

Social Networking and Professional Career Development: A Study



By
SIDRA WAQAR

A thesis submitted to Department of Media Studies,
International Islamic University, Islamabad as a partial fulfillment of requirement for the award
of the degree of MS in Media and Communication Studies

Department of Media and Communication Studies

Faculty of Social Sciences

International Islamic University Islamabad

(2016)



Accession No TH-16761 ^{WHY}



MS
070.4
SIS

1. online journalism

Social Networking and Professional Career Development: A Study



Researcher

Sidra Waqar

141-SS/MSMC/F12

Supervisor: Prof. Dr. Samina

Chairperson Department of Education

Co-Supervisor: Ms. Nazia Hussain

Lecturer Department of Media and
Communication Studies

Department of Media and Communication Studies

Faculty of Social Sciences

International Islamic University Islamabad

(2016)

DEDICATION

This thesis work is dedicated to my husband, Abdul Majeed, who has been a constant source of support and encouragement during the challenges of my dissertation and life. This work is also dedicated to my friends who have always helped me get through my work and whose good examples have taught me to work hard for the things that I aspire to achieve.

ACKNOWLEDGEMENT

I pay my acknowledgements and regards to everyone who helped me get through my research work. First and foremost, I thank my supervisor, Prof.Dr. Samina Malik, for guiding me in my work, and letting me work in my comfort zone. I am also thankful to my co-supervisor, Ms. Nazia Hussain, who has always guided me in my work, encouraged me in the times when I could not muster up courage to carry on with it. She has also waited patiently for me to show up for our meetings. It is due to her that I understood different concepts of research, because she always told me to explore them on my own. This surely helps novice researchers to understand the complexities of research work, because if they are spoon fed, they just complete their work, never learning the true essence of research. This method of supervision by Ms. Nazia Hussain is highly appreciated. She has always been a mentor for me throughout my entire research.

DECLARATION

I hereby declare that the work present in the following thesis is my own effort, except where otherwise acknowledged and that the thesis is my own composition.

No part of the thesis has been previously presented for any other degree.

Date: 26.12.2016

Sidra Waqar

Department of Media and Communication Studies
International Islamic University Islamabad

Dated: June 2016

FINAL APPROVAL

It is certificate that we have read the thesis submitted by Ms. Sidra Waqar and it is our judgment that this thesis is of sufficient standard to warrant its acceptance by the International Islamic University, Islamabad for the M.S Degree in Media and Communication Studies.

COMMITTEE

External Examiner

Internal Examiner

Supervisor

Prof. Dr. Samina Malik

Department of Education

International Islamic University Islamabad

Co-Supervisor

Ms Nazia Hussain

Lecturer

Department of Media and Communication Studies

International Islamic University Islamabad

Dean, FSS

Professor Dr. N. B. Jumani

International Islamic University, Islamabad

Ms. Qurat ul Ain Malik

Incharge - (DMCS)

International Islamic University, Islamabad

Najma
Dr. Najma Sadiq
Assistant Professor
Dept. Mass Communication, NUST

Zarina
Dr. Zarina Akhtar
Assistant Professor, Dept. Education
IIUI

Nazia

TABLE OF CONTENTS

	Dedication	i
	Acknowledgement	ii
	Declaration	iii
	Final Approval Form	Iv
	Table of Contents	V
	List of Tables	viii
	List of Abbreviations	Ix
	Abstract	X
	Chapter 1	1
1.1	Introduction	1
1.2	Background	5
1.2.1	LinkedIn	5
1.2.2	Twitter	5
1.2.3	FaceBook	5
1.3	Rationale of the study	6
1.4	Statement of the Problem	6
1.5	Objectives of the Study	7
1.6	Research Questions	7
1.7	Significance of the Study	7
1.8	Delimitation of the Study	8
	Chapter 2	9
2.1	Conceptualization of Variables	9
2.1.1	Variables	9
2.1.1 (a)	Independent variable	9
2.1.1 (b)	Dependent variable	10
2.2	Theoretical Framework	10
2.2.1	Social Learning Theory	11

2.2.1 (a)	Application of the theory	12
2.2.2	Uses and Gratification theory	13
2.2.2 (a)	Application of the theory	13
2.3	Conceptual Framework	14
2.3.1	Social media	14
2.3.2	Social networking and Career development	16
	Chapter 3	27
	METHODOLOGY	27
3.1	Research Design	27
3.2	Population	27
3.3	Sampling	27
3.4	Sample Size	28
3.5	Demographics of Respondents	28
3.6	Data Analysis	28
3.7	Instrumentation	28
3.7.1	Validity and Reliability of Instrument	28
3.8	Operationalization of variables	29
3.8.1	Career development via career based social networking sites	29
3.8.2	Effectiveness of job hunt and career development	29
3.8.3	Comparison between traditional and online media usage and effectiveness	29
	Chapter 4	30
	Results and Findings	30
	Chapter 5	39
	Analysis and discussion	39
	Conclusion	47

	Recommendations including future research and future practice field	48
	References	50
	Appendix	54

LIST OF TABLES

Table		Page No
Table 4.1	Age and gender of respondents	30
Table 4.2	You use social networking sites	30
Table 4.3	You like to use social networking sites job hunt/professional career development	31
Table 4.4	The social networking sites you use most often	31
Table 4.5	Your major purpose of using social networking sites	31
Table 4.6	Number of social networking sites you have joined for the purpose of career development	32
Table 4.7	Sites you mostly use for job hunt	32
Table 4.8	You are a regular user of social networking sites for job hunt	33
Table 4.9	Your reason of preferring online job searching	33
Table 4.10	You use globally known social networking sites for job hunt or your regional career development sites	34
Table 4.11	You find these social networking/career development sites helpful in job hunt	34
Table 4.12	You think that job postings on these sites are authentic	34
Table 4.13	You have received a call from any organization with the reference of these sites	35
Table 4.14	These social networking/career development sites help you in learning the basic techniques of job application (For example resume' buildup, writing cover letter and preparing for interviews)	35
Table 4.15	Number of social networking/career development sites you have made your professional presence on	35
Table 4.16	You have activated job alert notification on your personal email	36
Table 4.17	Number of times you applied for a job through these sites	36
Table 4.18	You find it easier to find a job of your respective field through these sites	36
Table 4.19	You think that online job hunt is more beneficial than a newspaper job hunt	37
Table 4.20	You think that people are now more aware about how to build up their professional profile online	37
Table 4.21	You think that people now tend to use social networking/career development sites for job hunting instead of traditional media	38
Table 4.22	The traditional medium you still use for job hunting	38

LIST OF ABBREVIATIONS

SNS Social Networking Sites

U & G Uses and Gratification

ABSTRACT

The current study examines the influence of social media on career development. Over the past few years online social networks have become one of the most powerful sources of interaction in terms of job hunting and recruiting. It has not only changed the ways of socializing but also modified the dimensions of job hunting. In this study the researcher has examined the behavior of students of different selected universities of Islamabad particularly the students who are users of social networking sites which have been examined from career development perspective. The study explores the new dimensions of the students, the way they use social networking sites and in enhancing their career development. Two hundred participants have been selected from four different universities of Islamabad. The data have been collected through self-administered questionnaires, the results of which show that majority of people in general and students in particular have started reverting to social media for their career development. The findings reveal that both male and female students go for social media for job hunt because it is easily accessible for them, as fifty two percent of the respondents mentioned this reason for using social media for job hunt. Respondents also reported that using social media for job hunt is convenient to use within the premises of their homes, is less time consuming than traditional job hunt, and is mainly free of cost.

Keywords: Social networking sites, Job hunt, Career development

CHAPTER 1

INTRODUCTION

The study investigates the use of career based social networking sites for career development purposes i.e. jobs hunting and awareness in order to get desired jobs particularly among youth. People use social networking sites not only for job hunting but also to recruit the professionals through online search. It also further explores the use and awareness level of the students of master levels enrolled in four leading universities of Islamabad regarding social networking sites vs. traditional jobs hunting mediums. The chapter also gives background information of the social networking sites including objectives of the study, research questions, significance, rational and delimitation of the study.

The journey of web 2.0 has speedily spread globally. People are moving from traditional media (radio, newspaper and television) to new media (internet, social networking, and blogging) at a rapid pace. Initially, the traditional media was considered as the only means of getting information about the world. The communication gap still existed, as the manual ways of communication took considerable amount of time and energy of people. The need for long distance communication led to the emergence of e-communication. E-communication made it considerably easier for people to connect through long distances. With further advancement in technology, e-communication shifted from emailing and messenger chatting to using social media which connects people widely, and in the age of social networking, the geographical distances really do not matter. Lee et al. (2003) state that “Advances in computing and information technology are changing the way people meet and communicate. People can meet, talk, and work together outside traditional meeting and office spaces”. (p.1)

The change has occurred globally; not only has the style of socializing been changed but also in every field of life due to the increasing use of social networks along with the advancement in smart technology. It has become easier to access the internet and get connected 24/7. Coyle and Vaughn (2008) maintain that, “Social networks exist because humans are societal and require relationships with other humans in order to survive”. (p.1) Apart from communication convenience, the social media provides ease in looking and applying for jobs. It is not only the

communication that is necessary for people all around the world, but getting new opportunities related to career is also an essential requirement of people now-a-days.

E-recruiting is the talk of the town in the present era, as it lessens the time duration being spent in manual ways of recruiting and job hunting. In earlier times, there were less options for job hunting. Newspapers, magazines and word of mouth were the only ways through which people got to know about new jobs. People used to apply for advertised jobs using manual ways, i.e. by posting their applications. The entire procedure would consume a lot of time because sending and receiving of documents required a considerable amount of time. With the passage of time, traditional ways of job hunt and job application underwent significant changes, and an easier way of job hunt was introduced in the mid 90's.

The introduction of internet gave way to a new dimension of networking and in that, job hunt and application was also included. Internet job hunting sites with the introduction of e-communication, many websites for job hunt were made accessible for general people. The shift from mainstream traditional job hunting to virtual job hunting was a huge step in the domain of career development. It not only made convenient for people to apply for jobs while sitting in the premises of their homes, but also made the recruitment process rapid and cheaper. It created more opportunities that people could avail, and lesser time in which they could apply and get jobs. According to Kuhn and Skuterud (2000), "in the ongoing "e-commerce" boom, transformation of product markets by the internet has been a matter of much attention. Simultaneously, labor markets are being transformed by the internet, by altering the way workers look for jobs, and how firms recruit new workers" (p.1). Similarly, Kroft and Pope (2012) maintain that "the functioning of the markets has been remarkably affected by the onset of the internet.

By providing a huge amount of information at a very low cost, internet websites such as Facebook, eBay, Travelocity.com, and Match.com have dramatically altered the ways individuals search for jobs, apartments, friends, and consumer products" (p.2).The traditional job hunting websites include Bayt.com, Indeed.com, and Monster.com etc. In the context of Pakistan, the traditional job hunting sites include Rozee.pk, Bayrozgar.com and Careerpakistan.org etc. Social media and seven social networking sites both were introduced in late 90's. The main purpose of social networking sites was to make world a global village, in

which people across the globe could interact with one another easily. Gutierrez (2010) has explained social media by saying that, “the purpose of social media is to connect and share information online which has been achieved through internet forums, blogs, podcasts, video, and community networks” (p.1). Putten and Frahm (2011) explained social networking sites as “platforms that encourage its users to participate actively by creating personal profiles containing information about them, which is done through the social networking sites where it is possible for the individual to invite their network of friends and colleagues to join and gain access to each other’s profiles” (p.21).

In the initial years of the social networking sites, they were being used for the main purpose of social interaction. These sites included Orkut.com, Twitter and Facebook etc. With the passage of time, the use of these sites began to alter. People came up with the use of social networking sites for job hunting too. Use of social media influenced people to a great extent, as they found it convenient to communicate with people from all around the world by just sitting in their homes. Papagiannidis and Bourlakis (2013) rightly point out that “the success of online services such as Facebook, Twitter and YouTube show the importance of social media and the impact they have had on both individuals and businesses” (p.1). Use of social networking sites for career development in digital age has gone beyond from traditional job fairs and expos. Now professionals have made their recognition in virtual world through social networking, and they are known around the globe. Social networks like LinkedIn, Facebook, Twitter, MySpace etc. have a great impact on career development. They have made job searching ways easier. One just has to sign up with a social network site by uploading his/her profile and get connected with the area of interest, because on internet things are wide and give a broad spectrum of job hunting.

Use of social networking sites has benefitted both job seekers and recruiters. It has emerged as a convenient and an authentic way for job hunting. Employers, along with establishing their official websites, are now making e-recruiting more easily accessible by posting their company and job details on social networking sites such as Facebook, LinkedIn and twitter etc. Klerks (2011) claims that “due to the increasing prevalence of SNS along with the large amount of information available to the viewer, employers have started using SNS to help them in the selection process for new employees” (p.3). There are two reasons of using social media in job search: to develop a professional web presence, and to build professional network Social

networks like LinkedIn, Facebook, and Twitter etc. connecting with area of one's interest. Once one has uploaded his/her profile, he/she will be notified with the job alerts of interest. In the digital age, it is necessary for almost everybody, especially for students, job seekers, professionals to make their web presence and get recognized in virtual world. Second thing is that social networks help you to build a professional network, i.e. when somebody uploads his/her profile, expertise, qualifications etc. then he/she gets connected with other people who are related to the same field. There can be job hunters, as well as employers who are looking for new talent. Hence, dropping or posting your resume from organization to organization is an old tradition. Now, it has become easier to search a job for yourself because once you are connected to social networks, you will find a chain of connections which can be useful in anyway. LinkedIn is a famous networking tool and career resource where one can get connected to organizations, professionals, and discussions groups etc. One can find and connect to the groups and pages of his/her interest or which has matched to one's professional expertise or profile for e.g. a media studies graduate can connect to the page of Media and Entertainment Professionals. So, by doing this, he/she can get the job alerts, socialize with the professionals of the same field and establish public relations, which is very useful and gives insight to you for your desired profession.

Another advantage of social networking for career development is that one does not only find professionals, organizations or recruiters, but one can also find and learn basics of professional field, for example how to prepare resume or cover letter, guidelines about giving your first interview, and use of formal language etc. There are a lot of things which can be useful for a professional career. Facebook is another networking tool which is very famous now-a-days for socializing, but it is very useful for job hunting too. One can find several professional networks, connections, groups, pages and get fresh feeds regarding jobs. It also gives option to create your own network where you can send invitations and friend requests to other people to join your network and get connected. Even on email you can get notifications, alerts, newsletter and event's invitations from your social networking site. The term "Social Networking" is quite broad, and it covers a wider area of people who have connected with one another globally, as far as the current study "Social Networking and Career Development" the focus is on the youth of Islamabad.

1.2 BACKGROUND

1.2.1 LINKEDIN

In December 2002, LinkedIn came up with the objectives of hiring professionals from more than 200 countries with over twenty languages including English, French and German. They provided the biggest online forum for job hunters. This online forum provides a platform for job seekers and recruiters for job hunting and hiring respectively. On LinkedIn, one can make his/her professional profile with complete details, and then start connecting with people of one's respective field. Even one can join the group of relevant field. For example, if one belongs to an IT field, then the related groups and companies can conveniently contact and reach that person. So through this process, the employer and prospective employee can get in touch, thus, the recruitment process becomes easier. As claimed by Garg and Telang (2000), "Through such professional SNS (like LinkedIn), recruiters can inform users of potential job opportunities and job seekers can search for potential jobs through these platforms" (p.2).

1.2.2 TWITTER

Twitter was introduced in March, 2006. It is similar to Facebook and LinkedIn but comparatively short and quick in form. It has its own language, and the messages you post on twitter are called "tweets". On twitter, one can follow the companies and then start getting updates about them. One can also add people in contacts list to get latest update about organizations or employers. There are several ways to share information on twitter, for example, one can retweet or hash tag it. Lucas (2013) claims that, "If you choose to post your own tweets during your job search, use them to enhance your online presence. Since anyone on the Internet can see your tweets, you never know who might be interested in what you have to say, and even become interested in hiring you" (p.4).

1.2.3 FACEBOOK

Facebook was initiated in February 2004, as a project to create Harvard University students' picture profiles. It then spread to other colleges and schools for the same purpose-i.e. to maintain students' picture profiles, so that they may be identified by teachers and fellow students easily. With the passage of time, use of Facebook expanded over educational institutes, and everyone

over thirteen years of age and who had an email address, could make a Facebook profile. Only recently, Facebook, like many other social networking sites, was started being used for job hunt and professional development purpose. According to Lucas (2013), Facebook is the most popular social networking website on the Internet with more than a billion users. Although designed as a personal social networking website, it can be a powerful tool in your job search” (p.3).

Other than these social networking sites used as career development tool, there are several blogs, forums and job hunting websites that are based locally or internationally. One just has to build up an online profile or resume and start getting connected with people of one’s respective field. Even organizations and employers are in search of people who are qualified and fulfill the professional requirements. The locally based blogs and job hunting sites provide the job opportunities to people who are not active on globally known career development social networking sites.

1.3 RATIONALE OF THE STUDY

There are many opportunities for youth in terms of jobs around the globe. Due to lack of awareness they are unable to avail the opportunities which are at their door steps and far from just a single click which is obviously a social problem. The researcher realized that a systematic study is needed in this regard so that it may be investigated to create awareness among youth for hunting jobs through social networking sites. The study has tried to explore the above mentioned problem by analyzing use of social networking sites particularly job portals and awareness of the use and e-recruitment among youth.

1.4 STATEMENT OF THE PROBLEM

The purpose of the study is to check the awareness level of youth about job hunting and career development through social networking sites. Another purpose is to raise awareness of job hunting and career development through social networking sites among people who are unaware of its usage.

1.5 OBJECTIVES OF THE STUDY

1. To investigate how social networking sites (recruitment based) are helping the youth to choose an appropriate job according to their qualifications and skills.
2. To find out how many percent of the youth have successfully achieved their desired and relevant jobs through social networking sites specifically recruitment based.
3. To point out the awareness level of youth regarding usage of social networks sites (recruitment based) for career development and job hunting.

1.6 RESEARCH QUESTIONS

Based on the need of the current study, the following research questions were addressed:

- 1- What is the awareness level of youth about job hunting and career development through social networking sites?
2. To what extent does youth understand the usage of recruitment based social networking sites in their professional career development?
- 3- How much percentage of the youth use career based social networking sites for job hunting and to what extent do they get their relevant jobs?

1.7 SIGNIFICANCE OF THE STUDY

This study provides an insight on the use of recruitment based social networking sites for career development and job hunting among the youth particularly the Masters level students of four different universities of Islamabad. i.e Air University, Bahria University, COMSATS Institute of Information Technology and National University of Modern Languages .The study may yield new information and may have a great significance as no any systematic study has been carried out in this domain so far. .Secondly, this study not only analyze the usage of career based social networking sites which are known globally for example LinkedIn, Facebook or Twitter, but also analyzes the usage of local based like BrightSpyre, Rozee.pk, Careerpakistan.org etc. because these sites are typically made for career development purposes in Pakistan which may have another significant aspect of the study. The results of the study may be of interest for users of

social networking sites in order to get jobs according to their qualification, experiences and skills.

1.8 DELIMITATIONS OF THE STUDY

The study is limited to few selected social networking and career development sites, and potential participants in the study population were limited to masters' students of the four universities located in Islamabad. Other areas and participants were beyond the approach of the study because of time constraints. Since this population cannot be generalized for broader perspective but still it will give an insight into general trends of using social networking sites for career development purposes in Pakistan.

CHAPTER 2

LITERATURE REVIEW

This chapter overviews the previous researches on the different aspects of the social networking sites to give a background to the present study. It also reviews the relevant literature on the selected social sites for the study. It also gives account of literature in detail regarding use of the social sites for job hunting and career development.

2.1 CONCEPTUALIZATION OF VARIABLES

2.1.1 VARIABLES

Variables are the entities in research that have to be measured and compared. According to Kaur SP (2013) “Variables can be defined in terms of measurable factors through a process of operationalization. It will convert difficult concepts into easily understandable concepts which then can be measured, empirically”. The variables included in the study were dependent and independent. Patel (2009) defines dependent variables as the “variables whose change the researcher wishes to explain” and independent variables as those “that help explain the change in the dependent variable” (p.1). Independent variables in a study are those that are manipulated by the researcher, and because of manipulation, affect the results of an experiment, while the dependent variables are those that get affected in an experiment.

2.1.1 (a) INDEPENDENT VARIABLE

Social networking sites have been taken as the independent variable, since they would remain the same for the users. Use of social networking sites is not affected by the users’ choice of career development, and remains the same for whatever kind of job they want to apply for. This will, however, affect the job hunting process of the users.

- **SOCIAL NETWORKING SITES**

According to Boyd and Ellison (2007), social networking sites are web-based services that allow individuals to: (1) construct a public or semi-public profile within a bounded system, (2)

articulate a list of other users with whom they share a connection, and (3) view and traverse their list of connections and those made by others within the system.

2.1.1 (b) DEPENDENT VARIABLE

While social networking sites were taken as the independent variable, career development and job hunting acted as the dependent variable in the current study. The researcher used social networking sites as the entity that affects the career development process. Since career development is dependent on the use of different social networking sites, it was taken as a dependent variable.

- **CAREER DEVELOPMENT**

According to Pietrofesa & Splete (1975) "career development is an ongoing process that occurs over the life span and includes home, school and community experiences related to an individual's self-concept and its implementation in lifestyle as one and makes a living." Robbins (1993) has defined career development as "a means by which an organization can sustain or increase its employees' current productivity, while at the same time preparing them for a changing world".

- **JOB HUNT**

Job search has been termed a very important coping strategy for unemployed people trying to get back to work (DeFrank & Ivancevich, 1986; Leana & Feldman, 1988). According to Kanfer, Wanberg and Kantrowitz, (2001), job search is a dynamic self-regulatory and goal-oriented process, occurring as a response to a discrepancy between people's employment goals and their current situation".

2.2 THEORETICAL FRAMEWORK

The present research "social networking sites and professional career development" is designed to analyze those students who are in the last semester of their education, and who are at the beginning of their professional career. While conducting this research and using different tools for it, the responses of students from different universities in Islamabad have shown different results, as students within the same university and department have different approaches and

behaviors towards the use of networking sites for the development. So, the social behavior, students' background and approach to the particular thing determined the approaches towards career development. Social learning is a basic instrument for judging the students (as research is purely designed on them) about how they are or will go on adopting career for themselves. Two theories have been applied for this purpose, one is the "Uses and Gratification" theory, and the other is Albert Bandura's "Social Learning Theory".

2.2.1 SOCIAL LEARNING THEORY

Human development has many different types and patterns of changes. Diversity in social and cultural practices produces substantial individual differences in the capabilities that are cultivated, and those that remain underdeveloped. So the behavioral and environmental diversity was presented by the Social learning theory by Albert Bandura (1977) also known as the "Social Cognitive Theory". This theory focuses on what a human learns by observing others. The basic premise of Bandura's work is mainly the focus on that personality trait of a person that is developed as a result of interaction between people in a given environment, behavior of people and one's own psychological process. Bandura's work distinguishes between learning (acquisition of knowledge) and observable performance based on knowledge or behavior. Bandura mostly carried out experiments to observe the nature of human beings. Albert Bandura believed that modeling was the key factor, and it had more impact on a person than direct experience has. According to his work, four elements or variables in the modeling are "attention, retention, reproduction and motivation." One must be paying attention, and he is capable of retaining what he has observed, and able to translate the observation into a practical form (action). According to Bandura's work both internal and external elements are important, that interact in the process of learning. Reciprocal determinism is an explanation of behavior that lays stress on the mutual effects of an individual and the environment on each other. While the distinction between direct and vicarious learning is also very important. Enactive learning is the learning that comes by doing and experiencing the consequences of one's actions. Consequences are seen as providing information about appropriate actions, creating expectations, and influencing motivation. Vicarious learning is the learning acquired by observing others, and emphasizes on the powerful effect that modeling and imitation can have on learning. Bandura collaborated his work by combining behavioral and cognitive philosophies, which state that

humans are able to control their behavior through the process of "self-regulation", which involves "self-observation, judgment and self-response."

While relating to social learning theory to students who were targeted in this research, there was a variety in the results of students who were studying in the four different universities of Islamabad. A sample size of 200 masters' level students of four different universities of Islamabad was taken for the research survey. 50% male and 50% female students participated in the survey. The target populations of the study were the masters' students of final semester from four different universities of Islamabad-namely Air University, Bahria University, COMSATS Institute of Information Technology and National University of Modern Languages. By matching the result of students of each university, their answers and approaches to the questionnaires were similar on some answers, which are more common, but, they rather hesitate to answer some questions, because of difference in university atmosphere.

2.2.1 (a) APPLICATION OF THE THEORY

In the light of the social learning theory, students-particularly who are in their last semester of their graduate course-are well informed of the professional atmosphere; their knowledge of professions is adequate, and adopting the career is lot more different than first registration with their educational courses and at the time of admission. The quick learning or adoption to the situation has helped them in a greater aspect. Now those students have a better idea of how they can reform their resume; they know how to make their own place in the fast growing competition. In accordance with the social learning theory, students who have observed and experienced the things either willingly or forcefully by the given situation, have a broader vision about the career which they are about to start, than those who lack behind. Career development is an increasing problematic phenomena, as anticipating the results of one's action is even more difficult because planning of a day might change on other day, and one needs to adjust or may be cancel the idea completely. So, social learning theory helps students by laying down model, ability through prediction by suggesting the useful methods or models for career education and guidance.

2.2.2 USES AND GRATIFICATION THEORY

The social networking sites allow people to “hang out, communicate with friends and family members, create and manage their online profiles, and connect to their suitable businesses and brand” (Sago 2010). With the growth in the number of SNSs, “niche networking sites have started to emerge, targeting various geographic, demographic, and psychographic segments” (Boyd & Ellison, 2008; Willett, 2009; Dunne, et al., 2010). The uses and gratification theory highlights the need, purposes and motives behind the transitional and online media usage. Uses and gratification theory suggested that the people use SNS for intrinsic gratification to satisfy their affective needs.

The central point of the use and gratification theory is that audience is active while the media use is goal or purpose oriented. People have different needs which they seek to satisfy through the use of media. The internet, with its interactive features, allows users to be active participants, attracting research on uses and gratifications. There are three types by which media influences the people, one affect is strong, medium and weak.

Uses and gratification theory deals with the communicational behavior, the selection of media, how students are using the media, and what their goals and motivations are.

2.2.2 (a) APPLICATION OF THE THEORY

Social networking sites such as Face book, LinkedIn and Twitter gain boom in recent years. Students, professionals and other individuals' number have grown immensely. While this research is designed only for the students, who have been in the last semester on their education, the question arise that why they are using networking sites, and how they are using them. And will these networking sites replace the direct contacts for jobs or not. As new media, social networking sites have now hold the center point for the students and youth when it comes to career development, communication, and maintaining relationships. While more precisely related to technological convergence, U&G has been applied in the research to understand how graduate students who are about to enter in the profession life, are surfing on the social networking sites to achieve different goals, based on their socio-psychological disposition.

“A successful professional career is based on the continuous development of a credible professional identity and professional connections, as well as the acquisition of professional information” (Sweitzer, 2008). Uses and gratifications is known to be a psychological communication perspective which examines how individuals, specifically students are using mass media, the selected media by the student, and whether the content on the social networking sites can fulfill their needs or goals or not.

Varieties of social networking sites such as Face book, Twitter and LinkedIn have developed different approaches and features in order to encourage social media connections among students and with the recruiting agencies. Uses and gratification theory, which refers to the “how” and “why” of media use serves as an appropriate theoretical framework for the examining of the uses of social network sites.

2.3 CONCEPTUAL FRAMEWORK

2.3.1 SOCIAL MEDIA

Social media is a new phenomenon, which has entirely transformed the interaction and communication between individuals, companies and corporate sector (business) throughout the world. However, social media is not a new idea - it has been evolving since the early stages of human evolution; when they realized that interaction with one another and with others around them was very important. Before coming to social networking and its importance in the current modern era, we should first have a glance on history. In ancient times pigeons and other trained birds were used for communication. With the advancement from 1792, telegraphs were the fundamental and core foundation of social interaction. Throughout the history of humans, they have developed technologies that made it easier for themselves to communicate with each other” (Carton, 2009). In 1792, humans started using telegraph to send and receive messages over long distances. Emile Durkheim, a French sociologist who was known by many as the father of sociology, and Ferdinand Tönnies, a German sociologist, are considered the pioneers of social networking during the late 1800s. They believed that social groups could exist because humans or society shared values and beliefs, or because they shared conflicted.

Then later in the late 19th and 20th century, the inventions of telephones, radio, email, social interaction messengers and much more expanded and brought more convenience in communication. But with greater advancement in technology, in recent times, social media has had an impact on many aspects of human communication. Thus, it is affecting business, and creating a relation between employer and the employee. Nowadays, social networking has become a daily practice in the lives of people. So this research is designed to describe how the evolution of social media- including most common social networking sites that came into existence during the 21st century- is having an impact on the life of employee and the employer, and how it is creating a relation where they interact with each other. Some of the sites include Facebook, LinkedIn, and Twitter.

Social media is known to be a collection or cluster of social networking sites, which are used for collaboration among the masses, and allow people from across the globe to interact with each other, despite the fact what sort of interaction they have. Social media is providing platforms for everyone, everywhere in this world. In modern era, the number of communication taking place is growing immensely. On social media, one can find various forms of user-generated content. Different forms of social media include online forums, blogs, social networking sites, video and photo sharing sites and many more.

In the 21st century social media sites which have taken the majority of space in the social world are face book, twitter, LinkedIn, MySpace, Google+ and many others, but among these face book, twitter and LinkedIn have taken the more than 80 percent share and millions of people around the globe use these sites for interaction and other purposes. But the focus of this research is on the how the students are using these social networking sites for their career development and how social media is helping them to have professional career. When we talk about social media and social networking, we come to know that social media is the strategy or an outlet for broadcasting, while social networking is a means for connecting each other, a path where you can launch your strategy. "Social media is still primarily used to transmit or share information with the broader audience, while social networking acts as an engagement, as people with common interests associate together and build relationships through community." (Cohen 2009; Hartshorn 2010)

2.3.2 SOCIAL NETWORKING AND CAREER DEVELOPMENT

The purpose of this research is to determine how the students-who are in the last semester of their educational career, and who are at the door step of their professional career-get involved in job hunt using different media. This research is specifically aimed at determining how the students are using the social networking sites for their career development and job hunt .Social networking sites, such as LinkedIn and Facebook, have a surprising number of characteristics that make them powerful in the context of being a primary source of information and data for those looking to source candidates. In the modern era social media or social networking sites are essential for career development; participation in social media is a fundamental tool in networking with professional contacts, creating new contacts, recruiting employees and keeping in touch with the world. If students do not participate in social media forums in this technologically growing world, then the world will leave them behind. Now a days it is important for students to add social networking sites linked with the resume, as it minimizes the concerns and questions of the recruiting authorities related to the perspective employee, or about the students' personality and profile. So students must know the importance of maintaining their social media profile, and should attach information to their resume because it will minimize the questions from the recruiting authorities. In the 21st century, the career advising and development has been significantly influenced by the rapid growth of social networking and the technology.

This revolution in technological world has immensely changed the way students find, secure and appear in interviews for the jobs. Social media or networking sites become the fastest growing areas and tools for finding a job and career development. So the students must explore the social networking sites, which fits for their need and career, some sites are specialize in industries, some related to media career and other are specific topics, so the students must understand, from where will start their career, what sort of information they should attach to their profile, how they have to maintain their profile. In the global village, now Social media networking sites are time conscious, means with the advancement in social networking both the employee and employer save their time, employer know, on which site he has to apply for the job, employee or recruiting agencies can have the demanded employer with no time, so networking sites are time efficient for both of them. Social media forums act as strong and effective platform the communication,

where employee meet its particular employer same as vice versa, social networking sites ac a powerful tool which facilitate communication. Face book along with twitter and LinkedIn are being used by students and other professionals to communicate important information. Social networking sites like LinkedIn, Twitter, Facebook, Google+ , blogs and more, can act as a linkage between the employee and the employer, they serve as a platform through which students and professionals can build up their professional contacts. If students want to use Face book for personal use only, and set strict privacy settings then, they may build a consistent professional contact across the other networks, or through a blog, to establish themselves as knowledgeable in their particular area of expertise. On the other hand, LinkedIn in particular, is commonly used when making and maintaining professional connections. LinkedIn is a business-oriented, professional networking site. It allows people to maintain a list of contacts, or "connections," of people they know in the professional world. So such networking sites also allow students to post their 5professional backgrounds and experiences; they can upload resumes and other relevant career related information, and hence allow other users and recruiting agencies to search in to their profile and in this way they find all the relevant details. LinkedIn also allows students to join groups of other like-minded individuals: of people who may share job interest or involvement. Social networking sites created open plate form between employees and the employer (management).

Social media has brought a revolution in communication. It has introduced the new dimensions of socializing, interacting and communicating. It has brought people closer from all over the world and made the world a "Global Village". Social media is playing a vital role not only in socialization but it has brought a change in every field of life. Now people keep themselves updated about one another through Face book status or tweets. If at one side there is a decrease in one to one or face to face interaction than on the other hand, people are getting connected with each other from one corner of the world to the other. Things have virtualized and the web 2.0 introduced this virtual world where one can interact, socialize and participate virtually and his/her presence has been accepted. According to Broughton, Foley, Ledermaier and Cox (2013), "While initially designed for socializing with friends and family, these networks have come to be seen as an important professional tool, particularly in the field of recruitment" (p.5).

Khan, Awang&Ghouri (2013) have stated that social media or social networking sites have brought change in every aspect of life whether it's socializing with people, exchange of information etc. One thing which is new to users of social networking sites is concept of "e-recruitment" which is a process of hiring people through online job portals according to their educational qualifications and professional expertise. Social networking sites have introduced many of the sites which are exclusively for job hunting and job hiring. The idea of e-recruitment has brought much ease in life of unemployed people as well as for the employers because if it is hard to find a good and relevant job then it's difficult to find good and qualified professionals as well. They also maintain that, "E-recruitment has been adopted at global level, to date 94% of Global 500 companies are using e-recruitment, as compared to just 29% in 1998" (p.48).As social networking is growing, the trend of online hiring is increasing , companies ,organizations etc. are updating their profile on internet, post vacant vacancies and announce job openings. On the other hand, job seekers are making their professional profile on online job portals, uploading resumes and making their profiles available online.

"The use of social networking sites (SNS), which arrived commercially about a decade ago, has rapidly gained momentum. By late 2008, MySpace and Face book each had 60 million U.S. users and accounted for 6%-8% of all time spent online", (Skeels&Grudin, 2009). Facebook not only provides the social interaction linkage among people, but is also very helpful in career development because by the time these social networking sites are getting popular in corporate sectors. The companies are using these sites for recruitment purposes. Almost every company or organization has its own official Facebook pages where one can find a complete company's profile, work history and job openings as well. In Skeels and Grudin's (2009) study, a survey was conducted, "One-third of the employees in the enterprise we studied were in the Facebook company network. We found an equal number of employees with LinkedIn accounts professional oriented LinkedIn had quadrupled in size to over 25 million members in one year".

The emergence of social networking sites for career development are not only beneficial for job hunting and recruitment process but also helpful in enhancing the other requirements like resume writing, making cover letter, and interview techniques etc. which are necessary for beginners who are applying for their first job. Trends have been changed as people have moved into virtual world where your online identity counts. Social networking sites which are used for career

development purposes provide the step by step instructions to its user that how to develop your online profile. Online instruction manuals are available which are very helpful in building up resume in more professional way. Several tutorials and videos are available on sites like YouTube etc. which prepares you for your first interview. These changing trends in corporate and enterprise sector through social media or social networking sites are bringing a positive, productive and constructive change and these are helpful for the beginners for polishing their skills through these sites.

Moreover, People have moved forward from traditional job hunting process. The old system was much time consuming and costly. Few years back, an individual needed to look for a job ad through newspapers, then write and post resumes and wait for the interview letter because means of communication were restricted and it could not be done quickly. Likewise same problem was faced by the employers that they had to advertise the vacant position and then waited for the resumes and the process went on. But as the social media trends are growing, changes are emerging rapidly.

Social networking sites for career development make job hunting and recruitment process far easier. It is a blessing for both the employer and the employee. Social networks connect you with people 24/7. Social networking sites keep one updated on quick and instant basis. Sharing information and making thing public is not a problem. Emails, blogs, tweets, status updates keep everyone updated which is part of social networking sites. Another benefit of social networking sites for career development is that: it gives an option to activate job alerts, notifications and newsletters through your personal email that's another way of keeping in touch and update about latest happenings in the corporate industry.

Social networking sites for career development offer the opportunity to connect with the people of your relevant field, groups, and communities etc. and can get a chance to interact with them as an employer or employee may be a trainer or trainee etc. One can come across to several events, workshops, trainings, seminars, webinars, online trainings and symposiums. This can be very beneficial for people who are at beginning stage of their career as well as for the experts to get a chance to meet with fresh brains in the field.

Social Networking and Career Development in Pakistan is relatively a new term, as the social media is progressing rapidly, the world of communication and information getting closer each day, now everything is under your tab, and Networking is tool that allows you to tap into the hidden job market. Most of the jobs available are not advertised. Many times a job opens up within a company and candidates are referred through existing employees or industry contacts. One in seven employee referrals is hired. Only one, in one hundred general candidates is hired. So it is important for someone to build a strong network of contacts to increase the likelihood that you will be one of those referrals.

Over the past few years, online social networks have become one of the most powerful sources of interaction. It has not only changes the ways of socializing but also modifies the dimensions of job hunting. In *Bowling Alone*, Putnam (2000) argues that the key issue in assessing the impact of the internet is whether people use it like the television (alienating, individualized, based around consumption) or like the telephone (connecting, social, producing). It now seems clear that the internet has become a super-charged telephone at least as much as it has become a multi-channeled television. A large number of the opportunities associated with new technologies are about finding new ways for people to talk to each other, whether one-to-one (chat rooms, videoconferencing etc.), one-to-many (blogs and video-sharing sites) or in groups and communities (social networking and community communication sites).

Key to conceptualizing the impact of new technologies on individuals' career development processes is a consideration of the demographics of web use. In 2009, 70% of UK households had internet access, and 76% of adults had accessed the internet in the previous three months (Office for National Statistics, 2009a). Amongst young people (16-24) surveyed in 2008, 93% had accessed the internet in the previous three months, and 77% accessed the internet every day or almost every day (Office for National Statistics, 2009b). All of these figures are trending upwards, as are figures for use of social media, mobile phones and figures relating to the use of the internet by children (Office for National Statistics, 2009c).

For individuals, cloud computing opens up some possibilities that are likely to have implications for career. The ability to create online spaces which can serve as repositories for data, to move data easily between learning and work environments, and to be able to share these resources with others, has the potential to mainstream the idea of the e-portfolio.. The ability to create, organize

and share materials can support and smooth transitions and can provide ways to record and market individual and collective achievement. E-portfolios within careers-service websites provide one way to achieve these benefits, but it is increasingly possible to “portfolio-ise” your learning and experience using tools such as LinkedIn (to provide CV-type material, qualifications and references), blogs (to provide textual examples of your work and thinking) and Flickr or YouTube (to provide visual and multi-media content). The cloud simply describes the location of these materials; the ability to use this location to selectively retain and broadcast key life, learning and work information across the course of a life journey has huge potential implications for career development.

As in modern era, the students who are choosing their career are facing pressing and challenging labor force. Theirs' is the new generation, which is different by the earlier ones. According to Fernandez. K (2009), new generation is different than the generations that preceded it; they are a unique cohort. 'They are numerous, affluent, educated, and ethnically diverse. Writer has compared the two generation one is called X and other is named as Y, the writer says that generation Y possess a new focus on team work, achievement, modesty and good conduct'. There is disagreement as to the time period that defines Generation Y. 'The start of the generation can range from 1977-1980 depending on the source'. The new generation has grown up in an era characterized by globalization, rapid technological advancement and increasing.

Today, one of the most contemporary subjects is the massive use of social media amongst the new generation. Social media is the platform, where individuals connect to socialize, for many; it has turned out to be a huge challenge. Putten. S (2011) elaborated the usage of social media, as the biggest tool in career development. The writer is off opinion that Today's generation has been claimed to be a young, somewhat spoiled and demanding generation who expect to have it all. They want the perfect career, personal development, various challenges and acknowledgment from their boss and colleagues. But the generation is much more than that - they are an indispensable generation that can contribute with a lot of knowledge to the workplace. And the next generation will be living with a technological and digital lifestyle.

In the 21st century, which is now called as a digital and technological revolution century, the internet facility has made the world a global village, where people with same peace of mind, ideology and thinking come across each other, they interact with one another several times a

day, where they discuss and argue on their thoughts, motives, and achievements etc., while some of have created blogs, on that blog sites, user share their ideas. In an article by Ehrlich and Shami "Micro blogging Inside and Outside the Workplace" stated Micro blogging has recently generated a lot of research interest. Both have analyzed the group of employees within and out of corporate sector. On their study, they conducted the survey on the people who are using blogging and twitter at a same time, they searched that how much time is consuming by the people, and are using internet tool for the information, chitchat and status update. They conducted their survey, micro blogging for business purposes. They compare internal micro blogging (Blue Twit) a blog site with the social networking site Twitter. The study is conducted on limited number of employees who are using internal micro blogging and twitter over same period of time. They resulted that The 34 people in the study were based in 15 different countries with the majority coming from the US or the UK. The majority (82.35%) were male which is consistent with other studies of workplace use of social software (Efimova and Grudin 2007). They had used BlueTwit for an average of 187.5 days (min = 46, max = 244) and Twitter for an average of 468.12 days (min = 46, max =838). They were also following or were followed by a large number of people especially on Twitter. These numbers for Twitter were markedly higher than similar data in previous studies (Huberman et al.2009) and probably reflected the growth in Twitter users overall as well as that the people in the study were sufficiently active to have generated many followers" (p. 45). Writers were of the opinion that there was great difference between internal and external blogging usage, people or employees are using internal micro blogging for technical assistance, work information while he external micro blogging is use for status upload and general information.

Social networking sites like face book and LinkedIn are now most powerful tools used for social networking in modern era. Both social networking sites have more than 600 million users collectively, which allowed user to interact rapidly, coast friendly than traditional methods. Now a day's social networking provides recruiters a complete freedom and competitive edge in locating and engaging best candidates available to reach one's company recruiting objectives. In a white paper published by oracle "Social Recruiting Guide: How to Effectively Use Social Networks" (2012) which says that "Your company may recognize the potential for social recruiting or may already be using the tools, but a social recruiting strategy needs to be part of the company's overall goals and objectives to deliver true return on investment (ROI). So, this

white paper has established a link between recruiting authorities and the candidates with the help of social networking. The white paper says that the people are the greatest asset for any company, but someone needs to find a means to connect with the best candidates within industry. "Social recruiting puts your organization in the mix with candidates that you would otherwise not be able to reach. This doesn't mean you need to completely replace your existing recruiting processes with social networking; rather, you need to leverage these new tools and add them to your efforts to enhance and improve your results." Hence, the white paper suggests that social networks provide a powerful tool for recruiters to reach qualified candidates which a company might not otherwise be able to reach. So establishing your company within social networks, because it creates a profile and show candidates the face of any organization, it also says a lot about your company to potential candidates and will create the perception that your company wants to connect with them. Social recruiting is another strategy you can use to find the best candidates before your competition, Once you educate yourself, establish a plan, and begin engaging with potential candidates, company can dramatically improve recruiting results through the usage social networks.

In a report by Mich. T (2011) "Social Networking Redefines Landscape for Job Seekers" they have conducted a survey in 30 countries from ninety-seven thousands people on online and social networking for their job hunt. In that survey "respondents were asked a series of questions relating to their use of social networking as an employment tool, including identifying what social networking sites were most frequently used for searching jobs and by what method they obtained their last job." They show the result that online job hunting is the dominant source of people to find their desired job, it says more than 26 percent secure their job by online, while 22 percent by word of mouth, recruitment and staff companies, and by direct approach 17 percent each, 7 percent print advertisement and social networking 1 percent, while they say in social networking 24 percent, people say that they use social networks for job hunting. It says that most of social networks users are of Facebook which is 33 percent and LinkedIn 32 percent.

In article "Leveraging the web in your job search and preventing social media from hindering your efforts" published by Adecco (2007) regarding job hunting in digital age, had given the tips and guideline for the employees and people who wanted to search for the job through social networks. It says that Job hunting process has changed dramatically in the past decade.

Companies and job seekers alike have moved away from traditional old print advertising and have transformed themselves to the Internet and its many forms of social media to find “the perfect fit.” In the modern era social networks like LinkedIn, MySpace and Face book have gained popularity and all age groups are quickly adopting social networks sites as tools for their job seeking process. In the article the writer has provided guidelines, both for employees and the employer about the usage of social networking sites for job hunting and for the recruiting process respectively. The article has highlighted some of principles, which both the parties should adopt either providing professional or general information or for the recruiting company as well as for the HR manager while hiring or selecting the candidate. It says how a company should provide information and format about job, how candidate can search that jobs easily, all the particulars should be mentioned clearly so that employer can apply for that job. Job details and required qualification, experience and other required details should be mentioned clearly as only eligible candidates can apply. On the other hand, article has provided guidelines for the candidates that they should provide their experience of field, qualifications, so that no ambiguity in their curriculum vitae may be seen.

The article also shows the result about the survey, which is conducted to show most of participants do not share their information properly. It says that recent study found that about 70 percent of respondents do not feel there is anything in cyber space about themselves that needs cleaning up prior to a job search. Unfortunately, that may be a case of thinking that, what is personal stays personal on the World Wide Web, when, in fact, that’s not the case.”

In an article written by Benson, V, Filippaios, F and Morgan. S (2009), “Evaluating Student Expectations: Social Networks in Career Development.” Says that online social networking become center of gravity among higher education students. They conducted the survey of students of England and international business school students regarding career development and entrepreneurship as a part of a study of online social networking in higher education. After the study the results vary a lot, it shows great diversity between undergraduate, postgraduate and international student about the usage of online social networking for their career development. Authors are of opinion that social networking sites are playing significant role and are providing a broader platform for students to connect during their study, and enhance their career developments. It says social networking have been important in social network, as it builds

relationships. Social interactions provide a range of positive social outcome i.e. broadening employment and business opportunities. It says that however a very little attention has been paid on assessing the ways, how those students can take advantage of social networking and social networks can influence students' employability. The most famous networking website face book is initially started by Harvard university students for their intra and informal communication. On the other hand, LinkedIn is specifically designed for finding and maintaining business connections. The authors conducted the study to evaluate the use of social networks among students, by focusing on their reasons to join, expectations, and actual use of social networking for career development in a higher education setting. It says that "social networks have the potential to serve as an established platform to connect and provide support to students. While talking about the results it shows that majority of students use face book as primary social networking, then MySpace and LinkedIn, on the other hand, when it talked about using social networks for career development, it has given the interesting results, British based student are of the opinions that face book is not seen as sites which provides opportunities for business connections and job hunting, and even less for MySpace and no expectation from LinkedIn. While the international students have different opinions then British based students, the non-British students who looked out for LinkedIn for their career developments, opportunity to find jobs.

The survey reveals that LinkedIn is seen by postgraduate students as platform for finding a job and for new business connection. While, Undergraduate students have shown less or no interest in that sites. As they have shown that their only interest is using social networks for leisure. Study reveals different expectations between undergraduate and postgraduate students from social networks. Postgraduate students clearly understand the significance of business networking and increasing their social capital by means of social networks, while undergraduates are far from realizing the career benefits and business prospects enabled through networking on the other hand international students have realized the importance of social networking and are taking advantage of social connections for their career development.

In a study conducted by Hoye, Hooft and Lievens (2007), evidence was found of the usage of social networking for job search. In their survey, the data were collected from 35 different workforce centers in Flanders' regions between May and September 2005 through the self-

service computer form from which a total of 1,876 legitimate responses were received. A follow-up survey was conducted over phone after three months which yielded 1,177 responses. Recent graduation (i.e., new entrants) (33%), end of contract (22%), and getting fired (21%) were the significant reasons participants stated for their job search. 581 individuals (49%) were reemployed out of which, 29% had found their job through networking.

The study of Broughton et al (2013) revealed that in an online survey that was conducted by them, 42% respondents responded that they use tools like social networking in their job hunt process. The 32% respondents who were already using social networking as part of their job hunt process reported that they will continue doing so, while only 1% of the total participants responded that they will limit their use of social networking in their job hunt. Thus, the survey concluded that that trend of social networking for career development was increasing day by day

CHAPTER 3

METHODOLOGY

This chapter describes the research designs followed in the study. It further describes the method of data collection including its sampling and population. The chapter also gives information about the method adopted for data analysis.

3.1 RESEARCH DESIGN

A quantitative research survey method was conducted.

3.2 POPULATION

The target population of the study involved the masters' students of final semester from four different universities of Islamabad-namely Air University, Bahria University, COMSATS Institute of Information Technology and National University of Modern Languages. All participants from four different disciplines- media, finance, human resource and engineering were included in the survey. The reason for choosing students from the final semesters was that those students were already into job hunting or they would be starting their job hunt after the completion of their degrees. These universities have been selected for the study because they are famous for offering degrees related to management sciences, human resource and media studies. What is the number of total population from which you have drawn the sample?

3.3 SAMPLING

The non-probability purposive sampling technique was applied to study to get the more specified results from the participants. As 'Purposive sampling is a practical and efficient tool when used properly, and can be just as effective as, and even more efficient than, random sampling'(Tongco, 2007).The reason of choosing purposive sampling for the study is to know specifically about those people who use career based social networking sites for career development and how much they are aware about social networking sites for career development. The respondents belonged to the last semester of different disciplines, so mostly students had already done internships and got an idea that how to find a job either through internet or traditional media, and they are at a stage where they actually look for jobs because

their degrees are about to finish and the next possible step for them is to get good jobs relevant to their respective fields.

3.4 SAMPLE SIZE

The total estimated population of final semesters of master classes in all the four universities was 2500. Out of those 2500, a sample size of 200 students was taken for the research survey. Fifty percent male and fifty percent female students participated in the survey.

Male Female

50% 50%

3.5 DEMOGRAPHICS OF RESPONDENTS

The participants of the study aged between 20-23 and 24-27 respectively. Students belonged to the final semester of their degree program and from different disciplines of studies. Again, students of same age group were selected because they are supposed to enter their professional fields' right after their studies, so they had knowledge of job hunting sites and use of social networking sites for professional development.

3.6 DATA ANALYSIS

The descriptive statistical analysis method was used to analyze the data.

3.7 INSTRUMENTATION

A self-employed questionnaire was designed to collect data from respondents which included demographic questions such as name, gender, and qualification. The questionnaire was based on dichotomous scale to measure the audiences' preference of social media in their career development phase. Each statement comprised close ended questions to gauge the responses.

3.7.1 VALIDITY AND RELIABILITY OF INSTRUMENT

A pilot study, on 50 respondents, was conducted to check the reliability of the instrument. After incorporating the changes as per pilot study results, the items were entered in SPSS for reliability

check. Cronbach's Alpha (α) is 0.851, which shows high level of internal consistency among items.

3.8 OPERATIONALIZATION OF VARIABLES

3.8.1 CAREER DEVELOPMENT VIA CAREER BASED SOCIAL NETWORKING SITES

In the study, career development of students of universities in Islamabad is measured by the influence of social networking sites by asking close ended statements to final year students of Masters Programs. The self-employed questionnaire contains some statements based on response categories ranging "yes, no, to some extent" and some questions based on the aspects of career development, traditional job hunt and job hunt through social networking.

3.8.2 EFFECTIVENESS OF JOB HUNT AND CAREER DEVELOPMENT

Effectiveness of job hunting and career development has been measured by the online presence on social networking sites, authenticity of job postings and visiting of career development.

3.8.3 COMPARISON BETWEEN TRADITIONAL AND ONLINE MEDIA USAGE AND EFFECTIVENESS

TH-16761
The study differentiated the traditional job hunting practices from the online job search, and shows how both have a different impact on career development. Audiences have been asked questions regarding their views on the use of social media, and the reason of their preference of using online means of job hunt. The questionnaire comprises of questions that are based on audiences' perceptions on their use of social media, their reasons of using social media, and their views on the effectiveness of social media in their career development

CHAPTER 4

RESULTS AND FINDINGS

The chapter shows results in the light of findings and it also describes the findings in detail by putting them in tables. The chapter not only gives information about the results of the study but also show them in table including its description. The result and findings are given below:

Table 4.1 Age and gender of respondents

	(20-23)	(24-27)
Age	68%	32%
	Male	Female
Gender	50%	50%

Table 4.1 shows that participants of this survey were aged between (20-23) and (24-27). 68% and of the participants aged between (20-23) and 32% of them were aged between (24-27). Table also mentions the percentage of male and female participants of the research. 50% male and 50% female university students participated in the survey.

Table 4.2: You use social networking sites

Yes	No
85%	15%

The table above shows that 85% of the research participants use social networking sites, while 15% of them do not use SNS.

Table 4.3: You like to use social networking sites for job hunting/professional career development

Yes	No	Sometimes
57%	14%	28%

According to table 4.3, 57% respondents use social networking sites for job hunting purposes other than socializing and information sharing. The ratio of 14% users' purpose is not to use sites for job hunting and 28% use social networking sites for job hunt.

Table 4.4: The social networking sites you use most often

Facebook	Twitter	Linked In	Any other
72%	11%	9%	7%

As shown in the above table, Facebook can be seen in above table with the higher percentage of users, 72% participants use Facebook for social networking, however, Twitter is used by 11%, whereas 9% of the participants use LinkedIn and 7% participants are users of other social networks.

Table 4.5: Your major purpose of using social networking sites

For socializing	For keeping yourself updated	For job hunt	Any other
48%	33%	11%	8%

Brightspyre.com is used by 2% of the respondents. Another 2% use hercareer.com. Bayrozgar.com is used by another 2%, and monster.com is also used by 2% of the total respondents.

Table 4.8: You are a regular user of social networking sites for job hunt

Statement	Often	Sometimes	Rarely	Never
	21%	44%	19%	15%

To the question of “are you a regular user of social networking sites for job hunt” the results shown in table 4.8 are that 21% people often use social networking sites for job hunt. 44% use them sometimes, 19% respondents rarely use social media, while 15% of the total respondents never use social networking sites for job hunt purpose.

Table 4.9: Reason of your preferring online job searching

It is easily accessible	It is cheap	It is quick	It is authentic	It is free of cost
52%	10%	17%	7%	13%

The above table reveals the reasons why people prefer online means of job searching. 52% of the respondents are of the view that it is easily accessible, whereas, 10% prefer online job searching. While 17% of the respondents responded that online job hunt is quick, and 7% use it for its authenticity. 13% of the total respondents use online means of job searching because in their view it is free of cost.

Table 4.10: You use globally known social networking sites for job hunt or your regional career development sites

I use globally known social networking sites for job hunt	I use regional career development sites for job hunt	I use locally known social networking sites for job hunt
49%	28%	23%

Table 4.10 answers the question of whether the respondents use globally known social networking sites for job hunting or the regional sites. To the answer of the question, majority of the respondents- 49% of them responded that they use globally known social networking sites, while 28% use regional sites, whereas 23% use locally known social networking sites for job hunt.

Table 4.11: You find these social networking/career development sites helpful in job hunt

Yes	No	To some extent
47%	21%	31%

In answer to whether the respondents find these social networking sites helpful in job hunting, table 4.11 shows that 47% of the respondents responded in yes, and 31% say that these sites help them to some extent, while 21% are of the view that such sites are not helpful in job hunt.

Table 4.12: You think that job postings on these sites are authentic

Yes	No	To some extent
36%	10%	53%

This table shows that 36% of the total sample size says that they think the jobs which are posted on such sites are authentic. Whereas 10% believe that such sites are not authentic, while 53% of them believe that online job hunt sites are authentic to some extent.

Table 4.13: You have received a call from any organization with the reference of these sites

Yes	No
45%	54%

Table 4.13 reveals that 45% of the respondents have received interview calls from organizations with reference to these job hunting sites, while 54% of them have never received any call from any organization.

Table 4.14, These social networking/career development sites help you in learning the basic techniques of job application. (For example resume' buildup, writing cover letter and preparing for interviews)

Yes	No	To some extent
49%	24%	53%

According to the table above, 49% of the respondents say that these social networking/career development sites help them in learning the basic techniques of job application. 24% of them believe that such sites do not help them learning the required techniques, while 53% believe that these sites help them in learning the basic techniques of job application.

Table 4.15: Number of social networking/career development sites you made your professional presence on

1	2	3	4
30%	24%	11%	35%

Table 4.15 shows that 30% of the respondents have made their professional presence on only one social networking/career development site for job hunt purpose. Whereas, 24% have made their accounts on two sites. And 11% on three sites, while 35% of them have made their professional presence on four social networking/career development sites.

Table 4.16: You have activated job alert notification on your personal email

Yes	No
63%	36%

Table 4.16 shows the responses to the question that whether the respondents have activated job alert notifications on their personal email or not. 63% of the respondents have activated the job alert notifications, while 36% have not.

Table 4.17: Number of times have you applied for a job through these sites

Many times	Once in awhile	Not a single time
30%	37%	33%

We see in the above table that 30% of the respondents apply for jobs through social networking/career development sites many times. 37% of them apply once in a while, while 33% have never applied for a single time.

Table 4.18: You find it easier to find a job of your respective field through these sites

Yes	No	To some extent
49%	18%	32%

In table 4.18, we see that 49% of the total respondents find it easier to find a job of their respective fields through these sites. Whereas, 18% responded in negative, while 32% said that they find it easier to find relevant jobs through such sites to some extent.

Table 4.19: You think that online job hunt is more beneficial than a newspaper job hunt

Yes, it is beneficial	No, not really	To some extent
47%	23%	29%

In table 4.19, we find the answers to the question whether the respondents think that online job hunting is more beneficial than a newspaper job hunt. Majority of the respondents, i.e. 47%, say that online job hunt is more beneficial than a newspaper job hunt. 23% respondents respond that online job hunt is not really beneficial, while 29% said that it is beneficial to some extent.

Table 4.20: You think that people are now more aware about how to build up their professional profile online

Yes	No	Do not know
67%	15%	17%

Table 4.20 shows that 67% of the respondents believe that people are now more aware about how to build up their professional profile online. 15% are of the view that there is no such awareness, while 17% of them do not know whether people have got more awareness on how to build up their professional profiles.

Table 4.21: You think that people now tend to use social networking/career development sites for job hunting instead of traditional media

Yes	No	Do not know
59%	23%	17%

It is revealed in table 4.21 that 59% of the respondents think that people now tend to use social networking/career development sites instead of traditional media for job hunting. 23% of them believe that people do not tend to use these sites instead of traditional media, while 17% do not know about it.

Table 4.22: The traditional medium you still use for job hunting

Newspaper	Magazines	Television	Radio	Social circle	None	Any other
53%	7%	2%	3%	23%	8%	3%

Table 4.22 is showing that 53% of the total respondents still use newspaper among other traditional media for job hunt. 7% use magazines, 2% rely on television, 3% on radio. 23% use their social circle for job hunt, 8% do not use any traditional medium, while 3% have opted for “any other” option.

CHAPTER 5

ANALYSIS, DISCUSSION AND CONCLUSION

The chapter gives details regarding how the analysis was carried out by keeping in mind the research questions of the study. The present study aims to analyze the usage of social networking sites for career development purposes. It also focuses that how useful and purposeful these sites are in job hunting for students who are about to finish their degrees and about to step in the career. The growing trend of social networking has brought change in every field of life and it has changed the pace of everything. Now, news is spread in the blink of an eye. One just needs to upload the data and there you go, it has gone from one corner to the other corner of the world. Things are now easier to share; one does not need the manual ways or manpower because 'e-technology' is here to save your time, energy, money and no manpower is needed at all. The purpose of using social networking sites for career development is to make people aware about the new job hunting trend. Famous career based social networking sites like LinkedIn, offer its users facility of job hunting according to their respective field, connection with the professional companies and organizations, professional communities which provide the opportunity to the beginners to connect with the experts of the respective fields. LinkedIn not only provides opportunities for job hunters, but also provides a platform to recruit people according to their requirements. Popular social networking sites like Facebook and Twitter are also providing job hunting ways to its users. On Facebook one can join the official page of the organization or company and start getting updated about the job alerts, open vacancies and a lot more. Same is with Twitter, that one can get tweet alerts and get updated.

The above social networking sites LinkedIn, Twitter and Facebook are globally known, but there are a bunch of very beneficial regional and local based job hunting websites which equally provide job opportunities region-wise, and one can find job of his/her respective fields with organizations brief profile info. One can get the job alert notifications via e-mails and get updated.

To analyze the usage and effectiveness of career based SNS towards job hunt and career development, a quantitative research method was used and a closed ended questionnaire was prepared for research survey. Before doing the actual research survey, a pilot test study with the

sample size of thirty survey respondents was conducted to make the research survey more authentic. The target audiences were the students of four different universities of Islamabad who belonged to different fields of study. The students were from the last semester of Masters Level and for this Non-probability purposive sampling technique was used. The purpose of choosing final semester students of Masters Level was that they are about to end their degree and have already done their internships in different organizations which was their degree requirement, so the respondents were about to step in the practical field and they were already searching for jobs. So to find out their medium of job search, the questionnaire was distributed among them which consisted questions regarding use of social networking sites for job search.

Participants of this survey were aged between (20-23) and (24-27). 68% of the participants aged between 20-23 and 32% of them were aged between (24-27). The sole purpose of selecting participants under these age groups was that they were about to graduate from their respective institutes, and since they had been into job hunt process because of their degree requirements; they were able to respond well to the questionnaires administered. The selection of participants depended on their usage of social networking sites, whether they use social networking sites or not. On the basis of research question no.3 the 85% of the survey participants who use social networking sites and had a direct impact on the results, and the researcher was able to get the desired results of the study.

57% respondents like to use social networking sites for job hunting purposes other than socializing and information sharing. The ratio of 14% users is not into job hunt purposes and 28% sometimes use social networking sites for job hunt. The response to this question directly implies that majority of the research participants have the knowledge of using social networking sites for job hunt purpose. In this era of global networking, one can safely assume that people use these platforms for a variety of purposes, of which job hunt is one. The study mainly focused on the use of social media for job hunt, so the outcome to this question was the desired result.

Facebook shows the higher percentage of users, 72% participants use Facebook for social networking, Twitter is used by 11%, 9% of the participants use LinkedIn and 7% participants are users of other social networks. The result shows that Facebook is one platform that can be used for different purposes, other than just connecting with friends and acquaintances. Although Twitter, LinkedIn and other platforms also provide the users with the opportunity to search for

jobs, but Facebook offers much convenience for them. When people can get everything on one platform, they prefer using that over the others. Facebook offers a wide and open platform for the users, from casually connecting with friends and family, connecting formally with colleagues through official groups made by the organizations, and getting updates about the organizations through official pages made by them. This is the reason why majority of people prefer using Facebook for different purposes.

48% of the survey participants use social networking sites for socializing, while 33% users use these sites for keeping themselves updated and 11% use for job hunting. Whereas The 8% participants use social networking sites for other purposes like information sharing etc. Since the main purpose of social networking sites is socializing, majority of people use it for the same purpose. The 33% respondents, who use these sites for keeping themselves updated, get updates for everything including jobs. It is not possible to use a certain platform for one single purpose only, so a mixed result is seen in this question.

The 23% of survey respondents use only one social networking site for career development purposes. While 24% users have joined two social networking sites and 21% users joined three sites for job hunting. Whereas, 31% users have not joined any social networking site for job hunt purposes. The results show that although many people have started using social networking sites for job hunt purposes too; still many do not join these sites solely for this purpose. For majority of people, job hunt process goes along with social networking, and people switch between social networking and job hunt time to time depending on the requirement, but many of them do not join these sites just for job hunt.

Table 4.7 shows that 4% of the respondents use twitter for job hunt purpose. 12% respondents go for LinkedIn, 6% do not specify the site and chose the option of "any other", while only 2% of the respondents use Myspace for job hunt. 28% use Facebook for this purpose. As discussed in table 4.3, Facebook offers its users with a wide variety of activities. Facebook users can easily socialize with people because now almost everyone around us uses Facebook. Other than that, Facebook has now come up with official communication between organizations and perspective employees through their respective official pages, people find it convenient to use Facebook for job hunt purpose too. Next to Facebook, LinkedIn is also used by people for job hunt, because this is strictly meant for professional development. 17% of the respondents use rozee.pk, 5% of

them use career.pk for job hunt. 3% use mustakbil.com, while another 3% of the total respondents use pakjobs.com. 12% of the respondents use google for job hunt purpose. Brightspyre.com is used by 2% of the respondents. Another 2% use hercareer.com. Bayrozzgar.com is used by another 2%, and monster.com is also used by 2% of the total respondents. Rozee.pk offers more job opportunities to people across the globe, which is why people prefer using it more than the other sites. Other than Rozee.pk, Google is also used by most of the people, because it also gives unlimited search results for the jobs searched. This is to be noted that people prefer those sites that have maximum access to the organizations offering jobs, and also those sites that provide many opportunities from not only the country of residence, but other countries of interest too. The results of the study validate the Uses and gratifications theory, which is known to be a psychological communication perspective which examines how individuals, specifically students are using mass media, the selected media by the student, and whether the content on the social networking sites can fulfill their needs or goals or not. Uses and gratifications theory suggests that the social networking sites allow people to “hang out, communicate with friends and family members, create and manage their online profiles, and connect to their suitable businesses and brand” (Sago 2010). Varieties of social networking sites such as Face book, Twitter and LinkedIn have developed different approaches and features in order to encourage social media connections among students and with the recruiting agencies.

The result to this question shows that people prefer using the networking site that offers a diverse means of usage, and in that, Facebook tops them all:

To the question of “are you a regular user of social networking sites for job hunt” the results shown in table 4.8 are that 21% people often use social networking sites for job hunt. 44% use them sometimes, 19% respondents rarely use social media, while 15% of the total respondents never use social networking sites for job hunt purpose. 44% majority using SNS sometimes for job hunt clearly indicates that SNS are gaining popularity for not only socializing, but for career development too. With the passage of time and with more technological exposure, people will use SNS for career development more often.

Table 4.9 reveals the reasons why people prefer online means of job searching. 52% of the respondents are of the view that it is easily accessible. 10% prefer online job searching because it is cheap. 17% of the respondents responded that online job hunt is quick, while 7% use it for its authenticity. 13% of the total respondents use online means of job searching because in their view it is free of cost. Accessibility to anything makes its usage convenient and increase many times. The online job hunt sites provide users much convenience because this is the era of technology, and people have more access to the internet and all the technological tools. For this reason, the process of job hunt has become much easier than what it was before. No doubt that the advent of technology has given an opportunity to people to make their lives much easy, and job hunt is one of the many things people want ease and convenience in.

Table 4.10 answers the question of whether the respondents use globally known social networking sites for job hunt or the regional sites. To this question, majority of the respondents-49% of them responded that they use globally known social networking sites, 28% use regional sites, while 23% use locally known social networking sites for job hunt. Among the globally known social networking sites, Facebook is one platform that tops the list. Other than Facebook, LinkedIn, Twitter and other sites are also used. People prefer globally known social networking sites because they give a wide variety of job opportunities in the area people are living and also across the globe, thus widening the probability of their getting jobs throughout the world.

In answer to whether the respondents find these social networking sites helpful in job hunt, table 4.11 shows that 47% of the respondents responded in yes, whereas ,31% say that they help them to some extent, while 21% are of the view that such sites are not helpful in job hunt. It is obvious that technology has given people much ease in everything, and job hunt is one aspect of everyone's life that people are concerned about. Social networking sites have broadened the horizons for not only socializing, but for multiple purposes. This is why people find these sites very helpful in job hunt. Use of social media for job hunt is increasing day by day because of its usefulness and convenience.

Table 4.12 shows that 36% of the total sample size they think that the job postings on such sites are authentic. 10% believe that such sites are not authentic, while 53% of them believe that online job hunt sites are authentic to some extent. The trend of online job hunt is not a very old one, which is why people tend to be skeptical about its authenticity. Moreover, due to some

fraudulent activities in some parts of the world, people are forced to question about the authenticity of all career development sites. Still, 36% of the respondents believe that these job postings are authentic, which means that the culture of online job hunt is gaining foothold. With more positive and honest work in online career development, the ratio of people to believe in its authenticity will increase.

Table 4.13 reveals that 45% of the respondents have received interview calls from organizations with reference to these job hunt sites, while 54% of them have never received any call from any organization. This could be the reason of the responses in table 4.14, that majority of people do not believe in the authenticity of online job postings. As mentioned in the discussion of the previous question, the common belief among people about the authenticity of online job hunt websites will start to change if these forums actually hire people who have applied for jobs online, and majority of people get positive responses. But still, 45% is a good ratio to support the point that social networking/career development sites are beneficial in job hunting and hiring process.

According to table 4.14, 49% of the respondents said that these social networking/career development sites help them in learning the basic techniques of job application. 24% of them believe that such sites do not help them learning the required techniques, while 53% believe that these sites help them in learning the basic techniques of job application. With the growing trend of online job postings, there is definitely a need to educate people about the process of applying. Without this basic knowledge, people will not find it convenient to apply online, and thus will continue applying for jobs through traditional means. Many career development sites have step-wise instructions of how to build a CV and compose cover/application letters. Majority of career development sites require an online CV and cover letter, so that they can access the applicants according to their requirements. This, in turn, is making the online job application much easier for people.

Table 4.15 shows that 30% of the respondents have made their professional presence on only one social networking/career development site for job hunt purpose. 24% have made their account on two sites, 11% on three sites, while 35% of them have made their professional presence on four social networking/career development sites. People are getting more and more knowledge in terms of career development and use of technology for this purpose. As discussed in previous

tables, online job application is a very convenient way of applying for jobs, and people want to get jobs putting in their very little effort, they prefer making their professional presence on as many social networking/career development sites as they can easily. The purpose of doing this is that people get access to a large number of jobs online, and they can apply according to their ease and convenience.

Table 4.16 shows the responses to the question that whether the respondents have activated job alert notifications on their personal email or not. 63% of the respondents have activated the job alert notifications, while 36% have not. Because of the immense competition in careers nowadays, people have to be updated about upcoming opportunities. It is a good sign that majority of the respondents keep themselves updated by activating job alert notification on their personal emails. By doing so, they not only get to know about the jobs of their interests, but also get awareness about different possibilities in the corporate sectors. Thus, by getting to know about innumerable job opportunities, they can choose to apply in multiple fields.

We see in table 4.19 that 30% of the respondents apply for jobs through social networking/career development sites many times. 37% of them apply once in a while, while 33% have never applied for a single time. People apply for jobs with the intention of getting hired in the fields of their interests and their education. Not always do they get job alerts for their required fields, and this is why majority of them apply online once in a while. With more advancement in online job application, people have begun taking this seriously and trying their luck in their respective fields. Those who have not applied for a single time also go through the online advertisements, either do not find jobs of their interests, or are still skeptical about the authenticity of these postings.

In table 4.20, we see that 49% of the total respondents find it easier to find a job of their respective fields through these sites. 18% responded in negative, while 32% said that they find it easier to find relevant jobs through such sites to some extent. With so much increasing trend of online job application, one does find a job of respective field quite easily. Majority of the respondents find it easy to search for jobs of their respective fields, which is a positive sign towards the success of this study. Social networking does impact career development in this era of technology.

In table 4.21, we find the answers to the question whether the respondents think that online job hunting is more beneficial than a newspaper job hunt. Majority of the respondents, i.e. 47%, said that online job hunt is more beneficial than a newspaper job hunt. 23% respondents said that online job hunt is not really beneficial, while 29% said that it is beneficial to some extent. Online job hunt has made the career development aspect of one's life much easier because one can look for countless number of jobs just in a blink of an eye, and that too in the comfort of one's home or office. Apart from being convenient, online job hunt is beneficial too, because people do not have to leave the premises of their homes/offices to go and apply for jobs. So, this saves much of their time, as well as creates convenience in a way that the applicants can do it in privacy, i.e. without letting their current employers know.

Table 4.22 shows that 67% of the respondents believe that people are now more aware about how to build up their professional profile online. In the light of the social learning theory, students-particularly who are in their last semester of their graduate course-are well informed of the professional atmosphere; their knowledge of professions is adequate, and adopting the career is lot more different than first registration with their educational courses and at the time of admission. 15% were of the view that there is no such awareness, while 17% of them did not know whether people have got more awareness on how to build up their professional profiles. This awareness about building professional profiles online is due to the increasing trend of online job application. People need to be updated in this competitive era of technology, and that is why they are more aware about building up their online professional profiles. The outcome of this practice will be more job opportunities for fresh graduates and new professionals. Moreover, building online professional profiles will enable people to save their time, as sending CV and cover letter time and again takes a lot of time and energy.

It is revealed in table 4.21 that 59% of the respondents think that people now tend to use social networking/career development sites instead of traditional media for job hunt. 23% of them believe that people do not tend to use these sites instead of traditional media, while 17% do not know about it. As discussed previously, people want an easy and convenient way of applying for jobs. Other than job application, people go for convenience in every aspect of life. New technology has made life faster, and people want to move with the fast pace of life. Because online job application is easy to access, free to use and less time consuming, people tend to use

social networking/career development sites for job hunting instead of traditional media. This growing tendency of people applying online for jobs is creating more and more growth opportunities both for employers and perspective employees.

Table 4.22 is showing that 53% of the total respondents still use newspaper among other traditional media for job hunt. While 7% use magazines, 2% rely on television, 3% on radio. 23% use their social circle for job hunt, 8% do not use any traditional medium, while 3% have opted for “any other” option. The use of newspapers is still there, and the authenticity of newspapers cannot be questioned when it comes to the traditional medium of job application. Newspapers have long been a medium for job application, so people still prefer to use this medium apart from the online media. Other than newspapers, social circle is another authentic medium in terms of job hunt. In societies like Pakistan, where social setups are still intact and people tend to help each other, social circles are still workable when it comes to seeking for and getting jobs.

This means that online job hunt, although not used widely in Pakistan, is still gaining foothold. Many people do apply online for jobs, but due to many fraudulent instances, are still unsure about the authenticity of online forums for career development. With the growth in the number of social networking sites, “niche networking sites have started to emerge, targeting various geographic, demographic, and psychographic segments” (Boyd & Ellison, 2008; Willett, 2009; Dunne, et al., 2010).

CONCLUSION

This chapter sums up the whole thesis and throws some light on the scope of the future researches and researchers in the discussed and investigated domain i.e. social sites. The research questions and their answers are discussed in the chapter in detail. Recommendations have been given for users of social sites particular for job hunting, recruiting and career developments:

The objective of this study was to look into the usage of social networking sites for career development, and how social networking is helping the Master’s level students to choose an appropriate job for themselves according to their qualifications and skills. Another objective of the study was to focus on how much successful youth has been so far in their job hunt on social networks. The discussion and analysis of the questionnaires reveal that social networking sites

are gaining popularity among the youth not only for socializing, but for job hunt purpose too. Majority of graduate students prefer making their professional CVs online on different career development sites, and also join the official pages/forums on different social networking sites. Among the different social networking sites, majority of the research participants opted Facebook for socializing as well as job hunting.

The trend of social networking for career development is a recent one, and still many people do have doubts about the authenticity of it. Despite the doubts in the authenticity, a large number of people are diverting towards the use of SNS for career development as revealed by the results of the present study. The results of the study also show that although not many graduate students actually find the jobs of their choice and their respective fields through SNS, but still they look forward for using these sites because of a number of factors: Many people go for these sites because they are easy to use. Using these sites also keep people more updated because in this era of technology, everyone is using social networking sites at least for socializing. Apart from socializing, people find it convenient to use the same forums for job hunt as well. At present, though many people do not rely solely on social media for career development, but the trends in the responses by the participants show that use of SNS for career development is gaining popularity, and in future more than half of the population will be using SNS for the purpose of career development. The success rate of finding jobs through SNS is not that much high, but the inclination of youth towards using them for official purpose shows that there will be an ever increasing trend of using SNS for job hunt in the future.

RECOMMENDATIONS

- FURTHER RESEARCH

1. There should be a sample size of more than 200 that could clarify the results and we can generalize the results based on majority of responses.
2. There should be focus on employers and recruiters too, as to how social networking sites for career development are useful in searching new talent.

- **FUTURE PRACTICE IN FIELD**

1. To raise the awareness about job hunting through social networking sites, Educational institutions should provide resources to the students who are about to step in the field.
2. This information should be spread in organizations, professional fields, and corporate/private sector as well, as it is beneficial not only for the job seekers but also for the employers and recruiters.
3. Proper check and balance should be maintained to make sure about the reliability and authenticity of content on social networking sites used for career development.
4. Workshops, Seminars, online forums, educational material etc. can be provided.
5. For proper and effective usage of social networking sites for job hunting, the content of SNS should include audience surveys.

REFERENCES

- Benson.V, Filippaios. F, Morgan. S (2009). Evaluating Student Expectations: Social Networks in Career Development. *Kingston University, United Kingdom*.
- Boyd. D & Ellison. N.B (2007). Social Networking Sites: Definition, History and Scholarship. *Journal of Computer Mediated Communication*.
- Broughton. A, Foley. B, Ledermaier. S, Cox. A (2013). The Use of Social Media in the Recruitment Process, Institute Employment Studies. *Acas Publications*.
- Calisir. F, Basak. E (2014). Uses and Gratifications of LinkedIn: An Exploratory Study. *World Congress on Engineering, Volume 11*.
- Carton. M.A (2009). Control and Anticipations of Social Interruptions: Reduced Stress and Improved Task Performance. *Journal of Applied Social Psychology, Wiley Periodicals Inc*.
- Cohen. S.L (2009). Is There a Difference Between Social Media and Social Networking? *Social Media Today*.
- DeFrank. R.S & Ivancevich. J.M (1986). Job Loss: An Individual Level Review and Model. *Journal of Vocational Behavior*.
- Efimoa. L & Grudin. J (2007). Crossing Boundaries: A Case Study of Employee Blogging. *Los Alamitos: IEEE Press*.

Ehlich, K., Shami, N (2010). Micro Blogging Inside and Outside the Workplace. *Association for the Advancement of Artificial Intelligence*.

Ezumah, A.B (2013). College Students' Use of Social Media: Site Preferences, Uses and Gratifications Theory Revisited. *International Journal of Business and Social Science, Volume 4*.

(2011). *Gratification and Commitment at Work in a Sluggish Economy*. Society for Human Resource Management.

Florenthal, B (2014). Applying Uses and Gratifications Theory to Students' LinkedIn Usage.

Garg, R., & Telang, R. (2011). To be or not to be linked on LinkedIn: Job search using online social networks. *Available at SSRN 1813532*.

Hoye, V.G, Hooft, E, Lievens, F (2007). Networking as Job Search Behavior: A Social Network Perspective. *The British Psychological Society*.

Hartshorn, S (2010). *Differences Between Social Media and Social Networking*. Retrieved from Cohenside.blogspot.com.

Kanfer, R, Wanberg, C.R, Kantrowitz, T.M (2001). Job Search and Employment: A Personality-Motivational Analysis and Meta-analytic Review. *Journal of Applied Psychology*.

Khan. R.N, Awang. M, Ghouri. M.A (2013). Impact of E-Recruitment and Job Seekers Perceptions on Intention to Pursue the Jobs. *Management and Marketing, Universiti Pendidikan Sultan Idris, Malaysia.*

Lawca. B (2010). Career Learning Theory. *Bill Law Publications.*

(2007). *Leveraging the Web in Your Job Search and Preventing Social Media from Hindering Your Efforts.* Adecco Publications.

Lineberry. X.Z (2012). Uses and Gratifications on Social Networking Sites: Analysis of Use and Value of Social Networking Sites for Three Types of Social Capital on College Students. *Graduate Thesis and Dissertations. Paper 12735.*

Lucas, L. (2013). *Using Social Media to Job Search.* Chicago: Illinois Department of Employment Security.

Mich.T (2011). Social Networking Redefines Landscape for Job Seekers. *Kelly Global Workforce Index.*

Pietrofesa. J & Splete. H (1975). Career Development: Theory and Research. *New York: Grune & Stratton.*

Robbins. S (1993). Organizational Behavior Concepts, Controversies and Applications (6th ed.). *Englewood Cliffs, NJ: Prentice-Hall.*

Skeels. M.M & Grudin. J (2009). When Social Networks Cross Boundaries: A Case Study of Workplace Use of Facebook and LinkedIn. *ACM 978-1-60558-500-0/09/05, USA.*

(2012). *Social Recruiting Guide: How to Effectively Use Social Networks.* An Oracle White Paper.

APPENDIX

SOCIAL NETWORKING AND PROFESSIONAL CAREER DEVELOPMENT: A STUDY

QUESTIONNAIRE FOR STUDENTS

This study aims to find out the changing trends in job hunting through social networking sites, users' participation in it, and how these new media and applications are helpful for fresh graduates in searching for jobs in their respective fields. Your cooperation and participation in this study will be highly appreciated.

NAME: (Optional)

AGE:..... (20-23), (24-27)

GENDER: Male/ Female

UNIVERSITY:

DEPARTMENT: (✓) **Marketing, Human Resource, Engineering, Media**

1. Do you like to use social networking sites for job hunt/professional career development?

- a) Yes
- b) No
- c) Sometimes

2: Which social networking sites do you use most often?

- a) Facebook
- b) Twitter
- c) LinkedIn
- d) Any other (Please specify.....)

3: What is your major purpose of using social networking sites?

- a) For socializing
- b) For keeping yourself updated
- c) For job hunt/search
- d) Any other (Please specify.....)

4: How many social networking sites have you joined for the purpose of career development?

- a) One
- b) Two
- c) Three
- d) None

5: Which social networking site/sites do you mostly use for job hunt?

- a) Facebook
- b) Twitter
- c) LinkedIn
- d) MySpace
- e) Any other (Please specify.....)

6: Are you a regular user of social networking sites for job hunt?

- a) Often
- b) Sometimes
- c) Rarely
- d) Never

7: Why do you prefer online job searching?

- a) it is easily accessible
- b) It is cheap
- c) It is quick
- d) It is authentic
- e) It is free of cost

8: Do you use globally known social networking sites for job hunt or your regional career development sites?

- a) I use globally known social networking sites for job hunt
- b) I use regional career development sites for job hunt
- c) I use locally known social networking sites for job hunt

9: Which career development sites do you use most often?

- a) Rozee.pk
- b) Career.pk
- c) Brightspyre.com
- d) Hercareer.com
- e) Mustakbil.pk
- f) Bayrozgar.pk
- g) Pakjobs.org
- h) Monster.com
- i) Google

10: Do you find these social networking/career development sites helpful in job hunt?

- a) Yes
- b) No
- c) To some extent

11: Do you think that online job hunt is more beneficial than a newspaper job hunt?

- a) Yes, it is beneficial to some extent
- b) No, not really
- c) To some extent

12: Do you think that job postings on these sites are authentic?

- a) Yes
- b) No
- c) To some extent

13: Have you ever received a call from any organization with the reference of these sites?

- a) Yes
- b) No

14: Do these social networking/career development sites help you in learning the basic techniques of job application? (For example resume' buildup, writing cover letter and preparing for interviews)

- a) Yes
- b) No
- c) To some extent

15: How many social networking/career development sites have you made your professional presence on?

- a) 1
- b) 2
- c) 3
- d) None

16: Have you activated job alert notification on your personal email?

- a) Yes
- b) No

17: How many times have you applied for a job through these sites?

- a) I have applied many times
- b) I apply once in a while
- c) Not a single time

18: Do you find it easier to find a job of your respective field through these sites?

- a) Yes
- b) No
- c) To some extent

19: Do you think that people are now more aware about how to build up their professional profile online?

- a) Yes
- b) No
- c) Don't know

20: Do you think that people now tend to use social networking/career development sites for job hunting instead of traditional media?

- a) Yes
- b) No
- c) Don't know

21: Which traditional medium do you still use for job hunting?

- a) Newspapers
- b) Magazines
- c) Television
- d) Radio
- e) Social circle
- f) None
- g) Any other (Please specify.....)

22: Is online job hunting and application an authentic way?

- a) Yes
- b) No
- c) To some extent
- d) Don't know