



# IMPACT OF SOCIAL NETWORK SITES ON EMPLOYMENT OF GRADUATES

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## Abstract

Social Networking Service or Social Networking Sites (SNS) is an online platform which people use to build social networks or social relationships with other people who share similar personal or career content, interests, activities, backgrounds or real-life connections. They provide information on career fields in which the respondent is interested and the respondent can utilize those job opportunities. Social media is an easy way to encourage communication between employees and employers. Therefore, the researcher has focused on various Social networking sites which create employment opportunities to graduates, Graduates' usage pattern of job related social networking sites, reliability and effectiveness of the SNS, problems faced by the respondents and suggestions to overcome the problems. These problems and ideas have been dealt in detail for her research study. The objectives of the study consist of to study the awareness of Social Networking Sites for Employment among the graduates, effectiveness and reliability of the graduates using SNS and to investigate the problems and offer suggestions for job recruitment in SNS. Most of the respondents are not aware of Social Networking Sites' usage for employment. After doing proper online search and preventing measures using and investing their time, the SNS users should focus on the employment activities. Government should take initiative in the act of preventing and shutting down the fake portals. So, the SNS has to take more initiatives to highlight its employment opportunities. If the SNS user faces any problem like losing money, security issues, he or she should immediately inform and file a complaint against their websites. After doing proper online search and preventing measures using and investing their time, the SNS users should focus on the employment activities. Because it will help them to deactivate or close their websites permanently and it also helps the other SNS users.

## I INTRODUCTION

“The great thing about social media was how it gave a voice to voiceless people”<sup>1</sup>

<sup>1</sup> Deepak Bajaj (2021), Be a Social media millionaire, Manjul publishing house, IBSN-978-93-5543-015-1, 2021

Social Networking Service or Social Networking Sites (SNS) is an online platform which people use to build social networks or social relationships with other people who share similar personal or career content, interests, activities, backgrounds or real-life connections.

Social networking services vary in format and the number of features. They can incorporate a range of new information and communication tools, operating on desktops and on laptops, on mobile devices such as tablet computers and smart phones. Online community services are sometimes considered social-network services by developers and users, though in a broader sense, a social-network service usually provides an individual-centered service whereas online community services are group centered. Generally defined as "websites that facilitate the building of a network of contacts in order to exchange various types of content online," social networking sites provide a space for interaction to continue beyond in-person interactions. These computers mediated interactions link members of various networks and may help to create, sustain and develop new social and professional relationships<sup>2</sup>

## II REVIEW OF LITERATURE

**John A Mowbray<sup>3</sup> (2020)** explains that Facebook, Twitter and LinkedIn are the most popular platforms for this purpose, and that the type of job sought influences the direction of user behaviour. Frequent social media use for job search is linked with interview invitations. The study also reveals that although most jobseekers use social media for job search sparingly, they are much more likely to do so if advised by a professional.

**Qasr Khuzam Jeddah<sup>4</sup> (2021)** stated that with the current technological advancement, the utilization of social media network has evolved from basic posting platform to a medium of job seeking. The outcome of this work showed that most of the respondents have agreed that LinkedIn has helped in searching the job in quick manner. In addition more respondents are agreed that productivity of job search has increased over time and overall social media proved to be useful in job search.

## III OBJECTIVES OF THE STUDY

1. To study on the awareness of Social Networking Sites among the Under Graduates and Post Graduates on employment
2. To analyse the effectiveness of Social Networking Sites on graduates
3. To identify the impact of Social Networking Sites among the respondents

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<sup>2</sup> Mlaïki, Alya; Walsh, Isabelle; Kalika, Michel (February 17, 2017). "Why Do We Continue Using Social Networking Sites? The Giving Loop that feeds Computer-Mediated Social Ties". *Systèmes d'Information et Management*. , 2017

<sup>3</sup> **John A Mowbray(2020)**, Using Social media during job search: The case of 16-24 year olds in Scotland, *Journal of Information Science*, doi. 10.1177/0165551520927657, June 11, 2020

<sup>4</sup> **Qasr Khuzam Jeddah (2021)**, Use of social media for job seeker, *Palarch's Journal of Archaeology of Egypt, PJAEE*, 18 (14) (2021), 2021, pp. 146 – 155

4. To analyse the reliability of Social Networking Sites for employment to the sampled respondents
5. To investigate the problems and offer suggestions for job recruitment in Social Networking Sites.

## IV DATA ANALYSIS AND INTERPRETATION

### 4.1 EFFECTIVENESS OF SOCIAL NETWORKING SITES

Table 4.1

Particulars	Very Good		Good		Neutral		Poor		Very Poor		TWS	WA
	NR	WS	NR	WS	NR	WS	NR	WS	NR	WS		
Fast, Efficient and Easy to Use	130	650	93	372	25	75	2	4	0	0	1101	4.40
Fast, Efficient and Easy to use inexpensive compared to traditional job searching	45	225	140	560	55	165	10	20	0	0	970	3.88
Expanding your reach beyond your own personal and professional networks	48	240	110	440	75	225	10	20	7	7	932	3.73
Ability to reach and search a wide range of company's network	50	250	90	360	40	120	60	120	10	10	860	3.44

Source: Computed Data

NR = No. of respondents, WS= Weighted Score,

TWS = Total Weighted Score, WA= Weighted Average

Table 4.1 indicates the effectiveness of Social Networking Sites. Among the effectiveness of SNS, 'fast and efficient and easy to use' has more effectiveness according to the Likert scaling with the weighted average score of 4.40, where 130 respondents felt that SNS service was very good, 93 respondents felt that their service was good, 25 respondents stated that the helping service was neutral and 2 respondents felt that the services was poor.

## 4.2 PROBLEMS FACED BY THE RESPONDENTS WHILE USING SNS

Table 4.2

Particulars	Strongly Agree		Agree		Neutral		Disagree		Strongly Disagree		TWS	WA
	NR	WS	NR	WS	NR	WS	NR	WS	NR	WS		
Lack of security	87	435	83	332	42	126	15	30	23	23	946	3.78
Lack of knowledge	40	200	112	448	60	188	13	26	25	25	887	3.55
Lack of sufficient information	42	210	68	272	92	276	28	56	20	20	834	3.34
Lack of social network	32	160	80	320	43	129	70	140	25	25	774	3.10
Formalities involved	37	185	93	372	47	141	15	30	58	58	786	3.14
Legal problem	42	210	70	280	73	219	23	46	42	42	797	3.19
Photo viewed by everyone	40	200	85	340	50	150	20	40	55	55	785	3.14
More risk	42	210	73	292	70	210	40	80	25	25	817	3.27
Misuse user account (hack)	52	260	80	320	42	126	38	76	38	38	820	3.28
Lack of password security	30	150	97	388	57	171	18	36	48	48	793	3.17
Fake websites	65	325	77	308	48	144	25	50	35	35	862	3.45

Source: Computed Data

NR = No. of respondents, WS= Weighted Score,

TWS = Total Weighted Score, WA= Weighted Average

Table 4.2 indicates the problems faced by the respondents while using Social Networking Sites by using Likert Scaling. Among the problems faced by the SNS users, most of the respondents felt that 'lack of security' was the prominent problem with the weighted average score of 3.78. 87 respondents strongly agree to this statement, 83 respondents agree to this point, 42 respondents stated that it is neutral to face the problems while using SNS, 15 respondents disagree the statement and 23 respondents strongly disagree the statement that lack of security is the major problem faced by the respondents while using SNS.

**4.3 RELIABILITY OF SOCIAL NETWORKING SITES ON CAREER DEVELOPMENT****Table 4.3**

Particulars	Rank I		Rank II		Rank III		Rank IV		Rank V		Rank VI		TWS	Ranks
	NR	WS	NR	WS	NR	WS	NR	WS	NR	WS	NR	WS		
Create a professional profile	137	822	48	240	22	88	5	15	10	20	28	28	<b>1213</b>	<b>I</b>
Use social media to showcase my talents	30	180	135	675	27	108	18	54	27	54	13	13	<b>1084</b>	<b>II</b>
Take part in online job platforms	17	102	20	100	148	592	42	126	15	30	8	8	<b>958</b>	<b>III</b>
Interact with same minded people	2	12	15	75	43	172	147	441	18	36	25	25	<b>761</b>	<b>IV</b>
Learn through new insights	15	90	22	110	5	20	23	69	162	324	23	23	<b>636</b>	<b>V</b>
Find companies of my interest	47	282	10	50	5	20	15	45	18	36	155	155	<b>570</b>	<b>VI</b>

**Source: Computed Data**

NR = No. of respondents, WS= Weighted Score, TWS = Total Weighted Score

First rank is given to ‘create a professional profile’ with a weighted average score of 1213. Second rank is given to ‘use social media to showcase my talents’ with a weighted average score of 1084. Third rank is given to ‘take part in online job platforms’ with a weighted average score of 958. Fourth rank is given to ‘interact with same minded people’ with a weighted average score of 761. Fifth rank is given to ‘learn through new insights’ with a weighted average score of 636. Sixth rank is given to ‘find companies of my interest’ with a weighted average score of 570.

### **ASSOCIATIONS BETWEEN DEMOGRAPHIC PROFILE VARIABLES OF THE RESPONDENTS AND THEIR OPINION ON FACTORS INFLUENCING THE SNS FOR EMPLOYMENT**

#### 4.4 ROATED FACTOR ANALYSIS BETWEEN FACTOR INFLENCING DIMENSIONS OF SNS FOR EMPLOYMENT

**Table 4.4**

**KMO and Bartlett's Test**

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.794
	Approx. Chi-Square	1900.926
Bartlett's Test of Sphericity	Df	325
	Sig.	.000

Kaiser-Meyer-Olkin measure is an index which define of sampling adequacy. The KMO test value is 0,794 which is more than 0.5, can be considered acceptable and valid to conduct data reduction technique.

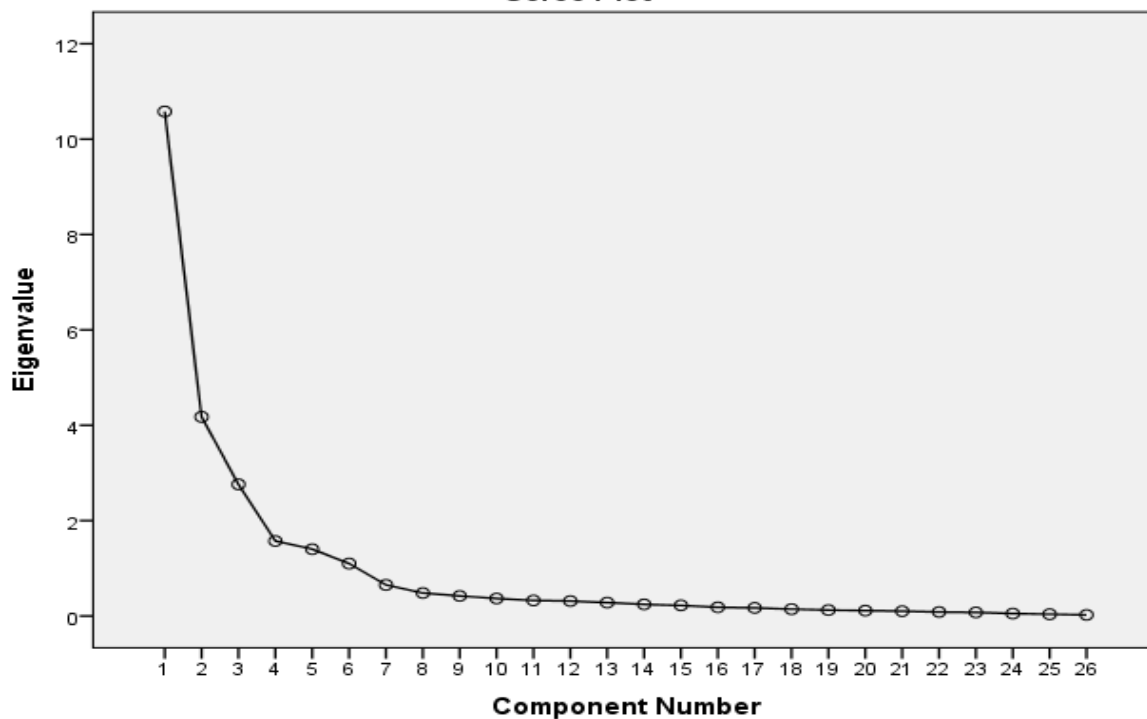
The Bartlett's test of Sphericity helps a researcher to decide, whether the results of factor analysis are worth considering and we considering and whether we should continue analyzing the research work. Bartlett's test of Sphhericity significant to a level of significance is <0.001 which shows that there is a high level of correlation between variables, which make it adequate to apply factor analysis.

Component	Initial Eigenvalues			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	10.579	40.690	40.690	7.184	27.629	27.629
2	4.176	16.060	56.750	3.467	13.336	40.966
3	2.760	10.617	67.367	3.379	12.996	53.962
4	1.573	6.049	73.416	3.104	11.938	65.900
5	1.402	5.392	78.808	2.324	8.938	74.838
6	1.100	4.230	83.038	2.132	8.200	83.038
7	.652	2.507	85.544			
8	.481	1.851	87.395			
9	.420	1.615	89.010			
10	.367	1.412	90.422			
11	.326	1.254	91.677			
12	.313	1.204	92.881			
13	.280	1.078	93.959			
14	.244	.939	94.897			
15	.222	.854	95.752			
16	.183	.705	96.457			

17	.169	.650	97.107		
18	.144	.553	97.660		
19	.124	.478	98.138		
20	.114	.437	98.574		
21	.101	.389	98.964		
22	.084	.324	99.287		
23	.075	.290	99.577		
24	.051	.195	99.772		
25	.036	.140	99.912		
26	.023	.088	100.000		

Extraction Method: Principal Component Analysis.

**Scree Plot**



The Scree plots shows the components as the X axis and the corresponding Eigen values as the Y axis. First seven components are considered whose Eigen values are 7.184, 3.467, 3.379, 3.104, 2.324, 2.132. Hence is the maximum Eigen value hence this factor is 7.184 was the most significant followed by other factors.

Since all these seven factors are having Eigen value greater than 1 and sharing maximum variance hence they are essential in the present study is the impact on Social Networking Sites on employment.

## Rotated Component Matrix

	Component					
	1	2	3	4	5	6
SNS employment web pages are not confusing	.900					
SNS for employment is suitable for my financial status	.887					
It is easy to remember user ID and confidential password when using online employment service	.863					
SNS fits well with the way I like to manage my time management	.815					
SNS are affordable cost for job searching and employment opportunities	.796					
I believe SNS give more opportunities for unemployed	.717					
Opening procedures of online employment account is easy	.712					
Online job searching is suitable for my life style	.671					
I strongly recommend the SNS for others to do job hunting	.586	.545				
I am interested in using SNS for employment		.834				
I will increase my use of SNS for job searching in future		.783				
SNS are employment is more convenient to me than other employment channel		.774				
SNS enables me to accomplish job searching and applying was more easy & quicker		.654				



Using SNS for employment is cheaper than other district employment channel			.880		
SNS saves time from direct interview visits			.769		
SNS allows me to job searching in 24 hours			.722		
Using SNS gives me clear overview on job descriptions			.721		
Online employment portals force to accepting some rules and regulations				.877	
Copying the known job portals with slight change				.841	
Our personal details are shared to another SNS				.791	
More job scams are there in SNS				.674	
Some fake job portals are asking money for employment				.562	
It is easy to learn how to search for job in SNS					.802
It is easy to operate the online employment account is easy					.736
I like to use new technologies as soon as possible in SNS					.786
Using new technology is habitual for me					.755

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 7 iterations.

Rotated matrix table shows that the Eigen value of factor is 7.184 of the 40.690% of variance. The variables are related to the SNS for employment. Factor I was very high significant loading in the variable advantages (0.900) and moderately high loading on the variable is compatibility (0.774) and accessibility (0.654). It has also marginally significant loading on the risk (0.400).

In this factors are high moderately influencing the impact on social networking sites for a employment purpose. Hence, it was accepted the factors through to the analysis are Varimax with Kaiser Normalization method.

#### 4.5 INDEPENDENT SAMPLE T TEST RELATIONSHIP BETWEEN SOCIAL MEDIA HELPING WITH JOB SEARCH AND GENDER

##### T – TEST

$H_0$  = There is no significant difference between gender and advantages for using Social Networking Sites (SNS) on employment like fast, efficient and easy to use, inexpensive compared to traditional job searching, expanding your reach own personal and professional networks, ability to reach and search a wide range of company's network.

$H_1$  = There is a significant difference between gender and advantages for using Social Networking Sites (SNS) on employment like fast, efficient and easy to use, inexpensive compared to traditional job searching, expanding your reach own personal and professional networks, ability to reach and search a wide range of company's network.

Table 4.5

S. No	Advantages	Gender	N	Mean	Standard Deviation	t	Significance (2 – tailed)	Relationship
1	Fast, efficient and easy to use	Male	108	1.8372	.75373	2.937	.001	Significant
		Female	142	1.4211	.62528			
2	Inexpensive compared to traditional job searching	Male	108	2.1860	.82392	.771	.442	Not Significant
		Female	142	2.0702	.67770			
3	Expanding your reach beyond your own personal and professional networks	Male	108	2.2791	.93416	-.009	.993	Not Significant
		Female	142	2.2807	.92107			
4	Ability to reach and search a wide range of company's network	Male	108	2.3256	1.16947	-1.751	.001	Significant
		Female	142	2.7368	1.15768			

Table 4.3 opined that the first advantage is fast, efficient and easy to use. That significant value is 0.001. It was pointed at less than 0.05. In this relationship was accepted, that will be there in a significant. So that hypothesis was accepted. There is a significant difference between gender and advantages for using Social Networking Sites (SNS) on employment like fast, efficient and easy to use.

In the second advantage is inexpensive compared to traditional job searching. That significant value is 0.042. It was below the value of 0.05. In this hypothesis will be rejected. There is a no significant difference between gender and advantages for using Social Networking Sites (SNS) on employment like inexpensive compared to traditional job searching.

In the third advantage is expanding your reach beyond your own personal and professional networks. That significant value is 0.993. It was above the value of 0.05. In this hypothesis will be rejected. There is a no significant difference between gender and advantages for using Social Networking Sites (SNS) on employment like expanding your reach beyond your own personal and professional networks.

The fourth advantage is ability to reach and search a wide range of company's network. That significant value is 0.001. It was pointed at less than 0.05. In this relationship was accepted, that will be there in a significant. So that hypothesis was accepted. There is a significant difference between gender and advantages for using Social Networking Sites (SNS) on employment like ability to reach and search a wide range of company's network.

#### 4.6 CORRELATION BETWEEN MONTHLY INCOME AND SPENDING PATTERN FOR SNS

**Table 4.6**

Correlations		Monthly Income	Spending pattern for SNS monthly
Monthly Income	Pearson Correlation	1	.642**
	Sig. (2-tailed)		.000
	N	250	250
Spending pattern for SNS monthly	Pearson Correlation	.642**	1
	Sig. (2-tailed)	.000	
	N	250	250

\*\* . Correlation is significant at the 0.01 level (2-tailed).

Correlation means that measure the degree or connection between two or more variables.

The values of  $r$  are significant at a level less than the 0.05 set as the criterion for statistical significance, the following hypothesis, there is a moderate positive correlation between monthly income and spending pattern for SNS monthly ( $r = 0.642$ ,  $n = 250$ ,  $p = 0.00$ ). 2 tailed test that mean null hypothesis is failed to accepted so, that the relationship between monthly income and spending pattern for SNS monthly

## VI CONCLUSION

Social Networking Sites are mostly change the life of graduates on through getting employment. Most of the respondents are getting their employment opportunity was online mode. It was a easiest and cheapest method for a graduates. In through that all the employment opportunities are there in a candidates hand through an online mode. So that respondents are easily applying and getting a job opportunity through online.

