

PERCEIVING FACEBOOK AS A JOB SEARCHING TOOL AND MAINTAINING A CAREER-ORIENTED ONLINE IMAGE

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Abstract: Although Facebook is regarded as a common social network to connect everyone, it has not yet attracted much attention from researchers from the perspective of job searching. Based on the theories of job searching via social media networks, self-efficacy and social exchange, this study is conducted to investigate the impacts of social media self-efficacy and peer influence on perceiving Facebook as a job searching tool and maintaining a career-oriented online image by the youth in Vietnam. The empirical data collected from 317 respondents were examined using Covariance-based Structural Equation Modeling (CB-SEM) followed by Confirmatory Factor Analysis (CFA). The results show that social media self-efficacy and peer groups on Facebook motivate users' perception of Facebook as a job searching tool. In addition, this perception positively impacts the building and maintaining a career-oriented online image. Job seekers can use Facebook as a source of job search information, while organizations can use Facebook to review and recruit potential candidates.

Keywords: Job search, Facebook, career-oriented online image, peer influence, self-efficacy.

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Introduction

Everyone has witnessed the rapid rise of social networks over the last decade. According to Nadkarni and Hofmann (2012), the primary reasons for using social networks are self-promotion and public relations. Capua (2012) and Shohrowardhy et al. (2014) indicated Facebook is mostly used to develop communication and build relationships through sharing views and information; however, Facebook is now well known to be used for a variety of objectives, including job seeking, PR, and finding individuals with similar interests. As a result, social networking sites are now a viable option for business and career development. Companies can use social media to find suitable applicants and to assess a person's professional skills based on the information they post on social media (Brown & Vaughn, 2011). On the other hand, job seekers can show their education, professional abilities, and work on various social networks to attract the attention of employers and professionals, thereby increasing future job chances.

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Job seeking has become one of the primary reasons that lead job seekers to use social networks. In this connection, Facebook is increasingly viewed as an informal tool for promoting one's self-image and obtaining job information from firms (Van Hoyer et al., 2009). However, the intensive use of Facebook for gathering information from the potential employers as well as developing their brand and promoting their intentions to get hired, little by little, has transformed the users' viewpoint about Facebook, not only as a social media but also as a common way to look for a job. The ever-changing technology world is somewhat of an impact on how people search for a job. Social networks have become more and more important in linking employees and employers (Ladkin & Buhalis, 2016) and have been giving job seekers great employment prospects (Janta & Ladkin, 2013).

Despite several practical studies on the use of social networks in hiring operations, job seekers' use of social media as a job search tool has received little attention. This article will investigate the antecedents of using Facebook as a tool for job searching to address this matter. Besides, this paper will also provide a clue whether this perception would likely induce users to improve their career-oriented online image in Vietnam – a developing country.

Literature Review

Maintaining a career-oriented online image on Facebook is considered a part of self-presentation by posting individual information related to education and qualifications, work, abilities, experiences, personal achievements and social life (Labrecque et al., 2011). It helps Facebook users increase their connection, keep up with trends, share information, seek entertainment, and even enhance their future job prospects (El Ouiridi et al., 2015; Utz, 2015).

Facebook users' online image is not only created by them but also influenced by third parties, such as friends and relatives who tend to comment or tag them in photos (Lee-Won et al., 2014; Labrecque et al., 2011). According to Trottier (2012) and Belk (2013), friends can influence one's online image and may even behave like an extension of oneself. Therefore, Facebook users concerned with maintaining a career-oriented online image should disclose positive self-provided information on social networks as well as remove unwanted photos, posts and comments provided by others (Human et al., 2012; Lee-Won et al., 2014; Rui & Stefanone, 2013).

In the employment context, job seekers who desire to build their brand online and network with professionals should convey a career-oriented image to potential recruiters (Bohnert & Ross, 2010; Schwämmlein & Wodzicki, 2012) because prospective employers are likely to review their online profiles/image (Curran et al., 2014; Root & McKay, 2014). In other words, presenting a career-oriented self-image on social networks is considered a strategy to increase job seekers' job opportunities. From the perception of Facebook as a channel of job searching, users' online image must be developed towards emphasizing their skills, experiences, reputation and connections with professionals.

H1: Perceiving Facebook as a job searching tool positively influences career-oriented online image.

Self-efficacy is defined as the belief in one's ability to organize and carry out the action processes necessary to achieve specific achievements (Bandura et al., 1999). It is a form of subjective evaluation of an individual's ability to perform a particular behavior (Wrench & Punyanunt-Carter, 2007). In other words, it mainly reflects an individual's belief about his/her ability rather than actual skills. People who have low self-efficacy should be less likely to manage situations effectively despite knowing what to do and possessing the requisite skills (Bandura et al., 1999). Based on Bandura's self-efficacy theory, Hocevar et al. (2014) conceptualized social media self-efficacy as "a person's beliefs about his or her capabilities to perform desired functions specifically in the social media environment".

However, there exists "comparatively little literature that tests the efficacy or impact of networking as a skill about other aspects of the development of employability" (Artess et al., 2017). Only a few relevant studies, such as Gauducheu, (2016), Mowbray et al. (2017), and Nikolaou (2014), focused on young people. Gauducheu (2016) advised that young people should have skills and knowledge on online spaces for carrying out information-seeking activities, while Nikolaou (2014) recognized that young jobseekers tend to use Facebook for searching for information relating to employment. Furthermore, Mowbray et al. (2017) validated the importance of young job seekers' networking activities in the job search process and recommended the use of social media tools during the job search process. Possessing social media abilities is associated with both private and career-oriented use of these platforms (Moreno et al., 2015), particularly for seeking job information.

H2: Social media self-efficacy positively influences perceiving Facebook as a job searching tool.

Besides, the impact of social media self-efficacy on the career-oriented online image has also attracted the attention of researchers. For example, Chang & Heo (2014) point out that people who use social media more tend to disclose more information, while Hargittai and Litt (2013) explore that online skills are related to users' career-oriented reputation management activities on social networking sites. El Ouiridi et al. (2015) also support that self-disclosure by job seekers is positively connected to social media self-efficacy.

H3: Social media self-efficacy positively influences career-oriented online image.

Peer influence significantly impacts seeking career opportunities and making career decisions (Van Hoya et al., 2009; Naz et al., 2014). In the Social Cognitive Career Theory model, peer influence can be considered a contextual factor that affects one's career choices and decisions (Lent et al., 1994). Under the argument of Ruschoff et al. (2018), peer networks can help young people transition from school to job, while Howard et al. (2009) also recognize peer influence as a supporting force to the career decisions of the youth. Higgins (2001) confirms that job searchers will turn to their social networks when other forms of information are scarce. On the other hand, the influence of peers can be described from the perspective of social comparisons. For

instance, Job seekers frequently compare themselves to others in their field or wish to demonstrate their worth to their peer groups (Kulkarni & Nithyanand, 2013), which could influence their job expectancies (Lim et al., 2016).

Similarly, Van Hoyer et al. (2009) recognize and appreciate the function of online social networks in job search activities, such as information exchange and establishing contacts in peer groups. In terms of Facebook use, Ross et al. (2009) also indicate that Facebook is rapidly becoming one of the most widely used social communication platforms, and highly extroverted Facebook users tend to develop more contacts on their friends' list. This advantage helps them increase the opportunities of receiving information on job offers from potential employers when they need to look for jobs. Besides, the social comparisons on Facebook tend to induce job seekers to act in accordance with what others in their peer groups are doing, to meet career expectations (Haferkamp & Krämer, 2011). Hence, the following hypotheses are formulated:

H4: Peer influence positively influences perceiving Facebook as a job searching tool.

H5: Peer influence positively influences career-oriented online image.

H6: Peer influence positively influences social media self-efficacy.

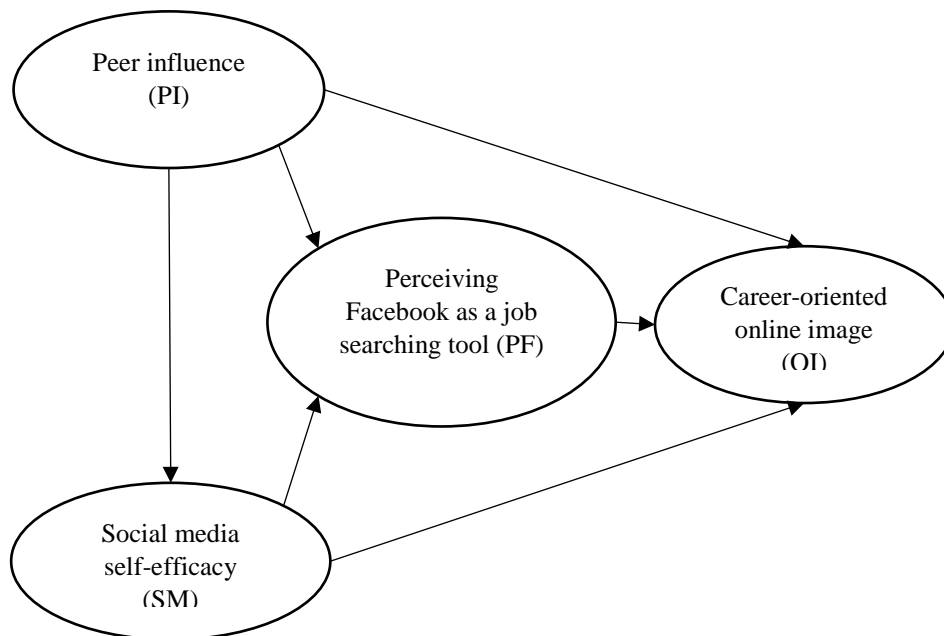


Figure 1: Proposed research model

Research Methodology

An online survey was created to collect data for the research model. The scales were taken from the literature, as shown in the Appendix. The items ranged from “strongly disagree” to “strongly agree” on a 7-point scale. The preliminary questionnaire was then distributed to 5 human resource management specialists for content evaluation. Their suggestions were incorporated into the questionnaire’s next version. 60 young people from 18 – 32 years old, who have used Facebook for more than one year, were randomly selected for a pilot test. Their feedback is used to improve the clarity and comprehension of the questionnaire. The final questionnaire link was sent to respondents via Facebook, email, and other social network sites as a convenient sampling method. Therefore, some questions related to experience using Facebook must be included in the questionnaire to filter the respondents. After removing the responses with an excess of straight-lined answers or were outliers, there are 317 valid responses for further analysis. To determine the minimal sample size required, an online A-priori sample size calculator for structural equation models is applied (Soper, 2019). The number of observed variables (17) and latent constructs (4), the size of the expected effect (0.3), the expected probability (0.05) and the level of statistical power (0.95) are all inputs, and the outcome shows that 207 responses are required. However, our sample size of 317 is more than the required minimum and enough to identify any significant impacts.

The covariance-based SEM approach is used with SPSS 26 and AMOS 25 software to analyze. According to Anderson and Gerbing (1988), there are two steps in the data analysis section. The first step was to check the reliability and validity of the constructs through five criteria such as factor loadings, Cronbach’s Alpha, composite reliability, convergent validity and discriminant validity. The second step in the analysis attempted to determine the path coefficients’ significance. In addition, This study also analyzed fit indices, including Chi-Square/Degree of freedom (CMIN/DF), goodness-of-fit index (GFI), adjusted goodness-of-fit index (AGFI), normed fit index (NFI), comparative fit index (CFI), Tucker-Lewis index (TLI), root mean square error of approximation (RMSEA) and standardized root mean squared residual (SRMR).

Research Results

The respondents’ demographic profiles included in this study are presented in Table 1. As shown in the table, the gender was skewed toward the female. 196 participants were female (61.83%), while 121 were male (38.17%). The majority of participants were between the ages of 23 and 27 years old, accounting for roughly 40.38%. 22.40% were under 23; 12.3% were between the ages of 27 and 32; 24.92% were beyond the age of 32. Of the participants, 39.75% and 42.59%, respectively, earned a college and university degree; the rest of them were from high school (5.68%) and graduate school (11.99%). For income level, 58.36% of the participants have a monthly income of less than 10 million VND, 31.55% have between 10 and 20

million VND, 5.05% have between 20 and 30 million VND, and 5.05% have 30 million VND and above. Besides, Table 1 also provides some descriptions of Facebook users per day. 18.61% of respondents spend less than 30 minutes on Facebook; from 30 minutes to 2 hours daily (43.22%); from 2 hours to 4 hours (22.71%); more than 4 hours (15.46%).

Table 1. Respondents' profile.

Measure	Value	Frequency	Percent
Gender	Female	196	61.83%
	Male	121	38.17%
Age	under 23 years	71	22.40%
	23 to below 27 years	128	40.38%
	27 to below 32 years	39	12.30%
	Above 32 years	79	24.92%
Education	High school	18	5.68%
	College	126	39.75%
	University	135	42.59%
	Graduate school	38	11.99%
Income	Less than 10 million VND	185	58.36%
	10 to below 20 million VND	100	31.55%
	20 to below 30 million VND	16	5.05%
	30 million VND and above	16	5.05%
Average time on Facebook per day	Under 30 minutes	59	18.61%
	30 minutes to below 2 hours	137	43.22%
	2 hours to below 4 hours	72	22.71%
	4 hours and above	49	15.46%

The measurement model has two components: reliability and validity (As shown in Table 2 and Table 3). An exploratory factor analysis (EFAs) was conducted to examine the dimensionality of the 17 scale items by using principal axis factoring analysis with Promax rotation. The factor loadings values are over 0.6, and the Kaiser-Meyer-Okin value is 0.943, which is greater than the 0.7 cutoffs. Cronbach's alpha and composite reliability value greater than 0.70 also verified the constructs' reliability. The AVE values are significantly higher than the minimum level of 0.50, proving convergent validity for all constructs.

A confirmatory factor analysis (CFA) was conducted in AMOS using maximum likelihood estimation. The CFA showed evidence of reasonable fit (Hu & Bentler, 1999): CMIN/DF = 1.789; GFI = 0.931; CFI = 0.978; NFI = 0.952; TLI = 0.973 RMSEA = 0.050; PCLOSE = 0.448.

In addition, Table 3 displays discriminant validity using the Fornell-Lacker criterion. The square root of the AVE values for each construct is bigger than the correlations with other latent constructs, showing that all constructs exhibit discriminant validity.

Table 4 displays the path coefficients and their significance level of the structural model. The analyzed results support H1, H2, H3, H5, and H6 because all the P-values are less than 0.05. Besides, the model's overall fit is satisfactory, as all of the fit indices listed in Table 5 are within the desired range (Hu & Bentler, 1999).

Table 2. The measurement model.

Construct	Measurement	Factor Loadings			C. Alpha	
Peer Influence (PI)	PI1	0.675			0.872	
	PI2	0.841				
	PI3	0.811				
	PI4	0.717				
career-oriented online image (OI)	OI1		0.872		0.920	
	OI2		0.907			
	OI3		0.818			
	OI4		0.678			
Social media self-efficacy (SM)	SM1			0.672	0.810	
	SM2			0.849		
	SM3			0.742		
Perceiving Facebook as a job searching tool (PF)	PF1				0.878	0.936
	PF2				0.863	
	PF3				0.754	
	PF4				0.641	
	PF5				0.856	
	PF6				0.853	

Extraction Method: Principal Axis Factoring.

Rotation Method: Promax with Kaiser Normalization.

Table 3. Confirmatory Factor Analysis

	CR	AVE	MSV	MaxR(H)	PF	OI	PI	SM
PF	0.934	0.701	0.546	0.937	0.838			
OI	0.921	0.745	0.515	0.924	0.717***	0.863		
PI	0.873	0.634	0.546	0.879	0.739***	0.714***	0.796	
SM	0.812	0.592	0.459	0.821	0.594***	0.678***	0.646***	0.769

Table 4. Results for the structural model.

Hypotheses	Estimate	S.E.	C.R.	P
H1: Perceiving Facebook as a job searching tool → career-oriented online image	0.316	0.065	4.877	0.000
H2: Social media self-efficacy → Perceiving Facebook as a job searching tool	0.278	0.095	2.919	0.004
H3: Social media self-efficacy → career-oriented online image	0.393	0.086	4.542	0.000
H4: Peer Influence → Perceiving Facebook as a job searching tool	0.663	0.077	8.561	0.000
H5: Peer Influence → career-oriented online image	0.271	0.078	3.459	0.000
H6: Peer Influence → Social media self-efficacy	0.505	0.056	8.994	0.000

Table 5. Model fit indices.

Fit indices	structural model	Recommended value
Chi-square/df	1.798	< 3
GFI	0.931	> 0.9
AGFI	0.906	> 0.9
NFI	0.952	> 0.9
TLI	0.973	> 0.9
CFI	0.978	> 0.9
RMSEA	0.050	< 0.06
Standardized RMR	0.0325	< 0.05

Discussion

Based on the above analysis, it can be concluded that social media self-efficacy and peer influence have significant impacts on perceiving Facebook as a job searching tool and maintaining a career-oriented online image by the youth in Vietnam.

First, the relationship between PF and OI was positive and significant ($\beta = 0.316$; $p < 0.01$), indicating that perceiving Facebook as a job search tool increases the likelihood of building a career-oriented online image. This finding is in line with Kajanová et al. (2017). They also found that about 61.2% of young people believe that self-presentation on social media is important in job search, and 44.3% believe that social media is a place where they can find a job. In employment, job seekers should convey a career-oriented image to potential recruiters (Bohnert & Ross, 2010; Schwämmlein & Wodzicki, 2012).

Similarly, SM has a significantly positive impact on PF ($\beta = 0.278$; $p < 0.01$), which supports that people who are confident in their social media skills are more likely to use Facebook to get a new job. Mowbray et al. (2017) also agree that information seeking skills on social media tools could be crucial in determining how young

jobseekers use them during job search. Additionally, the positive effect of SM on OI is also confirmed ($\beta = 0.393$; $p < 0.01$), which supports the argument of El Ouiridi et al. (2015) that job seekers who felt self-efficacious about their social media skills engaged in optimizing self-presentation on Facebook.

Next, the enhancing impact of PI on PF ($\beta = 0.663$; $p < 0.01$) presents Facebook's role of connectivity in job searching through information sharing and contacts among peers. Additionally, its associations with OI ($\beta = 0.271$; $p < 0.01$) and SM ($\beta = 0.505$; $p < 0.01$) were positive and significant. The results are consistent with Haferkamp & Krämer (2011) that social comparisons on Facebook tend to induce people to act on what others in peer groups are doing to meet career expectations, such as improving the efficiency of building career-oriented online images and using social media skills.

Conclusion

This study investigates the correlations among social media self-efficacy, peer influence, viewing Facebook as a job searching tool and career-oriented online image, using the theories of job searching via social media networks, self-efficacy, and social exchange. From the analyzed results, developing social media self-efficacy and expanding peer groups on Facebook tend to promote the perception of Facebook as a job search tool and career-oriented online image.

This research has practical implications not only for job seekers but also for recruiters. As for job seekers, the perspective of job searching on Facebook is increasing. Facebook is a place for them to find information about employers as well as how to connect with employers. Thus, they should be more cautious in presenting their images on social media because many recruiters tend to monitor possible candidates on Facebook or evaluate their talents or skills, references and work portfolio. Employers believe that job applicants will prioritize online career-related identification concerns. It is critical for both job searchers and employees to regularly manage their social media self-presentation to achieve career success. Besides, this study also presents a positive impact of social media self-efficiency on career-oriented image and perceiving Facebook as a job searching tool, implying that the effective skills of using Facebook facilitate optimized self-presentation on Facebook for job search. Moreover, the research results show that peer groups positively impact perceiving Facebook as a job search engine. The more intensively they interact with peers through Facebook to facilitate their work, the more likely they are to learn about and get interested in organizations, establishing the intention to hunt for a new job.

From the viewpoint of recruiters, the research results show that the youth tend to choose Facebook as a job search tool. They have much time to use social networks and the ability to access technology quickly. Previously, recruitment was still mainly through traditional channels. Today, social networks are being created alongside the advancement of information technology, and they are increasingly becoming a bridge between organizations and candidates. That shows that Facebook is not only a place to entertain and relax but also plays an important role in the recruitment

process. More recruited positions are posted on Facebook, so recruiters need to focus on effectively utilizing this channel to look for potential young candidates. Recruiters should not only provide information about job requirements but also pay attention to building brand image, promoting the recruiter's brand to become more attractive in the eyes of candidates.

Although the findings of this study reveal new insights, there are several limitations that provide opportunities for future research. First, searching for jobs via Facebook and building a career-oriented online image depends much on correspondents' age, qualification, and working experience, so future studies should divide correspondents into different groups to conduct in-depth research. Second, it is very interesting to investigate whether perceiving Facebook as a new job search engine and maintaining a career-oriented online image leads to current employees' turnover intention.

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Appendix

Social media self-efficacy - SM (Kim & Glassman, 2013)

SM1: "I can be very effective using FB."

SM2: "I can find important and interesting information on FB."

SM3: "I can use FB as an effective way of connecting with others."

Peer Influence – PI (Tan et al., 2014).

PI1: "Some of my friends on Facebook are my role models."

PI2: "My Facebook friends show special interest in their job."

PI3: "My Facebook friends like to share information about their job."

PI4: "My Facebook friends encourage me to look for a new job."

Perceiving Facebook as a job searching tool – PF (Hasan et al., 2018; Kajanová et al., 2017; Tan et al., 2014)

UF1: "I consider Facebook as a place where I can find a new job."

UF2: "I can search for the company and recruitment information on Facebook."

UF3: "The presentation of myself on Facebook is important from the view of job searching."

UF4: "Connecting more friends on Facebook will bring more job opportunities."

UF5: "I can use Facebook as a channel to connect employers/recruiters."

UF6: "I am likely to get a job offer through Facebook."

Career-oriented online image - OI (Miller et al., 2012)

OI1: "It is important to maintain a career-oriented image on Facebook."

OI2: "I work hard to maintain a career-oriented image on Facebook."

OI3: "My online image on Facebook is important to my future career."

OI4: "I want to present a career-oriented image on Facebook."

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POSTRZEGANIE FACEBOOKA JAKO NARZĘDZIA DO POSZUKIWANIA PRACY I UTRZYMYWANIE ZORIENTOWANEGO NA KARIERĘ WIZERUNKU ONLINE

Streszczenie: Choć Facebook jest uważany za wspólną sieć społecznościową, która łączy wszystkich, nie przyciągnął jeszcze większej uwagi badaczy z perspektywy poszukiwania pracy. W oparciu o teorie poszukiwania pracy za pośrednictwem sieci społecznościowych, poczucia własnej skuteczności i wymiany społecznej, badanie to ma na celu zbadanie wpływu poczucia własnej skuteczności w mediach społecznościowych i wpływu rówieśników na postrzeganie Facebooka jako narzędzia poszukiwania pracy i utrzymywanie zorientowanej na karierę wizerunek online młodzieży w Wietnamie. Dane empiryczne zebrane od 317 respondentów zostały zbadane przy użyciu modelowania równań

strukturalnych opartego na kowariancji (CB-SEM), a następnie analizy czynników potwierdzających (CFA). Wyniki pokazują, że poczucie własnej skuteczności w mediach społecznościowych i grupy rówieśnicze na Facebooku motywują postrzeganie Facebooka jako narzędzia poszukiwania pracy przez użytkowników. Ponadto takie postrzeganie pozytywnie wpływa na budowanie i utrzymywanie wizerunku zorientowanego na karierę w sieci. Osoby poszukujące pracy mogą używać Facebooka jako źródła informacji o poszukiwaniu pracy, podczas gdy organizacje mogą używać Facebooka do sprawdzania i rekrutowania potencjalnych kandydatów.

Słowa kluczowe: poszukiwanie pracy, Facebook, wizerunek w sieci zorientowany na karierę, wpływ rówieśników, poczucie własnej skuteczności.

将 Facebook 视为求职工具并保持以职业为导向的在线形象

摘要：虽然 Facebook 被认为是连接每个人的通用社交网络，但从求职的角度来看，它尚未引起研究人员的太多关注。基于社交媒体网络求职理论、自我效能理论和社会交换理论，本研究旨在调查社交媒体自我效能和同伴影响对将 Facebook 视为求职工具和维持职业导向的影响。越南青年的在线图片。使用基于协方差的结构方程模型 (CB-SEM) 和验证性因子分析 (CFA) 对从 317 名受访者收集的经验数据进行了检查。结果表明，Facebook 上的社交媒体自我效能感和同伴群体激发了用户对 Facebook 作为求职工具的看法。此外，这种看法对建立和维护以职业为导向的在线形象产生积极影响。求职者可以使用 Facebook 作为求职信息的来源，而组织可以使用 Facebook 来审查和招聘潜在候选人。

关键词：求职，Facebook，以职业为导向的在线形象，同伴影响，自我效能。