Impact Of the Development of Social Networks on Modern Employment

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Abstract. In today's labor market, social networks are crucial for everyone since job seekers can easily get hired through strong social bonds. People discuss their jobs on their cell phones and computers, enabling more social networks to be connected to the internet. This article provides an analysis and brief statements about both social network's positive and negative impacts on people's job requirements or preferences, as well as job seekers, employees, and employers. This article also concludes the significance of relationships between job seekers, employees, and employers, which can lead to the approach to concluding numerous hypotheses and points by viewing other essays with a similar topic. The result of this article is that the ties between job seekers, employees, and employers are strongly connected, which means job seekers could not get the job if the ties between them are weak. Furthermore, the impacts of social networks could easily influence job seekers' rate of success in getting a job. The importance of this article is to assist other readers to have a deeper understanding of the impacts of social networks and help to realize the significance of social networks, which should not be ignored.

Keywords: Social networks; employment; labor market.

1. Introduction

The social network plays a vital role in today's labor markets and people's job preferences. The use of social networks to find a job refers to the informal reliance on people – friends, family members, acquaintances, employers, or coworkers – to obtain job information, job leads and eventually find employment. As the cliches suggest, social network use in the job attainment process is common – close to half of all jobs are found through personal contacts [1]. A survey done by Mark Granovetter investigated local citizens' job attainment in a Massachusetts town and revealed that over half of jobs were acquired by social networks, and earlier work by Albert Rees found numbers of over 60 percent in a similar study [2]. Furthermore, a reliance on social networks to find a job is efficient; people tend to share job information through informal, routine conversations, making formal, and sometimes more expensive job search strategies unnecessary [3]. However, the social network is not always useful when people want to land a decent job. Depending on social networks for job details and access to jobs is not always advantageous, nor does it help all of them in the same manner [4].

In the past when new technologies did not become so advanced, people landed their jobs through television programs, newspapers, and even posters. However, these approaches have constraints and barriers, which make it difficult for job seekers to acquire a decent job. As a result, some groups of them will try other ways like communicating with their relatives and friends, which could give them an opportunity to work with them in the same place. In today's labor market, ways of obtaining employment are becoming wider. People discuss their jobs on their cell phones and computers, enabling more social networks to be connected to the internet. In this article, we focus both on the employees and employers, as well as provide an overall analysis of social network's positive and negative impacts on job seekers and employers. In particular, we tend to discuss the relationships between employees and employers by viewing numerous papers about similar topics and giving an example from our own perspective. In this example, the popularity of a national election candidate is determined by the social capital received by their supporters. If a candidate's supporters do not receive

enough social capital, their social network connections are weak or even do not exist, which means that he or she may lose the election, the same reason as for the job seekers. If job seekers' social network with their employers or friends is weak, they might not get this employment. The point of our article is to assist other job seekers and employers in realizing the benefits of social networks and thus increase total employment all around the world. The first part of the article is about the social network impacts on job seekers and employers, and the second part is a discussion and analysis of the relationship between job seekers and employers. We finally conclude by providing suggestions for future research on relationships between social networks and employment in the labor market.

2. The Influence of Social Networking on Job Seekers and Employers

2.1. Positive Impacts on Job Seekers:

Increased Visibility: Social networking platforms provide job seekers with the opportunity to create an online presence and showcase their skills and qualifications to potential employers. This increased visibility allows job seekers to reach a larger audience and increases their chances of finding suitable job opportunities [5]. Networking Opportunities: Social networking platforms enable job seekers to connect with professionals in their desired industry. This can lead to valuable networking opportunities, such as attending industry events or connecting with individuals who can provide job referrals [6]. Access to Job Postings: Many companies and recruitment agencies use social networking platforms to advertise job openings. Job seekers can follow the pages of these organizations to stay updated with the latest job postings, increasing their chances of finding relevant opportunities [5].

2.2. Negative Impacts on Job Seekers:

Privacy Concerns: Sharing personal information on social networking platforms can raise privacy concerns for job seekers. Employers may use social media profiles to gather additional information about candidates, potentially affecting their hiring decisions [7]. Misrepresentation: Job seekers may be tempted to embellish their qualifications or experience on social media profiles. However, employers can easily fact-check this information, leading to negative consequences for the candidate's reputation [6]. Competition: The widespread use of social networking platforms has led to increased competition among job seekers. Many candidates may apply for the same job posting, making it more challenging for individuals to stand out from the crowd [5].

2.3. Positive Impacts on Employers:

Wider Talent Pool: Social networking platforms allow employers to access a vast talent pool from around the world. This enables them to find candidates with unique skill sets that may not be available locally [7]. Cost-Effective Recruitment: Compared to traditional recruitment methods, posting job openings on social networking platforms is often more cost-effective. Companies can reach a larger audience at a fraction of the cost of traditional job advertisements [6]. Candidate Evaluation: Employers can gain additional insights into a candidate's personality and interests by reviewing their social media profiles. This can help them assess cultural fit and make more informed hiring decisions [7].

2.4. Negative Impacts on Employers:

Information Overload: Social networking platforms can provide employers with an overwhelming amount of information about potential candidates. Filtering through this information and determining its relevance can be time-consuming and challenging [6]. Biased Hiring Decisions: Employers may unconsciously make biased hiring decisions based on information obtained from social media profiles. This can lead to discrimination and unfair treatment of certain candidates [7]. Inaccurate Representations: Just as job seekers may misrepresent themselves, employers can also misrepresent

their organizations on social networking platforms. This can lead to dissatisfaction among job seekers who may discover discrepancies between the online image and the reality of the company [5].

3. The Relationship between Social Networks, Incumbents, and Job Seekers

The development of social networks has provided more opportunities for employment. The traditional way of job hunting is to find job opportunities through newspapers, job fairs and other media, but this way is limited by time and region, and information circulation is limited. The emergence of social networks has broken this restriction, and through the Internet platform, job seekers can search for job opportunities and obtain the latest recruitment information. At the same time, social networks also provide companies with a wider range of recruitment channels to find the right talent more quickly [8]. This efficient information transmission and matching mechanism makes the job market more transparent and fairer. The advantages that social networks bring to job seekers depend mainly on the applicants' own social capital. A common definition of social capital is the extent to which individuals in a community share common norms [9]. In the community, the strength of the trust relationship between people and the degree of advantage that social capital gives job seekers are positively correlated [9].

A good example is the level of popular support for candidates in national elections. If trust between people in the community is weak, the information candidates receive may be small or meaningless, which reduces the probability of candidates getting jobs. Social networks are of little help to job seekers. When job seekers and everyone in the community are friendly, the chances of finding a job increase, as others in the community are more willing to share their information with the job seekers [9]. But it also shows that the quality of job seekers' work is closely related to the community. When high-level workers (people with higher salaries and test scores) in a company are connected to job seekers, job seekers receive higher initial wages [10]. When direct data on a candidate's abilities is mixed or ambiguous, leaders look for more indirect signals to infer the candidate's quality and reputation [11]. Incumbents at companies that are connected to job seekers can be a good source of investigation. Incumbents can advertise job seekers as a way to increase their probability of working. However, this propaganda is mutual. Job seekers can promote themselves through current employees, and leaders can also promote the company through working people [12]. In this respect, the hierarchical relationship between leaders, incumbents, and job seekers changes when they deliver information. Incumbents become a central part of the messaging process.

When incumbents are more important in the friendship network of the workplace, and when they share common friendship group membership with managers, leaders are more willing to delegate tasks, regardless of whether they have a greater ability to do the job [11]. While incumbents play an essential role between job seekers and leaders, incumbents often appear as variables in the job search process. When an incumbent discusses work in private or anonymous forums, two things often arise. One is a positive evaluation of the job, and the other is a negative evaluation of the job. Employees who enjoy sharing organization-related content and are eager to boost their self-image are likely to share positive content on personal and anonymous social media channels. Conversely, employees who want to vent their negative emotions may also participate in negative employee communicative behavior (ECB) on both platforms. An employee's position in the workplace correlates with both positive and negative ECB [12].

Whether the incumbent's evaluation of the job is positive or negative, it will have a certain degree of influence on the job seeker, but this effect can be strengthened or weakened by the trust between the job seeker and the working person. If a job seeker trusts an incumbent, the incumbent's comments can have a serious impact on the candidate's choice. However, if the trust between the applicant and the current person is subtle, the candidate's choice will not be influenced by the comments of the current person. The three parts of the leader, the working person, and the job seeker exist in a straight line in the job search action. Leaders link current people, and active people link job applicants. In the real world, there may be strong or weak connections between leaders and job seekers, but for the sake

of easy thinking, the connection between leaders and job seekers is ignored. In social networks, job seekers are more likely to be hired if there are more mutual friends between job seekers and leaders. In fact, the biggest problem that job seekers need to face in the process of applying for a job is competition with other job seekers. When job seekers look for jobs through traditional methods, compared with those who are recommended, the common job seeker will not have any advantages, or even disadvantages. Leaders can only assess candidate productivity through short conversations and visual grades. And this short-term assessment requires the leader to have sufficient experience. For leaders, hiring an employee's friend may be a way to try.

4. Conclusion

In conclusion, the social network is a double sideblade both for job seekers and employers. However, it is irreplaceable since strong ties between job seekers, employees, and employers are significant and beneficial for all of them. The advantage of social networks for job seekers is to increase their reputation and opportunities for socialization, while it can also bring privacy problems and fierce competition. Furthermore, the benefits for employers are a deeper understanding of job seekers and higher efficiency. The drawback is that some job seekers may submit fake resumes, and employers might have a prejudice against other job seekers who are not strongly connected in their social networks. The ties between the three of them are crucial because of numerous potential issues exist behind those ties when they are weak or even broken. Social network’s significance would not change regardless of the innovation in new technologies and advancements in social media, like new computers or cell phones. Its importance is always weighted much higher than other factors because of the positive impacts it can bring. But job seekers should use it well since social networks can also generate disadvantages at the same time. All in all, people would still depend on their relatives, friends, and employers to land a decent job. As such, there is still a lot to be discussed and discovered underlying everyone’s social networks.

Authors Contribution

All the authors contributed equally, and their names were listed in alphabetical order.

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