

Chapter 41

Electronic Media: An Emergent Personality Mining Tool for Attracting and Screening

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ABSTRACT

Recruitment has changed over the years. Organisations have started searching for an easy and cost effective platform for personality mining. With the explosion of social networking sites, candidates are now able to choose where they could spend their time online. This has encouraged many recruiters to start using social networking as part of a new cost-conscious approach to personality mining. Social networking websites function like an online community of internet users. Popular online sites include LinkedIn, Twitter, and Facebook. They are growing at an exponential rate, with most of the sites being free to join and, importantly, giving organizations an effective means of attracting today's Generation Y workforce. The purpose of this article is to contribute to emerging theory about the role of social networking sites in the process of personality mining.

INTRODUCTION

The word e-recruitment, online recruitment or internet recruitment, indicate the formal sourcing of job applicants through an online platform. The roots of this emergent practice goes back in the mid 1980's, when the word first appeared to be in the articles published back then (Gentner, 1984; Casper, 1985), though an organized description to the terminology became almost a decade later in various HR journals, in the mid-1990s, when IT companies and universities began to use the Internet extensively.

DOI: 10.4018/978-1-6684-3873-2.ch041

Since the arrival of social networking, the recruiters after looking at the process suspiciously have now started to transform the ways in which they attract and communicate with the best candidates. Today's most successful recruiters are now constantly online and, on the move, to keep pace with the technology. Organizations are now accepting social networking with open arms as a way to attract and retain employees. This has made a lot of organisations to make themselves visible to the candidates on social networking sites like LinkedIn, Twitter and Facebook, so as to engage the candidates and give them the opportunity to interact with them on a more informal basis. According to a report at the end of 2009 from Gartner, for any organisation, recruitment is an ideal way to start via social media usage in HR due to its time and cost efficiency (Otter, 2009).

The use of social networking sites (SNWs) is no longer an advanced technology but the access to qualified employees that will form the unique advantages for a company. A report suggested that SNWs are among the most visited sites on the internet, just behind the major search engines (Ronn, 2007). To find a right candidate for the right position is one of the biggest challenges prevailing in organisations since long. With traditional tools like emails, most of the time gets utilised in administrative or routine tasks but with the help of social networking sites for personality mining the processes can be handled electronically 24*7 as the use of such networking sites allows the candidates to present their professional details in the most dynamic manner than the traditional resume format.

Further, it provides an easy platform for recruiters to access a large number of prospective applicants in a short period of time. According to various researchers, the one most used Social Networking Site for job recruiting purposes is LinkedIn (Ollington et al., 2013; Kluemper, 2013; Karl and Peluchette, 2013). LinkedIn being a social media site allows everyone to exclusively build their professional relations in the modern way. It can be referred to as a professional networking site that has become a widely recognized tool since its launch in 2003. According to its web site, as of June 13, 2013, professionals are joining LinkedIn at a rate of approximately two new members per second throughout 200 countries (LinkedIn Press Center (n.d.)). Further, it has representation of all Fortune 500 companies since its inception (LinkedIn Press Center (n.d.)). In a recent Society of Human Resource (HR) Management Survey, 95 percent of the 541 HRs professionals surveyed indicated that they used LinkedIn to recruit passive candidates who might not otherwise apply. Beyond LinkedIn, 58 percent reported that they looked at Facebook and 42 percent cited Twitter as a site they frequented for recruitment purposes (Karl and Peluchette, 2013). With the moving time, in order to keep pace with time and technology, every day more and more companies are entering into the digital arena in order to create their company's name visible on the most searched platforms by creating their own Facebook page, LinkedIn profile, and/or a Twitter account; with one goal in mind i.e. to reach as many individuals as possible and make their company more recognizable among the many available. Recognition is the key element to a successful business strategy, given that all companies need to be known in order to operate and generate profits. It is also the driving force behind an effective recruitment strategy, as people tend to apply first to companies that they recognize (Greengard, 2012; Williams and Klau, 1997 cited in Galanaki, 2002). In order to be high on the list of developments and intense competition, organizations all over the world try to utilize the immense opportunities the Internet has to offer in almost all of their operations. And this is true when it comes to the Human Resource Management being the soul of any organisation, especially when exploring contemporary practices in relation to recruitment and selection. Today, SNSs provide conveniences so as to help companies locate and attract applicants while they also enable employers to run instant background checks. However, strangely enough, many corporations avoid the use of social media and fail to take advantage of the opportunities offered.

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