



Effects of Social Networking Sites on The Effectiveness of Job Opportunity Acquisition in Labour Markets

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Abstract

The vast majority of grads did not find work via social media. Instead, they turned to social media to find specialized recruiters and individual employer websites, where they explored and applied for positions. Several means are used by graduates to obtain information about available jobs in the labour markets. Relevant among the means include the social networks, career networking sites, friends and family, internship, recruitment agency among others. SNSs are web-based programs that allow individuals and organizations to create, engage with, and share new or existing user-generated or existing material in digital environments via multi-way communication. This study investigated (i) the means by which graduates acquire information about jobs in labour markets; (ii) effect of the social networking sites on job opportunity in Nigeria. The study was a cross sectional study which. The responses from the respondents were coded and analyse to beautify the study in terms of analysis, discussions and conclusions. The findings of the study that majority of the respondents got information about jobs through social networking sites and Social networking sites have positive effect on job opportunities.

Keywords: Effect, Social Networking Sites, Effectiveness, Job Opportunity Acquisition, Labour Markets.

1. INTRODUCTION

The rise of online social networks and their acceptance has altered the web ecology, resulting in a more collaborative atmosphere. Many people nowadays utilize the Internet to join social networks, develop communities, and create and consume media material. With sites like Facebook and MySpace, online SNS have transformed from a separate area of online activity to a phenomenon where tens of many Internet users are engaged in discussions on the social phenomenon (Bryer & Zavatarro, 2011). SNS are changing the way students and school members communicate, share ideas, and build networks. like many other technologies, the tutorial community has harnessed the potential, of those resources to enhance teaching and learning. The potential to promote social behavior through dialogue-

multiple-way talks, which provide the opportunity to obtain and exchange new information, is inherent in all social networking sites (Solis & Breakenridge, 2015). The major goals of firms when hiring employees are to save a lot of money and time, but the savings should not damage the quality of potential employees.

The challenge of how to save expenses while maintaining the quality of candidates may point to the effective use of social media, where people can divulge more information to a recruiter during a job interview than the recruiter can ordinarily discover. Employee selection via social media may be a popular technique in the United States (O'Shea, 2012). ASNS are a collection of websites that help people engage in groups. In a web-based setting, it provides collaborative spaces, academic connections, and organizes information exchanges. The majority of respondents are aware of social networking sites, according to Lal and Aggarwal (2013), and there is a very minimal link between age of employment and therefore awareness of social networking sites. Different sites like doaj.org, zotero.org and eric.ed.gov and lots of others are a replacement development which will be wont to improve learner performance, and include ResearchGate, LinkedIn, Google Scholar, Academia.edu and Mendeley. Moreover, ASNS is expected to be increasingly recognized as a part of the tenure and promotion review process (Gruzd et al., 2011). The emergence of ASNS has caused academic dissemination, collaboration, downloading of online articles and direct messaging to researchers (Bullinger, Hallerstedt, Renken, Soeldner & Möslein, 2010). Within the mechanism, social media is expected to have a positive function in fostering information exchange and strengthening network linkages, hence improving individuals' adaptability to changing environments and ensuring that employees can perform well in the workplace (Kishokumar, (2016).

Through platforms including as Academia.edu, Google Scholar, and ResearchGate, ASNS became one of the most powerful sources for tutorial research in 2013. (Kelly & Delasalle, 2014). High popularity, collaboration services, online personal management, research dissemination, and document management capabilities and impact measurement services are among the features given by various ASNS, according to Barbour and Marshall (2012). Discussion boards, file repositories, email, instant messaging, citation counts, almetrics, public/semi-public profiles, group collaboration, reference management, collaborative document processing, network visibility, upload publications, and data linking to other social media sites are among the tools provided by ASNS. People are increasingly using social networking sites to keep in touch with friends and family, find business contacts, collaborate on cross-organizational work processes, and create databases of social interests, news links, and affiliations that will affect their purchasing decisions (Awolusi, 2012). The ASNS, a term that refers to a group of web technologies that allow the creation and exchange of user-generated content such as journals, publications, and articles for research purposes, is one of the most significant recent developments in the creation and communication of data in electronic format (Nicholas et al 2014). The academic literature has placed a greater emphasis on the ways in which ASNS can aid academics than on how such services are used in practice. The primary benefits of ASNS are thought to be facilitating research collaboration and improving academic communication (Greenhow, 2013).

Many academics also emphasize their importance in increasing the quality of teaching and learning. Governments and education systems all over the world have emphasized the role of data and communications technologies in increasing the efficacy of teaching and learning throughout the last few decades (Plump, 2018). In support of this, Sahin-Kizil (2016) argued that using ICT for educational purposes results in favorable effects for scholars in terms of enhanced motivation, active learning, efficient resource provision, and better information access. Furthermore, Wang, Woo, and Revees (2017) stated that technology has the ability to increase learners' motivation, connect them to a variety of information sources,

encourage collaborative learning, and give teachers more time in the classroom to facilitate learning.

Vastimir and Dalibor (2019) also claimed that incorporating ICT into education has improved knowledge in the field of interpretation, not only during the learning process but also for future professional activities. Although, there are several means through which information is been transferred from the sender to the receiver or better still within the encoder and decoder, they might differ by speed, authenticity and simple sharing and reacting to such information. For instance, job offers which could not reach the graduates due to eventful schedule of the family or relatives that is supposed to inform the job seekers. This problem and others might be breached with the utilization of networks especially the social networking sites reason being that it saves time and energy although it is going to require internet connection. Centikaya and Rashid (2018) came to the conclusion that organizational structure has a moderating effect in the relationship between social media use and employee work performance, as well as driving businesses to decentralization and allowing employees to make quick choices.

Bohmova (2015) looked into the impact of social networking sites on human resource recruitment, and the results revealed that HR professionals frequently utilize publicly accessible information from candidates' Facebook accounts. Using both devices, similar findings are observed. Recruiters have yet to adopt SNSs since the major tool for recruiting is still being used as a support tool for deciding within the end of recruitment. The use of social media by recruiters is widespread, and no major demographic disparities have been discovered (men, women, old, young HR professionals). The findings of this study also align with the findings of Ali-Hassan, Nevo, and Wade (2015), who investigated the dimensions of social media use that link to job performance and discovered that social and cognitive use of social media have a positive impact on an employee's routine and innovative job performance. The rate at which recruiters use social media sites is constantly growing, but it still has a long way to go to reach the appropriate level. The equilibrium pay and employment level in a competitive labor market is established when the market demand for labor matches the market supply of labor. The market wage rate, like other equilibrium prices, is determined by the interaction of supply and demand in the labor market. The imbalance between labor supply and demand lies at the heart of manpower planning that is unemployment (Hopkins, 2019). As a result, studying theories about how unemployment is determined frequently leads to a far better grasp of the manpower planning problem.

The growing popularity of new technologies has necessitated a larger focus on graduate student development in order to conduct excellent educational research. SNS are increasingly being utilized for reasons other than those for which they were designed. It's a common occurrence on Facebook, Twitter, and other social media platforms. According to Qualman (2011), social media platforms such as Facebook, YouTube, and Twitter have altered consumer behavior by connecting a large number of individuals with a real-time communication tool. However, connecting disparate disciplines such as IT, customer service, marketing, and management into one meaningful communication is not an easy challenge for organizations that have established themselves on social networks. They need to come up with new procedures, roles and responsibilities, metrics and methods.

The current trend was observed by social networks, which gracefully began to adjust to the new scenario. Facebook, LinkedIn, and Twitter, to name a few, have developed new technologies to successfully connect with the consumer (Brahim, 2019). In terms of HR, the social network for professionals LinkedIn, which is naturally meant to be used by human resources, occupies the position of leadership. There are also certain recruitment-specific applications. For example, the Czech personnel agency "Bohemia job start" has built a Facebook application that allows users to search for job openings, prepare CVs, and brainstorm interview topics (Facebook, 2019). In addition, Monster, a multinational

corporation, developed the first worldwide Facebook application for professional networking (Monster, 2014).

A Social Networking Site (SNS) may be used to keep in touch with existing acquaintances, make new connections, and expand one's social capital. The corporate community is very interested in social media. Companies promote themselves here, provide their products, maintain contact with consumers, and, more lately, have begun to watch their staff in the hopes of locating and screening prospective employment candidates. Social networking sites are getting important tools within the recruitment area. There are several means of giving information to the general public including job opportunity information. Several factors are liable for the means by which individuals get job advertisement starting from the medium and therefore the social media also because the human resources. Also, there are several roles which undergraduates use SNS for. Thus, this study assessed Effect of Social Networking Sites on the Effectiveness of Job Opportunity Acquisition in Labour Markets in Nigeria. Specifically, the study investigated (i) the means by which graduates acquire information about jobs in labour markets; and (ii) the effect of the social networking sites on job opportunity in Nigeria..

2. METHOD

This chapter presents the methodology adopted within the study. A cross-sectional survey type was adopted during this study. These surveys offer researchers a kind of snapshot in time and provides us a thought about how things are for our respondents at the actual point in time that the survey is run. Unlike longitudinal studies that check out a gaggle of individuals over an extended period, cross-sectional studies are wont to describe what is happening at this moment. The study investigated the Effect of Social Networking Sites on the Effectiveness of Job Opportunity Acquisition in Labour Markets in Nigeria. The study covered graduates (employed or unemployed) from several states located in each geopolitical zone. One thousand, eight hundred graduates were randomly selected across the states within the Nation. The research instrument employed to gather the relevant data for this study was a researcher-designed questionnaire. The questionnaire was structured so as to assist draw appropriate responses from the respondents, the instructions were clear and unambiguous. The questionnaire was divided into sections. Section A focused on respondents' demographic information; section B provided questions on Effect of Social Networking Sites on the Effectiveness of Job Opportunity Acquisition in Labour Markets in Nigeria. Respondents will tick (✓) as appropriate for his or her response, and fill in blank spaces to supply suitable answers where applicable.

Validation of the instrument was carried out through experts' validation. In order to guarantee the content and construct validity, the research instruments were validated by several experts from reputable establishment for scrutiny and expertise assessment. Corrections and observations made by the experts were critically analyzed and considered to produce the final copy of the research instrument. The experts' observations were corrected accordingly adhering to its face and content validity. The research instrument was trial tested on 50 graduates which were not be part of the real study. Their responses were subjected to Guttman Split-half Correlation Coefficient and the correlation value yielded 0.68 which indicated that the instrument was reliable and can be re used by other researchers.

The respondents were given an overview of the research instrument and asked to express their readiness to participate in the study. Graduates' consent was requested using study consent forms that were provided to them, based on research ethics and to guarantee high levels of expertise. There was no coercion of any kind. Also, confidentiality of the participants was not compromised in preventing insecurity that could be felt by any

participant. The researcher will ensure that the identity of the participants was made anonymous, and no sensitive personal information was collected from the participants to ensure participants' protection. In addressing the plagiarism issue, all works cited in the study were referenced. The analysis and interpretation of data obtained through the questionnaire were done using descriptive and inferential statistics. Frequency, mean and percentage were used to analyze the responses to the research questions given.

3. RESULTS AND DISCUSSIONS

Research Question One: By what means do graduates acquire information about jobs in labour markets. The means by which graduates acquire information about jobs in labour markets are investigated and the result is presented in Table 1. It showed that 8.5% of the respondents got information about jobs through newspapers, 13.4% of the respondents got information about jobs through electronic media (e.g. Television, Radio etc), 87.9% of the total respondents got information about jobs through social networking sites, 39.9% of the entire respondents got information about jobs through career networking sites, 46.7% of the whole respondents got information about jobs through friends and family, 20.7% of the respondents got information about jobs through internship while 19.6% of the respondents got information about jobs through recruitment agency. This established that majority of the respondents got information about jobs through social networking sites. Research Question Two: What is the effect of the social networking sites on job opportunity in Nigeria.

Table 1. Means which Graduates Acquire Job Information

| S/N | Means | N | % |
|-----|-------------------------|------|------|
| 1. | Newspapers | 127 | 8.5 |
| 2. | Electronic Media | 201 | 13.4 |
| 3. | Social networks | 1318 | 87.9 |
| 4. | Career networking sites | 599 | 39.9 |
| 5. | Friends and family | 701 | 46.7 |
| 6. | Internship | 311 | 20.7 |
| 7. | Recruitment agency | 294 | 19.6 |

Table 2 shows the results of an investigation into the impact of social networking sites on job opportunities. According to the survey, 75.7 percent of respondents felt that social media allows for the exchange of messages relevant to a single location at a single point in time. Also, 74.3 percent of people agree that social media encourages the exchange of messages relevant to a specific location, which are tagged to a certain pace and read later by others; quick-timers, and 85.8% agree that using social media services can lead to the acquisition of more information on job opportunities. Others followed suit as shown in table 2. This established that social networking sites have positive effect on job opportunities.

Table 2. Effect of the social networking sites on job opportunity

| S/N | Means | Agree | Disagree |
|-----|---|--------------|-------------|
| 1. | SNS provides for the exchange of messages that are relevant to a single location at a single point in time. | 998 (75.7%) | 320 (24.3%) |
| 2. | SNS fosters the interchange of communications relevant to a certain place, which are tagged to a specific speed and read by others afterwards; quick-timers | 979 (74.3%) | 339 (25.7%) |
| 3. | As I get more addicted to social media, I believe that using SNS services will lead to me learning | 1131 (85.8%) | 187 (14.2%) |

| | | | |
|-----|---|--------------|-------------|
| 4. | more about employment prospects If social networking sites are effectively incorporated into the labor market, they will have a significant impact on information acquisition as well as how employers interact, cooperate, create knowledge, and shape their perspective of the world | 1204 (91.4%) | 114 (8.6%) |
| 5. | SNS apps make it simple, quick, and efficient to access a wide range of employment prospects, interview skills, and aptitude-based information | 1008 (76.5%) | 310 (13.5%) |
| 6. | Employees may simply track their employment process as well as application information through SNS | 1105 (83.8%) | 213 (16.2%) |
| 7. | Users can add their credentials, CVs, and links to job postings on social media sites. The rigor of the typical application process is reduced as a result | 1211 (91.9%) | 107 (8.1%) |
| 8. | SNS allows users to keep track of demand for their posted jobs and engage in professional interactions, conversations, and question-and-answer exchanges with other users | 1007 (76.4%) | 311 (13.6%) |
| 9. | People may use SNS to enhance their skills in conjunction with others, including practitioners, recruiters, and stakeholders | 1122 (85.1%) | 196 (14.9%) |
| 10. | SNS enable businesses to produce digital material and post it online, resulting in a vast pool of user-generated information from which both workers and employers may profit, as well as promoting more engaged and proactive approaches to work | 986 (74.8%) | 332 (15.2%) |
| 11. | SNS connects employees with one another, as well as specialists and employers, allowing them to tap into their peers' tacit knowledge and get access to highly precise and focused knowledge in a particular sector of interest | 1303 (98.9%) | 15 (1.1%) |
| 12. | SNS facilitate collaboration between employees, employers, and recruiting agencies on a specific project or issue of mutual interest, pooling resources and bringing together the knowledge and potential of a group of individuals working toward a shared goal | 1218 (92.4%) | 100 (7.6%) |
| 13. | SNS uses formative techniques to effectively address a variety of employment issues, such as employees' geographic separation from the interview center or the requirement for continual development that the information society necessitates | 966 (73.3%) | 352 (16.7%) |
| 14. | The usage of social media to provide materials and information during recruiting can save money and time | 1010 (76.6%) | 308 (13.4%) |

| | | |
|---|---------------------|--------------------|
| <p>In an ever-connected age, social media can be considered as a tool for creating flexible and casual recruitment and working environments, which is essential for employees. It also offers a variety of options for assisting with work delivery</p> | <p>1008 (76.5%)</p> | <p>310 (13.5%)</p> |
|---|---------------------|--------------------|

The majority of respondents obtained employment information through social networking sites, according to the findings of this survey. Users can submit academic publications, abstracts, and links to published articles, track demand for their articles, and engage in professional interactions, discussions, and question-and-answer exchanges with other users on these sites. The sites, which are used by millions of people, are an important addition to scientific media (Van Noorden, 2014). In addition, Bullinger, Hallersted, Renken, Soeldner, and Möslein (2010) conducted a study titled Towards research collaboration, A taxonomy of social research network sites and concluded that the emergence of ASNS has resulted in appropriate information dissemination, collaboration, and the downloading of online attachments and direct messaging to people. Solis and Breakenridge (2015), in their study Putting the General Public Back in Public Relationship, backed up this claim. Their findings revealed that a wide range of social networking sites have the intrinsic capacity to promote social behavior through dialogue-multiple-way exchanges that allow people to learn and share new knowledge.

Job prospects are boosted through social networking platforms. In line of the findings, etinkaya and Rashid (2018) discovered that the usefulness component of the usage of social media construct was highly linked with work performance and contributed to improving employee performance. This supports Nikolaou's findings from a study on social networking internet sites in job search and employee recruitment, which found that the emergence of SNWs has changed the landscape within the job search and thus the recruitment process, allowing job seekers to expand their job search tools beyond traditional methods such as the press, career days, company internet sites, job boards, and also provide recruiters and HR professionals with additional means of attracting, recruiting, and background checking on candidates. Because the economic recession persists, many job applicants plagued by work anxieties are racing to join online social networks in a dash to build their social capital, according to Lal and Aggarwal (2013) in their study on assessing the influence of social media on recruiting. Awolusi (2012) investigated the effects of social networking sites on workplace productivity and found that they could have a significant impact on organizational productivity outcomes in terms of effective collaboration across geographical and hierarchical work structures, product marketing and feedback collection from the market place, and visibility within the increasingly crowded world of online commerce. Employees' performance improved when they used social networks at work, according to Kishokumar (2016). Centikaya and Rashid (2018) conducted a study on the impact of social media on employee job performance, incorporating the mediating role of organizational structure, and found that social media use is positively connected with employee job performance while organizational structure has positive mediating effect.

4. CONCLUSION

The study concluded that majority of the respondents got information about jobs through social networking sites and social networking sites have positive effect on job opportunities. This reduces the stress of the conventional recruitment system as well as the stress of getting information about Job opportunities via other means like print media, electronic media which power supply is a barrier among others. With SNS your Job is fast, reliable and secure. Based on the findings of this study, it was thus recommended that graduates should

bravely explore the social networking sites to blend with their job opportunities. All Job seekers should encourage themselves in visiting most social networking sites to keep abreast with their preferred job opportunities. Moreover, all employers should post the job opportunities on the social networking sites so that employees could easily get information on job opportunities

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