

The role of social networks in online recruitment: a qualitative study

Andrea Pombinho, ISLA

Elisete Martins, ISLA

António Pedro Costa, Universidade de Aveiro

Globalization has provided unimaginable dynamism in the ease of access to useful information, thus allowing the introduction of crucial changes in the processes of recruitment and selection, facilitating the contact between companies and candidates. The use of the internet has become an essential and very privileged tool, aiding in the constant changes in processes, as well as the ease of data processing, given the aggressive strategy of competitiveness and the new demands that labor markets impose.

Today, online social networking is an important tool in peoples' lives. Its tremendous evolution benefits both social and professional life, not only in the sharing of information and contacts but also in the search for work.

This study aims to understand the role of social networks as an online recruitment tool, enumerating some of its potentialities, possible constraints and characterizing the functionalities that facilitate online recruitment. To that end, it became pertinent to understand, characterize and identify: i) the role of social networks as an online recruitment tool; ii) the potential of social networking in online recruitment; iii) the constraints of social networks in online recruitment; iv) the functionalities of social networks that enable online recruitment.

In order to assess the object of study, in methodological terms, a questionnaire was sent only to final-year students of the Polytechnic Institute of Management and Technology (ISLA): Communication and Digital Technology courses, Work Safety Engineering, Business Management, Human Resources Management, Industrial Technology and Management, Languages and Translation.

A qualitative study was carried out, since it is not a definition of the immensity of statistically representative participants, but rather of a small dimension of socially significant participants, evidencing the diversity of opinions resulting from the different professional experiences that make up our universe of analysis (Guerra, 2006).

According to Fortin (2000), the questionnaire survey helps to organize, normalize and control data so that the information investigated and obtained can be accurately collected. With this in mind, the questionnaire survey was sent by e-mail, allowing the rapid collection of responses. Data analysis was performed using webQDA software (Souza, Costa & Moreira, 2016).

As to the concrete objective of assisting in understanding the role of social networks, as an online recruitment tool, it was verified that, at present, they are already equivalent. In this sense, it is pointed out that it has become an effective, quick and economical way of hiring and contracting.

In order to ensure that opportunities are not lost, in this context, the procedures inherent in constantly updating the online professional curriculum, through the need to add training / qualifications, should become a constant task, since the paradigm shift inherent in new procedures, can feed the databases so that they are up to date, serving the interests of organizations and making it a competitive advantage for both parties.

With regard to the potential of social networks in the online recruitment process, it was possible to verify that they are advantageous for the candidate and for the recruiter. In addition, the simple, quick and accessible way information circulates among all stakeholders, sharing knowledge, ideas, and interests.

Concerning the constraints, it was possible to highlight the lack of information about the company that recruits, the veracity of the ads and the easy access to profiles of workers and candidates. When it comes to submitting applications through these means, we must take into account the inappropriate behavior and the digital image that is conveyed on social networks and can later have a decisive weight in the selection process.

The focus on seeking to characterize the social network functionalities, leading to positive evidences in the use of online recruitment, in the opening of communication channels, between candidates and recruiters, was a pivotal point of this study.

One of the final considerations of this study regarding the online social networks used for recruitment is that the most used was Facebook, although LinkedIn is referenced as the social network for job search purposes.

Keywords: Recruitment and Selection; Online Social Networks; Online Recruitment.

References

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