DISCOVERY

Use of social media for job search and application: a perspective from the job seekers in Bangladesh

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This paper explores the impacts of social networking sites on job aspirants in Bangladesh in terms of job search and application as well as the different perspectives from the job seekers' point of views. Using a mixed method approach, this cross-sectional study collected basically primary data through questionnaire survey and In-depth Interview with the stakeholders. Data obtained from the sources showed that the prevalence of using social media for job search is high among Bangladeshi job seekers and they are mostly using Facebook (84.2%) and LinkedIn (9.8%) for it. Many applied (77.0%) for jobs getting the advertisement from social media and only 70.8 % of them get contacted by the employers. Of the interacted candidates, 46.8% were offered the job and only 21.6% of them joined at their desired job. The study identified that there were many reasons why candidates were leaning away from joining at the jobs and not much get interested in social media use for the purpose of job search. Though there were found a bunch of constructive advantages of using social media for job searching like; cost reduction (94.6%), fair playground for all (49.5%), easy way (70.7%), user-friendly (55.2%), fewer formalities (35.9%), and direct response and flexibility (39.8%) etc., there were also found some challenges for it; insecurity (22.8%), fake recruitment (38.6%), deception (21.7%), unsecured or betrayed (29.7%) and hiring for a short time (11.4%) are mentionable. However, if the trust, credibility, and authenticity in whole recruitment processes and eradication of fake advertisements, security threats and betraying behaviors –could be identified and addressed, social media will be a powerful catalyst for job search and application –which will definitely lead to a proper, effective and efficient recruitment gateway in Bangladesh.

INTRODUCTION

Social media or social networking sites are regarded as vital sites on the internet. They offer broad methods of communication and individual networking systems by giving more opportunities to job seekers for networking. Besides, social networking sites are considered an important medium for human resources professionals for job advertising and getting information about job seekers in effectively and efficiently (Nikolaou, 2014). In the age of the information, everyone uses social networking sites as a common and the most important platform for online communication where people can share personal information and develop a professional contact.

There are many social networking sites available for communication but we basically focus on the most popular social networking sites like Facebook and LinkedIn, Twitter, Instagram, etc.. Most of the fresh graduate and job seekers in Bangladesh find their job advertisement on Facebook and LinkedIn and other popular social networking sites. Today, job seekers of Bangladesh spend maximum time on Facebook and LinkedIn for finding their expected job rather than newspapers.

There are a variety of reasons for using social networking sites for job searching purpose by the Jobseekers of Bangladesh like Social Networking sites are easy to use, Jobseekers get many job advertisements on a single platform, Jobseekers can save money as they do not need to purchase any printed newspapers.

Nowadays, employers are posting their job advertisements in their social networking sites and some other third parties posting the job advertisements of different organizations in their own social media pages or groups intentionally to make the advertisement open for all. Furthermore, the job seekers are also scrolling their social networking sites for having job advertisements within an easy, accessible and inexpensive way. In fact, there are found some positive and negative externalities and impact on using these social media for job search. Thus, the study is important for the uniqueness of the aims and of the significance in the broad array of the job seekers and job markets thus the stakeholders could get a proper channel and information about the context to make their decisions.

The main purpose of this research was to find out how does social networking sites impacts the job seekers of Bangladesh. We also tried to find out what extent of Job seekers of Bangladesh is searching for their desired jobs through Facebook and LinkedIn and other social networking sites. The research also explains the relation between the use of social networking sites and the change in the behavior of Job seekers of Bangladesh.

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LITERATURE REVIEW

There have been found a plethora of literature on social media use and its impact on the stakeholders. Some are found on social media use, the impact of its use, impact of social media on recruitment and some found on the employers' perspectives on social media use. In fact, we have reviewed a few of the scholarly publications for the current study.

The overall recruitment process has changed notably in all over the world over the last few years. It is one of the crucial parts of talent management and can be described as 'the process of searching the right talent and stimulating them to apply for jobs in the organization' (Sinha and Thaly, 2013; Iliyasu Shiyanbade Najeemdeen et al. 2018). Social networking sites are illustrating as a perfect place for generating social identity (Kwon and Wen, 2010) and impression management (Hall et al., 2014). Generally, the recruitment process is influenced by the organization size and culture which is carried out by the human resource department, chairperson of the organization, human resource specialist and managing director (Sinha and Thaly, 2013). Recently the recruitment process is changing and conducted by the non-traditional method like commercial recruitment agencies, employment agencies, and social media.

Shea and Wesley (2006) and Withiam (2011) mentioned that social networking sites like Facebook, LinkedIn and Twitter allow job seekers to post and share personal information that facilitates employers to utilize social networking sites to screen-out job applicants. Employers are verifying the social networking sites information provided by the applicants for various reasons. Such as, being reachable without costs (Jacobs, 2009) and recognized as a trustworthy source where information is provided by the users (Kluemper and Rosen, 2009). For those reasons, the importance of social networking sites is growing radically among job seekers.

Most of the job seekers and human resource specialists are using social networking sites very extensively (Stopfer and Gosling, 2013; Arulanandam and Baskaran, 2013), and also revealed by recent studies and surveys conducted by professional organizations. Moreover, social interaction is a vital factor in joining social networking sites like Facebook(Lin and Lu, 2011)but perceived effectiveness and ease of use are also important (Lin, 2010). This is particularly true for the professionally designed sites like LinkedIn that make an extreme connection with the job seekers and professionals in a common platform (Nikolaou, 2014). These kinds of sites provide an opportunity for the job seekers and students to present themselves in the professional web place and also belong to the various groups.

Stopfer and Gosling (2013) stated that job search has become one of the major reasons for joining in the social networking sites and professional sites get extra attention from the job seekers. Hoffman and Foder (2010) identified four key motivational factors that influence the use of social media such as connect, create, consume and control. However, previous research stated that Facebook, Twitter, and LinkedIn are well-known and established social media. But Facebook and LinkedIn provide opportunities to create a personalized profile of the users.

In this literature review, an attempt has been made to review the findings of previous research work. This study mainly focused on job seekers perspectives on the impact of social media use in Bangladesh. In fact, there is found no specific and concentrated prior research on social media use by job seekers in Bangladesh and its impact on them. Basically, most of the studies focused on the employer's perspective on the recruitment process. Furthermore, this study will evaluate the impact of social networking sites on job seekers in Bangladesh.

METHODOLOGY

To achieve the study aims, we have designed and implemented a cross-sectional study conducted in the earlier months of 2019. This is a mixed method approach study which included both qualitative and quantitative approaches. For having in-depth data and analysis on the context, the mixed method approach was used. The target population was the graduates, job holders after their graduation and the current graduates who will be graduated within this year.

The study was implemented in Dhaka and Chattogram divisions of Bangladesh. Though we have utilized both primary and secondary data for the study, the primary data was mostly collected for having a recent most scenario. Questionnaire survey and In-depth Interview (IDI) methods were used for collecting primary data from the field. Also, we have gathered the secondary data from various, journal articles, magazines and periodicals from home and abroad. A total of 200 representative samples were surveyed for quantitative study and five (05)In-depth Interview was conducted for having insights on the context as a qualitative study.

We have pre-tested the questionnaire before administering in the real survey and restructured where necessary. Respondents were reached using simple random sampling having the pre-determined criteria matched. In every step of the study, we have maintained the rigorous ethical mandates. We have collected both oral and written consent of the respondents ensuring them not to disclose any of the personal identity and not to harm by using the data in any other means other than research and study. Before executing the questionnaire, we trained up our field data collectors and assigned a quality assurance manager who was responsible for data cleaning and quality assurance. After collecting the data from the respective fields, we used the Statistical Package for Social Sciences (SPSS) for entering and analyzing the data based on study objectives. We have used simple statistics like frequency and percentage tables and graph for data tabulation and presentations. At last, we analyzed and discussed the data based on the contexts.

RESULTS AND DISCUSSION

Socio-Demographic Information of the Respondents

For having an unbiased response and realistic scenario of using social media by Bangladeshi youths for job searching, the survey was conducted among a diverse backgrounded respondent. The table 1 below showed the various profiles of participants of the study in terms of socio-demographic information.

The study respondents' age was scattered in a diverse range starting from 19 years old to 50 years. Among a total of two hundred (200) respondents, more than one-third (33.5 percent) of them were belong to the age group 19 years to 23 years old where more than two-fifths (40.5 percent) were in between 24 to 26-year-old which is counting the highest number of respondents in the group and the age of rest of them (26.0 percent) were 27 or above. Among the respondents, about one-third (33 percent) of them were female and rest of them (67 percent) were male respondents which are the present scenario of our disproportionate distribution male and female graduates in Bangladesh. Only very few of the participants (8.0 percent) to this study were working during the survey and only (13.0 percent) were studying as well as working also. About half of the respondents (48.5 percent) were studying and seeking for a job in that time and rest of the participants (30.5 percent) were only studying in different levels of their graduation and post-graduation.

Table 1 Socio-demographic Profile of the Respondents

Variables	Respondents	Frequency	Percent
Age			
	23 and Below	67	33.5
	24-26 years old	81	40.5
	27 and above	52	26
Gender			
	Female	66	33
	Male	134	67
Profession			
	Only Studying	61	30.5
	Only working	16	8
	Studying and Working	26	13
	Studying and seeking a job	97	48.5
Educational Qualifications			
	Less than HSC	1	0.5
	HSC Completed	56	28
	Honor's completed	26	13
	Master's or more completed	117	58.5
Wishing to Switch Job			
	Wishing to Switch	35	83.3
	Don't want to Switch	7	16.7
Using Social Media			
	Using	199	99.5
	Not using	1	0.5

Source: Survey (2019)

More than half of the participants (58.5 percent) have already completed their masters or more studies, few of them (13.0 percent) have obtained their honors degrees and more than one-fourth (28.0 percent) of the respondents acquired their higher secondary school certificates (HSC). Among the working respondents (42 respondents) who work solely (16 persons) or both working and studying (26 persons), the great majority of them (83.3 percent) wish to switch their jobs and only 16.7 percent of working respondents didn't show any interest to switch their current job during the survey. Among 200 respondents for the current study, almost all of them (99.5 percent) were using any type of social media for any purpose.

Moreover, the profile of five respondents who were interviewed for In-depth Interview was mostly similar to that of the profile of the respondents to whom have surveyed. The IDI participants also completed their graduation and searching for a job through different media along with social networking sites. They have shared their in-depth ideas and perceptions on different issues of social media use for job searching in Bangladesh.

Use of Social Media by Bangladeshi Job Seekers
There are found a number of social media all around the world. In fact, the social networking sites which are mostly using by the Bangladeshi job seekers sampled and surveyed for the study is given below. Table 2 portrayed the different social media used by job seekers in Bangladesh. Although social media has a great deal of impact on job seekers, it depends on the popularity and accessibility of the media which media will be used by the respondents. This survey denoted that almost all of the respondents (196 persons) were using Facebook which reflects 35.7 percent of total responses. The second highest number of participants

were using IMO (46.9 percent of cases) and then Twitter was being used by 43.4 percent of respondents.

LinkedIn which is basically a professional social networking site was being used only by 38.3 percent respondents which indicates that job seekers in Bangladesh are not aware of this site. Many used the Whatsapp (40.8 percent) WeChat (4.1 percent) and TanTan was being used by only 2.6 percent respondents. Only a total of 4.1 percent of respondents noticed they were used other social networking sites other than mentioned ones. The IDI respondents also have shown their interest in using the most popular social networking sites like Facebook, Whatsapp and IMO. Some also use LinkedIn and WeChat for their purposes.

Table 3 below showed the different status of using social media for job searching. Those who used social media for any purpose, they were asked to respond in these sections. Among the total 199 social media users, the great majority of them (92 percent) were used the social media for the purposes of job searching at least once in their lifetime. Only very few of them (7.5 percent) noticed that they never used social media for job search or any other motives related to this. Those who ever used social media for job searching, they were mostly used Facebook (75.5 percent).

In fact, we have observed in the previous section (table 2) that the LinkedIn fifth most using social media were being used by the respondents, here we can see that LinkedIn (9.0 percent) is the second most using social networking site to use for job searching by Bangladeshi job seekers. Some of them using Twitter (5.0 percent) and Whatsapp for job search.

Those who used the social networking sites for job searching, a total of 154 respondents (83.7 percent of ever users) opined that they applied

Table 2 Using Different Social Media*

Social Media	Responses		Percent of Cases
	N	Percent	
Facebook	196	35.7%	100.0%
Twitter	85	15.5%	43.4%
LinkedIn	75	13.7%	38.3%
IMO	92	16.8%	46.9%
Whatsapp	80	14.6%	40.8%
WeChat	8	1.5%	4.1%
TanTan	5	.9%	2.6%
Others Social Media	8	1.5%	4.1%
Totals	549	100.0%	280.1%

* Multiple Response Question. Source: Survey (2019)

Table 3 Status of Using Social Media for Job Search

Variable	Status/Media/Times/Time Range	Frequency	Percent	Valid Percent
Ever Used Social Media for Job Search (N=199)				
	Used	184	92	92.5
	Not used	15	7.5	7.5
	Total	199	99.5	100
Media Mostly Used for job search (N=184)				
	Facebook	155	77.5	84.2
	Twitter	10	5	5.4
	LinkedIn	18	9	9.8
	Whatsapp	1	0.5	0.5
	Total	184	92	100
Status of Application by using Social Media (N=184)				
	Applied	154	77	83.7
	Not applied	30	15	16.3
	Total	184	92	100
Frequency of Application (N=154)				
	1-7 times	54	27	35.1
	8-12 times	54	27	35.1
	13-20 times	26	13	16.9
	more than 20 times	20	10	13
	Total	154	77	100
Time Spending for Job Search (N=199)				
	Less than 2 hours	38	19	19.1
	2-4 hours	35	17.5	17.6
	More than 4 hours	27	13.5	13.6
	Randomly checked several times in a day	99	49.5	49.7
	Total	199	99.5	100

Source: Survey (2019)

for the job through the respective social media or applied by other means getting the relevant-necessary information from the social media. Among the respondents who applied for the jobs after getting the advertisements from social media, they applied for the jobs in different frequencies. More than one-third (35.1 percent) of them opined that they applied for 1 to 7 times and the same portion also applied for 8 to 12 times. Some of them (16.9 percent) applied for 13-20 times in their lifespan and the rest of them (13.0 percent) applied for the jobs for more than 20 times. Now, those who used social media for any purpose (99.5 percent of respondents), they (19.0 percent) had been used for less than

two hours a day. A total of 35 respondents (17.5 percent) informed that they used social media for 2 to 4 hours in a day and 13.5 percent used it for more than four hours. About half (49.5) of them noticed that they randomly checked the social media several times a day without any time limit.

The participants of the qualitative study also said that all of them used social media for job search and similarly applied for after getting the advertisement. They argued that they used to apply for the job at least 4 to 5 times in a month and used the social media at least for two

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Table 4 Status of Employers' Contact, Job Offer and Joining

Variable	Status	Frequency	Percent	Valid Percent
Employers' Contacts with Applicants (N=154)				
	Contacted	109	54.5	70.8
	Not contacted	45	22.5	29.2
	Total	154	77.0	100.0
Job offered or Hired by Employer (N=109)				
	Offered/Hired	51	25.5	46.8
	Not Offered/Hired	58	29.0	53.2
	Total	109	54.5	100.0
Joining at the offered Job (N=51)				
	Joined	11	5.5	21.6
	Rejected	37	18.5	72.6
	Rejected for misinformation	3	1.5	5.9
	Total	51	25.5	100.0

Source: Survey (2019)

Table 5 Media using for Job Search other than Social Media

Media	Frequency	Percent	Valid Percent
Newspaper	83	41.5	45.1
Organizational website	30	15.0	16.3
Recruiting agency's website	35	17.5	19.0
Personal Communication	36	18.0	19.6
Total	184	92.0	100.0

Source: Survey (2019)

hours in a day. Most of them noticed that they used Facebook and LinkedIn as social networking sites for job search.

Employers' Interaction with the Job Seekers and Applicants' Status

Interactions of the employers with the applicants are important to the recruitment processes. If the applicants do not get any momentum responses from the employers after applying for the jobs getting the advertisements in the social media, the applicants will lose the appetite and interest to use the social media for the purpose of job search.

Above mentioned table 4 portrayed the status of employers' contacts and job offering and joining trends of the applicants in the desired jobs. Among the applied jobs, the majority of the respondents (70.8 percent) denoted that they get interacted with the employers either for further recruitment process or job offers. Only less than one-third of the applicants (29.2 percent) noticed that they never interacted by the employers after applying for the jobs. Those who get interacted by the employers (109 applicants), about half of them (46.8 percent) said that they were either offered for or hired and more than half (53.2 percent) of them were not offered or hired for the job after completion of necessary recruitment tests and processes.

Finally, we have found an amazing scenario that those who were offered the job (51 respondents), they had used many choices to choose or reject the offered jobs. Among them, the majority (72.6 percent) of the respondents who get the offer letter for joining, have rejected the jobs. Some of them noticed that they were rejected the job for the misinformation and mismatched information with social media advertisement and reality. Rest of them (21.6 percent) have joined at their desired jobs after getting information from social media and taking necessary steps in the recruitment processes.

The IDI respondents also denoted that they get fewer replies from the employers after applying for the job of getting the information from social media. One of the respondents said that:

"Because of most accessibility and broader audience as well as fraud and unqualified candidates which lead the employer to rigorous screening, we get a minimum response from the employers' sides."

Media Using by Bangladeshi Job Seekers Other than Social Media

It is expected that there are many other media which are being used by job seekers all around the world other than social media. In this sense, Bangladeshi job seekers also using different kinds of print and electronic media for searching the jobs. The media which are being used for job searching other than social media in Bangladesh are reflected in table 5 below. As an oldest and most popular media, newspaper (45.1 percent) is being used for searching the job advertisement by the Bangladeshi job seekers. Many of the job seekers in Bangladesh communicate personally (19.6 percent) for searching the jobs. There are many recruiting agencies in Bangladesh, some of the job seekers (19.0 percent) using this type of recruiting agency's website for job search and application. Sometimes, they drop or upload their Resume or Curriculum Vitae (CV) in these sites and update it time to time for getting the desired jobs. Also, some respondents (15.0 percent) opined that they use the respective organizational website for job searching.

Some of the IDI participants also denoted that they are accustomed to using the newspaper and organizational websites for job search and application. Only one of them informed about personal communication and two noticed about the recruiting agency's website like bdjobs.com.

Impact of Social Media on Job Seekers in Bangladesh

It is universally acknowledged that the use of social media has many positive and negative impacts and externalities. This is proportionately applicable for the job seekers in Bangladesh also who use social media for job search and application. Table 6 portrayed the impact of social media use on job search among the jobseekers. This information was collected based on the perceptions of respondents and not verified and proved in the fields. All of these questions below were asked to only those who have already used the social media for job search or

Table 6 Impact of Social Media Use on Job Search

Variable	Status	Frequency	Percent	Valid Percent
Social Media is Helpful for Job Search (N=184)				
	Helpful	173	86.5	94.0
	Not helpful	11	5.5	6.0
	Total	184	92.0	100.0
Reduced Cost of searching job				
	Reduce	174	87.0	94.6
	Not Reduce	10	5.0	5.4
	Total	184	92.0	100.0
Problems in Social Media Use for Job Search				
	Insecurity	42	21.0	22.8
	Deception	40	20.0	21.7
	Fake Recruitment	71	35.5	38.6
	Hire for a short time	21	10.5	11.4
	Loss of Time	10	5.0	5.4
	Total	184	92.0	100.0
Perception of Fair Playground for All Candidates				
	Made it Fair Playground	91	45.5	49.5
	Not Made it Fair Playground	38	19.0	20.7
	Might be	55	27.5	29.9
	Total	184	92.0	100.0
Unsecured and Betrayed				
	Unsecured and Betrayed	73	36.5	39.7
	Not yet unsecured & Betrayed	111	55.5	60.3
	Total	184	92.0	100.0

Source: Survey (2019)

Table 7 Benefits of Job Search using Social Media*

Benefits	Responses N=200	Percent	Percent of Cases
Easy way	128	21.1%	70.7%
User-Friendly	100	16.4%	55.2%
Fast process	94	15.5%	51.9%
Direct response	72	11.8%	39.8%
Fewer Formalities	65	10.7%	35.9%
Flexible	72	11.8%	39.8%
Low cost	68	11.2%	37.6%
Other benefits	9	1.5%	5.0%
Totals	608	100.0%	335.9%

*Multiple Response Questions. Source: Survey (2019)

application at least once in their lifetime which numbered for 184 respondents. Among the job seekers who used social media ever, the great majority (94.0 percent) have said that social media is helpful for searching for job advertisements and applying for the jobs. Only very few of them (6.0 percent) noticed that this is not a helpful media for job search and apply. Similarly, a great majority of them (94.6 percent) also denoted that social media reduced the cost of job searching and application and only very few of them (5.4 percent) opposed this.

The respondents of the qualitative study also denoted the similar opinion that social media are helpful and inexpensive media for job search as one of them said like:

"In terms of job search, social media is most helpful because of its easy accessibility and cost-effectiveness. We do not need to expend extra money for the job search by buying the printed newspapers and also time effective. We do not need to sit for it by giving a scheduled time for the job search in social media as we scroll out the social media as usual and get the advertisements."

Although many of the job seekers who use the social media for searching the job and applying following the instructions getting from it, many also noticed that using social media for searching the jobs and applying for have faced some problems and challenges. About two-fifths (38.6 percent) of them noticed that they perceive that social media

advertisements might be fake recruitment. About one-fourth (22.8 percent) of them noticed that it leads to insecurity, many (21.7 percent) argued that social media advertising is a deception. Many think (11.4 percent) that advertisement on social media is being used only for short-term jobs and a very few of them (5.4 percent) noticed that using social media for searching the job is nothing but wasting the time.

In these segments, we have many dichotomous perceptions of the respondents about social media use. Although, many argued that social media use has some sorts of problems, almost half (49.5 percent) of them said that social media made the job searching and application as a fair playground for all applicants. On the other hand, some (20.7 percent) opposed to this connotation and remaining of them (29.9 percent) have no exact opinion on it as they said that it might be a fair playground for all candidates. When the social media users were asked to share their perceptions on insecurity and betray, majority of them (60.3 percent) said that they never been yet betrayed or unsecured for using the social media for searching the jobs whereas the remaining (39.7 percent) noticed that they have already been betrayed and unsecured for using the social media.

The IDI respondents also implied their perceptions, sometimes; social media advertised the fake recruitment, face insecurity and might be deceptive. Many think that this is a waste of time searching for the job in social networking sites. One of the IDI respondents said that:
"Though social media have some negative effects on the users, especially, those who use it for job search and apply for it, there are numerous positive impacts on its users. For instance, it made the fair playground for all users and easy access without any barriers."

Benefits of Searching Jobs through Social Media
This is a true fact that using social media has many benefits and positive effects. Benefits of social media use for the job search by Bangladeshi job seekers are portrayed in table 7. This question is based on the perceptions of the respondents and asked all of the participants of the study.

The majority (70.7 percent) of the respondents opined that social media made it easy to search and apply for the job. More than half of the respondents said that social media is a user-friendly (55.2 percent) and fast process (51.9 percent) method. About two-fifths (39.8 percent) of the participants said that social media is a flexible method for searching the jobs and applying for it and the same portion of the participants also opined to get the direct response from the employers. More than one-third of the respondents said that social media reduced the cost of job search (37.6 percent) and lessen the formalities (35.9 percent) for job search and apply.

The qualitative findings also showed a similar picture that using social media for job search and application has plenty of benefits and positive impacts. One of the IDI respondents said like:
"Using social media, we can access the job advertisements easily without any momentum cost and hassle. It lessened the formalities in job search and make the platform user-friendly. Social media also help us to get a quick response from the employers.

Applicability of Mechanism of Job Search
It is important to test the applicability of any method or mechanism for the sustainability of the systems. Table 8 showed the perceptions of the respondents on the mechanism of social media job search.

More than two-fifths (40.8 percent) of the social media users for job search opined that social media is an effective and applicable method of job search. More than one-fourth (27.2 percent) of them said that social

media is highly applicable for job search. On the other hand, one-fourth (25.0 percent) of them have no exact opinion as they said that social media might be applicable. Only very few (7.1 percent) of them noticed that social media is not applicable for searching the jobs and applications.

In fact, one of the IDI respondents denied the above-mentioned result as he stated the social media is not such an effective tool for job search. He mentioned different negative effects of jobs which discussed earlier and added that it has not been recognized as the popular media for job search.

Perceptions of the Respondents on Different Context of Social Media Use for Job Search
Use of social media for searching the job depends on the stakeholders' perceptions, accessibilities, and acceptance of it. In this section, figure 1 showed the different insights and observations based on a five-point Likert scale starting from strongly agree to strongly disagree. These statements were asked to perceive from all of the respondents attended to the study.

While the respondents were asked to give their perceptions on the statement of social media is an effective tool for job search, more than half (50.5 percent) of the respondents agreed to this statement. In contrast, only very few participants strongly disagreed (3.0 percent) and disagreed (5.0 percent) with the statement. More than one-fifth (21.0 percent) respondents strongly agreed to it while 20.5 percent has a neutral response. More than half (53.5 percent) of the attendants to the study agreed that social media changed the behavior of the job seekers where only very few of them (6.5 percent) disagreed to this statement.

While we are asking them to know if there is any positive change or impact on job seekers, more than half of the respondents perceived that social media has a positive impact. Only less than one-fourth (21.0 percent) strongly agreed that Facebook and LinkedIn really help job seekers in searching for their desired jobs. While less 10 percent disagreed to this statement and more than one-fourth (29.0 percent) have no partial response as they were neutral. In addition, more than one-third (37.0 percent) respondents agreed that social media has the security threats to the job seekers while only very few of them (10.5 percent) disagreed and strongly disagreed to this propositions. On the other hand, only 16.0 percent of the respondents strongly agreed that social media has security threats while more than one-fourth (26.0 percent) have a neutral response.

The qualitative study also revealed similar results in most of the segments of measured perceptions. Though some argued that they perceived the social media has some sorts of security threats to users if they use it for the purpose of job searches, most of them believed that it has a great positive impact on job seekers in Bangladesh. One of them said like:
*"I believe that social media have both negative as well as positive effect on users. We can get the job advertisement without any extra expense, but if we apply for the jobs without knowing the exact organizational profile, we may face the information hack which leads us to security threats."*
In addition, some believe that as a developing country where most of the job aspirants came from lower-middle income class families, we get the added advantages using social media for job search. Because social media gives us the right to open access information in social networking sites and mostly easy to reach and inexpensive. Furthermore, many perceived that social media like Facebook, LinkedIn, and other popular

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Table 8 Perceptions on Mechanisms (Social Media) of Job Searching

Perceptions	Frequency	Percent	Valid Percent
Highly applicable	50	25.0	27.2
Applicable	75	37.5	40.8
Maybe applicable	46	23.0	25.0
Not applicable	13	6.5	7.1
Total	184	92.0	100.0
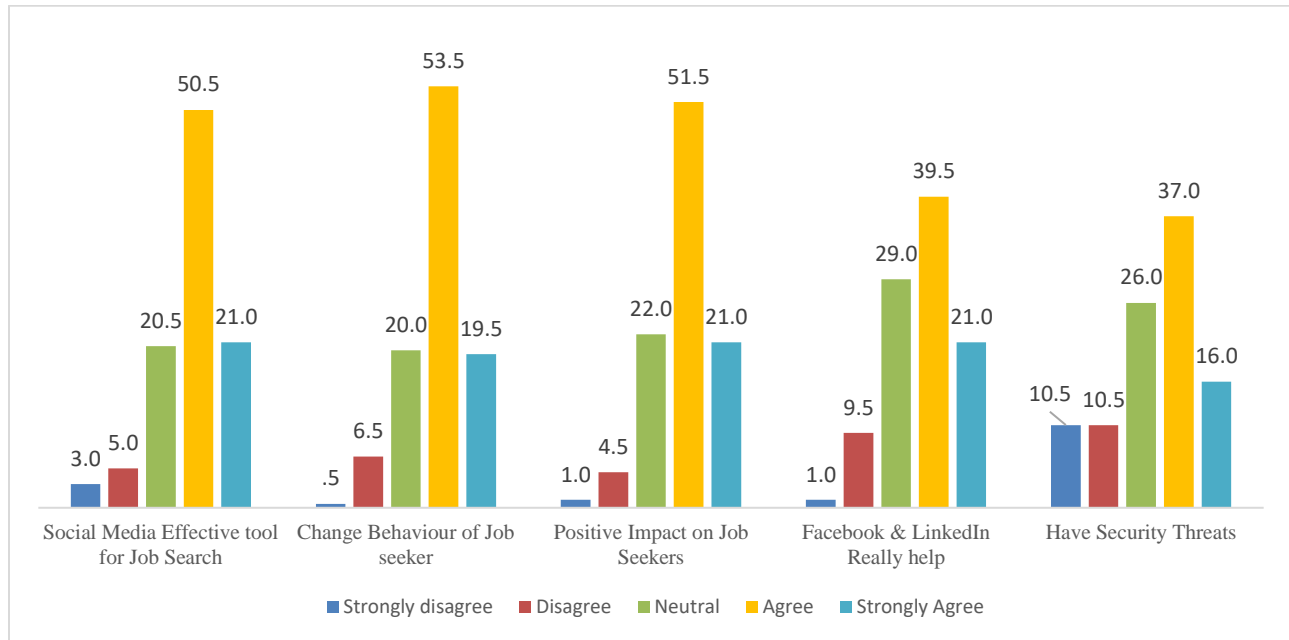
Source: Survey (2019)

Figure 1 Perceptions of the respondents on different context of social media
Source: Survey (2019)

sites help them and make the process fair and open for all of the candidates.

CONCLUSION

The social media are fair and open playgrounds for all the users who use these for their individual or group purposes. Though these social networking sites were primarily launched for connecting with, and sharing the ideas and emotions with families, friends, and well-wishers from different corners of the globe, nowadays, it has been using for many purposes like professional and career prospective purposes. The study identified the major impact of using social media on job seekers in Bangladesh and their perceptions on different sources and issues of social media use. Using a mixed method approach, the study found that almost all (99.5 percent) of the respondents use the social media for their personal interest and the great majority (92.0 percent) of them uses it for both personal interest and job search. Those who use social media for job searching; they mostly use Facebook (84.2 percent) and LinkedIn (9.8 percent). The users (83.7 percent) also apply for the job through or getting the advertisement on social media and many of them also get interacted with the employers. They are using it for having many positive impacts like reduced cost, easy access and fair playground for all. Though there have found numerous constructive impacts of using social media for job search and application from the user perspectives,

the study also revealed many challenges and problems in it. Many job advertisements were found as fake and misinformation in recruiting processes. Some perceived that applying through social media without knowing the organizational profiles and credence is a security threat because many do illegal business bullying the candid job aspirants and selling credible personal information. It is also found that job seekers are tending to use the social media but at the end of successful completion of the recruitment process, many do not join at their desired job for misinformation or any other discriminative policies of the employers. Furthermore, many job seekers are applying for the job immediately after getting the job advertisements without knowing the terms and conditions as well as the exact required qualifications; thus, the employers face the hassles to screen-out the potential candidate which leads the social media recruitment as an ineffective and inapplicable method of recruitment. However, if the trust, credibility, and authenticity in whole recruitment processes and eradication of fake advertisements, security threats and betraying behaviors could be identified and addressed, social media will be a powerful catalyst for job searching and application which will definitely lead to a proper, effective and efficient recruitment gateway in Bangladesh.

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General Note

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