The Role of Social Media in Student Recruitment

A dissertation submitted in partial fulfilment of the requirements for the degree of Bachelor of Science (Honours) in Business Information Systems (BIS)

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Declaration

I hereby declare that this dissertation entitled The role of social media in student recruitment is entirely my own work, and it has never been submitted nor is it currently being submitted for any other degree.

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Date: 24 April 2017

Supervisor: Dr. Jason Williams

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Date:
Abstract

The aim of the project is to critically analyse the role of social media in the recruitment of students. With this aim, the researcher has selected 100 students randomly to do a questionnaire survey. The questionnaire was semi-structured that it includes both close end and open end questions. As the variables of the study are well known to all and there are existing findings on the subject matter of the study, ontology has been used by the researcher. As a result, the inductive approach has been selected by the researcher. So, two hypotheses have been developed in order to accept one of them after collecting complete data from the students through a survey questionnaire. The research has carefully chosen a quantitative method for this paper as it provides with quantitative results and quantitative results are very easy to analyse, infer and represent. Student recruitment convenience is the dependent variable and Time Spent, Scope and frequency, Professional account, Vacancy posts, and Professional use are the independent variables of the paper. The regression result suggests that the null hypothesis assumed in the research must be rejected and the alternative one should be accepted. The null hypothesis is “Social media does not play any role in student recruitment” and the alternative hypothesis is “Social media play a significant role in student recruitment.” So, the regression model enables the researcher to conclude that social media has some effect on student recruitment. So, the researcher can argue that scope and frequency, professional account, vacancy posts, and professional use play a major part in deciding the convenience of the students in the recruitment process. So, it can be said that the higher the level of use of social media in terms of professional recruiters, the higher the level of agreement of the students in terms of the recruitment. Professional recruiters can access to the potential candidates from every corner of the world through social media platform. The students can access to a wide area of a professional career on these platforms and select to go for the dreamt one. Students are very much comfortable with the social media recruitment because it reduces the time and cost of responding. So the conclusion can be drawn like this “Social media play a positive role in student recruitment”.

III
Acknowledgement

I am starting my acknowledgement by thanking the most important person of the study, my supervisor Dr. Jason Williams. Without his assistance and inspiration, the work would not be finished. My friends and family members are also worth to get thanks from me. And the last thanks go to the students participated in the study.
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1 Introduction

1.1 Chapter introduction
This section of the paper contains the background knowledge of the study. The justification for undergoing the research has also been articulated here. Major objectives, aim, and the question of the research have also been included here. The hypothesis developed by the researcher is included here. At last, the overall structure of the paper has shown.

1.2 Research background
The project has assigned to the researcher to complete his or her honors degree. The main focus of the project is to investigate the effect of social media in the recruitment process of the business organization and its impact on the students as well. Social media is a computerized technology that enables the user to remain connected to each other through the internet. People share their creations, ideas, opinions, interests etc. on this platform (Hogan, 2015). Nowadays, social media sites are used by individuals, organizations, governments, NGOs, etc. Social media enables to spread a content among a huge number of users in a mini-second. Business firms are using social media sites for different purposes. Recently, the professional recruiters in the organizations started to use social media sites for making their hiring process more effective and cost saving. Recruitment process includes several consecutive activities that are undertaken to fulfill the vacancies in the organization. But the effectiveness of using social media in professional recruitment process has not been proved in any research. So this particular research has been undertaken to estimate the role that social media play in recruitment.

Social media is very popular among the students. According to Fenton (2015), students have become room oriented and has reduced the time to playing with friends in the field. This particular action has several impacts on their mental and physical health. On the contrary, Flew (2015) showed that students are using social media in different fruitful activities such as sharing educational elements among the classmates. He argued that impact of social media is in the hand of the user.
1.3 Research rationale

The topic of the investigation is “The role of social media in student recruitments.”

Social media is the most talked topic in the modern age. People from all classes of the society are associated with social media. Jensen (2015) said that though the majority of the social media sites were developed for the personal use, now it is being used by almost all the business organizations. In a research, he showed that about 66% of the present business organization in the world uses social media in their business activity, 85% of the present business organization in the developed country uses social media sites in their business activity, and the rate is 31% in the developing country. But the rate of use of social media in the business purpose is increasing at an alarming rate in the developing country. Chadwick (2015) further showed that 29% of the present business firms in the developed country solely depend on social media sites for their promotional and marketing campaign. These firms have no other sources for promotional and marketing strategy. He also added that, nowadays, the majority of the business firms achieve competitive advantage over other firms by reducing the cost of product and selling. Social media does a great job in this regards. According to a study of Couldry (2015), most of the firms experienced a reduction in the overall cost structure of the firm after starting to use social media in their business activities. At first, social media was used in the business organization to promote their products and services to the customers. According to Downing (2011), social media is the major driver of starting and flourishing online business organization. The virtual marketplace is very popular now. The success of this market will not be possible without the help of social media. According to the result of a study undergone by Lomborg (2015), 97% people of developed country are engaged with social media, the rate is 45% in the developing country. The number of social media user is becoming double every year in the developing countries. At present, business firms use social media in recruiting employees for the firm.

Social media has the largest impact on the young generation of the universe. According to a study of Mandiberg (2012), about 100% of the students in the UK are related to social media. He further added that the rate is 95% for the students of developed country. About 31% of the world population are in the coverage of internet and among those people, 89% uses social media sites regularly. Safko and Brake (2009) did a research in the UK and showed that, on an average, every student in the UK spends almost 2 hours in browsing social media sites. He
concluded that social media has both positive and negative impact on the students but it largely depends on the use.

The result of this research will shed light on the decision-making process of the business organization. The valuable findings of the investigation would make it clear about the benefits, challenges, and the role of using social media in the professional recruitment procedure of the firm. The research is also beneficial to the students as it investigates the impact of social media on the students. The government, academicians, and family members can better manage the use of social media by the students. So it is a very good decision to do a research on the role of social media in recruitment and students.

1.4 Research aim
The aim of the project is to critically analyse the role of social media sites in the recruitment of students.

1.5 Research objectives
The core objectives in the study are;

- To critically review the literature related to the impact of social media on recruitment process of business organization & its impact on students.
- To critically inspect the effect of social media in the recruitment process.
- To investigate the impact of social media on the student's recruitment.
- To recommend some strategies that may improve the use of social media in the professional recruitment procedure and student’s wellbeing.

1.6 Research question
“What is the role of social media platforms in the recruitment process of the organization while hiring students?” is the major question of the research.

1.7 Research hypothesis
The null hypothesis of the research is “Social media does not play any role in student recruitment.”

The alternative hypothesis is “Social media play a significant role in student recruitment.”
1.8 Research structure

The following table presents the structure of the research.

<table>
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<th>Chapter no.</th>
<th>Chapter name</th>
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<tr>
<td>1</td>
<td>Introduction</td>
<td>Rationale, background, aim, question, structure, objectives, hypothesis of the research has been discussed here.</td>
</tr>
<tr>
<td>2</td>
<td>Literature review</td>
<td>Subject matter related previous theories and discussion have been included here along with the conceptual framework of the study.</td>
</tr>
<tr>
<td>3</td>
<td>Methodology</td>
<td>Philosophy, method, design, approach, the strategy of doing the research has been included here. Sampling method, sample, size, data collection method, analysis method have also been analyzed here.</td>
</tr>
<tr>
<td>4</td>
<td>Results</td>
<td>It represents the results created from gathered data.</td>
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<tr>
<td>5</td>
<td>Discussion</td>
<td>It includes the discussion of the major findings of the study.</td>
</tr>
<tr>
<td>6</td>
<td>Conclusion and recommendations</td>
<td>The research is concluded here along with some recommendations that may improve the use of social media on recruitment and students.</td>
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1.9 Chapter conclusion

At present, social media is widely used among the students and business professional. So there is a good rationale for doing such research. As a result, the research has been aimed at examining the effect of social media sites in student recruitment. “What is the effect of social media in the recruitment process and on the life of the students?” is the major question of the research. The null hypothesis of the research is “Social media does not play any role in student recruitment.” The alternative hypothesis is “Social media play a significant role in student recruitment.”
2 Literature review

2.1 Introduction to the chapter

This section includes the argument of the variables of the subject of the investigation. Definitions of variables, theories of variables and the relationships between variables are shown in this part of the paper.

2.2 Social media

According to Yang and DeHart (2016), social media is a computerized platform. The users use this platform to communicate and share different contents such as ideas, experiences, opinions, thoughts etc. The internet creates the platform and the users also use the internet to remain connected to the platform. The most important fact about social media is that the contents shared on the platform are user generated. Another major characteristic of social media is that contents are showed to everyone on the platform or in the friend list depending on the types of social media. Web 2.0 internet is used to build the social media sites. According to Mashable (2009), social media creates an internet based social network that connects like-minded people. According to Ofcom (2016) around 7 in 10 (73%) internet users having a social media profile, since 2014, and the majority of the users aged 16-24 (91%) and 25-34 (90%) which is the average age of students. He added that women and men both have a profile on Facebook (98% vs. 92%).

2.2.1 Classification of social media

![Classification of Social Media Platforms](Image)

*Figure 1: Classification of Social Media Platforms*

*Source: Cite (2012)*
Social media can be classified into several ways. The major categorization of social media sites are Social Networks, Blogs, Microblogs, Online rating sites, Social bookmarking, Podcasts, Forums/Message boards, Social knowledge/Wikis, Geo-location, Multimedia etc. are the different classes of social media (Cite, 2012).

2.2.2 Social media sites

There a huge number of social media sites in the world. Nowadays, software engineers from all over the world are developing social media apps to fulfill different types of the need of the people. Students from different universities are also creating social media sites regularly. According to a research of Dreamgrow (2017), a list of top 15 social media provided. This list combines global and US social media visitors and the actual numbers of monthly visitors were gathered from different sites. The most popular social media sites are described below.

![Top 15 Most Popular Social Networking Sites](image)

*Figure 2: Number of users (million)*  
*Source: Dreamgrow (2017)*

Facebook is the number one social media site according to the number of users. It has almost 1.86 billion users currently. The second highest popular social media site is YouTube that has about 1 billion users. Instagram is also very popular that announces 600 million consumers (Dreamgrow, 2017).

2.2.3 Significance of social media

Social media is very much significant in every aspect of the society. At first stage, social media affects the personal life of the people, after that social actions are affected. The reach
of social media is boundary less. Now, people are connected to the users of other countries via social media. According to creativehrm (2016), business organization has not missed the opportunity to get the blessings of social media. Social media are a useful platform for both way communication, organization and recruiters.

2.3 Types of Recruitment through Social Media

According to Berkowitch (2010), there are a number of ways to use social media platforms in the professional recruitment procedure. The first method is used by the recruiters. They search for potential talented candidates by visiting the professional or personal profile of the Students. In most of the cases, LinkedIn is the major source used by the recruiters in this purpose. Blacksmith and Tiffany (2013) argued that, in the traditional recruitment procedure, the application of the applicants who have been applied for the vacant position are examined and potential qualified candidates are selected for recruitment. But after the mass usages of social media, it has been possible for the managers or recruiters to search for the skilled future employees without advertising the vacancy. According to a study of Bohan (2012), 32% of the newly recruited students in the UK, has been selected through head hunting process that involves the use of social media to find out the best capable candidates without publishing the vacancy.

The second method includes the use of social media by the organization to advertise the vacant position and receive an application from the students. According to Burke (2014), 86% of the business organization in the UK use social media to publish the vacant position through social media platforms. He further argued that social media advertisement is more informative and communicative than the traditional media. Business organizations have been able to create a better corporate profile in front of the students by using audios, videos, pictures etc. of the business organization. Hauptmann and Steger (2013) further added that the world is moving toward a paperless recruitment process that means everything in done via online. This method is more popular than the head hunting method. When recruiters need a small number of fresher, it can use head hunting method but when it requires a large number of employees, it is very tough to search those employees over social media sites.
2.4 Recruitment

According to creativehrm (2016), human Resources is the department that responsible to communicates with managers, leaders, employees, external vendors and trusted external social media communities. The modern social media phenomena plays a vital role in the success of the active communications and become very helpful to HR managers and the organization in overall, particularly in recruitment. The communication via social media become faster, specific for different target audiences, centred around internal and external clients and enabled them to build innovative teams and groups internally and externally.

creativehrm (2016) reveals that the common goals and objectives for HR Social Media are:

- corporate culture can be supported by strong internal social media platform
- social media represents the employee and personas
- the business strategy can be supported by establishing a strong social media brand name
- social media develop a strong recruitment platform
- social media groups engage external and internal talented and innovative employees

![HR Social Media G&Os](image)

*Figure 3: HR Social Media Goal & Objectives*

*Source: creativehrm (2016)*

2.5 Social media and Student Recruitment

I-scoop (2016) reveals that from the very beginning of the introduction of social media sites, it has been used in business functions. At first, social media was used for the only
promotional purpose in the corporate world. But nowadays, it has entered into every section of the business firms. According to Robertwalters (no date), although around 60% of job seekers do not feel it suitable of candidate to share their personal social media profiles, almost 80% of job seekers were employed social media to research and prepare for an interview and almost half of the employers were prepared to research job seeker candidates by using their personal social media profiles. The following discussion includes the phases of the recruitment procedure in which social media platforms is used generally.

2.5.1 Vacancy promotion

According to SoutherlyComms (2016), it is surprised how business firms use social media sites in promoting their vacant position to attract potential candidates using Tweets, Facebook and LinkedIn.

![Figure 4: Used of Paid Promotion on Social Media](image)

The above diagram shows the social media sites that are used by the business organization in promoting their job vacancy. LinkedIn and Facebook are the most used sites in the case of a job promotion each represent 65% among other sites. On the contrary, many firms use their own websites to promote vacant job. Twitter and other social media also used for this purpose.
2.5.2 Receiving application

Paper application has vanished in many countries. As a result, most of the application for a job is received via the internet. According to Jobadder (no date), previously, business firms were more dependent on job-related websites as flexible option for the subscribers. They used those websites to attract potential candidates and also receive an application. Nowadays, there is a trend of using social media in receiving an application for a vacant job. Wolters Kluwer (2017) represent that the most of present application for a job is received via social media sites. Moreover, once the communication has started about recruitment, further contact, post, address, phone numbers or email addresses have been provided instead of picking up the phone to ask. As a result, there is an increasing trend in using social media in this regard.

2.5.3 Preliminary online interview

Nowadays, organizations are more willing to diversify their workforce. As a result, recruitment has no defined boundaries in most of the countries. As a result, social media has become very popular in taking preliminary interviews of the candidates from a remote geographic area. Guerrero (2013) conclude that hiring from the remote area has been possible for the blessing of social media only. The organization can get the primary information from employee it's aiming to hire via social media. Almost all the online interviews are taken through different social media sites such as Skype, Viber etc.

2.5.4 Assessment

Social media is not highly used for assessing a potential candidate. But nowadays, some business organization scrutinize the profiles different social media sites of the candidates to get a deep knowledge about the candidate. According to Searchengineland (2010), Facebook profile is a decent pointer of the behavior, attitude, knowledge level and consciousness of a candidate. A high tech company like Microsoft use social media profile to gauge the capability of a candidate (Linkhumans, 2017).

2.5.5 Reference check

In the case of a reference check, social media sites are mostly used by the recruiters. One Wire Resources (2016) mentioned that nowadays recruiters want the link of social media profile of the references to having a proper knowledge about the candidate by communicating with those referees. Smith (2013) stated that some hiring managers sometimes screening social media profiles looking for information that could possibly give an advantage.
According to CareerBuilder survey in Smith (2013), 29% of surveyed hiring managers found something positive on a profile which drove them to offer the candidate a job.

2.5.6 Job offering

According to Monster (2017), business organizations use social media to offer a job to the right candidate of vacancy. And many of the business organizations use two methods consecutively in offering a job to the candidates. It sends an appointment letter via courier services along with another via social media sites. In the case of remote geographic location of the candidate, phone and social media is mostly used by the recruiters to offer the job to the candidate.

2.6 Paybacks of incorporating social media in student recruitment

The incorporation of social media platforms in student recruitment procedure has a large amount of advantages both for the students and the recruiters. The most important benefits are given below-

2.6.1 Large access

According to Herbold and Bambi (2013), social media is the best method to grasp a big number of people within a very small time. It has enabled the organizations to reach as much students as it can and find out the best among them. Social media also benefits the students by enabling them to get the vacancy information about a large number of organization with a few minutes by visiting some social media sites. Holm (2012) said that social media has enlarged the scope for selecting the best suitable profession and organization among the students. Nowadays, students can access to any organization in any place of the world through social media.

2.6.2 Quick response

According to a study of Hunt (2010), the more a firm use social media in its recruitment process, the shorter the time length of the process. That means when business organizations incorporate social media platforms in their recruitment procedure, they can hire the best suitable candidates for the position in a few seconds. The ability to respond quickly is the
main reason behind this. Students can apply for the vacant position very quickly and organization can run shortlisting test via online very quickly.

2.6.3 Less costly

According to a study of Joos (2008), about 40% of the recruitment cost has been reduced by the mass use of social media and online recruitment is 50% cheaper than traditional recruitment process. Social media has also reduced the cost of the students that incurs in the recruitment process. Nowadays, students can attend recruitment tests on their PCs or Laptops without attending to the physical locations. Application process via social media also does not require any expenditure.

2.6.4 Building relationship

Lieber (2011) said that many business organization develops a long term relationship with the potential students over social media before they recruit them. It is a modern policy of knowing about the knowledge, perception, and skill of the students and judge whether they fit for the vacant position or not. Different types of events and completions are organized by the business firms over social media to capture the attention of potential students and build a relationship with them. According to O'Rourke (2014), Jobvite planned and recruit over 1,000 HR professionals using social media sites. Moreover, social recruiting trends has been traced since 2008 by a social Recruiting Survey in 2012, it shows 93% of recruiters are using LinkedIn and 89% of recruiters have hired through LinkedIn.

2.6.5 Increased employment

The most important benefit achieved by the students due to the incorporation of social media platforms in the recruitment procedure is the increase in the rate of employment among the students (Bohan, 2012). It has speeded up the recruitment process that has reduced the unemployment period of the students after completing graduation. Rolland and Parmentier (2013) further added that job switch over rate has fallen due to the increase in incorporation of social media platforms in the recruitment procedure as students are able to select their preferable companies to work. On the contrary, Chadwick (2015) reported that people are switching very fast as they have a vast opportunity to find out better professional arrangement over social media.
2.7 Role of social media in student recruitment

Many researchers have been doing research on the effect of social media on different kinds of social and financial variables as the magnitude of using social media among the people has increased a lot. According to a study of Rolland and Parmentier (2013), about 69% of the students in the UK get their first job with the help of social media. They further added that it has reduced the unemployment period of the students after graduating from colleges and universities. The study of Hunt (2010), showed that application and getting a job in the foreign countries has increased along with the increase in the incorporation of social media platforms by the candidates and the business people. Social media enables the students to select the most desirable job among a large number of profession available. Many business organization develops a long term relationship with the potential students over social media before they recruit them.

2.8 Conceptual framework

![Conceptual framework]

Figure 5: Conceptual framework

Source: Hunt (2010).

Above figure shows the conceptual framework developed by the researcher from the above discussion of the literature. It shows that social media is used for Vacancy promotion, Receiving application, Preliminary online interview, Assessment, Reference check, Job offering etc. that ultimately causes Large access, Quick response, Cost reduction, Building relationship, and Increased employment.
2.9 Conclusion
Social media is a computerized platform that is being used in every aspect of life and adding value to every organization and individual. Many of the business organization in the world is somehow associated with social media sites. Social media is used in head hunting and direct application process or recruitment. The majority of the business organizations in the UK is using social media platforms in their recruitment procedure. Social media enables the students to select the most desirable job among a large number of profession available. It has reduced the unemployment period of the students after graduating from colleges and universities.

3 Methodology

3.1 Introduction
This specific chapter of the research contains the overall procedures of the study. It has stated the philosophy, method, approach of the research. It also includes the strategy of doing the research. The data collection process, sampling method, sample size, and the results of the pilot study have been included here. Data analysis method and tools have been stated here along with the results of Cronbach alpha of the study. After all, the limitations and ethical aspects of the paper have been stipulated here.

3.2 Philosophy of the research
Hughes and Sharrock (1997) said that philosophy of a research indicates the mind set up of the researcher on a particular event or element or subject matter. It also refers to the way of thinking and belief about the variables of the study. Research philosophy builds the basement of a research that ultimately defines the overall methodology of doing the research. An identical research can be done with multiple philosophies and it can also provide with identical findings. Research Methodology (2016) explained that there two types of philosophy to do a research. Ontology and epistemology are the major types of doing research. When a researcher believes that there is a known relationship between the variables, the research is said to be held ontology philosophy. Existing relationships or knowledge are
further examined with ontology philosophy. On the contrary, when a researcher believes that there is an unknown relationship between the variables, the research is said to be held epistemology philosophy. New relationships and knowledge are found out through epistemology philosophy.

As the variables of the study are well known to all and there are existing findings on the subject matter of the study, **ontology** has been used by the researcher. The study can be attributed to both social and business-related study. According to Herre (2010), ontology is the best philosophy to do a business research. Many researchers also used this philosophy to do the social study. As a result, it can be said the researcher has been able to choose a better philosophy to do the research.

### 3.3 Approach of the research

According to Saunders et al., (2007), research approach mainly suggest the theoretical development of the overall process of the research. Some research starts with some kind of theory or knowledge, on the contrary, some research starts with nothing but the data available in hand. That’s why they segregated research approach in two class such as inductive approach and deductive approach.

![Figure 6: Approach of the research](Source: Saunders et al., (2007))

From the figure above, it can be argued that deductive approach commences with information gathering. From the gathered information, a particular pattern is developed that ultimately produces a tentative hypothesis. A well accepted hypothesis gives birth to a theory. On the contrary, Sumner (1968) further added that inductive approach generally commences with a prevailing theory. Based on this theory, the investigator develops some hypothesis. After that, he collects information to confirm the hypothesis.
Inductive approach is the best approach for the investigation as there are already well establish research that says social media play a multidimensional part in the recruitment process of the students. Thus, two hypotheses have been developed in order to accept one of them after collecting complete data from the students through a survey questionnaire.

3.4 Method of the research
Tull and Hawkins (1993) stated that method of an investigation is founded on the type of data collected in the study. There are two types of data such as numeric data that can be countable and qualitative data that cannot be counted. Silverman (2007) classified research method into two classes such as qualitative method and quantitative method. He further argued that qualitative method is best appropriate for the qualitative variables such as attitude, behaviour, community welfare etc. and quantitative method can be used in the case of quantitative variable such as age, income, expenditure. Mixed method can be developed by blending both qualitative and quantitative method in a research.

This particular research is done to find out the role played by social media on student recruitment. This research has collected some numeric data through a survey questionnaire from the students. As a result, the research has carefully chosen a quantitative method for this paper as it provides with quantitative results and quantitative results are very easy to analyse, infer and represent.

3.5 Strategy of the research
According to Kasumi (2015), research strategy generally deals with the process or method of collecting the core data of the study. He supplementary added that there present four basic strategies of undergoing a study such as historical analysis, survey, case study, experiment. Hershberger et. al. (1998) defined that historical analysis includes the statistical analysis of the existing information on a particular variable and find out some kind of relationships or impacts. On the other hand, a survey strategy includes collecting first-hand data from the origination by some kind of survey such as questionnaire survey, physical survey, conversation etc. Research Methodology (2016) said that case study strategy examines the well-established cases related to a subject matter to search for the causal association of the factors impacting the subject matter. Finally, the experiment is an on the field method that gives some kind of treatment to a group and compare the outcome of that particular group with another group that had not been provided any kind of treatment.
The survey is used in the research to collect the information from the employers of the business organizations to find out the role of social media in recruitment. After that, students are also surveyed to search for the effect of social media on students. The survey is very easy and effective strategy of doing a research. It provides with genuine findings as data is collected from the originating source.

3.6 Collection of data

3.6.1 Source of data

According to Emory (2006), data source determines the origination of the required information to complete a research and there are mainly two broad categories of data source such as secondary source and primary source. When the required data is collected first time from the origination it is called primary data when the researcher uses previously published or used data, it is called secondary data.

In this research, the researcher has used primary data that has been collected from the students as this kind of data provides with actual information regarding the subject matter. Although there are some problems of primary data such as intentionally biased response, time consuming and costly, it provides with the scope to draw a complete conclusion on the causal relationship between the variables.

3.6.2 Sampling method and size

Though there are lots of strategies that can be used to develop a sample for a particular research, the researcher has used stratified random sampling to avoid any biasness on the sample that may arise the risk of non-representation of the population. He has randomly selected students who use social media for recruitment purposes. Total 100 students were selected for the research in order to collect their response and find out the impact of social media on student recruitment.

3.6.3 Collection method

The responses of the students were collected through a survey questionnaire. After getting the consent of a student through consent form, the questionnaire was sent through online apps and received via the media also. The questionnaire was semi-structured that it includes both close end and open end questions. The following paragraph shows the identification of the variable of the paper.

Dependent variable: Student recruitment convenience
Independent variable: Time Spent, Scope and frequency, Professional account, Vacancy posts, Professional use.

3.6.4 Pilot study

According to Downton (2003), many researchers find the research process faulty in the midline of the study and pilot study is the way to get rid of it. He further added that a pilot study is a mirror of the actual study but in a small scope. This short version provides with the required modification in the overall research method.

The researcher has run a pilot study with the questionnaire with 3 students. After that, he corrected 4 statements and enlarged the sample size. Two questions were dropped from the questionnaire and two were included further.

3.7 Data analysis

Creswell (2013) said that data analysis is a broad aspect of a research that involves inspecting, cleaning, modelling and transforming of data in order to generate useful results from the data collected through the collection process. This also generates the actual finding of the paper that ultimately helps the researcher to conclude the researcher. Ms Excel and SPSS have been used to produce table, figure, and charts in an informative way from the responses of the students. Mean, mode, median, standard deviation, regression, and correlation have been used in the paper to produce the results of the research.

3.8 Reliability check

Coldwell and Herbst (2004) said that it is better to check the reliability of the method applied for a research in order to make the outcome more reliable. According to them, when the calculated alpha is greater than 0.7, the researcher can assume the method as reliable and the when the calculated alpha is less than 0.7, the researcher cannot assume the method as reliable and need further thinking about the method.

The calculated alpha of the paper is 0.7103 that has been calculated from the response provided by the students. As a result, the investigator can argue the method as reliable one and the finding as well.

3.9 Ethical consideration

According to Shrader-Frechette (1994), ethical aspects of a research are very important in the modern world of research as they determine the unanimous acceptability of the study.

The investigator has made his best effort to comply with all the ethical aspects related to a research. The researcher has acquired authorization from all the related regulatory entity
related to the research. He also collected the consent from every respondent whether they are willing to take part in the survey. The researcher also ensured that the response provided by the students will be kept safe and protected and the researcher will not use the collected data for any bad intention. The researcher has cited much information from the publication of other writers. As a result, he has provided a reference list including all the source used in the paper.

3.10 Limitations of the research

The paper includes some limitation and problems that are mostly out of the control of the researcher or due to the selected methodology.

- As there are many benefits related to the primary source of data but there some basic problem of it. In most of the cases, primary data includes the subjective response of a candidate. As a result, there is a high possibility of intentional bias responses.
- As the research has been done based on a sample of 100 students, the possibility of sampling error in the results is high. The sample may not well represent the population related to the subject matter.
- Time and budget shortage has pushed the researcher to limit the scope of the research.
- The limited level of knowledge of the researcher in doing a good research adds to a big portion of the problem.

3.11 Conclusion

In conclusion of this chapter, it can be argued that the researcher has used ontology philosophy as the variables of the study are well known to all and there are existing findings on the subject matter of the study and the study can be attributed to both social and business-related study. The inductive approach has been used for the research as there are already well establish research that says social media play a multidimensional part in the recruitment process of the students. Primary source has been the origination of the information required for the study. This research has collected some numeric data through a survey questionnaire from 100 students, so quantitative method has been applied here. The investigator can argue the method as reliable one as the calculated alpha of the paper is 0.7103 that has been calculated from the response provided by the students. The investigator has made his best effort to comply with all the ethical aspects related to a research.
4 Results

4.1 Descriptive Analysis

Above figure shows the mostly visited social media site by the students. Most people use Facebook and YouTube as 48% of the students uses Facebook and 30% uses YouTube. On the other hand, 1% of the students uses Twitter, 3% uses Myspace, 2% uses Instagram, and 14% uses others types social media sites.

When it is asked to the students that “Do you have any professional account in social media?” 97% of the students responded that they have a professional account on social media sites. The remaining 3% has no professional account in any kind of social media site.
When it is asked to the students that “Which social media site is used in the professional recruitment procedure by the professional recruiters?” 50% of the students replied that LinkedIn is mostly used social media site by the professional recruiters. 8% said Facebook is used by the professional recruiters, 11% argued for Twitter, 6% argued for Myspace, 5% Argued for Instagram, 9% argued for YouTube, and 11% of the students said that they used other kind of social media sites.

According to the responses of the students, 29% of the students believes that business organizations use their own company website to promote vacancies, 10% believes that business organizations use recruitment consultancy to promote vacancies, 14% believes that business organizations post their vacancies on job sites, 32% believes that business
organizations post their vacancies on professional social media sites, and remaining 15% believes that business organizations post their vacancies on personal social media sites.

According to the responses of the students, LinkedIn is in the first place in the run of the importance of various kinds of social media sites in the recruitment process. 61 students believe that LinkedIn is in the first place. On the other hand, Facebook stand at the second place in this competition, YouTube is in the third place, Twitter is in the fourth place, Myspace is in the fifth place, and Instagram is in the last place.

Looking at the frequency of the responses, it can be said that 28 students spend less than 1 hour in using social media sites, 39 students spend 1 to 2 hours, 15 students expend 2 hours to 3 hours, 12 students expend 3 hours to 4 hours, and 6 students spend more than 4 hours.
The frequency of responses shows that 7 students use 1 or 2 social media sites, 31 students use 2 or 3 social media sites, 33 students use 3 or 4 social media sites, and 29 students use more than 5 social media sites.

There is no student who does not visit social media site every day. On the other hand, 11 students visit social media site 1 or 2 times a day, 27 students visit social media site 2 or 3 times a day, 27 students visit social media site 3 or 4 times a day, 35 students visit social media site more than 5 times a day.

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**Figure 13: Scope and frequency 1**

*Source: Research Survey*

**Figure 14: Scope and frequency 2**

*Source: Research Survey*

**Figure 15: Vacancy 1, Professional use 1, Professional use 2**

*Source: Research Survey*
In terms of the statement “Social media sites are used for posting the vacancies of business firms”, 1 student disagree with it, 22 students are neutral to it, 40 students agree with it, and 37 students strongly agree with it. For the statement “Business practitioners incorporate social media sites for different purposes”, 4 students strongly disagree with it, 5 students disagree with it, 10 students are neutral to it, 42 students agree with it, and 39 students strongly agree with it. For the statement “Business organizations incorporate social media sites for their recruitment purposes”, 1 student strongly disagree with it, 5 students disagree with it, 2 students are neutral to it, 34 students agree with it, and 58 students strongly agree with it.

![Figure 16: Professional account and vacancy posts](image)

**Source:** Research Survey

In terms of the number of the professional accounts, there is 1 student who does not have any professional account on social media sites, 5 students have 1 or 2 accounts, 33 students have 1 or 2 accounts, 34 students have 1 or 2 accounts, 27 students have more than 5 accounts. In terms of the vacancy posts in the number of social media sites, 1 student said that business firms post their vacancy news in 1 or 2 social media sites, 15 students said that business firms post their vacancy news in 2 or 3 social media sites, 38 students said that business firms post their vacancy news in 3 or 4 social media sites, and 46 students said that business firms post their vacancy news in more than 5 social media sites.
The response of the students shows that 3 students disagree, 2 students strongly disagree, 19 students are neutral, 35 students strongly agree 41 students agree, and with the statement that social media provides them a large access to the professional market. 1 student disagree, 30 students are neutral, 39 students strongly agree 30 students agree, and 0 student strongly disagree, with the statement that social media enables them to respond easily and quickly to any recruitment post. 4 students disagree, 33 students are neutral, 23 students strongly agree 5 35 students agree, and students strongly disagree, with the statement that social media has reduced recruitment related costs. 6 students strongly disagree, 8 students disagree, 4 students are neutral, 53 students agree, and 29 students strongly agree with the statement that social media provides with the opportunity to select better professional among large available options. 5 students disagree, 38 students strongly agree 10 students are neutral, 43 students agree, and 4 students strongly disagree, with the statement that social media has reduced the unemployment rate among the students.
The median of the responses of the students for Time spent, Scope and frequency, Professional Account, Vacancy post, Professional use and Student recruitment convenience are 2.0, 4.0, 4.0, 4.0, 4.0, and 3.8 respectively. The mode of the responses of the students for Time spent, Scope and frequency, Professional Account, Vacancy post, Professional use and Student recruitment convenience are 1.0, 4.0, 4.0, 4.0, 4.0, and 3.7 respectively.
The mean of the responses of the students for Time spent, Scope and frequency, Professional Account, Vacancy post, Professional use and Student recruitment convenience are 2.1, 3.7, 3.8, 3.6, 3.7, and 3.8 respectively. The standard deviation of the responses of the students for Time spent, Scope and frequency, Professional Account, Vacancy post, Professional use and Student recruitment convenience are 1.1, 0.7, 0.8, 1.0, 0.7, and 0.4 respectively.

### 4.2 Correlation Analysis

<table>
<thead>
<tr>
<th></th>
<th>Time Spent</th>
<th>Scope and Frequency</th>
<th>Professional Account</th>
<th>Vacancy Posts</th>
<th>Professional Use</th>
<th>Student Recruitment Convenience</th>
</tr>
</thead>
<tbody>
<tr>
<td>Time Spent</td>
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<td>.169</td>
<td>.180</td>
<td>-.065</td>
<td>-.011</td>
<td>.221*</td>
</tr>
<tr>
<td>Scope and Frequency</td>
<td>.169</td>
<td>1</td>
<td>.002</td>
<td>.030</td>
<td>.432**</td>
<td>.647**</td>
</tr>
<tr>
<td>Professional Account</td>
<td>.180</td>
<td>.002</td>
<td>1</td>
<td>-.005</td>
<td>.002</td>
<td>.308**</td>
</tr>
<tr>
<td>Vacancy Posts</td>
<td>-.065</td>
<td>.030</td>
<td>-.005</td>
<td>1</td>
<td>.192**</td>
<td>.370**</td>
</tr>
<tr>
<td>Professional Use</td>
<td>-.011</td>
<td>.002**</td>
<td>.002</td>
<td>.12**</td>
<td>1</td>
<td>.694**</td>
</tr>
<tr>
<td>Student Recruitment</td>
<td>.221*</td>
<td>.647**</td>
<td>.308**</td>
<td>.370**</td>
<td>.694**</td>
<td>1</td>
</tr>
<tr>
<td>Convenience</td>
<td></td>
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<td></td>
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<td></td>
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</tbody>
</table>

* Correlation is significant at the 0.05 level (2-tailed).
** Correlation is significant at the 0.01 level (2-tailed).
Table 1: Correlation

Source: Research Survey

Above tables show the correlation coefficients between the variables of the research. The correlation coefficient between Time Spent and Scope and Frequency is 0.169, between Time Spent and Professional Account, is 0.180, between Time Spent and Vacancy Posts, is -0.065, between Time Spent and Professional Use, is -0.011, between Time Spent and Student Recruitment Convenience, is 0.221. The correlation coefficient between Scope and Frequency and Professional Account is 0.002, between Scope and Frequency and Vacancy Posts, is 0.030, between Scope and Frequency and Professional Use, is 0.002, and between Scope and Frequency and Student Recruitment Convenience, is 0.647. The correlation coefficient between Professional Account and Vacancy Posts is -0.005, between Professional Account and Professional Use, is 0.002, and between Professional Account and Student Recruitment Convenience, is 0.308. The correlation coefficient between Vacancy Posts and Professional Use is 0.12, and between Vacancy Posts and Student Recruitment Convenience, is 0.370. The correlation coefficient between Professional Use and Student Recruitment Convenience is 0.694.

4.3 Regression Model Analysis

Table 2: Model Summary

Source: Research Survey

Above tables shows the summary of the model that includes Time Spent, Scope, and Frequency, Professional Account, Vacancy Posts, Professional Use as the independent variables and Student Recruitment Convenience as the dependent variable. The R of the model is 0.862, the Adjusted R-Square is 0.729 and R-Square is 0.743 and the standard-error of the estimation is 0.22172.
The F value is 54.316 with a significance level of 0.000. The sum of the square of the regression is 13.351 with a degree of freedom of 5 and sum of the square of the residual is 4.621 with a degree of freedom of 94. The total sum of squares is 17.972 and the total DF is 99. The mean square is 2.670 for the regression and 0.049 for the residuals.

The unstandardized coefficient for Time spent is 0.043, the standardized coefficient is 0.109 with a standard error of 0.178, t of 2.008 and the p value of 0.000. The unstandardized coefficient for Scope and Frequency is 0.203, the standardized coefficient is 0.333 with a standard error of 0.043, t of 4.666 and the p value of 0.000. The unstandardized coefficient for Professional Account is 0.150, the standardized coefficient is 0.285 with a standard error of 0.028, t of 5.363 and the p value of 0.000. The unstandardized coefficient for Vacancy Posts is 0.075, the standardized coefficient is 0.184 with a standard error of 0.042, t of -1.765 and the p value of 0.08.

The unstandardized coefficient for Professional Use is 0.433, the standardized coefficient is 0.696 with a standard error of 0.072, t of 6.025 and the p value of 0.000.
for Professional Account is 0.15, the standardized coefficient is 0.285 with a standard error of 0.028, t of 5.363 and the p value of 0.000. The unstandardized coefficient for Vacancy Posts is -0.075, the standardized coefficient is -0.184 with a standard error of 0.042, t of -1.765 and the p value of 0.081. The unstandardized coefficient for Professional Use is 0.433, the standardized coefficient is 0.696 with a standard error of 0.072, t of 6.025 and the p value of 0.000. The intercept of the model is 1.075 with a standard error of 0.178, t value of 6.042 and the p value of 0.000.

5 Discussion

Descriptive analysis of the responses of the students indicates that majority of the students use social media sites every day and also have a professional account on those sites. Their responses also suggest that professional recruiters also use social media sites for recruitment purpose of the company. They post the news of vacancy through these social media sites along with the requirement for the post. As a result, students can easily grave the opportunity and respond quickly to the news of career opportunity. Among the options available to the recruiters, social media sites have mostly used the method of advertising the vacancy or career related information. Among the social media sites, LinkedIn is the most popular and widely used platform for professional gathering. Other sites are also used for recruitment purpose such as most often CEO or other high rank person from business organization Twits professional career opportunity related news on Twitter. According to the responses of the students, majority of the students use social media sites every day for less than 2 hours and, on an average, log in frequency is 2 to 4 times. Business people use social media sites for professional activities and posts the news of vacancy on social media wall. The majority of the professional recruiters post the vacancy news on more than 5 social media sites. All most all the students have a professional account on social media platforms and the majority have 2 to 4 accounts on different platforms. The incorporation of social media in professional recruitment procedure has brought some gigantic gain for the students. Now, they can access to a large number of career opportunity with a few second from all over the world. The workforce diversity has been a major concern in the modern business world. As a result, business firms are trying to seek employees from a different corner of the world. Through
social media, students can get the required information and respond to the preferred career opportunity easily and quickly. Physical appearance for different kinds of selection tests and interviews are declining day by days. Recently, many business organization uses 100% online recruitment process as well. So, recruitment procedure has been less costly for both the candidate and recruiter perspective. The students also agree that the incorporation of social media in professional recruitment procedure has reduced the unemployment rate of the students. The mean, median, and mode suggest that students are very much agreed with the statements in the questionnaire. Thus, the standard deviations of the responses are very low. According to the correlation coefficient, it can be argued that independent variables of the model have a good connection with the selected dependent variable. Procesional use has the highest correlation coefficient with the student recruitment convenience and the association is also statistically significant. Scope and frequency also have a high level of correlation with student recruitment and this relationship are also statistically significant. Professional account and vacancy posts also have a good correlation with student recruitment. So, it can be said that the higher the level of use of social media in terms of professional recruiters, the higher the level of satisfaction of the students in terms of the recruitment. There is no severe multicollinearity problem among the independent variables. The adjusted R square is very good of the model that indicates the independent variables have a significant power to explain the dependent variable. ANOVA table shows that the model is acceptable as the p value is less than 0.05. So, the null hypothesis of the research must be rejected and alternative hypothesis should be recognised. The null hypothesis is “Social media does not play any role in student recruitment” and the alternative hypothesis is “Social media play a significant role in student recruitment.” So, the regression model enables the researcher to conclude that social media has some effect on student recruitment. The null hypothesis for each independent variable, including the constant, is that B=0. Test of hypothesis for the independent variables shows that the null hypothesis for time spent cannot be rejected as the p value of the variable is not less than 0.05. On the contrary, null hypothesis for other variables such as scope and frequency, professional account, vacancy posts, professional use and the constant can be rejected as the p values are less than 0.05. So, the researcher can argue that scope and frequency, professional account, vacancy posts, and professional use play a major role in deciding the convenience of the sampled students in the recruitment process.
So, social media is a commonly used online platform that is making a contribution in almost all the sector of the society. In the business world, it has been a new trend to use social media professionally. Previously, social media platforms were used only for marketing purpose in the business organization but now a day, it is being used to human resource management as well. Almost all the firms use social media in their recruitment process. From vacancy post to recruiting candidate, in every stage, social media play a benefactor role by saving time and money of the business organization as well as the candidates also. Business organizations have started to use social media to spread the news of career opportunity as the platform enables to reach a huge number of potential candidates within a second without spending any marginal costs. Eager candidates can also respond through this platform without making a large cost. Professional recruiters undergo the selection tests on social media platform as well. The online exam is very common and video chat has replaced physical interviews nowadays. Many universities and colleges have appreciated social media in place of the traditional recruitment process. These institutions are providing students to different business organizations for recruitment purpose at a very low cost. Traditional campus recruitment has been replaced by social media recruitment now. LinkedIn plays a major role in the recruitment process. In this platform, a hub of a professional relationship is built with the member’ sharing their qualifications. It is an open platform that helps a recruiter to find exact the required person who has the exact qualification for the posts. Without this platform, this job will be a tough one. Students also use social media platform for professional purpose. They have a number of accounts on different social media sites that provides with the information of the available career opportunity. Professional recruiters can access to the potential candidates from every corner of the world through social media platform. As a result, students can easily and quickly respond to those career opportunities from any corner of the world with in very few seconds and that also very much cost efficient. This process enables the students to choose the best optimal profession for them according to their passion and goal among a wide variety of available professions.

So, above discussion indicates that social media is the main player in the recruitment of students. Previously, campus recruitment was the most common approach to recruiting a student. But nowadays, social media has replaced that tradition. Due to the enormous benefit provided by the social media platform to the business organization, the traditional recruitment process is becoming social media based recruitment process. This transition also benefits the students as well. The majority of the students have exposure to different social media sites
and spend a reasonable time on these. But, nowadays, students do not use social media sites for entertainment only, rather they gather knowledge from it. They can access to a wide area of a professional career on these platforms and select to go for the dreamt one. Students are very much comfortable with the social media recruitment because it reduces the time and cost of responding.

6 Conclusion and Recommendation

6.1 Conclusion

The aim of the project is to critically analyse the effect of social media in the recruitment of students. With this aim, the researcher has selected 100 students randomly to do a questionnaire survey. The questionnaire was semi-structured that it includes both close end and open end questions. As the variables of the study are well known to all and there are existing findings on the subject matter of the study, ontology has been used by the researcher. As a result, the inductive approach has been selected by the researcher. So, two hypotheses have been developed in order to accept one of them after collecting complete data from the students through a survey questionnaire. The research has carefully chosen a quantitative method for this paper as it provides with quantitative results and quantitative results are very easy to analyse, infer and represent. Student recruitment convenience is the dependent variable and Time Spent, Scope and frequency, Professional account, Vacancy posts, and Professional use are the independent variables of the paper. A pilot study was also undergone to gauge the probable problems. The calculation of Cronbach Alpha suggests that the method selected for the research is reliable. The first objective of that paper is to examine the literature related to the impact of social media on recruitment process of business organization & its impact on students. The overall review of the existing literature says that many of the business organization in the world is somehow associated with social media sites. Social media is used in head hunting and direct application process or recruitment. The majority of the business organizations in the UK, incorporate social media in their business recruitment procedure. Social media enables the students to select the most desirable job among a large number of profession available. It has reduced the unemployment period of the students after graduating from colleges and universities. The second objective is to critically inspect the role of social media in the professional recruitment procedure. Social
media is used in all the stage of the recruitment process such as Vacancy promotion, Receiving application, Preliminary online interview, Assessment, Reference check and Job offering. The third objective is to inspect the impact of social media on the students’ recruitment. The null hypothesis is “Social media does not play any role in student recruitment” and the alternative hypothesis is “Social media play a significant role in student recruitment.” The regression result suggests that the null hypothesis of this particular research must be excluded and alternative one should be acknowledged. So, the regression model enables the researcher to conclude that social media has some effect on student recruitment. So, the researcher can argue that scope and frequency, professional account, vacancy posts, and professional use play a vital role in deciding the convenience of the students in the recruitment process. So, it can be said that the higher the level of use of social media in terms of professional recruiters, the higher the level of satisfaction of the students in terms of the recruitment. Professional recruiters can access to the potential candidates from every corner of the world through social media platform. The students can access to a wide area of a professional career on these platforms and select to go for the dreamt one. Students are very much comfortable with the social media recruitment because it reduces the time and cost of responding. So the conclusion can be drawn like this “Social media play a positive role in student recruitment”.

6.2 Recommendations

The researcher has been able to recommend some strategies that will improve the usefulness of social media platforms in the professional recruitment procedure of the business organizations. The recommendations are given below-

- There exist some business firms that are not incorporating social media platforms for their recruitment purpose. The first recommendations to the business organizations those are not using social media platform for their recruitment purposes. The researcher can guarantee that social media platforms are the least costly means of reaching a large number of potential candidates. So, business organizations should utilize this blessing to increase the profitability of the firm by developing a talented workforce through a least costly source.

- There are some business organizations that use social media sites directly for their recruitment purpose. So, the researcher is recommending to use the social media sites indirectly that means the firm must develop its website regarding the recruitment
process and then share the news at social media sites to get people on this website. This will ensure more accurate and secure recruitment for the firm.

- Most importantly, social media was firstly widely used for personal use only. As a result, many people use different social media sites as a personal and social gathering platform rather business oriented something. So, some people get annoyed when they see any business related activity on their personal site. Thus, business people must avoid some space for the personal gathering of the people. Along with recruitment purpose or not, business firms can promote their firm or HR policy of the firm in order to attract a more talented workforce.

- This research showed that business organizations are going for most popular social media sites for their recruitment purpose. But they should look beyond the big guns. There are some recruitment-specialized sites that can bring them more relevant talent. Stack Overflow and GitHub are this kind of recruitment specialised social media site that will bring you the most relevant talent for you. Following this process will also reduce the disturbance of many people who do not like business related dealings on social media sites.

- There is a huge probability of backfire of using social media sites in recruitment purpose if the firm is on the platform to recruitment new employees but the existing employees are not aware of it. So, the recommendation is that business organization must involve its existing workforce in the recruitment process and they must get the highest priority in terms of promotion. Current employees can also promote the business organization to make it dream job to the potential candidates.
7 References


Cite (2012). The different types of social media. [Online]. Available at: https://www.cite.co.uk/the-different-types-of-social-media/ (Accessed 22 FEB 2017).


Survey Questionnaire

1. Name:
2. Age:
3. Name of educational institution
4. Name some of your most visited social media sites (i.e. Facebook, YouTube, Twitter etc.)
   i. ..........................
   ii. ..........................
   iii. ..........................
   iv. ..........................
   v. ..........................
   vi. ..........................
5. Do you have any professional account in social media (i.e. LinkedIn)?
   o Yes
   o No
6. Which social media site is used in recruitment process by the professional recruiters?
   o LinkedIn
   o Myspace
   o Facebook
   o YouTube
   o Twitter
   o Instagram
   o Others
7. What is the mostly used method of promoting vacancy by the business organizations?
   o Advertise on company websites
   o Using recruitment consultancy
   o Posting on job sites
   o Advertising through professional social media sites
   o Advertising through personal social media sites

Social Media
8. Time Spent Number of hours you spent in using social media sites every day
   o Less than 1 hour
   o 1 hour to 2 hours
   o 2 hours to 3 hours
   o 3 hours to 4 hours
   o More than 4 hours
9. Scope and Frequency 1: How many social media sites do you visit every day?
   o None
   o 1 or 2
   o 2 or 3
   o 3 or 4
10. Scope and Frequency 2: For how many times, you visit your social media sites every day?
   - None
   - 1 or 2 times a day
   - 2 or 3 times a day
   - 3 or 4 times a day
   - More than 5 times a day

11. Professional Account: How many professional accounts do you have on social media sites?
   - None
   - 1 or 2
   - 3 or 4
   - More than 5

12. Vacancy Posts 1: Social media sites are used for posting the vacancies of business firms.
   - Strongly disagree
   - Disagree
   - Neutral
   - Agree
   - Strongly agree

13. Vacancy posts 2: In how many social media sites do the business firms post their vacancy news?
   - None
   - 1 or 2
   - 3 or 4
   - More than 5

14. Professional Use 1: Business practitioners use social media sites for different purposes.
   - Strongly disagree
   - Disagree
   - Neutral
   - Agree
   - Strongly agree

15. Professional Use 2: Business organizations use social media sites for their recruitment purposes.
   - Strongly disagree
   - Disagree
   - Neutral
   - Agree
   - Strongly agree

**Student Recruitment Convenience**

16. Large Access: Social media sites provide you the opportunity to access a large number of vacancies all over the world within a short time of period.
   - Strongly disagree
17. Easy and Quick Response 1: It is very easy for you to find a vacancy position through social media sites.
   - Disagree
   - Neutral
   - Agree
   - Strongly agree

18. Easy and Quick Response 2: You are able to respond very quickly any vacancy post via social media sites.
   - Strongly disagree
   - Disagree
   - Neutral
   - Agree
   - Strongly agree

19. Less Costly: Social media has made the recruitment less costly all over the world.
   - Strongly disagree
   - Disagree
   - Neutral
   - Agree
   - Strongly agree

20. Profession Selection: Social media helps you to choose a better profession among a lot of probable opportunities.
   - Strongly disagree
   - Disagree
   - Neutral
   - Agree
   - Strongly agree

21. Reduced unemployment rate: Social media has reduced the unemployment rate among the students.
   - Strongly disagree
   - Disagree
   - Neutral
   - Agree
   - Strongly agree