

# OCCUPATION PURSUIT & PROFESSIONAL ACQUAINTANCE IN SOCIAL MEDIA: A Comparative analysis on social networking applications utilized for job seeking and professional acquaintance by users in Chennai

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**Abstract:** Social Media is an instant cross platform messaging application, it is basically used for messaging through mobile phones, it can only be used through mobile phones and it has been distinctly designed and marketed for Smartphone, it is generally accessed in almost all type of modern smart phones which includes, Android phones, Blackberries, Windows Phone devices, iPhones, etc. Social Media is much widely used in Android based smart phones comparatively to other smart phones. It is actually a refined and contemporary text messaging tool which is way ahead of traditional text messaging applications and scarcely uses Internet to send data, which really relieves people from spending money for quick sharing text message through mobiles. Social Media gives people a varied platform for sharing text, contact numbers, links, pictures, videos, etc. which helps them in providing multiple benefits like low cost, sharing Rich media messages, confirmation of messages for sending, delivering and reading and group chatting, etc. People are using social media for various purposes. Also, job seeking seems to be high among users so in that aspect, it would be really inappropriate if there is no research study in understanding how users use social media job seeking and professional activities. The research will examine the various types of social media applications used by users in Tamil Nadu.

**Key Words:** Social media, Users, Job seeking, Professional activities.

## 1. INTRODUCTION:

### 1.1 Social Media:

There is a demonstrated positive relationship between young people's use of social networking services and self-esteem (Valkenburg, Peter and Schouten, 2006). It is also argued that a sense of community and belonging has the potential to promote young people's resilience, giving them the ability to successfully adapt to change and stressful events (Oliver et al 2006:1). This is an area that requires more large-scale research, particularly considering the over-emphasis within the public realm on the negative psychological effects of SNS and social media. However, overall, it appears that the social connections developed and fostered through SNS play an important role in promoting young people's wellbeing (Berson 2003; Campbell 2005; Gross, Juvonen & Gable 2002).

## 2. REVIEW OF LITERATURE:

### 2.1 Social media & Social Networking Apps

Garton, Haythornthwaite & Wellman (1997) said that Social media and social networking apps are the newest addition that is ruling the internet now. Social media apps are used more by adolescents as they happen to be the main target audience for major companies like Social Media, Social Media, Telegram etc. Social media apps have made communication with fellow colleagues as well as strangers much easier. Chatting which is one of the more popular activities on the Internet has found its calling in the form of "instant messaging." Introduction of social media apps has facilitated communication to reach the next level. Social media apps facilitates the speed of communication. Communication speed is highly increased as messages are sent to people across the globe in an instant and at a frenetic speed. When Short Messaging Service were introduced, it served people in real time. The social media apps enables users not only in connecting with people across their own country but also easily break international borders. Apps especially like Social Media, Skype and Social Media makes it easier for people to connect with a large group of people who happen to be strangers also. The social media apps creates a new window of opportunity for people to connect with thousands of people across the globe and also getting an acquaintance with them. A social network comprises of a set of individuals who are interconnected through certain relationships such as friendship, co-working or information exchange.

**2.2 Social Media & Jobseekers:**

The ability of jobseekers to use social networks effectively during job search is considered a key facet of employability in the modern labour market (McQuaid& Lindsay, 2005). Indeed, research shows that around a third (31%) of workers in the UK find employment via their network contacts (Franzen & Hangartner, 2006, p.357). This phenomenon has been explained by the dissemination of job information throughout social structures (Granovetter, 1973; 1983; 1995; Lin, 1999; 2002). This is also recognised in job search theory, which highlights informal sources (i.e. network contacts such as family members and acquaintances) as crucial repositories of job information (Saks, 2005; Van Hoyer et al, 2013; Wanberg, 2012). Social media tools, and in particular social networking sites (SNSs) such as Facebook and LinkedIn, proffer a potentially crucial utility to networking jobseekers (Mowbray et al, 2016).

**3. METHODOLOGY:**

The methodology adopted for this study is quantitative research approaches in the form of surveys. The Analysis is done over social media applications and responses received with reference to job seeking and professional activities, shared by a random sample of 200 users belonging to various regions of Tamilnadu and the analysis as follows

**3.1 OBJECTIVE OF THE STUDY**

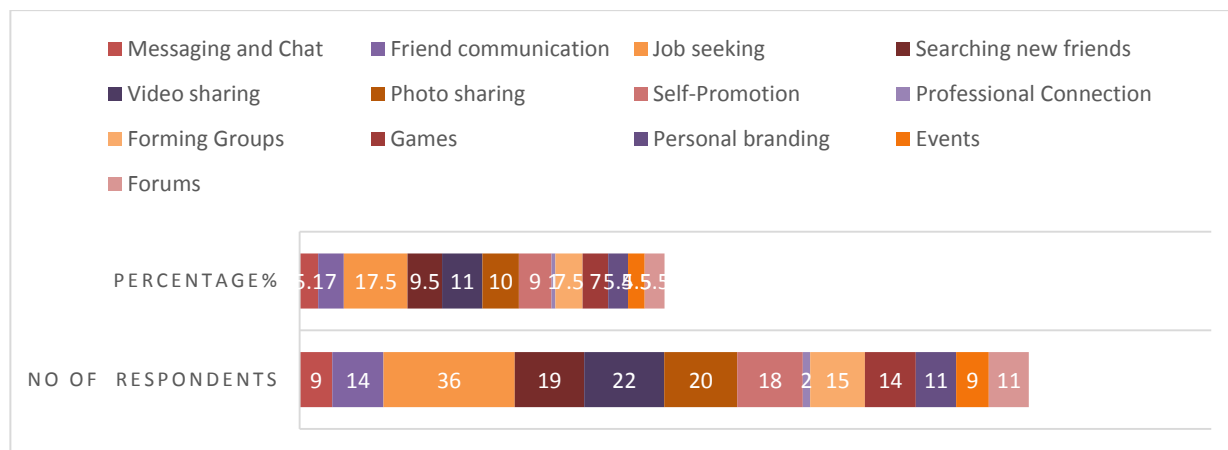
- To analyze the most preferred social media application used by users in Social Media.
- To analyze the professional activities engaged by users using social media.

**Table 1: Age Group**

Category	Respondents	Percentage %
16 – 20	37	18.5
20 – 25	45	22.5
25 – 30	27	13.5
30 - 35	28	14.1
35 – 40	34	16.9
40 >	29	14.5
<b>Total</b>	<b>200</b>	<b>100</b>

**Table 1: Contents and Features used by respondents in Facebook**

Particulars	No of Respondents	Percentage%
Messaging and Chat	9	5.1
Friend communication	14	7
Job seeking	36	17.5
Searching new friends	19	9.5
Video sharing	22	11
Photo sharing	20	10
Self-Promotion	18	9
Professional Connection	2	1
Forming Groups	15	7.5
Games	14	7
Personal branding	11	5.5
Events	9	4.5
Forums	11	5.5



*Figure 1*

**Table 2: Features used by respondents in Twitter**

Particulars	No of Respondents	Percentage %
Messaging and Chat	14	7
Friend communication	10	5
Job seeking	15	7.5
Searching new friends	22	11
Video sharing	19	9.5
Photo sharing	2	1
Self-Promotion	18	9
Professional Connection	20	10
Forming Groups	35	17.5
Games	11	5.5
Personal branding	14	7
Events	11	5.5
Forums	9	4.5

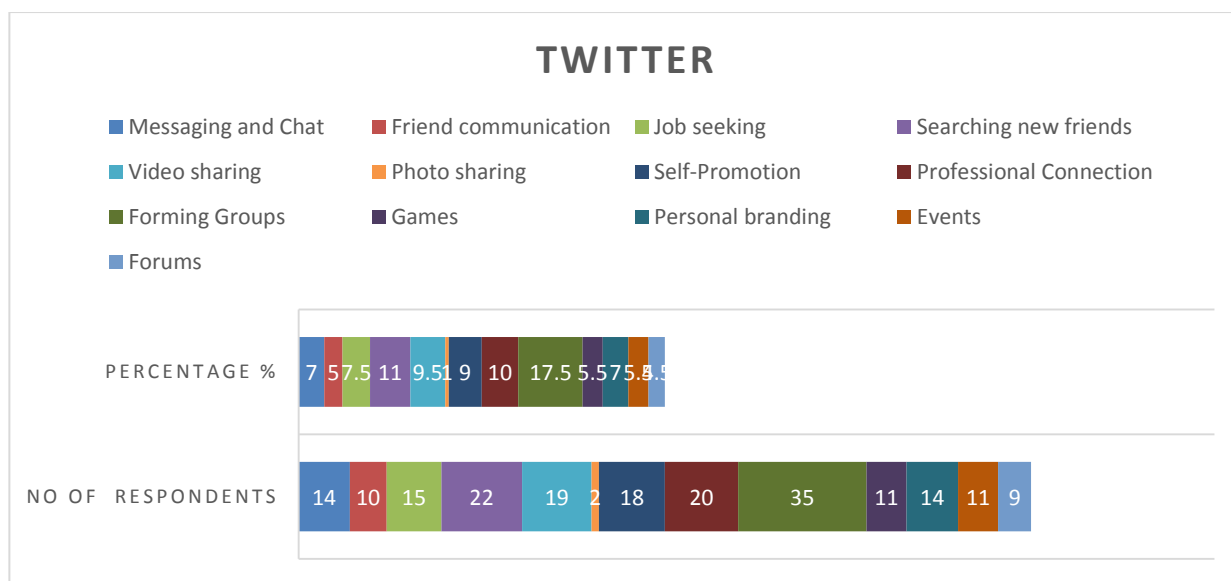


Figure 2

**Table 3: Features used by respondents in LinkedIn**

Particulars	No of Respondents	Percentage %
Messaging and Chat	5	2.5
Friend communication	4	2
Job seeking	55	27.5
Searching new friends	24	12
Video sharing	12	6
Photo sharing	10	5
Self-Promotion	28	14
Professional Connection	15	7.5
Forming Groups	2	1
Games	4	2
Personal branding	21	10.5
Events	15	7.5
Forums	5	2.5

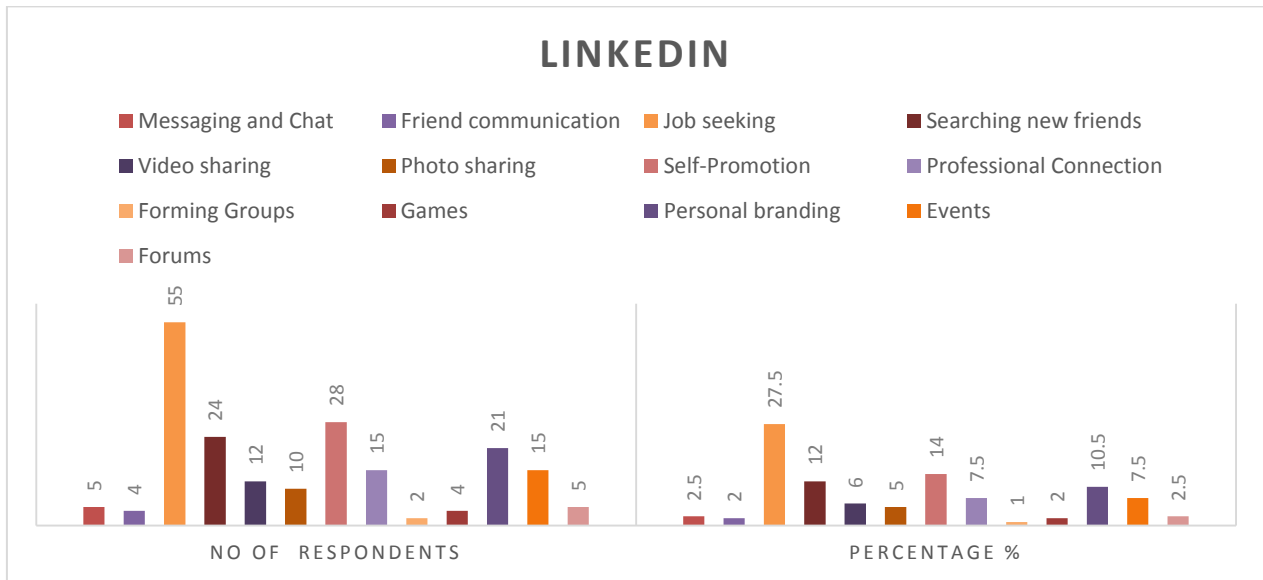


Figure 3

Table 4: Features used by respondents in Instagram

Particulars	No of Respondents	Percentage %
Messaging and Chat	10	5.1
Friend communication	14	7
Job seeking	20	10
Searching new friends	9	4.5
Video sharing	32	16
Photo sharing	35	17.5
Self-Promotion	18	9
Professional Connection	2	1
Forming Groups	5	2.5
Games	14	7
Personal branding	21	10.5
Events	8	4
Forums	12	6

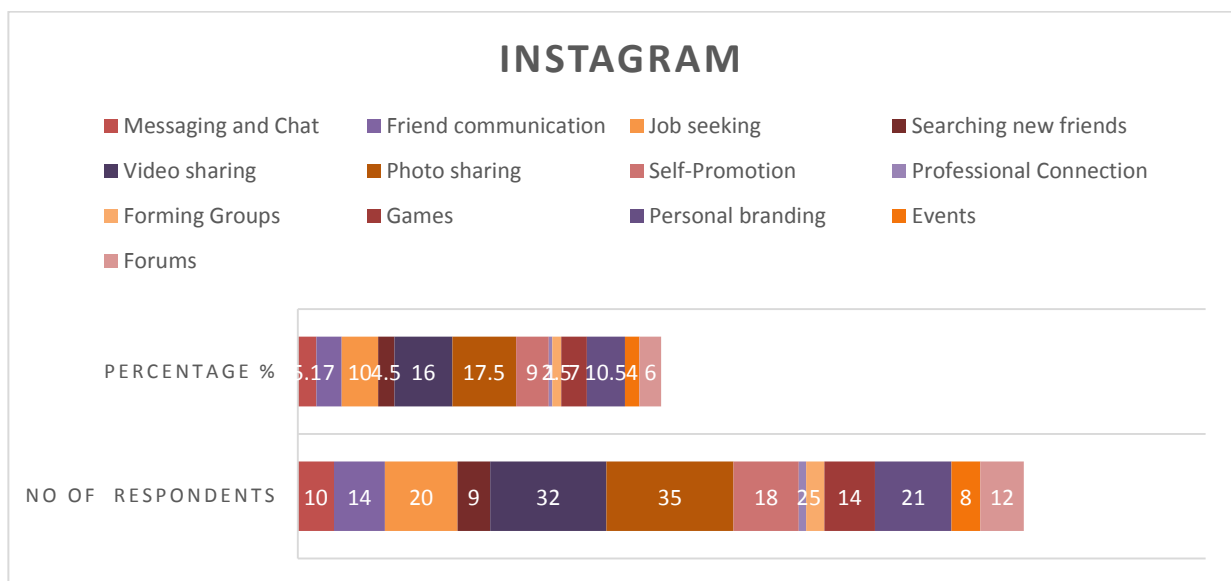


Figure 4

**Table 5: Features used by respondents in Pin Interest**

Particulars	No of Respondents	Percentage %
Messaging and Chat	12	6
Friend communication	14	7
Job seeking	18	9
Searching new friends	19	9.5
Video sharing	22	11
Photo sharing	35	17.5
Self-Promotion	20	10
Professional Connection	2	1
Forming Groups	13	6.5
Games	16	8
Personal branding	9	4.5
Events	7	3.5
Forums	13	6.5

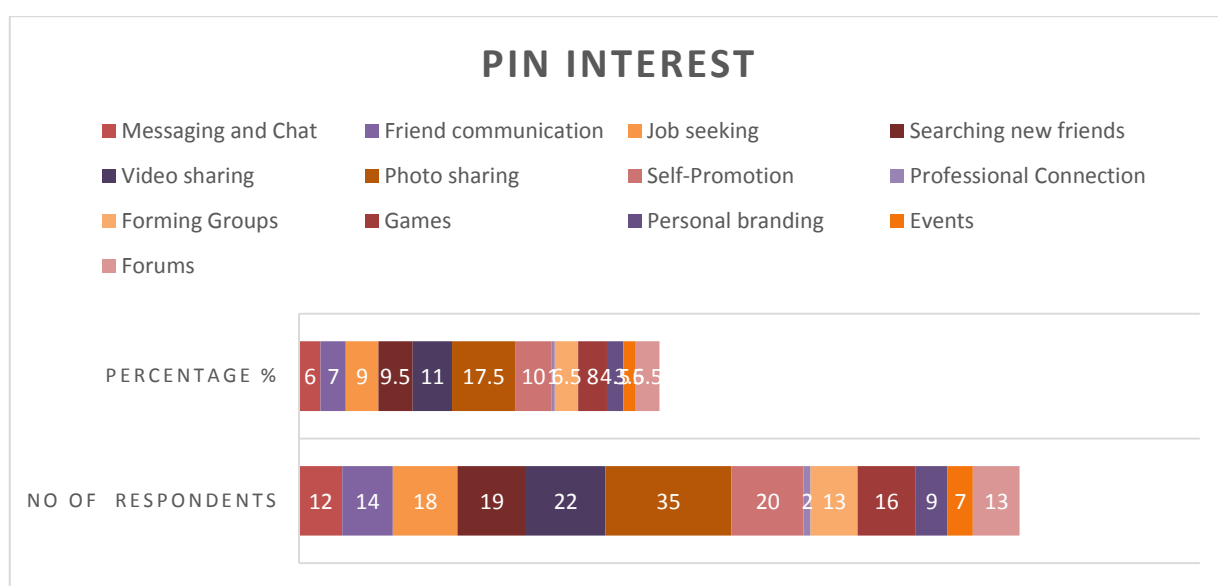


Figure 5

**Table 6: Features used by respondents in Snap Chat**

Particulars	No of Respondents	Percentage %
Messaging and Chat	11	5.2
Friend communication	12	6
Job seeking	15	8
Searching new friends	19	9.5
Video sharing	22	11
Photo sharing	20	10
Self-Promotion	18	9
Professional Connection	12	6
Forming Groups	5	2.5
Games	35	17.5
Personal branding	11	5.5
Events	9	4.5
Forums	11	5.5

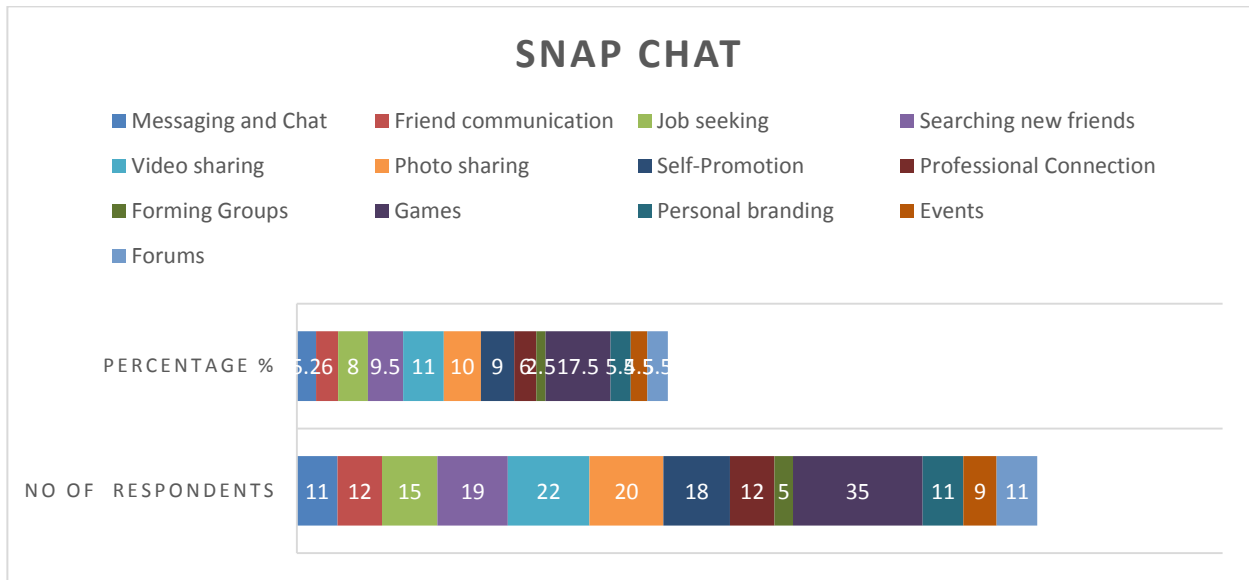


Figure 6

Table 7: Features used by respondents in Whatsapp

Particulars	No of Respondents	Percentage %
Messaging and Chat	15	7.5
Friend communication	35	17.5
Job seeking	14	7
Searching new friends	22	11
Video sharing	19	9.5
Photo sharing	20	10
Self-Promotion	8	4
Professional Connection	2	1
Forming Groups	20	10
Games	4	2
Personal branding	21	10.5
Events	9	4.5
Forums	11	5.5

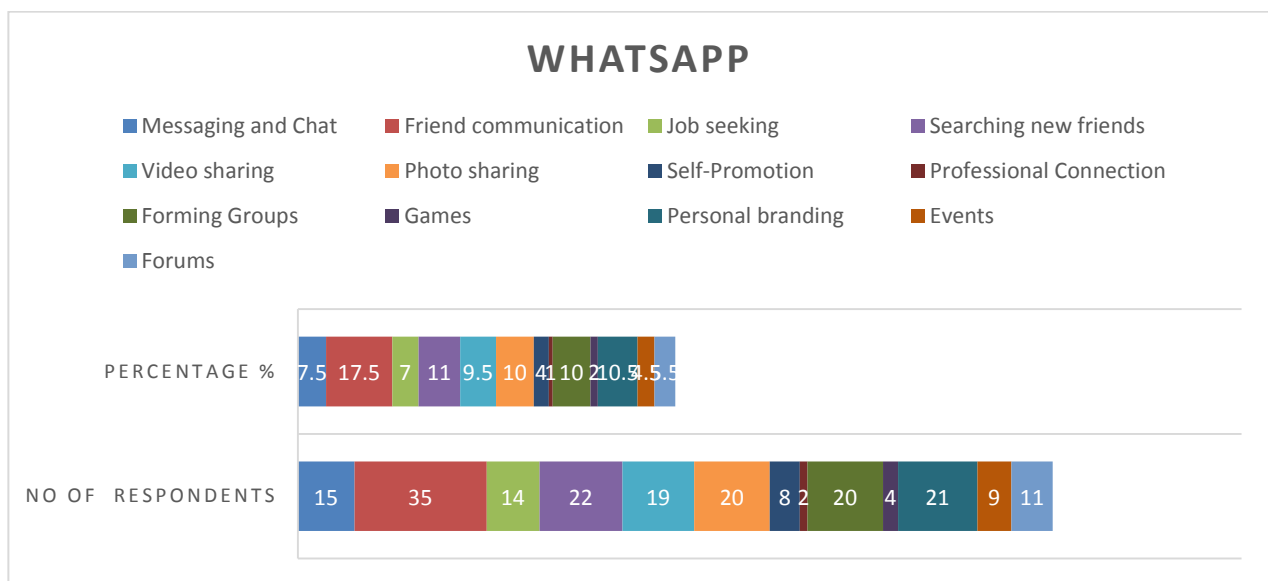


Figure 7

#### 4. FINDINGS:

- Maximum percentage of respondents agreed that they used Facebook for job seeking with 17.5% followed by video sharing with 11% and photo sharing with 10% respectively. Searching new friends was next with 9.5% followed by Self-promotion with 9%. Forming groups was next with 7.5% followed by friend communication and games with 7% each. Personal branding and forums were next with 5.5% each followed by messaging and chat with 5.1%. Events was next with 4% and professional connection was the least with 1%.
- Maximum percentage of respondents agreed that they used Twitter for forming groups with 17.5% followed by searching new friends with 11%. Professional connection was next with 10% followed by video sharing with 9.5%. Self-promotion was next with 9% followed by job seeking with 7.5%. Personal branding and messaging and chat were the next with 7% each. Events and games were next with 5.5% each. Friend communication was next with 5%. Photo sharing was the least with 1%.
- Maximum percentage of respondents agreed that job seeking was the highest in LinkedIn with 27.5% followed by Self promotion with 14%. Searching new friends was next with 12% followed by personal branding with 10.5%. Professional connection and events were next with 7.5% each. Video sharing and photo sharing were the next with 6% and 5% respectively. Forums and messaging and chat were the next with 2.5% each. Friend communication and games were the next with 2% each. Forming groups was the least with 1%.
- Maximum percentage of respondents agreed that they used Instagram for photo sharing with 17.5% followed by video sharing with 16%. Personal branding was next with 10.5% followed by job seeking with 10%. Self promotion was next with 9% followed by friend communication and games with 7% each. Forums and Messaging and chat were next with 6% and 5.1% respectively. Searching new friends was next with 4.5% followed by events with 4%. Professional connection was the least with 1%.
- Maximum percentage of respondents agreed that they used Pin Interest for photo sharing with 17.5% followed by video sharing with 11%. Self promotion was next with 10% followed by searching new friends with 9.5%. Job seeking and games were next with 9% and 8% respectively. Friend communication and forums was next with 7% and 6.5% respectively. Messaging and chat and personal branding were next with 6% and 4.5% respectively. Professional connecting was the least with 1%.
- Maximum percentage of respondents agreed that they used Snap chat for games with 17.5% followed by video sharing with 11%. Photo sharing and searching new friends were the next with 10% and 9.5% respectively. Self promotion and job seeking were the next with 9% and 8% respectively. Friend communication was next with 6% followed by personal branding and forums with 5.5% each. Messaging and chat was the next with 5.2%. Forming groups was the least with 2.5%.
- Maximum percentage of respondents agreed that friend communication was the highest with 17.5% followed by searching new friends with 11%. Personal branding, forming groups and photo sharing were the next with 10.5% and 10% respectively. Video sharing was the next with 9.5% followed by messaging and chat with 7.5%. Job seeking was next with 7% followed by forums with 5.5%. Events and self promotion was next with 4.5% and 4% respectively. Games and professional connection were the least with 2% and 1% respectively.

#### 6. CONCLUSION:

Job seeking and pursuit for occupation is very much important for a wide strata of the people. It is revealed from the study that the maximum percentage of respondents used LinkedIn for job seeking followed by Facebook which reiterates that youngsters and the younger generation are much more intensity and interest in searching for newer opportunities'. Forming new friends and searching new friends were also high in Facebook and an overwhelming percentage of users were using LinkedIn to search for newer friends and self-promotion as well as for branding. The overall picture of the study is that although the young generation are very much active in social media outlets, they seem to be using the social media outlets to search for newer opportunities and for branding and other purposes.

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