SOCIAL NETWORKS AS A TOOL FOR JOB SEARCH

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Abstract: *The information technology has caused an absolute revolution. Therefore, searching job through social networks is highlighted as it is perspective way how to find a job. At the global level, social networks are used by more than 90% of companies in process of recruitment. Nowadays, social networks are beginning to be applied by Czech and Slovak companies as well. The objective of the research is to identify the differences in the using of social networks in job search in Czech and Slovak Republic. Findings indicate that, only 2% of Czech respondents preferred social networks as a significant way of finding a job. Following the results, social networks were identified less credible by Slovak respondents, but on the other hand more then 4% of Slovak respondents preferred social networks as a toll for job search. Despite the fact that the employees in the Czech Republic and Slovakia do not really use social networks to find employment, this situation can change as respondents express the opinion acoording which social networks have potential for the future. If social networks are used more by employers as well as by potential candidates, both parties will be satisfied.*

Keywords: *HRM, Seeking employment, Recruitment, Head hunting, Social networks.*

JEL Classification: *J20, O15.*

Introduction

Since its creation, social networks have recorded higher popularity (Hitka et al., 2015). Social media has quickly become an integral part of people's personal and professional lives (Tufts et al., 2014). Creating social networks such as Facebook and MySpace has attracted millions of users around the world. People integrate them into their daily lives (Kulhánková et al., 2010; Monas, 2006). Evidence of this is the increase in new users, not only in the category of teenagers but also among the members of the middle generation and seniors (Burian, 2014). But it is well known that social networks are a phenomenon of today's youth especially, but the truth is that they are also used more and more by adults (Sedláček, 2012).

1 Statement of a Problem

Traditional in-person recruitment methods often involve visiting schools and others but recruiting employees using modern tools of information and communication technologies is not exceptional these days (Moreno et al., 2017). The main driver of enterprises is becoming a competitive business therefore social network sites are used more and more not only in private but also in working life (Čierna et al., 2013; Grladinović et al., 2007; Hornungová et al., 2016; Smolková et al., 2016). In order to achieve competitiveness, profiles on social networks are not created only by young people but also by enterprises. Businesses want to make themselves more visible and attract suitable candidates in this way because every company constists of human resources (Hitka et al., 2005; Kampf et al., 2014; Nigel, 2011). More frequently, social networks are used in the process of recruitment and selection of employees. It is

confirmed by Aguado, Rico, Rubio, and Fernández (2016) that human resource professionals are using Social Networking Websites for personnel recruitment and selection processes increasingly. International social networking services like Facebook, Twitter and LinkedIn, turn social network recruitment from a fashion trend into normalization (Li et al., 2015). Many human resource recruiters and jobseekers consider social networks an innovative way to mediate employment. A wide variety of studies has already been conducted using Facebook as a platform for recruitment (Rife et al., 2016). From the perspective of seeking and obtaining employment, social network Facebook is designed more for temporary employment, or recruiting graduates. On the contrary, LinkedIn is focused primarily on building business contacts as is searching employment, career development or creating professional contacts. Therefore, it is a good choice especially for professionals and managers, but it can also be used in finding the first job (Sedláček, 2012). The aim of this work is to identify differences in the utilization of social networking sites in search of employment in the Czech Republic and Slovakia.

2 Methods

The questionnaire survey was conducted in the area of the Czech and Slovak Republic. To create it, Google Docs was used. The method of random selection was used. For distribution of the questionnaires, Facebook and the information systems of colleges, universities and social networking site were used. Through open and closed questions, respondents answered questions related to the use of social networking sites in the search of employment. To evaluate the questionnaires, the statistical program Statistics 12.0 software was used (Dell, Oklahoma City, Oklahoma). By the Pearson Chi-square test of independence, we verified null hypothesis H_0 at the significance level of 5% applicable when the expected and the received frequencies are equal in the sample, i.e. two nominal variables are independent. If the p-value falls below a determined level of significance ($p < 0.05$), then the null hypothesis H_0 is rejected and the alternative hypothesis H_1 is accepted. In case of rejection of the null hypothesis, the difference in actual and expected frequencies is so great that it cannot be random; i.e. there is a correlation between the nominal variables. Dependence or independence of nominal variables was verified through the Chi-square test (χ^2). Results are presented through the absolute frequency and relative frequency, the Chi-square test (χ^2), degree of freedom (v) and p-value (p).

Minimum sample size (n) was based on Mason et al. (1990) and calculated with the 95 % confidence ($z_{\alpha/2}$), desired accuracy ($\Delta\bar{x}$) 0.2 and response variability specified by variance ($\delta_{\bar{x}}^2$) 0.6. The minimum sample size of respondents was expected at level of 58 respondents from Czech Republic and 58 respondents from Slovakia. Finaly, the research sample consisted of 1,772 respondents. In the sample, there were 950 respondents from the Czech Republic and 822 respondents from Slovakia. Differences in the proportion of men and women are minimal in both countries (p = 0.491). A group of women from the Czech Republic dominated in the survey sample (418 men, 532 women), while the Slovak research sample consisted mainly of male respondents (438 men, 384 women). The sample consisted of participants aged 21-25 years, of which 893 respondents were from the Czech Republic, and 552 respondents were from Slovakia. Within the comparison of the views of respondents from the Czech and Slovak Republics, the age structure is significantly different (p = 0.001). However,

based on a refined statistical verification, we can conclude that the differences between the respondents are not influenced by their age. In terms of education level, the most represented parts in both surveys were respondents with a university degree (551 respondents from the Czech Republic and 219 respondents from Slovakia).

3 Results and Discussion

In the questionnaire survey, we have investigated the usefulness of social networks (Tab. 1, Tab. 2). Based on the findings, we can conclude that the best-known social networks such as Facebook and YouTube are used in the Czech Republic and in Slovakia. Conversely, networks such as LinkedIn and Twoo (Netlog) have not been preferred yet in any of these countries. Respondents agreed that they do not use these networks. Twitter is a social networking site on the border of statistical significance, given that only 18% of the Czech respondents use it. Slovaks usually do not use Twitter. Significant differences appeared in social networks of Google+ (p = 0.000), MySpace (p = 0.000), ICQ (p = 0.001), Pokec (p = 0.001) and Skype (p = 0.021). Social Networks Google+, MySpace, ICQ, Skype are used by more Czechs than Slovaks. On the contrary, Pokec is more popular among the Slovak respondents than among the Czech respondents.

Tab. 1: Social networks used by Czech and Slovak respondents *(part 1)*

Facebook	Country	I use	I do not use	Sum	χ^2
Absolute frequency	CR	912	38	950	0.015
Relative frequency		96.00%	4.00%		υ
Absolute frequency	SR	786	36	822	1
Relative frequency		95.62%	4.38%		p
Sum		1,698	74	1,772	**0.903**
Google+	Country	I use	I do not use	Sum	χ^2
Absolute frequency	CR	665	285	950	**16.451**
Relative frequency		70.00%	30.00%		υ
Absolute frequency	SR	321	501	822	1
Relative frequency		39.05%	60.95%		p
Sum		986	786	1,772	**0.000**
ICQ	Country	I use	I do not use	Sum	χ^2
Absolute frequency	CR	171	779	950	**11.739**
Relative frequency		18.00%	82.00%		υ
Absolute frequency	SR	39	783	822	1
Relative frequency		4.74%	95.26%		p
Sum		210	1,562	1,772	**0.001**
LinkedIn	Country	I use	I do not use	Sum	χ^2
Absolute frequency	CR	76	874	950	0.489
Relative frequency		8.00%	92.00%		υ
Absolute frequency	SR	45	777	822	1
Relative frequency		5.47%	94.53%		p
Sum		121	1,651	1,772	**0.485**

Source: (Own research)

Tab. 2: Social networks used by Czech and Slovak respondents (part 2)

MySpace	Country	I use	I do not use	Sum	χ^2
Absolute frequency	CR	114	836	950	27.08
Relative frequency		12.00%	88.00%		υ
Absolute frequency	SR	3	819	822	1
Relative frequency		0.36%	99.64%		p
Sum		117	1,655	1,772	**0.000**
Pokec	Country	I use	I do not use	Sum	χ^2
Absolute frequency	CR	19	931	950	12.301
Relative frequency		2.00%	98.00%		υ
Absolute frequency	SR	195	627	822	1
Relative frequency		23.72%	76.28%		p
Sum		214	1,558	1,772	**0.001**
Skype	Country	I use	I do not use	Sum	χ^2
Absolute frequency	CR	722	228	950	5.304
Relative frequency		76.00%	24.00%		υ
Absolute frequency	SR	483	339	822	1
Relative frequency		58.76%	41.24%		p
Sum		1,205	567	1,772	**0.021**
Twitter	Country	I use	I do not use	Sum	χ^2
Absolute frequency	CR	171	779	950	3.547
Relative frequency		18.00%	82.00%		υ
Absolute frequency	SR	75	747	822	1
Relative frequency		9.12%	90.88%		p
Sum		246	1,526	1,772	**0.060**
Twoo (Netlog)	Country	I use	I do not use	Sum	χ^2
Absolute frequency	CR	0	950	950	1.689
Relative frequency		0.00%	100.00%		υ
Absolute frequency	SR	27	795	822	1
Relative frequency		3.28%	96.72%		p
Sum		27	1,745	1,772	**0.194**
Youtube	Country	I use	I do not use	Sum	χ^2
Absolute frequency	CR	760	190	950	0.217
Relative frequency		80.00%	20.00%		υ
Absolute frequency	SR	633	189	822	1
Relative frequency		77.01%	22.99%		p
Sum		1,393	379	1772	**0.641**

Source: (Own research)

Furthermore, we were interested in how strongly respondents use social networks in job searching (Tab. 3). Options were evaluated in degrees of significance - significantly, averagely, exceptionally and not at all. Based on the statistical calculation, we can see that the p-value is low (p = 0.000) and Chi-square is high (χ^2 = 19.817), what is a clear significance sign of differences in an answer. Czech respondents use social networks exceptionally in job search. On the other hand, the Slovak respondents do not use social networks in job searching at all.

Tab. 3: The intensity of social networks used in job searching

	Country	Significantly	Averagely	Exceptionally	Not at all	Sum	χ^2
Absolute frequency	CR	19	228	570	133	950	19,817
Relative frequency		2.00%	24.00%	60.00%	14.00%		υ
Absolute frequency	SR	39	114	297	372	822	3
Relative frequency		4.74%	13.87%	36.13%	45.26%		p
Sum		58	342	867	505	1,772	**0.000**

Source: (Own research)

There are different ways to search for employment; therefore, the respondents had to choose one of seven options. Through p-values, the occurrence of significant differences among the respondents was verified. The use of special applications and search for website of enterprises is not a popular form of a job search among the respondents surveyed (Tab. 4, Tab. 5). Fan Sites are located on the border of statistical significance (p = 0.054). Searching for employment through recruiters profiles has a lower difference (p = 0.090). Most respondents do not incline to this option. The possibility of using the recommendations of friends points to significant differences (p = 0.000) because the Czech respondents use this form of job search more often than the Slovak respondents do.

Tab. 4: The way how social networks are used in job search *(part 1)*

Through fan site	Country	Yes	No	Sum	χ^2
Absolute frequency	CR	19	931	950	3.708
Relative frequency		2.00%	98.00%		υ
Absolute frequency	SR	87	735	822	1
Relative frequency		10.58%	89.42%		p
Sum		106	1,666	1,772	**0.054**
Through profile of recruiters	Country	Yes	No	Sum	χ^2
Absolute frequency	CR	0	950	950	2.870
Relative frequency		0.00%	100.00%		υ
Absolute frequency	SR	45	777	822	1
Relative frequency		5.47%	94.53%		p
Sum		45	1,727	1,772	**0.090**
Through special applications	Country	Yes	No	Sum	χ^2
Absolute frequency	CR	38	912	950	0.165
Relative frequency		4.00%	96.00%		υ
Absolute frequency	SR	24	798	822	1
Relative frequency		2.92%	97.08%		p
Sum		62	1,710	1,772	**0.685**

Source: (Own research)

Tab. 5: The way how social networks are used in job search (part 2)

Through website of enterprises	Country	Yes	No	Sum	χ^2
Absolute frequency	CR	342	608	950	1.833
Relative frequency		36.00%	64.00%		υ
Absolute frequency	SR	219	603	822	1
Relative frequency		26.64%	73.36%		p
Sum		561	1,211	1,772	**0.176**
By recommendations by friends	Country	Yes	No	Sum	χ^2
Absolute frequency	CR	646	304	950	21.596
Relative frequency		68.00%	32.00%		υ
Absolute frequency	SR	273	549	822	1
Relative frequency		33.21%	66.79%		p
Sum		919	853	1,772	**0.000**
Using advertising banners	Country	Yes	No	Sum	χ^2
Absolute frequency	CR	19	931	950	4.541
Relative frequency		2.00%	98.00%		υ
Absolute frequency	SR	99	723	822	1
Relative frequency		12.04%	87.96%		p
Sum		118	1,654	1,772	**0.033**

Source: (Own research)

We identified other statistically significant differences (p = 0.005) in the evaluation of social networks as a tool for job searching (Tab. 6). The Czech respondents were not able to comment the issue, while the Slovak respondents identified social networks as less credible to a greater extent.

Tab. 6: The assess of social networks in job search

	Country	Trustworthy	Less trustworthy	Untrustworthy	I do not know	Sum	χ^2
Absolute frequency	CR	114	247	0	589	950	13.019
Relative frequency		12.00%	26.00%	0.00%	62.00%		υ
Absolute frequency	SR	87	345	75	315	822	3
Relative frequency		10.58%	41.97%	9.12%	38.32%		p
Sum		201	592	75	904	1,772	**0.005**

Source: (Own research)

Based on the opinion of the respondents from both countries (Tab. 7), social networks have potential for the future. At the same time, there are significant differences between respondents (p = 0.040). The option *"yes"* was selected by more Czechs than the Slovaks, while a larger percentage of the Slovak respondents indicated the option *"no"*. It clearly shows that the Czech respondents are more confident about the potential of using social networking sites in job searching in the future as the Slovak respondents.

Tab. 7: The potential of social networks in future job searching

	Country	Yes	No	I do not know	Sum	χ^2
Absolute frequency	CR	703	38	209	950	6.425
Relative frequency		74.00%	4.00%	22.00%		υ
Absolute frequency	SR	471	126	225	822	2
Relative frequency		57.30%	15.33%	27.37%		p
Sum		1,174	164	434	1,772	**0.040**

Source: (Own research)

The last area of research is the perception of respondents about seeking a job after graduation or during their studies (Tab. 8, Tab. 9). Both the Slovak and Czech respondents think that the use of the Internet and recommendations of friends can help in search for employment. Conversely, they cannot imagine this through newspapers, or other means. These options were given by a minimum of respondents. The significant differences occurred in other options. Compared to the respondents from Slovakia, the Czech respondents would rather search for employment through the employment offices. Social networks and recruitment agencies are popular neither in the Czech Republic nor in Slovakia. On the other hand, more Slovak respondents can imagine job search in these ways than the Czech respondents. The respondents from both countries can imagine searching for employment through personal contacts to the employer. The Czech respondents preferred this option most frequently.

Tab. 8: The preferred way of job searching *(part 1)*

Through social networks	Country	Yes	No	Sum	χ^2
Absolute frequency	CR	76	874	950	6.689
Relative frequency		8.00%	92.00%		υ
Absolute frequency	SR	201	621	822	1
Relative frequency		24.45%	75.55%		p
Sum		277	1,495	1,772	**0.010**
Through recruitment agencies	Country	Yes	No	Sum	χ^2
Absolute frequency	CR	57	893	950	5.266
Relative frequency		6.00%	94.00%		υ
Absolute frequency	SR	159	663	822	1
Relative frequency		19.34%	80.66%		p
Sum		216	1,556	1,772	**0.022**
Through personal contact	Country	Yes	No	Sum	χ^2
Absolute frequency	CR	684	266	950	5.149
Relative frequency		72.00%	28.00%		υ
Absolute frequency	SR	450	372	822	1
Relative frequency		54.74%	45.26%		p
Sum		1,134	638	1,772	**0.023**
Through employment offices	Country	Yes	No	Sum	χ^2
Absolute frequency	CR	589	361	950	23.033
Relative frequency		62.00%	38.00%		υ
Absolute frequency	SR	225	597	822	1
Relative frequency		27.37%	72.63%		p
Sum		814	958	1,772	**0.000**

Source: (Own research)

Tab. 9: The preferred way of job searching (part 2)

Using job fairs	Country	Yes	No	Sum	χ^2
Absolute frequency	CR	380	570	950	5.789
Relative frequency		40.00%	60.00%		υ
Absolute frequency	SR	195	627	822	1
Relative frequency		23.72%	76.28%		p
Sum		575	1,197	1,772	**0.016**
Through recommendations of friends	Country	Yes	No	Sum	χ^2
Absolute frequency	CR	570	380	950	1.425
Relative frequency		60.00%	40.00%		υ
Absolute frequency	SR	564	258	822	1
Relative frequency		68.61%	31.39%		p
Sum		1,134	638	1,772	**0.233**
Through newspapers	Country	Yes	No	Sum	χ^2
Absolute frequency	CR	114	836	950	2.554
Relative frequency		12.00%	88.00%		υ
Absolute frequency	SR	180	642	822	1
Relative frequency		21.90%	78.10%		p
Sum		294	1,478	1,772	**0.110**
Using Internet	Country	Yes	No	Sum	χ^2
Absolute frequency	CR	817	133	950	0.240
Relative frequency		86.00%	14.00%		υ
Absolute frequency	SR	684	138	822	1
Relative frequency		83.21%	16.79%		p
Sum		1,501	271	1,772	**0.624**
Otherwise	Country	Yes	No	Sum	χ^2
Absolute frequency	CR	0	950	950	1.116
Relative frequency		0.00%	100.00%		υ
Absolute frequency	SR	18	804	822	1
Relative frequency		2.19%	97.81%		p
Sum		18	1,754	1,772	**0.291**

Source: (Own research)

A similar survey was carried out in Romania. The object of the research was the use and development of social networks in the area of recruitment. The respondents were mostly employees of personnel departments and others involved in the process of recruitment. The results show that Romanian companies are open to developing a strategy to use the Internet in the process of recruitment. In addition, more and more people create profiles on social networks and use them more often. Employers recognize this fact and adapt to modern times. Therefore, they most often prefer using social networks for recruitment of new employees for leadership positions. The advantage is not only in easier access to potential employees but also lower costs associated with the process of recruitment, which is confirmed by the survey (Mitran, 2010). A survey carried out in the United States and Europe on a sample of experts in the field of recruitment including 218 students shows that job seekers trust the information on the company's website and when they apply for a job, they will find

necessary information on a particular site of enterprises. Enterprises without a website or without offers on social networks have little chance to obtain the suitable staff because online offer is attractive for applicants. On this basis, it is confirmed that people increasingly seek information about future employment on websites and social networks. Therefore, companies should pay extra attention to online advertising and contact with potential employees on social networks (Bermúdez et al., 2010). The research carried by Pajtinková Bartáková et al. (2017) shows that only 3.32% of Slovak respondents use social networks in a job search significantly. The majority of respondents asked used social networks for this purpose only occasionally. The research of the Jobvite enterprise shows that 89% of the surveyed companies in USA are going to use or are planning to use social networking to promote the acquisition of staff and 80.2% of enterprises are using social networks and media for promotion of recruitment, now. This trend has increased significantly by more than 12% since 2009 (Jobvite, 2011).

For the enterprise, human capital is one of the factors that dispose of ideas, thoughts and knowledge (Kucharčíková et al., 2016). Young people can benefit from new experience and skills acquired during their studies by working in all areas of the company (Hrehová et al., 2015). Therefore, for the enterprise, employees are becoming a key resource for development (Stacho et al., 2013). An employing student or fresh graduate is an advantage in terms of lower labour costs for enterprises. Technological progress, access to the Internet, new trends and techniques cause that young people use new methods of job search (Čierna et al., 2016; Sudzina et al., 2014). Therefore, in addition to established methods such as advertising in mass media, brochures, questionnaires, posters, recruitment agencies, employment offices, and more, for recruiting employees, enterprises need to use modern information and communication technologies that allow them to look for a suitable candidate for the job. These are social networks used by more and more people, especially the younger generation. Social Networks are influencing the way human resource professionals recruit, hire and terminate employees to obtain the competitive advantage (Brown et al., 2011; Davison et al., 2011; Duffy, 2011; Kluemper et al., 2009; Nagendra, 2014; Norazah et al., 2011; Shea et al., 2006; Shrm, 2015; Shrm, 2007; Soumi, 2012; Stoughton et al., 2013).

Conclusion

Seeking and getting a job position, with which the employees identify themselves and achieve success in their life, is a significant milestone. For the company it is very important to obtain applicants that an enterprise needs. Due to the fact that labour market is full of people seeking employment, employers and potential employees have the option to choose. Technological advances, access to the Internet and the creation of social network sites has caused an absolute revolution, therefore, different methods can be used in recruitment process. The selected methods depend on the situation at the labour market, as well as on the company's financial situation and other factors. Nowadays, social networks are used abroad more and more often in searching for a job. In our research we focused on the using of social networks in job search in Czech Republic and in Slovakia. The differences between selected countries were identified. The results of our research show that respondents of both countries used social networks such as Facebook and Youtube frequently. Significant differences between

Czech and Slovak respondents appeared in the intensity of use of social networks in job searching. Czech respondents used social networks in seeking employment exceptionally. Slovak respondents did not use the social networks in a job search, at all. It can be caused by the fact that social networks were evaluated less trustworthy. Nevertheless, the differences were confirmed between Czech Republic and Slovakia, we appreciate that information technology was the most preferred way how to search for a job for respondents from both countries. Moreover, findings indicate that job searching by using social networks has a potential for the future. It verified our assumption according to which social networks represent perspective way how to find a job. Placing more job offers to social networks can help to achieve the potential of social networks.

Acknowledgement

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