation in social network for job hunting

About the methods that students interact with these Social network sites, 34.38% of the students chose to download the app; 33.59% of the students chose to login the website, 28.13% of the students preferred the WeChat concern, and 3.91% of the students opted for Weibo. It can be seen from the data that college students participate in social networks in a variety of forms. Most recruitment sites have set up their own Wechat Official Account, Weibo and APP to increase customer viscosity, so that customers can log on both the PC client and mobile client. For example, Zhaopin, 51job and chinahren and other comprehensive recruitment websites have

set up their Wechat Official Account and Weibo; Dajie, Lagou, Liepin and Neitui have established their own APP. Mobile phone users mainly participate in the interaction of social platforms through the download APP.

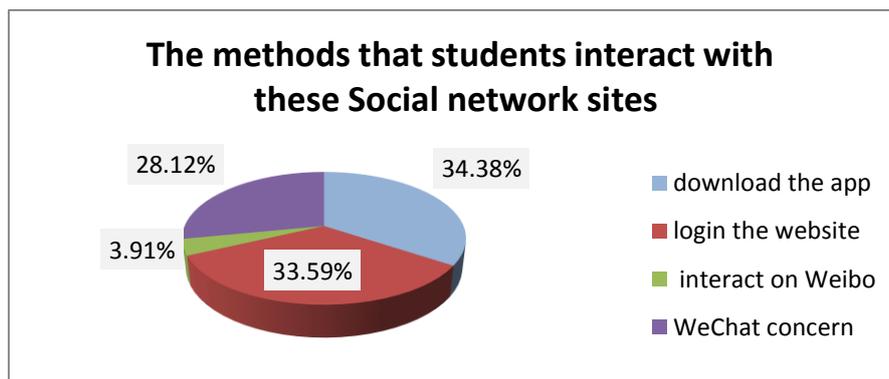


Figure 2. The methods that students interact with these Social network sites

2.3 The reasons for college students to consider using social networks for job hunting

According to iResearch statistics, in 2017, in China's online job seekers, the population with bachelor degree or higher education accounted for 57.4%. In recent years, the educational background structure of job seekers in the online recruitment industry has been basically stabilized. The proportion of highly-educated people has basically sustained at around 60%, while the proportion of people with low education levels has been kept at about 40%^[6].

The paper also investigates the reasons why college students choose social networks for job hunting through online questionnaires. The survey results show that 74.22% of respondents deem it to be convenient to use social networks for job hunting; 64.13% of respondents consider the interaction is strong and the information exchange is rapid; 57.03% of respondents think social job search can provide more job opportunities; 32.57% of respondents choose social network for job hunting to get more authentic information because social network sites are generally the career circles based on acquaintances or interests to establish and it can provide more reliable job seeking information. We can understand the dynamic information of the workplace through interpersonal interaction, for instance, you can understand the salary level of same position in different enterprises, and we can get credible information from the interaction with real working people.

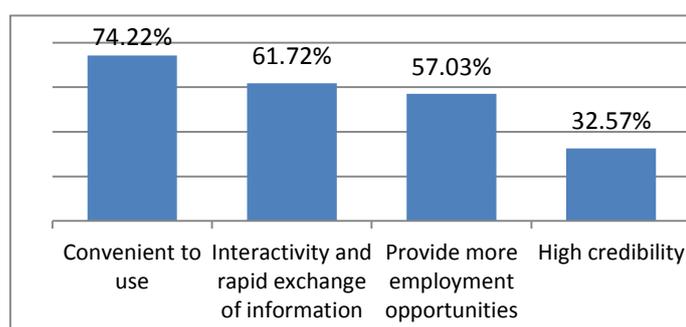


Figure 3. Reasons why college students are willing to choose social networks

3. THE PROBLEM OF THE APPLICATION OF SOCIAL NETWORK FOR CLLEGE STUDENT

3.1 Social networks are not widely used in college students' job hunting

The survey also delves into college students' favorite job search channels. Of the 128 people surveyed,

those who like comprehensive recruitment websites account for 39.84%. The proportion of those who like job fair rank second is 33.59%. Those who like to get recruitment information through newspapers, paper media advertisement makes up 7.03%. People who like social networks for job hunting account for 15.41%, and the proportion of other platforms is 4.13%. It justifies that the public favorite online recruitment channel acts as a comprehensive recruitment website.

In addition, throughout the survey of college students, many students remarked that they do not know how to fill in the questionnaire, because they understand so little about job seeking on social network. Many students have never heard of many social network job seeking platforms such as Wealink, indicating that social network job hunting is not widely used by college students.

Table 1. College students' favorite job search channels

| Job-hunting channel | Examples | proportion |
|-----------------------------------|---|------------|
| comprehensive recruitment website | 51job , Zhaopin, chinahr | 39.84% |
| job fair | Campus Recruiting | 33.59% |
| social networks for job hunting | Dajie, wealink ,weibo, weixin,renren, Facebook, LinkedIn, Twitter | 15.41% |
| Paper media advertisements | newspapers, TV and radio station | 7.03% |
| Other channels | Lagou , BOSS | 4.13% |

The survey results are consistent with the survey results of usage of the entire network job search platforms in iResearch "2017 China Online Recruitment Industry Half-Year Report". iResearch statistics show that on a variety of online job search platforms, the turnover of the comprehensive recruitment websites was ranked the first, superior to social network recruitment platforms. The total turnover of 51job and Zhaopin ranked Top Two in the comprehensive recruitment websites account for 62.5% of the entire online job search industry, other job search platform sites only accounting for 37.5%, indicating that the number of users of social network platforms is far less than comprehensive recruitment platforms.^[6]

3.2 The effect of social network job hunting is not significant

Social network job search is a kind of reform and innovation of traditional recruitment methods. Compared with other job search methods, social network job search has the advantages of better interpersonal interaction and faster information feedback^[7]. However, respondents' feedback reveals that the actual job search effect is not significant. According to the network survey, only 13.44% of college students claimed they found the favorite job by means of social networking job search platform, and only 30.63% of university students determined they will continue to use the social network job search platform to find work, suggesting that most college students are dissatisfied with the effectiveness of social network job search. Social network job search effect is not significantly better than other ways. Despite that social network job search is still mainly used as a channel for information acquisition, it cannot completely replace the traditional job search methods.

4. THE REASONS FOR THE POOR EFFECT OF SOCIAL NETWORK SITES IN COLLEGE STUDENTS JOB HUNTING

4.1 Lack of social network job hunting sites for college students

Social networking sites are also divided into entertainment social networking sites and professional social networking sites. Entertainment social networking sites, such as Renren, Pengyou, QQ space, and Kaixin001 are commonly used in China^[8], the recruitment functions of which are weak. Professional social networking sites such as Wealink and Liepin are mainly for workplace users, which rarely set up job-specific module for college students. Taking Renren that covers most social users of college students as example, Renren sets up the

Xiaozhao Renren module, but recruitment is not its main business. Therefore, the recruitment information and quality of service provided are not high. In recent years, Renren's service area has become overly complicated, such as Renren shopping, Jiexi for wedding celebration service and so on. Renren has deviated from the original intention of serving student groups.

4.2 Lower level of information management and serious risks of information security

In the satisfaction survey of the use of social networking sites, 82.03% of interviewees thought the number of false information has been increasing; 67% of respondents said personal information disclosure has caused various harassment; 51.56% of respondents believed there are more invalid social contacts; 2.34% of the respondents thought spam is flooded; 39.06% of the respondents supposed the information is invalid; 30.47% of the respondents complained that the classification of job information is not clear, while 25% of users commented the social network still cannot recommend personalized information. From the survey results, the reasons for the low satisfaction of social networking sites are concentrated in the information. With the development of the Internet and the way and characteristics of viral information dissemination, social networking sites have become a platform for information exchange favoured by enterprises and job seekers^[9]. However, information processing technology is not mature enough and the internal management procedures of social network platforms are not standardized, while the relevant government departments' supervision is not in place. Furthermore, social security technology system itself needs to be improved. Among all the problems, the major ones are the timely processing and protection of user information, resulting in unsatisfactory use of social networking sites^[10].

4.3 Insufficient management information ability of college students

Insufficient management information ability of college students is manifested in three aspects: First of all, the ability to collect information is not strong. Many college students do not know how to capitalize on various social networks to collect recruitment information and post job search information. In the survey, many college students have not heard of some well-known job search sites, indicating that the ability of students to take the initiative to obtain information is not strong. Secondly, the ability to identify the information is insufficient. Through interviews with college students, many college students are easily tricked by fake recruitment information and reveal personal information and suffer harassment. Thirdly, the processing ability of information is not strong, including image processing, text editing, interactive communication skills, affecting the personal impression in the mind of employers, especially the abilities in the production of personal resume and in the display of individual specialties are not strong, which seriously impact on the effectiveness of job search.

5. HOW TO IMPROVE THE USING EFFECTIVENESS OF SOCIAL NETWORKS IN COLLEGE STUDENTS ' JOB HUNTING

5.1 Social networking sites should set up job search modules for college students to provide quality of service

Social networking job search platform should subdivide customer groups, invest professional development teams and service teams for the job hunting characteristics of college students, so as to provide job search services suitable for college students or establish job search module for college students. For example, they should establish campus social networking platforms cooperating with colleges and universities. The service content should take into account the exchange of learning, academic exchanges, school-enterprise exchanges,

student internships, job search, starting business services^[11] and so on to increase student user coverage rate.

5.2 Social network service providers should raise awareness of information security and improve security technologies

For starters, social networking sites should pay attention to user safety, and invest R & D efforts to improve safety technology, for example, preventing the site from being attacked by viruses and hackers and reducing vulnerabilities in social networking sites^[12]. Secondly, we should improve the user information security management system and procedures, refine user privacy protection terms, introduce website security access guidelines. At the same time, we should remind users to take care of their personal information on the full position of the website, and provide "bank-level" security measures for the information content involving the privacy and property of users^[13]. Finally, we should play the regulatory role of the network security department, and learn from the advanced experience of European and American countries, such as the United States' protecting the privacy of the network through the industry self-protection model. For example, when people see the well-known "trust" certification mark of third-party certification, which implies that the site has taken some measures to protect personal information, you can rest assured and use it^[14].

5.3 Improve data processing technology and improve the accuracy of information services

Data processing is the process of extracting valuable information from a large amount of raw data and converting the data into information, including data collection, storage, processing, classification, merging, computing, sorting, transformation and so on. It is the inevitable trend of development in the future to collect and process the information of social networking job search platforms with big data technology, and it is also the protection that timely provides users with effective information. In this sense, social networking service providers must pay attention to data processing technology to improve the accuracy of information services.

5.4 Improve the management process, improve user satisfaction

First of all, when selecting a recruiting company or a headhunter, it is necessary for social networking sites to review the recruiting enterprises and classify the recruiting enterprises, so that different groups of users can efficiently collect their own enterprises. Second, we should review the distribution of recruitment information, excluding false information and fraud information, delete outdated information and merge duplicate information to provide users with a cleaner online job search environment and product-oriented evaluation framework for system users/buyers. The common concept of system performance connects the two fields: generally designers intend to produce high performance systems, and likewise users want to buy them.

5.5 Strategies for the effective use of social networks for college students

College students should strengthen career planning, and select the appropriate social job search platform for job search. Only when one is clear about your career planning and goals, and identify the targeted position or the targeted company, you can use the appropriate social networking job search sites to find your favorite job for a better choice^[15]. In general, the efficiency and effect on professional social networking sites is higher than entertainment social networking sites.

College students should strengthen the abilities of information management and network behavior management.

As a first step, college students should develop the ability to gather information and evaluate information, learn to observe the concerns of business recruitment, and create rich content on social media personal home pages to show themselves. In social media recruitment, the employers usually deduce candidates' personality,

interests, specialties and so on based on information presented by job seekers' social media, and conduct background checks on job seekers^[16]. College students should check the content, form and frequency to leave good impression on employers. Secondly, college students should develop their ability to handle information. For example, you can learn some essential computer skills and be able to demonstrate your learning achievements and practical experiences in the form of words, videos, pictures, anime and more. Thirdly, college students should learn the ability of information identification, avoid the loss caused by false information and fraudulent information, and publish healthy content in the dissemination of information and interpersonal interaction.

College students should establish an effective interpersonal circle, and communicate with businessman with the same interest and professional to avoid invalid social contacts. College students should make time management. Many college students use social networking sites for job search, and they should pay attention to screening effective recruitment information and do not get caught in the other entertainment or invalid chat of the social network.

College students should protect themselves and information security, and do not disclose their personal information, paying attention to screening job information, job search sites and job search authenticity to avoid being deceived. College students should develop good Internet habits, such as personal privacy settings, avoid using a mailbox to register multiple social networking sites in case of any chain reaction or harm to other social networking sites once one of the website account is leaked^[17]. College students also should protect their bank account and other financial information.

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