

GENERATION Z'S SOCIAL NETWORKS BEHAVIOR: IMPLICATIONS FOR CYBER SCREENING IN HR MANAGEMENT

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Abstract: As Generation Z enters the workforce, their unique digital behaviors and privacy practices on social networking sites necessitate reevaluating traditional recruitment and hiring strategies. Understanding their online behavior helps tailor recruitment approaches and avoid potential legal issues related to privacy violations or discrimination. The study objective is to develop a comprehensive profile of Generation Z applicants, serving as a foundational element for HR professionals' segmentation strategies in employee recruitment. This involves a detailed analysis of applicants' activities on social networking sites, encompassing the nature and volume of the information they disclose. Their perspectives on internet security measures will also be scrutinized concurrently. Based on the K-value cluster analysis ANOVA and the sample of 451 respondents, the research identified three types of Generation Z respondents. Each group reflects a varying willingness to share information and pay attention to securing their social networking profiles. The results show that Generation Z is inconsistent in its approach to social networks, and these differences must be considered in the segmentation strategy of the recruitment process and companies' hiring strategies. The research paper also addresses its limitations and proposes directions for future studies, providing a comprehensive understanding of the scope and potential areas for further exploration in this field.

Key words: cybervetting, social networking sites, hiring strategies, recruitment process

DOI: 10.17512/pjms.2024.29.2.13

Article history:

Received January 09, 2024; *Revised* February 17, 2024; *Accepted* April 30, 2024

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Introduction

Social networks (SNS) have become an integral part of our daily lives (Chan et al., 2022). SNS also make positive contributions on economic development (Navickas et al., 2022). The impacts of Covid-19 have also increased the usage of SNS (Ballester et al., 2023). They are adapted so that the user spends more time on them, searches for more information (Tung and My, 2023), consumes content and subsequently shares posts with the public (Saez-Ortuno et al., 2023). Moreover, SNS provide advantages for job-seekers for job purposes (Rozsa et al., 2022). SNS have also been effective marketing communication tools for businesses (Lincényi and Bulanda, 2023) to sustain organizational performance (Capolupo et al., 2022) and innovativeness (Rigelsky et al., 2022; Civelek et al., 2023). Businesses also use these tools to fulfil the demands of their costumers (Wu, 2022; Krajcik et al., 2023), promoting their products and services (Sobre Frimpong et al., 2023; Devkota et al., 2023). However, SNS' use may vary across generational cohorts (Agrawal, 2022). While older generations approach information sharing rationally and with restraint, Generation Z tends to share more posts and personal information (Solís and Critikián, 2023). Generation Z is also proficient in social networking (Šakyatė-Statnickė et al., 2023) and Generation Z does not know life without the Internet and SNS (Agrawal, 2022; P. Li and Hassan, 2023; Morales-Solis et al., 2022). SNS have become a means of digital self-presentation for Generation Z, when they present themselves in a way that they want to impress other users (El-Menawy and Saleh, 2023; McDonald et al., 2022). Such behavior can lead to a feeling of fictitious security, where users are not aware that their activity on SNS leaves a digital footprint (Tews et al., 2020). Depending on the contributions shared, the digital footprint can have a significant impact on their working future (Backman and Hedenus, 2019). It is the digital footprint of job seekers that has become the subject of interest for HR professionals (Drake and Furner, 2020). Recruiters check the profiles of applicants on SNS in order to obtain information that would convince them of the candidate's trustworthiness, or to evaluate his social life through shared posts (Hedenus et al., 2021). This process, referred to as "cybervetting" (Hedenus et al., 2021; Roulin and Liu, 2023; Rozsa and Kmecová, 2020), makes available information that the recruiter does not have access to during a personal interview (Zhang et al., 2020). In particular, it may be information related to personal life, social activities or political and religious beliefs (Tews et al., 2020; Zhang et al., 2020). According to Roulin and Liu, (2023), HR professionals' priority is to gather information about the applicant that indicates whether the applicant is suitable or not suitable for the company.

While cybervetting is a useful tool for reducing the risk associated with recruitment (Hedenus et al., 2021; Wade et al., 2020), for some applicants these practices can lead to a change in attitude and a decrease in trust towards the company (Cook et al., 2020). On the other hand, research by Drake and Furner, (2020) demonstrated that job seekers from the generation Z cohort are fully aware of HR practices on SNS and therefore try to adapt them to make a better impression. For them, they represent a

way of self-branding and a way to show their positive characteristics (El-Menawy and Saleh, 2023). Based on the uses and gratification theory (Da-yong and Zhan, 2022), users are motivated to adapt their activity on SNS to satisfy specific needs (Ittefaq et al., 2022). In the context of applying for a job, it can be a motivation to take measures that would prevent HR personnel from obtaining specific information about the applicant, which represents a problem for the segmentation strategy of selecting applicants.

Existing researches have shown that Gen Z applicants are aware of cybervetting practices and actively engage in measures that would only disclose certain information to HR. They strive to present their positive characteristics and prevent access to information that could endanger their working life. These activities pose a problem for HR professionals due to the lack of information on the basis of which they could implement a segmentation strategy for recruiting applicants (Althammer et al., 2021). Therefore, the main objective is to create a Generation Z candidate profile as the basis of a segmentation strategy for recruiters during the recruitment process. The object of interest is the behaviour of applicants to SNS, examining both their attitudes towards internet safety and the type and amount of information shared. Despite numerous scientific researches, which are focused on the issue of cybervetting, this research is the first of its kind. The uniqueness of the approach lies in the fact that the object of investigation are job seekers born after 1997, thus they belong to the generation Z cohort. The assumption is that they are aware of cyber practices and therefore their future employer will draw attention to the content they share on SNS.

The following sections briefly summarize the available literature that focuses on SNS, cybervetting, and the importance of segmentation strategy. The methodology section introduces and explains the aim of the research, the description of the basic population and how the basic sample of respondents was determined, followed by a description of the data collection methods, the characteristics of the basic variables and a detailed description of the statistical methods used. The results obtained and the implications for science and practice are presented. The conclusion summarizes the most important findings of the research, outlines its strengths and weaknesses, and suggests approaches for further research.

Literature Review

Social media and cybervetting

SNS can be described as an essential part of the communication environment. Kaplan, (2015) defines SNS as a group of Internet applications, the basis of which is based on ideological and technological pillars and mediate the creation and sharing of content with other users. Design of the applications also increase users' interest and loyalty (Chang and Ku, 2023). Newer approaches define SNS as services provided by the web that allow individuals to create profiles within a limited system, a list of users registered on SNS and consume content shared by themselves or other users (Rozsa and Kmecová, 2020). From a professional point of view, SNS represent

the most significant transformative determinant of information technologies in the world of business, both within and outside the company due to the ease of content creation even by non-professional users (Drake and Furner, 2020). They can also be defined as a central means to communicate, share content and establish contacts with the general public (Tews et al., 2020) which was especially important during pandemic restrictions (Keller et al., 2023). Thus, firms using these networks increase their innovation abilities that provide better financial sustainability (Civelek et al., 2023; Cera et al., 2019; Ejdys et al., 2019; Bilan et al., 2023; Nurliza and Oktoriana, 2021) and RandD outcomes for them (Civelek and Krajčík, 2022). These arguments can also be the reason of the effectiveness of small and medium enterprises in labour creation (Ključnikov et al., 2022) and export (Ključnikov et al., 2022; Belas et al., 2018).

Posts that are oriented towards controversial opinions or illegal activity may be perceived as inappropriate from the HR perspective (Rui, 2020; Tews et al., 2020; Zhang et al., 2020). Companies prefer checking the profiles of job applicants on SNS in order to obtain more specific information (Demir and Gunaydin, 2023). This process, known as cybervetting, has become an integral part of the recruitment process (Roulin and Liu, 2023). It can be understood as a way of screening and controlling job applicants by searching and monitoring their shared activities on SNS (McDonald et al., 2022). Another definition claims that it is a process where non-governmental and non-institutionalized tools or internet online sites and SNS are used for the purpose of acquiring informal and personal information about a job applicant that he hid during a personal interview (Rozsa and Kmecová, 2020). SNS allow users to create new relationships, share thoughts, feelings and other information. When disclosing them, people usually do not expect that this information will be of interest to HR personnel (Cook et al., 2020) and may influence their evaluation during the job selection process (Massar and Ten Hoor, 2023; McChesney and Foster, 2023). On the other hand, the authors Drake and Furner, (2020) claim that especially younger job seekers are fully aware of HR practices and adjust their profile on SNS to leave a better impression, or care about privacy, and their profiles and internet activities they are thoroughly secured (Backman and Hedenus, 2019). Current research in the field of cybervetting can be divided into two directions. The first is the investigation of the problem by personnel workers, and the second direction is research focused on the perception of the issue by job seekers. An example can be the research of Wade et al., (2020) which investigated how SNS changed the hiring processes. Specifically, he focused on how watching relevant and irrelevant content affects the evaluation of a job applicant. The findings showed that especially the sharing of political contributions from irrelevant sources has a negative effect on the evaluation of applicants. The findings of the authors Demir and Gunaydin, (2023) showed that human resource managers prefer examining applicants' SNS over conventional references because they can quickly and especially cheaply screen potential employees. In addition, the content shared by applicants has a significant impact on their acceptance. Research carried out by the

authors Drake and Furner, (2020) points out how job seekers react to the cybervetting process. Their findings showed that older workers react negatively to profile checking, adding that their trust in the company is declining. On the other hand, younger applicants are fully aware that recruiters are checking their private profiles and trying to adjust them to a better image. The authors El-Menawy and Saleh, (2023) also claim that, above all, applicants from the generation Z cohort know about HR practices and use their SNS as a way of self-branding.

Existing empirical findings show that shared content on the Internet can have a significant impact on the job prospects of job seekers (Backman and Hedenus, 2019; Cook et al., 2020, 2020; Hartwell and Campion, 2020; Roth, 2022; Roulin and Liu, 2023; Schroeder et al., 2020; Tews et al., 2020; Zhang et al., 2020...). While previous research has dealt with cybervetting from the point of view of personnel and from the point of view of applicants, our research is based on the claim of the authors Drake and Furner, (2020) that younger applicants are aware of the procedures of personnel and therefore adapt their profiles on SNS. In addition, we are based on the uses and gratification theory, which states that users are motivated to adapt their activity on SNS to satisfy specific needs (Ittefaq et al., 2022). The theory uses a psychological perspective for the purposes of investigating SNS users. It refers to the fact that the user chooses a specific SNS based on his personal preferences and performs processes on it that contribute to the satisfaction of his needs (Da-yong and Zhan, 2022; Wang et al., 2021). In the context of applying for a job, it can be a motivation to take measures that would prevent HR personnel from obtaining specific information about the applicant, which represents a problem for the segmentation strategy of selecting applicants. Since it is assumed that Generation Z candidates are fully aware of HR practices, they will try to disclose only selected information on their SNSs or try to prevent access to their profiles.

The importance of market segmentation or customer profiling

An important part of the recruitment process is to know what kind of employees the company needs (Lucas et al., 2023). By screening applicants on SNS, it can provide the necessary information that can influence their hiring (Robards and Graf, 2022). As indicated, applicants from the Generation Z cohort are aware of cyber-surveillance practices and tailor SNSs to highlight their positive attributes or prevent access to any information (Drake and Furner, 2020; El-Menawy and Saleh, 2023; Roulin and Liu, 2023). The present provides the opportunity to promote one's activities on SNS (Bartók and Matosková, 2022). Just like recruiters, applicants also check these SNS mainly for the purpose of obtaining the necessary information (Nikolaou, 2021). This information can have an impact on the applicant, who can adapt the content on the SNS in a way that makes it more attractive during the selection process (Bartók and Matosková, 2022). Otherwise, applicants may take steps to prevent HR personnel from accessing any information (Backman and Hedenus, 2019).

These steps can affect the segmentation strategy when selecting an employee. The segmentation strategy consists in the process of classifying applicants into segments

based on similar characteristics (Aouad et al., 2023). The goal of segmentation is to identify groups of applicants who are suitable for a given job (Althammer et al., 2021; Li et al., 2020). As part of the growing awareness of generation Z about cybervetting (El-Menawy and Saleh, 2023; Schroeder et al., 2020), job seekers are adapting to SNS (Drake and Furner, 2020; Samoliuk et al., 2022), which leads to the problem of HR professionals actively implementing a segmentation strategy of placing applicants into segments based on available information.

Research Methodology

The assumption is that Generation Z job seekers are aware of cyber practices (Drake and Furner, 2020) and actively take steps to adapt SNS for self-branding purposes (El-Menawy and Saleh, 2023). The research is based on the use and gratification theory, which states that users perform certain activities on SNSs to satisfy certain needs. (Da-yong and Zhan, 2022; Ittefaq et al., 2022; Wang et al., 2021; Wang and Quan, 2021). In this case, it may be a matter of the need to impress the personnel worker with his profile on SNS. Such practices can have a negative impact on the segmentation strategy of HR personnel, due to the fact that applicants strive for a positive presentation of themselves (El-Menawy and Saleh, 2023), thereby committing the concealment of certain information, or completely preventing HR professionals from accessing their information on the SNS. Therefore, the goal is to create a profile of the generation Z applicant as a basis for the segmentation strategy of HR professionals when recruiting employees. The research is based on the availability of information posted by Generation Z applicants on their SNS. In addition, we examine their attitudes towards SNS security.

The basic set of our research consists of job seekers from the generation Z cohort. The life of generation Z is shaped by the Internet, which has become a part of their everyday life (Cervi, 2021). From a technological point of view, they are considered digitally mature mainly because mobile devices have been part of them since birth (Westerberg and Martinez, 2023). Compared to other generations, Generation Z grew up in the era of smart mobile devices and are therefore more experienced in using them. This fact is primarily reflected in their attitudes towards the use of SNS (Lyngdoh et al., 2022; Priporas et al., 2020; Priporas et al., 2017). It is a matter of course for this generation to be highly active on SNS, which mainly concerns the sharing of posts and the publication of personal information (Davies et al., 2018). According to Wood, (2013), Generation Z is characterized by an interest in new technologies, a desire for ease of use, a desire for safety on the Internet, and a desire to escape reality. The generation limit is not precisely defined. Research follow Age and Generations - Research and data from the Pew Research Center, and the basic set consists of residents of the Slovak Republic born since 1997 (Pew Research Center). According to the Statistical Office of the Slovak Republic, the size of the basic file is 488,233 units. This means that 384 or more measurements are needed to reach a confidence level of 95%. The base sample size was determined using an online sample size calculator (*Sample Size Calculator (Gen Z)*, 2023). The conducted

research is based on the statistics of a sample of 451 respondents. The data collection was mediated by a questionnaire that was distributed to the respondents. The questionnaire was compiled on the basis of in-depth analyses of scientific research published in renowned journals indexed in the Web Of Science and Scopus databases. The questionnaire research was carried out through the online tool Survio and distributed on social networks. The questionnaire research examines the variable "Behavioural profile of the respondent," which is constructed on the basis of a cluster analysis and consists of eight items: (BPR1) What personal data do you have published on your profile on the most frequently used social network? (BPR2) What steps do you take to ensure your privacy on the most frequently used social network? (BPR3) Posts (photos, stories, videos) are mostly available on your profile on the most frequently used social network. (BPR4) Personal data are on your profile on the most frequently used social network mostly available. (BPR5) Do you use two-factor authentication to log in to the most frequently used social network? (BPR6) How often do you change your password on the most frequently used social network? (BPR7) Your password on the most frequently used social network contains. (BPR8) Do you use the most frequently used social networks to log in to other services on the Internet, for example to an e-shop?

The variable is analyzed by a K-value cluster analysis ANOVA, on the basis of which we identify the types of respondents from the generation Z cohort. These types can be specified based on certain characteristics related to behaviour on SNS. The characteristics are the number of disclosures, the number of privacy steps, the availability of disclosures, the availability of private information, password changes and strength, and the use of SNS to log in to other Internet services. Before conducting cluster analysis, responses to each item are examined based on frequency analysis.

Research Results and Discussion

For item BPR1, the frequency analysis reveals that 98.4% of respondents have the most frequently published name. 86.5% of respondents have their surname published. 81.8% of respondents have a photo with their own face on their profile. 50.8% of respondents have their age indicated by their date of birth on their profile. 43.7% of respondents have photos of family or friends published on their profile on the most frequently used SNS. 35.5% of respondents have information about the school they attended or their current job on SNS. 29% have their residence information published and 27.5% have their e-mail address published. In the frequency analysis, the telephone number was identified as the data with the least frequency of the result, namely 8.4% of cases. Table 1 provides the results of the frequency analysis of responses to item BPR1.

Table 1. Results of frequency analysis of responses to item BPR1 (N=451)

What personal data do you have published on your profile on the most frequently used social network? *		
Answers	N	N_R
Name	444	98,4
Surname	390	86,5
Age (date of birth)	229	50,8
Residence (at least city or village)	131	29,0
Telephone number	38	8,4
E-mail address	124	27,5
Attended school or current employment	160	35,5
Photos of your own face	369	81,8
Photos of family or friends	197	43,7

Note:* In the case of this item, respondents had the option of multiple answers, therefore the sum of N > 451 and the sum of NR > 100%.

As part of the quantity, respondents provided information in the range of 0 to 9 published data, where 0 represented no published information and 9 represented that the respondent had published all personal data. The results of the frequency analysis showed that 22.2% of respondents publish personal data on SNS 4. 19.5% of respondents had 5 personal data published. 16.4% of respondents had 3 published personal data. 14.4% of respondents had 6 personal data published. Every tenth respondent has 7 personal data published on SNS. 4.2% of respondents have published 8 data. 2.9% of respondents have all published data and 2.9% of respondents have one published data.

Table 2. Results of quantitative frequency analysis of responses to item BPR1

Number of published personal data	N	N_R
1	13	2,9
2	39	8,6
3	74	16,4
4	100	22,2
5	88	19,5
6	65	14,4
7	45	10,0
8	19	4,2
9	13	2,9

For item BRP2, the frequency analysis reveals that the most common privacy practice on SNSs is to select a private profile that is only available to the profile administrator or only to users who have been granted access by the administrator. Specifically, this is 78.5% of respondents who secure their profiles in this way. The use of strong passwords was reported by 71.2% of respondents. 65.6% of

respondents said that they do not publish personal data. Only 53.7% of respondents said that they use more advanced functions to ensure privacy on SNS. Table 3 provides the results of the frequency analysis of responses to item BRP2.

Table 3. Results of frequency analysis of responses to item BPR2 (N=451)

What steps do you take to ensure your privacy on the most used social network? *		
Answers	N	N_R
Profile privacy settings	354	78,5
Non-disclosure of personal information	296	65,6
Using strong passwords	321	71,2
Use of privacy policy	242	53,7

Note:* In the case of this item, respondents had the option of multiple answers, therefore the sum of N > 451 and the sum of NR > 100%.

The results of the frequency analysis provided quantitative information on the number of SNS security steps. Within the steps, respondents gave numbers in the range of 0 to 4. Where 0 represented no SNS security steps and 4 represented all SNS security steps. The frequency analysis showed that most respondents take 3 steps to ensure SNS privacy, namely 31.9% of respondents. 2 out of 4 steps are taken by 31.3% of respondents. 24.6% said they take all 4 steps and only 12.2% of respondents said they take only 1 of the 4 steps.

Table 4. Results of quantitative frequency analysis of responses to item BPR2

Number of steps to ensure privacy	N	N_R
1	55	12,2
2	141	31,3
3	144	31,9
4	111	24,6

In connection with item BRP3, 72.7% of respondents chose that photos, videos and stories are only available to selected users. The rest of the respondents said that their posts are publicly available. Table 5 provides the results of the frequency analysis of item BRP3.

Table 5. Results of frequency analysis of responses to item BPR3 (N=451)

Posts (photos, "stories", videos) are mostly on your profile on the most frequently used social network:			
Answers	Code	N	N_R
Available to selected users	1	328	72,7
Publicly available	2	123	27,3

Note: The code expresses the numerical value that we assigned to the variable as part of the statistical analyses

The results of the frequency analysis of responses to item BRP4 showed that 47.2% of respondents have data on SNS available only to selected users. More than a third of respondents said that their personal data is unavailable. The rest said their posts were public. The results of the frequency analysis of item BRP4 are shown in Table 6.

Table 6. Results of frequency analysis of responses to item BPR4 (N=451)

Personal data are mainly on your profile on the most frequently used social network:			
Answers	Code	N	N_R
Available to selected users	1	213	47,2
Publicly available	2	70	15,5
Unavailable	0	168	37,3

Note: The code expresses the numerical value that we assigned to the variable as part of the statistical analyses

In the case of item BRP5, 50.6% of respondents answered “yes.” Almost a third of respondents do not use two-factor authentication for logging into SNS. The rest of the respondents could not answer the given item. The results of the analysis are presented in Table 7.

Table 7. Results of frequency analysis of responses to item BPR5 (N=451)

Do you use two-factor authentication to log in to the most frequently used social network?			
Answers	Code	N	N_R
Yes	1	228	50,6
Not	0	137	30,4
I do not know	0	86	19,1

Note: The code expresses the numerical value that we assigned to the variable as part of the statistical analyses

The results of the frequency analysis of responses to item BRP6 showed that most respondents, 43.5%, never change their password on SNS. 29.3% of respondents change their password once every 12 months. Less than a tenth of respondents change their password once every 6 months, and only 4.4% of respondents change their password every 3 months. The option “other” was mentioned by 13.5% of respondents. The results of the analysis are presented in Table 8.

Table 8. Results of frequency analysis of responses to item BPR6 (N=451)

How often do you change your password on the most frequently used social network?			
Answers	Code	N	N_R
At least once every 3 months	4	20	4,4
At least once every 6 months	3	42	9,3
At least once every 12 months	2	132	29,3
Never	0	196	43,5
Other	1	61	13,5

Note: The code expresses the numerical value that we assigned to the variable as part of the statistical analyses

The results of the analysis of responses to item BRP7 showed that 63.4% of respondents have a password composed of numbers, uppercase and lowercase letters. 31.3% of respondents have a password made up of numbers, upper and lower-case letters and symbols. 2.9% use only upper or lower-case letters and 1.6% of respondents use a combination of upper and lower case letters. 4 respondents stated that their password consists only of numbers. Table 8 provides the results of the BRP7 frequency analysis.

Table 9. Results of frequency analysis of responses to item BPR7 (N=451)

Your password on the most frequently used social network contains:			
Answers	Code	N	N_R
Only digits	0	4	,9
Uppercase or lowercase letters	1	13	2,9
Combination of upper and lower-case letters	2	7	1,6
Numbers, upper and lower-case letters	3	286	63,4
Numbers, upper and lower-case letters, symbols	4	141	31,3

Note: The code expresses the numerical value that we assigned to the variable as part of the statistical analyses

Within the BRP8 item, 55.4% of respondents said that they do not use SNS to log in to other services, such as e-shops and the like. More than a third said they use SNS to log in to other services, and 8% of respondents said they don't know for BRP8. The results of the analysis are shown in Table 10.

Table 10. Results of frequency analysis of responses to item BPR8 (N=451)

Do you use the most frequently used social network to log in to other “services” on the Internet (for example, to an e-shop)?			
Answers	Code	N	N_R
Yes	0	165	36,6
Not	1	250	55,4
I do not know	0	36	8,0

Note: The code expresses the numerical value that we assigned to the variable as part of the statistical analyses

When performing K-value cluster analysis, the 3-cluster model was shown to be the most reliable. The centres of the clusters were gradually changed after each additional object was added. The degree of divergence between units was evaluated using the square of the Euclidean distance, and cluster identification was performed using a classification method defining fixed cluster centers. Although the results of the ANOVA analysis of variance are only descriptive in nature, the F values and the differences between the F means indicate that from the point of view of cluster formation, the monitored characteristics of behaviour on social networks had the most significant influence, namely Number of published information on the account, Frequency of changing the password on the account and Number of steps on ensuring privacy on the account. On the contrary, variables such as Logging in to other services via the account and Password strength on the account had a minimal impact on the formation of clusters. Table 11 presents the results of the ANOVA cluster analysis.

Table 11. K-value cluster analysis

ANOVA analysis of variance	Cluster		Error		F	p
	MS	df	MS	df		
Number of published information on the account	389,117	2	1,461	448	266,386	<,001
Number of privacy steps	63,405	2	,674	448	94,142	<,001
Availability of posts on the account	2,782	2	,187	448	14,855	<,001
Availability of personal data on the account	13,458	2	,424	448	31,769	<,001
Two-factor authentication on the account	2,006	2	,243	448	8,265	<,001
Account password change frequency	121,004	2	,937	448	129,132	<,001
Account password strength	3,125	2	,467	448	6,690	,001
Logging in to other services through an account (BRP8)	1,401	2	,242	448	5,778	,003

Note: MS – mean square deviation, F – ANOVA variance analysis value, df – degrees of freedom, p – level of statistical significance

As part of the research, was identified 3 types of respondents from Generation Z. The first is the respondent who publishes the least information on the most used SNS,

who takes only a few steps to ensure privacy on SNS. Posts and private information are available only to selected users. It does not use two-step authentication to ensure privacy, and at the same time it does not use an SNS account for the purpose of logging into other services provided by the Internet, such as online stores. He is not in the habit of changing his password on SNS. This type of respondent is characterized as "a respondent who is unwilling to disclose information and pays little attention to securing a profile on SNS." The conditions for inclusion in this cluster were met by 141 respondents, which makes up 31.3% of the basic sample.

The second type is the respondent who publishes the most information on the most used SNS and takes only some of the steps to ensure privacy on SNS. Posts and personal information on the SNS are available only to selected users. It doesn't tend to use two-factor authentication on purpose. The respondent uses an SNS account for the purpose of logging into other services provided by the Internet. He rarely and irregularly changes his password on SNS. This type of respondent is characterized as "a respondent who is willing to publish information and pays little attention to securing a profile on SNS." The conditions for inclusion in this cluster were met by 104 respondents, which makes up 23% of the basic sample.

The third type is the respondent who publishes quite a lot of information on the most used SNS and takes almost all steps to ensure privacy on SNS. Posts and personal information are available on the SNS only to selected users. It uses two-factor authentication on purpose. Accounts on SNS are not used for logging in to other services provided by the Internet. He often and regularly changes his password on SNS. This type of respondent is characterized as "a respondent willing to publish information and taking care to secure a profile on SNS." The conditions for inclusion in this cluster were met by 206 respondents, which constitutes 45.7% of the basic sample. The research assumed that job seekers from the Generation Z cohort are fully aware that HR professionals are checking their profiles on SNS. Based on this awareness, they adjust their profiles to show their positive characteristics or to prevent recruiters from obtaining information. These steps can disrupt the segmentation strategy of employee selection. The goal was therefore to create a profile of the generation Z applicant as a basis for the segmentation strategy of HR professionals when recruiting employees. In addition, we investigated their attitude towards the issue of security on the SNS. Based on the research, 3 profiles of Generation Z candidates were identified. Specifically, this is a profile: a respondent unwilling to publish information and paying little attention to securing a profile on SNS, a respondent willing to publish information and paying little attention to securing a profile on SNS, and a respondent willing to publish information and paying attention to profile security on SNS. The significance for science lies in the fact that the approach of generation Z applicants to SNS is not consistent and they cannot be viewed as a single group. In addition, these results contribute to the extension of the uses and gratification theory in that Gen Z users take different steps on SNS to determine the amount and quality of available information and at the same time take different steps to ensure their safety on SNS. The significance for practice

is that differences between jobseekers from the Generation Z cohort are identified based on information they have published on the SNS. The differences identified can assist recruiters in segmenting their Generation Z recruitment strategy.

Conclusion

Cybervetting has become a useful tool for collecting additional information about the applicant (Demir and Gunaydin, 2023). Existing research shows that information on SNS influences the evaluation of the hiring process (McChesney and Foster, 2023). These practices are met with mixed opinions. While for some applicants, cybervetting represents a violation of privacy and a loss of trust in the company (Cook et al., 2020; Massar and Ten Hoor, 2023), others are fully aware that recruiters will check their SNS (Drake and Furner, 2020; Rui, 2020). According to El-Menawy and Saleh, (2023), generation Z is the one that is most aware of HR practices and therefore they use their SNS as a self-branding tool, with the help of which they present themselves from a better side and make available only such information that would they could help them in their working life. Based on the uses and gratification theory, SNS users take actions that satisfy their needs (Ittefaq et al., 2022). In this case, it may be about adapting to SNS for the purpose of employment. However, these steps can be different. While certain users actively take steps for better self-presentation, others may take steps to prevent recruiters from obtaining any personal information, which complicates the subsequent segmentation strategy of the recruitment process. Until now, there has been no research that reflects the behaviour of Generation Z applicants on SNS, where we assume that they are aware of cybervetting practices. Therefore, the aim of the research is to create a profile of an applicant from generation Z as a basis for the segmentation strategy of HR professionals in recruiting employees. The research identified 3 profiles. The first is the profile of an applicant who is reluctant to publish information and at the same time pays little attention to securing his profile on SNS. The second is the profile of the applicant who is willing to publish information and also does not care about securing the profile on SNS. The third profile is an applicant who is willing to publish information but at the same time takes care to secure the profile on SNS. The results of the research showed that Generation Z is not consistent in its approach to social networks and these differences must be considered in the segmentation strategy of the recruitment process. The limitations of the research lie primarily in the fact that the questionnaire survey was carried out within the Slovak Republic, which may affect the generalization of the results. On the other hand, the characteristics of Generation Z are primarily globalized in their digital skills, and it cannot be assumed that its cohort in Slovakia is different from that in other countries. In addition, during a questionnaire survey, respondents may try to present themselves in a better way, which may affect the results of the statistical methods used. Future research could focus on creating candidate profiles of the incoming Alpha generation as a basis for a segmentation strategy in recruitment, assuming that the incoming generation is aware of cybervetting practices. In addition, future research can also

focus on comparing the behaviour of Generation Z and Generation Alpha on SNS and indicate the differences towards safety attitude on SNS.

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ZACHOWANIA W SIECIACH SPOŁECZNOŚCIOWYCH POKOŁENIA Z: IMPLIKACJE DLA CYBER-SCREENINGU W ZARZĄDZANIU ZASOBAMI LUDZKIMI

Streszczenie: Wraz z wejściem pokolenia Z na rynek pracy, ich unikalne zachowania cyfrowe i praktyki prywatności na portalach społecznościowych wymagają ponownej oceny tradycyjnych strategii rekrutacji i zatrudniania. Zrozumienie ich zachowań online pomaga dopasować podejścia rekrutacyjne oraz unikać potencjalnych problemów prawnych związanych z naruszeniami prywatności lub dyskryminacją. Celem badania jest opracowanie kompleksowego profilu kandydatów z pokolenia Z, który będzie stanowić fundamentalny element strategii segmentacji profesjonalistów HR w rekrutacji pracowników. Wymaga to szczegółowej analizy działań kandydatów na portalach społecznościowych, obejmującej charakter i ilość udostępnionych informacji. Jednocześnie zostaną dokładnie przeanalizowane ich perspektywy na temat środków bezpieczeństwa internetowego. Na podstawie analizy klastrowania k-wartości ANOVA oraz próby 451 respondentów, badanie zidentyfikowało trzy typy respondentów z pokolenia Z. Każda grupa odzwierciedla zróżnicowaną chęć udostępniania informacji oraz zwracania uwagi na zabezpieczenia swoich profili na portalach społecznościowych. Wyniki pokazują, że pokolenie Z jest niespójne w swoim podejściu do portali społecznościowych, a te różnice muszą być uwzględnione w strategii segmentacji procesu rekrutacji oraz strategiach zatrudniania firm. Artykuł badawczy identyfikuje również swoje ograniczenia oraz proponuje kierunki dla przyszłych badań, zapewniając kompleksowe zrozumienie zakresu i potencjalnych obszarów do dalszych eksploracji w tej dziedzinie.

Słowa kluczowe: przeglądanie w sieci, portale społecznościowe, strategie zatrudniania, proces rekrutacji