A Literature Review on Human Behavioral Pattern through Social Media Use: A HR Perspective

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ABSTRACT

Behaviour Informatics constitutes behavioral data construction, impact modeling, simulation, presentation, measurement, evaluation and behavior pattern/network analysis. With the incumbent of social media and its growing significance in work and personal life, researches in last few years examined patterns of use of social media and cognitive behavior. The present study is a literature review considering choice of media, intensity of use, perceived richness, as some of the predicting factors of social media use. It also encompasses available literature on interrelationship between patterns of use of social media with cognitive behavioral indicators such as personality, motivation, leadership, and quality of life. This review comprises of 146 research papers sourced from ScienceDirect, JSTOR, Emerald and EBSCO. Through the literature review, a predictive model has been suggested which can be utilized in decision making in employee life cycle right from recruitment, training, performance management, transition to succession planning.

Keywords: Human Resource, Knowledge Management, Opinion Mapping, Sentiment Analysis, Social Media

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INTRODUCTION

ICT revolution has created new channels of communication. The various internet driven modes of communication are email, instant messaging tools, video- and photo-sharing sites and social networking sites (Mooney, 2009). Social media is about the interaction of people, in which they create, share, exchange and comment contents among themselves in virtual communities and networks (Ahlqvist et al., 2008). According to an IBM (2012) study, there is growing emphasis on openness, employee engagement and collaborations in organizations. CEOs regard interpersonal skills of collaboration (75 percent), communication (67 percent), creativity (61 percent) and flexibility (61 percent) as key drivers of employee success to operate in a more complex, interconnected environment. According to Marshall GoldSmith (Harrison, 2012), “If leaders are going to be effective in the future they need to know how to deal with social media, and media in general”. Compare to all other media tools social media was fastest to reach 50 million users (as in Table 1).

Ciber (2012) have found that collaborating, authoring, conferencing, scheduling, meeting tools and social networking sites have become important social media tools used widely for research. Social networking sites are the most actively used mode of communication out of all the social media tools. Boyd and Ellison (2007) have defined social networking sites as web-based services which enable 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 a network system. The first social networking site, SixDegrees.com, was launched in 1997. It allowed users to create profiles, list their friends and surf the friends list (Boyd, & Ellison, 2007). The most active age group on SNS are millennials (18–34), followed by teens (12–17), GenX (35–46), Baby Boomers (47–65), and seniors (65+) (Pew Internet, 2012) (Figure 1).

Use of social networking sites has become very popular in organizations for it is believed to enhance self esteem and instill feeling of independence among users and empower them to connect with old friends, relatives, colleagues, and people of similar interests globally. It helps in creation, transfer, retrieval and application of knowledge (Fang et al. 2012) in health care industry. It contributes in social engagement of older people (Siriraya et al., 2012) and satisfying their entertainment needs. Starting from 1997 to 2010 there are some 1.5 billion users of social networking websites (Kreutz, 2009). Along with personal websites like Facebook, MySpace, there exist business and employment networks such as LinkedIn. The time line of evolution of social networking is as given in Figure 2.

The ten most popular Social Networking sites are given in Table 2.

Table 1. Number of years taken by a media to reach 50 million users

<table>
<thead>
<tr>
<th>Media</th>
<th>Number of years taken to reach 50 million user</th>
</tr>
</thead>
<tbody>
<tr>
<td>Radio</td>
<td>38 years</td>
</tr>
<tr>
<td>TV</td>
<td>13 years</td>
</tr>
<tr>
<td>iPod</td>
<td>4 years</td>
</tr>
<tr>
<td>Internet</td>
<td>3 years</td>
</tr>
<tr>
<td>Facebook</td>
<td>1 year</td>
</tr>
<tr>
<td>Twitter</td>
<td>9 months</td>
</tr>
</tbody>
</table>

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