Chapter 9
Explaining Job Searching Through Social Networking Sites:
A Structural Equation Model Approach

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ABSTRACT

This paper examines job searching among employed job seekers through the social networking sites. One hundred ninety survey questionnaires were distributed to employed job seekers who have used online social networking sites via the snowball sampling approach. The collected data were analysed using Structural Equation Modeling (SEM) technique via the Analysis of Moment Structure (AMOS 16) computer program. The results showed that perceived usefulness and perceived enjoyment are positively and significantly related to the behavioural intention to use online social networking sites as a job search tool, whereas perceived ease of use is not positively and significantly related. The study implies that the developers of online social networking sites must provide additional useful functionalities or tools to help users with their job searches. These sites must also assure that they do not disclose individuals' private and confidential information without the consent. The paper provides insight for employed jobseekers by using online social networking sites as a job search tool.

1. INTRODUCTION

Online social networking sites are a type of virtual community (Murray & Waller, 2007). Users of online social networking sites will create their own profile with their personal information and will usually add their friends, friends of friends or new friends. Online social networking sites are usually used to keep in touch with friends and families by posting their updates, photos, blogs, and chatting, apart from enjoyment and relaxation. There are many consumer-networking sites

available such as Facebook, MySpace, Friendster, Hi5, Bebo and Multiply. Facebook claims that it has 200 million active users who have returned to the site in the last 30 days (as of April 2009) (Facebook, 2009). According to Warr (2008) as of March 2008, Facebook claimed that there were 66 million active users. Within a year, from 2008 to 2009, Facebook's active users increased by 134 million.

A study was conducted on passive job seekers (employed job seekers) adoption of e-recruitment technology in Malaysia by Tong (2009). The online social networking sites used for sourcing of candidates are LinkedIn and Facebook. According to Kow (2009), the author's employer uses LinkedIn to source for candidates in the U.S. The author's employer with headquarters located in the U.S. had successfully hired some key positions via LinkedIn, which attracted a sizable pool of applicants. From the research conducted, the author recommended to the HR management team that LinkedIn and Facebook should be used as one of the sourcing methods. The recruiters of the author's company with plants and offices in Asia (Thailand, Singapore, China, and Malaysia), U.S. and Europe have been using Facebook and LinkedIn to source for candidates since November 2008. However, the author did not conduct a research on the employed job seekers'

acceptance of the online social networking sites as a job search tool. This research will cover this gap since the author will obtain the employed job seekers' view on their intentions to use of online social networking sites for job searching. Since most of the researches were conducted on the third party e-recruitment web sites and corporate career web sites, the author seeks to examine this alternative recruitment source that is social networking sites.

2. LITERATURE REVIEW

2.1 Conceptual Model and Hypotheses

The Technology Acceptance Model is a highly validated model and was tested by many researchers in their study (refer to Figure 1). This research also bases its model on the extended TAM model by Tong (2009) but introduces an intrinsic motivation variable which is perceived enjoyment (refer to Figure 2).

2.2 Perceived Ease of Use (PEOU)

Perceived ease of use is defined as "the degree to which a person believes that using a particular

Figure 1. Technology Acceptance Model (TAM)
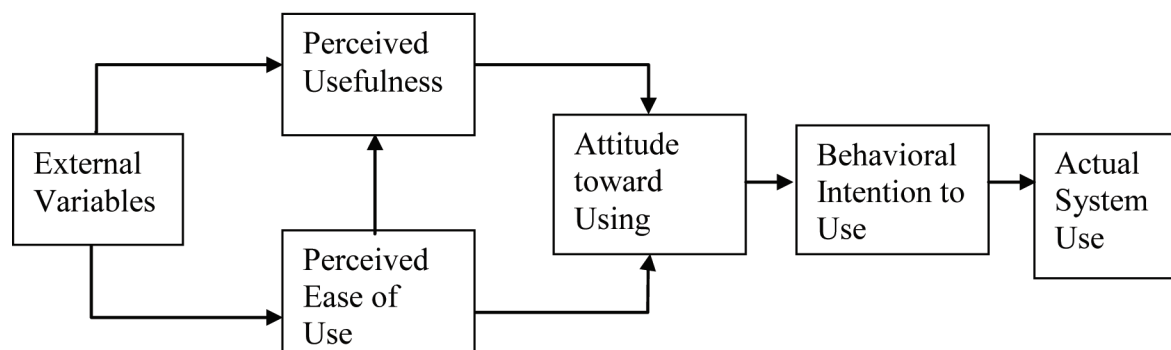
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