

## Chapter 22

# Job Searches via Social Networking Sites: Employed Job Seekers Intentions

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### ABSTRACT

*This chapter aims to examine the factors influencing employed job seekers' acceptance of social networking sites as a job search tool. It was found that perceived usefulness and perceived enjoyment are positively and significantly related to the behavioral intention to use social networking sites as a job search tool, whereas perceived ease of use is not positively and significantly related to the behavioral intention to use social networking sites as a job search tool. The study implies that the developers of social networking sites need to provide additional useful functionalities or tools in the social networking sites to help users of social networking site with their job searches. There needs to be an assurance that social networking sites will not disclose an individual's private and confidential information without his or her consent.*

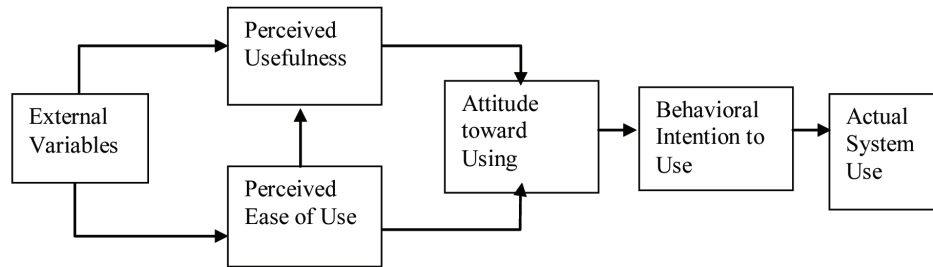
### INTRODUCTION

Social networking sites are a type of virtual community (Murray and Waller, 2007). Users of social networking sites will create their own profile with their personal information and will

usually add their friends, friends of friends or new friends. Social networking sites are usually used to keep in touch with friends and families by posting their updates, photos, blogs, and chatting, apart from enjoyment and relaxation. There are many consumer-networking sites available such as Facebook, MySpace, Friendster, Hi5, Bebo and Multiply. Facebook claims that it has 200 million

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*Figure 1. Technology Acceptance Model (TAM)*



active users who have returned to the site in the last 30 days (as of April 2009) (Facebook.com, 2009). According to Warr (2008) as of March 2008, Facebook claimed that there were 66 million active users. Within a year, from 2008 to 2009, Facebook’s active users increased by 134 million.

A study was conducted on passive job seekers (employed job seekers) adoption of e-recruitment technology in Malaysia by Tong (2009). The social networking sites used for sourcing of candidates are LinkedIn and Facebook. According to Kow (2009), the author’s employer uses LinkedIn to source for candidates in the U.S. The author’s employer with headquarters located in the U.S. had successfully hired some key positions via LinkedIn, which attracted a sizable pool of applicants. From the research conducted, the author recommended to the HR management team that LinkedIn and Facebook should be used as one of the sourcing methods. The recruiters of the author’s company with plants and offices in Asia (Thailand, Singapore, China, and Malaysia), U.S. and Europe have been using Facebook and LinkedIn to source for candidates since November 2008. However, the author did not conduct a research on the employed job seekers’ acceptance of the social networking sites as a job search tool. This chapter will cover this gap since the author will obtain the employed job seekers’ view, on their intentions to use of social networking sites as a job search tool. Since most of the researches were conducted on the third party e-recruitment web sites and corporate career web sites, this chapter

seeks to examine this alternative recruitment source that is social networking sites.

## **BACKGROUND**

### **Conceptual Model and Hypotheses**

The Technology Acceptance Model is a highly validated model and was tested by many researchers in their study (refer to Figure 1). This research also bases its model on the extended TAM model by Tong (2009) but introduces an intrinsic motivation variable which is perceived enjoyment (refer to Figure 2).

### **Perceived Ease of Use (PEOU)**

Perceived ease of use is defined as “the degree to which a person believes that using a particular system would be free from effort” (Davis, 1989). All else being equal, an application perceived to be easier to use is more likely to be accepted by the users (Davis, 1989). In majority of the research conducted using the TAM model, perceived ease of use was found to have positively influenced the behavioural intention to use a system (Fagan, Wooldridge, & Neill, 2008; Guriting and Ndubisi, 2006; Hsu, Wang, & Chiu, 2009; Huang, 2008; Ramayah, Chin, Norazah, & Amlus, 2005). However, it is also found in other research that perceived ease of use is found to have not directly influenced the behavioural intention to use a

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