Web 2.0: Internet Technology Used in Human Resource Recruitment

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Abstract. Many Web 2.0 applications were intended for social interaction and networking among people. Little research has been conducted on the use of Web 2.0 application in Human Resource Recruitment in Jordan. The recruitment process involves several tasks that needs interaction between the candidate and the recruiter. Our study focus on the use of Web 2.0 Social applications in Human Resource recruitment. Online social networks are among the leading Web 2.0 application that are used by HR professionals in finding the right candidate for the job. Facebook, Myspace, Twitter, Skype and LinkedIn are the major applications sought by recruiters to gather the needed information. But how effective is this new medium for HR professionals? How did they use the Web 2.0 applications in researching potential candidates? And which application is used most among other social networks. An exploratory study is presented and discussed. The findings based on statistical analysis of information provided by HR professional showed that only a 15% of organizations use the technology. The level of awareness of the true value of the   online social network in recruitment was very low.

Keywords: Web 2.0 Applications, Human Resource, Facebook, LinkedIn, Skype

1 INTRODUCTION

Recent developments in the internet has lead to the introduction of new interactive online system called Web 2.0 applications (Duncan Watts 2003). Web 2.0 applications is a term related to the creation of online social networks that allow personal interaction and collaboration online. MySpace, LinkedIn, Twitter and Facebook are the leading social networks on the Internet today (Gary Flake, Steve Lawrence, and C. Lee Giles 2000). Online social networks presented a profound communication channel for collaboration and sharing information over the Internet.

   Members of Online social networks create their online profiles and add pictures and videos to their profiles for sharing over the Internet. It is a major means of interaction with fellow workers and friends whether at home or the office (Gary Flake, Steve Lawrence, and C. Lee Giles 2000) (How businesses are using Web 2.0). Sharing of online resources is considered the leading capability of online social networks. Members can upload images, videos, files, documents and links to their profile for their friends to see, comment and tag (MARTIN, G., REDDINGTON, M. and ALEXANDER, H. 2008). Skype as a video conferencing system is also considered a leading web 2.0 application where users can connect using video conferencing techniques from all over the world and above all it's free.

   Some HR recruiters in organization has built its entire recruitment business around the use of social networking sites to look for prospective employees. The tool provides HR personnel with a live in depth view of the person's personal activities and capabilities (SEELY BROWN, J. 2006).

Colleges and Universities are advising their students on the benefits of using social networking sites to have great exposure to would be employers (T. Lento, H.Welser, L. Gu, and M. Smith 2006). Another capability of online social networks is the creation of groups. Groups can be public or secured and private (ZAMMUTO, R.F., GRIFFTH, T.L. and MAJCHRZAK, A. 2007). Organizations using information in groups on social networks to look for expertise and to learn about peoples social interaction and behavior.

The use of specific social networks that targets a certain audience is becoming more accepted today since interactivity and collaboration between members is secured and limited to specific group (ZAMMUTO, R.F., GRIFFTH, T.L. and MAJCHRZAK, A. 2007).

Previous studies indicates that employee engagement can make organization perform 2.6 times better than other companies (S. Milgram 1967). An organizations sales performance improves when employees feel passionate about the company's products and services. Social networks can have a huge impact on employee commitment, and many organizations are now using it to increase involvement and commitment among their workers.

2 SOCIAL NETWORKS USE IN HR RECRUITMENT

Since online social networks are an effective tool for information dissemination, social networking websites have become an important tools for HR professionals. HR can use these sites for recruitment, employee engagement, increasing retention, management, evaluation and monitoring (MASON, R. and RENNIE, F. 2007).

Recruiting and brand building is social media's biggest use for HR currently. It's a fact today that a lot of organizations are recruiting through social media such as Facebook, likedIn and Twitter (N. Ali-Hasan and L. Adamic 2007).

HR professionals are applying the same principles that marketing people and advertising teams are using to attract and target customers. HR departments can benefits widely from the use of social networking if the technology is used strategically and wisely (H. White, S. Boorman, and R. Breiger 2006).

3 RESEARCH DESIGN

The aim of this research is to explore the benefits of using online social networks by HR professionals for recruitment purposes. We conduct a survey of 284 HR professionals working in HR departments in different sectors and industries in Jordan. The total number of questionnaires passed out where 379. Only 213 were returned. Additionally 39 instruments were rejected for incomplete fields. The resulting instruments suitable to conduct the analysis were 174 instrument. A statistical analysis was used on the results and a thorough analysis of results were performed. The analysis focused on the intention and willingness to use social networks in the recruitment process. We also measured the effectiveness of this new medium for HR professionals and how did they use the Web 2.0 social networks applications in researching potential candidates. We also investigated which application was used most among other social networks by HR professionals.

4 RESULTS

Although it was hard to prove that the use of social networks in recruitment is picking up momentum, HR departments use of social networks in recruitment in Jordan is at a very early stage. Adoption of Web 2.0 in HR departments is not used at a wide scale. Our study suggested that a small number of organizations are using Web 2.0 technologies to attract and

recruit employees. Our study shows that only 15% of respondents claimed using social networks in recruitment practices. a very small number of participants 27% are planning to use these Web 2.0 application in the future.

Respondents also showed that 30% of social networking users are using it effectively by HR professionals. Only 10 % did use the Web 2.0 applications in researching potential candidates and LinkedIn and Facebook were the major application used most among other social networks.

5 CONCLUSION AND RECOMMENDATIONS

Recruiting and brand building is social media's biggest use for human resources currently. Many Web 2.0 applications were intended for social interaction and networking among people. Little research has been conducted on the use of Web 2.0 application in Human Resource Recruitment in Jordan. The recruitment process involves several tasks that needs interaction between the candidate and the recruiter. Our study focused on the use of Web 2.0 Social applications in Human Resource recruitment in Jordan. The findings based on statistical analysis of information provided by HR professional showed that only a 15% of organizations use the technology. The level of awareness of the true value of the online social network in recruitment was very low. More time is needed for HR professionals in Jordan to realize the importance of Social Networking use in recruitment.

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