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# A STUDY ON IMPACT OF SOCIAL MEDIA SITES IN GENERATING EMPLOYABILITY WITH REFERENCE TO BANGALORE CITY

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**ABSTRACT**

Social media is described as the media that allows users to publish, create and share the contents on internet. The content may be in the form of images, videos, reviews etc., Social media comprises of tools and platforms that permit the users to collaborate the content, share their experiences and insights on a particular topic, product and services and develop connections for business or social act. Social media usage has been on an exponential rise in the last few years and has penetrated in almost all the aspect of our lives. Social media is driven solely by communities and relationship. The use of social media has exploded in the last several years, and it now touches almost every facet of human being. Social media based Face book, blogs, Twitter, You Tube, Google+, WhatsApp and others show how people communicate with each other and also maintain contact from social networks which permit people to go and visually meet others they would never meet or talk before. It allows making them "Friends" to finally communicate with them when they need any brand information or suggestions or first entertainment or social issues. The social media can be used to transfer social message from root to its extension reach. Through social media the user can utilise this platform for social causes such as Traffic rules, child health care, smoking, Drinking liquor, environmental aspects, food adulteration, Corruption, politics and other social issues. This article mainly focuses on the users awareness about various social medias and its impact on the users.

**Keywords**: Social Media, Perception, employability, job seeking and Traffic rules

## INTRODUCTION

Social media is described as the media that allows users to publish, create and share the contents on internet. The content may be in the form of images, videos, reviews etc., Social media comprises of tools and platforms that permit the users to collaborate the content, share their experiences and insights on a particular topic, product and services and develop connections for business or social act. Social media usage has been on an exponential rise in the last few years and has penetrated in almost all the aspect of our lives. Social media is driven solely by communities and relationship. The use of social media has exploded in the last several years, and it now touches almost every facet of our human being. Social media plays the role of a giant recommender machine that catalyses and accelerates the dynamic circulation and distribution of information. It is therefore understood that the reputation of an organisation no longer is solely in the hands of the marketing and communication department but has been shifted to all the users of internet. Social media based Face book, blogs, Twitter, You Tube, Google+, Whatsapp and others show how people communicate with each other and also maintain contact from social networks which permit people to go and visually meet others they would never meet or talk before. It allows making them "Friends" to finally communicate with them when they need any brand information or suggestions or first entertainment or social issues the user can post any type of opinion or comments through various social media platforms. Users now can access to their favourite social networking sites via mobile phones due to the successful convergence of internet and mobile phones in the past decade. The advents of social network sites is rapidly changing human interaction, that millions of people worldwide are living and much of this lives on social networking sites. The kind of comments and opinion can have a very strong and lasting impact on consumer or users of the media. The changes in perception are motivated by advancements in technology and are related to social change that has propelled the media channels which was generally moved fragmented to unite. Social media consumer has become empowered and at times behaves as a media himself through blogging and social media advocacy.

**Significance of the Study**

This study is significant to understand the importance of use of Social network sites by job providers and job seeker. It also brings out the factors influencing the recruiters as well job seekers regarding the use of Social network sites for

recruitment and job search decisions respectively. Findings of the study reveal how recruiters and job seekers can use Social network sites beneficially to aid them in fulfilling their recruitment requirements and job search respectively. Thus, results of the study will play an important role in increasing the contribution of Social network sites in recruitment and job search.

## Statement of the Problem

Social networking sites are a group of Internet-based applications that allow creation and exchange of user generated content. SN site is a cyber-environment that allows the individual to construct text, images and photos and to link other members of the site by applications and groups provided on the internet. The social media can be used to transfer social message from root to its extension reach. Through social media the user can utilise this platform for social causes such as Traffic rules, child health care, smoking, Drinking liquor, environmental aspects, food adulteration, Corruption, politics and other social issues. A vast majority of companies and those seeking jobs maintain at least one, if not many, social networking pages; subsequently, social media is being used more commonly in the job search. Social network sites used by job seekers have grown majorly in new digital era. This study aims to understand the significance, perception and influencing factors of the job seekers regarding the use of social network sites for job search decisions respectively. There is need to study the role of these parameters. With the help of the following research questions. What is the significance of social network sites for job seekers? And which factors are positively affecting the use of social networking for job search by job seekers? What are the preferences of Social network sites used by job seekers for job search.?

## Objectives of the Study

This study's main aim is to find out if the use of social networking sites allows job seekers to have better employment prospects and helps hiring managers. Questions relevant to the research objective of examining the role of social networking sites in job search and impact on employability have been analysed to reach a conclusion.

1. To find out the attitude of job seekers towards social networking sites in job search.
2. To identify the association between users demographical factors and level of impact of social networking on job search.

## Hypotheses of the Study

Ho: There is no significant difference in the level of impact of social networking for job search on the basis of demographical factors.

## Data Collection

The study has been conducted in urban areas of Bangalore city. The study is based on primary data and secondary data. The secondary data were collected from journals, magazines, newspapers, books and websites. Primary data has been collected from the users of social media networking sites and to collect information on awareness about social Medias and its impact on employability by using a structured questionnaire.

## Sampling Design

It is difficult to identify the population of the study. So it is decided to select non-probability sampling i.e. convenience sampling method for data collection. Three hundred eighty five samples were selected for the study.

## Tools Used For Analysis

The researcher has used percentage analysis for indicating the number of respondents for a particular criteria or parameter against the total number of respondents. The Chi-square Test has been employed for testing the goodness of fit between the Demographic factors and level of impact of social media networking sites.

## Respondents' Attitudes towards Using Social Network Sites

## Respondents Frequently of Using Social Media

To know the frequency of using social Medias by the respondents, hence, the researcher asked the respondents about the frequency of using social Medias and the reply is presented in the following Table 1.

**TABLE 1 RESPONDENT USING SOCIAL MEDIA FREQUENTLY**

| Sl. No | Frequently | No. of Respondents | Percentage |
|---|---|---|---|
| 1. | Yes | 338 | 87.8 |
| 2. | No | 47 | 12.2 |
|  | Total | 385 | 100.0 |

Source: Computed from Primary data

The above Table 1 shows that out of 385 respondents, 338 (87.8%) frequently using social Medias, 47 (12.2%) respondents not frequently using social Medias. It is concluded that a majority respondents frequently using social Medias.

## Source to Know about the Social Networking Sites

The respondents were asked about how you know about the social networking sites; the reply is presented in the following Table 2.

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**TABLE 4.2 SOURCE TO KNOW ABOUT THE SOCIAL NETWORKING SITES**

| Sl. No | Source | No. of Respondents | Percentage |
|---|---|---|---|
| 1. | Mass Media | 120 | 31.2 |
| 2. | Friends | 194 | 50.4 |
| 3. | Relatives and Neighbors | 31 | 8.1 |
| 4. | Self | 40 | 10.4 |
| | Total | 385 | 100.0 |

Source: Computed from Primary data

It is clearly evident from Table 4.2 that 120 (31.2%) of respondents was knows social medias through mass medias, 194 (50.4%) of respondents was knows social medias through friends, 31 (8.1 %) of respondents was knows social medias through relatives and neighbors, 40 (10.4 %) of respondents was knows social medias by themselves. It is concluded that majority of the respondents knows social medias through friends and Mass Media.

**Respondents Furnish Personal and Private Details in Social Media**

The respondents were asked about the weather respondents have furnished personal and private details in social media or not. The reply is presented in the following Table 4.3.

**TABLE 4.3 RESPONDENTS FURNISH PERSONAL AND PRIVATE DETAILS IN SOCIAL MEDIA**

| Sl. No | Furnishing Details | No. of Respondents | Percentage |
|---|---|---|---|
| 1. | Real | 284 | 73.8 |
| 2. | Fake | 39 | 10.1 |
| 3. | Partially Fake | 62 | 16.1 |
| | Total | 385 | 100.0 |

Source: Computed from Primary data

It is clearly evident from Table 4.3 that 284 (73.8%) of respondents have furnished personal and private real details in social media. 39 (10.1%) of respondents have furnished fake details in social media. 62 (16.1%) of respondents have furnished partially fake details in social media. It is concluded that good majority of respondents have furnished real details in social media.

**Frequency of Using Social Media by Respondents**

The respondents were asked about how frequently using social media, the reply is presented in the following Table 4.4.

**TABLE 4.4 FREQUENCY OF USING SOCIAL MEDIA BY RESPONDENTS**

| Sl. No | Frequency | No. of Respondents | Percentage |
|---|---|---|---|
| 1. | Everyday | 206 | 53.5 |
| 2. | Once in a week | 140 | 36.4 |
| 3. | Twice a week | 23 | 6.0 |
| 4. | Once in a month | 16 | 4.2 |
| | Total | 385 | 100.0 |

Source: Computed from Primary data

It is clearly evident from Table 4.4 that 206 (53.5%) of respondents using social medias every day, 140 (36.4%) of respondents using social medias once in a week and 23 (6 %) of respondents using social medias twice in a week and 16 (4.2 %) of respondents using social medias once in a month. It is concluded that majority of the respondents using social Medias every day.

**Current Status of Using Social Media**

The respondents were asked about current status in using social media, the reply is presented in the following Table 4.5.

**TABLE 4.5 CURRENT STATUS OF USING SOCIAL MEDIA**

| Sl. No | Current Status | No. of Respondents | Percentage |
|---|---|---|---|
| 1. | New learner / Beginner | 121 | 31.4 |
| 2. | Using Social Media regularly | 178 | 46.2 |
| 3. | Expert in Social media | 86 | 22.3 |
| | Total | 385 | 100.0 |

Source: Computed from Primary data

It is clearly evident from Table 4.5 that 121 (31.4 %) of respondents are New learner / Beginner in using social medias, 178 (46.2%) of respondents are using social media regularly, and 86 (22.3%) of respondents are expert in Social media. It is concluded that majority of the respondents are using social media regularly.

**Respondents have Accounted Social Networking Sites**

The respondents were asked about social networking sites have accounted, the reply is presented in the following Table 4.6

**TABLE 4.6 RESPONDENTS HAVE ACCOUNTED SOCIAL NETWORKING SITES**

| Sl. No | Have accounted | No. of Respondents | Percentage |
|---|---|---|---|
| 1. | Twitter | 276 | 71.7 |
| 2. | Facebook | 318 | 82.6 |
| 3. | LinkedIn | 294 | 76.4 |
| 4. | Youtube | 271 | 70.4 |
| 5. | Whatsapp | 385 | 100.0 |

Source: Computed from Primary data

It is clearly evident from Table 4.6 that 276 (71.7 %) of respondents have account in Twitter, 318 (82.6 %) of respondents have account in Facebook, 294 (76.4 %) of respondents have account in LinkedIn, 271 (70.4 %) of respondents have account in Youtube and 385 (100 %) of respondents have account in Whatsapp.

**Period of Using Social Media**

The respondents were asked about social networking sites have accounted, the reply is presented in the following Table 4.7.

**TABLE 4.7 PERIOD OF USING SOCIAL MEDIAS**

| Sl. No | Period of using | No. of Respondents | Percentage |
|---|---|---|---|
| 1. | Less than a month | 30 | 7.8 |
| 2. | 1-6 months | 31 | 8.1 |
| 3. | 6-12 months | 108 | 28.1 |
| 4. | 1-2 years | 77 | 20.0 |
| 5. | 2-4 years | 100 | 26.0 |
| 6. | 4+ years | 39 | 10.1 |
| | Total | 385 | 100.0 |

Source: Computed from Primary data

It is clearly evident from Table 4.7 that 30 (7.8%) of respondents have using social medias from less than a month account, 31 (8.1 %) of respondents using social medias 1-6 months, 77 (20.0 %) of respondents using social medias 1-2 years, 100 (26.0 %) of respondents using social medias 2-4 years, 39 (10.1%) of respondents using social medias 4+ years.

**How Often Respondents Use SMs for Job Search Process**

The respondents were asked about how often respondents use SMs for job search process, the reply is presented in the following Table 4.8.

**TABLE 4.8 OFTEN RESPONDENTS USE SMS FOR JOB SEARCH PROCESS**

| Sl. No | Often | No. of Respondents | Percentage |
|---|---|---|---|
| 1. | Always | 323 | 83.9 |
| 2. | Sometimes | 62 | 16.1 |
| | Total | 385 | 100.0 |

Source: Computed from Primary data

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It is clearly evident from Table 4.8 that 323 (83.9%) of respondents always have using social medias for searching job and 62 (16.1 %) of respondents using social medias for job search sometimes only. It is concluded that majority of the respondents using social Medias always for job searching.

**Respondents Opinion on SMs is Suitable to Find Jobs**

The respondents were asked about whether SMs are suitable to find job or not, the reply is presented in the following Table 4.9.

**TABLE 4.9 Respondents Opinion on SMs is Suitable to Find Jobs**

| Sl. No | Suitable to Find Job | No. of Respondents | Percentage |
|---|---|---|---|
| 1. | Yes | 324 | 84.2 |
| 2. | No | 61 | 15.8 |
| | Total | 385 | 100.0 |

Source: Computed from Primary data

It is clearly evident from Table 4.9 that 324 (84.2%) of respondents said that SM are suitable for finding jobs and 61 (15.8 %) of respondents agreed that SM are not suitable for finding jobs. It is concluded that majority of the respondents said that SM are suitable for finding jobs.

**Respondents' Opinion on Social Media Sites Impact on Employment Awareness**

The respondents were asked about whether social media sites put impact on employment awareness or not, the reply is presented in the following Table 4.10.

**TABLE 4.10 RESPONDENTS' OPINION ON SOCIAL MEDIA SITES IMPACT ON EMPLOYMENT AWARENESS**

| Sl. No | Impact on Employment Awareness | No. of Respondents | Percentage |
|---|---|---|---|
| 1. | Yes | 316 | 82.1 |
| 2. | No | 69 | 17.9 |
| | Total | 385 | 100.0 |

Source: Computed from Primary data

Table 4.10 makes it abundantly clear that 316 (82.1%) of respondents believed that social media had an impact on employment awareness, whereas 69 (17.9%) agreed that social media had no effect on employment awareness. The majority of respondents stated that SM had an impact on employment awareness, it was concluded.

**Respondents' Choose Methods to Search for Potential Job**

The respondents were asked about which of the methods you will choose to search for a potential job, the reply is presented in the following Table 4.11.

**TABLE 4.11 RESPONDENTS' CHOOSE METHODS TO SEARCH A POTENTIAL JOB**

| Sl. No | Choose Methods | No. of Respondents | Percentage |
|---|---|---|---|
| 1. | Social networking websites | 91 | 23.6 |
| 2. | Recruitment agencies | 94 | 24.4 |
| 3. | Company websites | 120 | 31.2 |
| 4. | College recruitment programs | 40 | 10.4 |
| 5. | Job advertisement websites | 32 | 8.3 |
| 6. | Newspapers | 8 | 2.1 |
| | Total | 385 | 100.0 |

Source: Computed from Primary data

Table 4.11 makes it abundantly clear that 91 (23.6%) of respondents preferred social networking sites, 94 (24.4%) preferred recruitment agencies, 120 (31.2%) preferred company websites, 40 (10.4%) preferred college recruitment programs, 32 (8.3%) preferred job advertisement websites, and 8 (2.1%) preferred newspapers when looking for a job. The majority of respondents indicated that they use the corporate websites to look for a job.

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## CONCLUSION

Undoubtedly, social media was crucial in ensuring that people were protected; otherwise, it might have led to a slaughter. The media has long been a potent instrument for educating, inspiring, and raising public awareness, but its origins may be found in the Indian Freedom Movement. The way people use social media is similar to how they used to go to a coffee shop to share knowledge and have a conversation. In fact, social media and other technologies have been used for the first time in India to rally public support. Nowadays, people use social media sites like Facebook, Twitter, and others to voice their displeasure with the administration and government. Social media use is unavoidable and growing in the contemporary environment, regardless of age, and its effects and influence are most noticeable among young people, especially college students. Children must understand their limitations, repercussions, and positive qualities, as well as how much of each should be utilized. It should be clear what the usage is for. To sum up, it's critical to offer recommendations to potential stakeholders, highlighting the need to raise on-going knowledge of SNS use and its effects. It is intended that the research project served as a springboard for thinking about employability and job seekers in Bangalore.

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