

Digital media in Information age

Shanmuga Kamal Raj A
Amrita School of Business,Coimbatore
Amrita Vishwa Vidyapeetham
Amrita University
India
rajkamalarun@hotmail.com

Priyadarshini R G
Amrita School of Business, Coimbatore
Amrita Vishwa Vidyapeetham
Amrita University
India
rg_priyadarshini@cb.amrita.edu

Abstract—Digital media calls for high technology driven strategies to make life smarter. We can see the change that happened in various fields in the past years due to change in technology. This has influenced the way the business is being operated and organizations look for smarter people who develop themselves with the technology. Organizations look for new practices and technology to develop them and to gain competitive advantage in the market. The technology change has huge impact in the field of Human Resources. In the modern era, people prefer to use new platform to search for job vacancy. The advent of E-Recruitment has changed the way of recruitment and the perception of people. The objective of this paper to study about the various factors that influence the perception of Gen Y people towards E-Recruitment and to analyze the effects of demographic variables on the Dependent variable (perception of Gen Y). More than 150 Gen Y People participated in the survey. The factors that influence the perception of Gen Y people towards E-recruitment are found. Website interface is the most influencing factor that influence the perception of Gen Y people towards E-recruitment.

Keywords— *Digital media, Technology, trends in information age and recruitment, Gen Y, Perception*

I.INTRODUCTION

In the modern world, the most important and distinctive competitive advantage that companies gain is their human resources. Efficient human resource can help the organisation to achieve their goals in a short span of time. The technology growth has made organizations to adapt new technologies. To be the global leader organizations look forward to implement new methods in their business process. To adapt to new technology, organizations look for the effective people with right skills. In early days, traditional recruitment was followed to recruit people. Organizations manage to introduce new technology to stay ahead of their competitors in the market. The advancement in internet and communications helps organizations to find new ways to offer value to their customers [1]. The advancement of technology helped people to shift to E-recruitment. E-Recruitment is the process of using technology to identify and recruit the potential employees to the organization. Branine states that "most of the employers today have realised that the best graduate recruitment and

selection means a better future for the company"[2]. Internet usage has significantly increased and has resulted in employers using more digital media for recruitment [3]. E-Recruitment has been a boon in the past years. It helps recruiters to find right people from various places in a short span of time through various sources. It also helps the candidates who are seeking jobs to identify the right vacant positions at right time. Recruiters post job ads, receives resumes, then carry out the initial screening process and they build a human resource database for the organization. It also helps to carry out the recruitment process in a cost-effective manner. This paper focuses on the people who belong to Gen Y. A study by William Strauss and Neil Howe about the personality of Gen Y shows that people who are born during 1983 to 1992 use digital technology more when compared to other generations. This study focuses on the perception of the Gen Y people towards various sources of E-Recruitment. It includes sources like corporate websites, Job portals and Social media sites.

II.LITERATURE REVIEW

The development of technology has made the recruiters to use internet for the recruitment process. According to Barber , the "recruitment source" or "job information source" used is the organization's first opportunity to make a "first impression" on potential candidates and is as such a key aspect of recruitment [4]. In early 1990s it was the beginning of the shift from traditional media of recruitment to more digital media [5]. E-recruitment is a media using Information technology to improve the process of recruitment [6]. Web based technology is used in E-recruitment for human resource management practices and policies [7]. Job seekers use Internet recruitment to search jobs. Organisations invest their time and money in the internet recruitment to attract and recruit graduate Gen Y employees [8].Millennials also known as Generation Y, Generation Me, and Echo Boomers are the people who are born early 1980 till mid-1990. Research on Generation Y is associated to the socio-cognitive perspective of generations [9]. According to authors, William Strauss and Neil Howe, each generation has its own and unique characteristics and the Gen Y or Millennials are special,

sheltered, confident, team oriented, conventional and achieving. Gen Y people are more technologically literate than any other generation [10]. These people have different perception towards e-recruitment when compared to other generations. Perception plays an important role in selecting the source of E-recruitment. Perception as “the process of attending to, interpreting and organising information” [11]. Importantly three attributes describe perception namely: awareness, belief and acceptance about the usage of technology [12]. The perception is influenced by their mental models, which is obtained from the knowledge and experience about the technology [13]. A framework that is used to understand the technology is Technology Acceptance Model (TAM). TAM helps to know how users accept and perceive a technology. It helps to know how users perceive a new technology and the factors that influence their choice and decision to switch to a new technology. In TAM, factors like Perceived Usefulness and Perceived ease of use are more important. Many research studies shows that factors like User friendliness, Information provision, Website interface are given much importance. User friendliness refers to the extent to which a system is easy to use which reduces the efforts of the users [14]. The information that may be available in the website contain job openings, salary structure, interview processes, career section, news and articles, and instructions for job seekers [15]. Website usability refers to an effective way of using technology for job opportunities in a website [16]. Information provision is the degree to which job seekers get information about the organisation and job [17]. Web surfers are less patient while they identify information as they have constraints such as time and resources [18]. So organizations must provide the right information in their websites. E-Recruitment is a web-based media for sourcing, attracting, analyzing, interviewing and hiring new personnel. In this paper Corporate Websites, Job Portals and Social Media Sites are discussed. Job Seekers use any of these sources to search for the jobs. Job seekers are the people who are looking for job through any recruitment sources. Candidates who search for job very frequently are active job seekers. These people search job for various reasons. Passive Job Seekers are not looking for jobs very actively but they go through various sites to find any new opportunities. These people when they go through an offer and if they find it suitable for them they will apply for the offer. Corporate Websites is an information site for an organization which provides to the outside world. Some of the common features that are available in the sites are home page with unique style and the company logo, mission and vision statement and about us section where the company publishes information about the clients, their operations, news sections, annual business reports and contact information. There is a separate section for career opportunities where the organization posts job vacancies. Information related to the vacancy is published in the career information. Social Media Sites are online platforms that are used by people to build social networks with other people who share similar interest, activities and information. These sites are used by people to find employment and

internship opportunities. Many sites like Facebook, Twitter, LinkedIn, Blogger and other sites are used by recruiters to find the right talents within a short span of time. Employment websites or job portals deal with employment or careers. These websites are designed to allow people to look for new careers opportunities. In job portals, the employers can post job offers and they look for right candidates. The job seekers can also upload their resumes in the portals and they can search for wide variety of job opportunities at free of cost. People look for various factors before choosing a source of recruitment. In this paper six most important factors are identified such as, Information provision and Website Interface, Visual attraction, Privacy, User friendliness and Perceived usefulness.

A. *User Friendliness*

User friendliness is the degree to which a system is easy to use which also reduces the effort for the users and it increases the likelihood of usage [14]. It reduces the effort of the users and makes the process easier. The user must be able to do the search with minimal effort and the information can be found easily from the website. The website should not be complicated and there must be flow of information. All these are the required characteristics that determine the user friendliness.

B. *Information Provision*

The information provided must be clear and it must be credible. The information related to job description, salary structure, responsibilities must be given. The user can able to find the information easily before applying for a job. General company information, contact details, service information of the organization will help job seekers to get a clear idea about the organization before applying for a job.

C. *Website Interface*

Website interfaces includes the usability of the website and the interface of the website. Usability generally refers to the extent where in the user uses the website effectively and efficiently. Usability is a quality attribute that shows the easiness of using an interface.

D. *Visual attraction*

Visual attraction refers to catchy words or phrases, images, messages used to attract the applicants. Cober et.al in his model defines the important elements of attraction by finding the reactions to website aesthetics and the information gathered by searching [19]. Organisations find a lot of ways to promote their brand to impress candidates. Recruiter tries to draw the attention of the candidates through visual attraction using texts, graphic images, hyperlinks, catchy phrases. Media Richness Theory (MRT) suggests that messages with increased cues with richer content (graphics and presentations) present richer text and otherwise [20].

E. *Privacy*

Privacy refers to the security level of the personal data. Online Privacy is the right of personal privacy concerning

about storing, displaying and provision of personal information to third party. The candidates give their basic details and resumes during the application process. Their major concern is that the information shared through these sources must be secure.

F. Perceived Usefulness

Perceived usefulness refers to the applicant belief in the ability to obtain information and to enhance the search effectiveness and increase the chance of finding the appropriate job [21]. The job seekers attitude towards e-recruitment websites is driven by the usefulness of the search websites. Applicants look for the information usefulness with regard to the job.

III.HYPOTHESIS DEVELOPMENT

A Research framework is done with Dependent variable (perception of Gen Y people) and Independent variables (User Friendliness, Information Provision, Website Interface, Privacy, Visual attraction, Perceived Usefulness) to find out the relationships between them. Analysis of Variance (ANOVA) is done to find the statistical differences between Perception of people towards and the Demographic variables.

H₁: There is significant difference between Age group and Perception of Gen Y people towards E-Recruitment

H₂: There is significant difference between Gender and Perception of Gen Y people towards E-Recruitment

H₃: There is significant difference between sector of employment and Perception of Gen Y people towards E-Recruitment

H₄: There is significant difference between Educational Qualification and Perception of Gen Y people towards E-Recruitment

IV.METHODOLOGY

1. A Structured questionnaire was framed which includes Likert scale and Demographic questions.
2. The Questionnaire consists of two sections which includes basic information, Questions related to E-recruitment.
3. The Questionnaire includes various sources of information of E-Recruitment such as Social media sites, Corporate Websites and Job Portals.
4. Pilot testing was done to verify the questionnaire.
5. Random sampling method is followed during the data collection process.
6. The collected data is used for statistical analysis such as Regression analysis and Anova.

V.ANALYSIS AND INTERPRETATION

1. Age

The data collected from the respondents had two major age groups. Around 68.9 of respondents are of the age group of

18-24 and the remaining 31.1 % of respondents are of the age group of 25-31.

2. Gender

Around 72.8 % of Respondents are male and the remaining 27.2 % of Respondents are female.

3. E-recruitment sources

Around 58.9% of respondents use job portals, 16.6% of respondents use social media sites and 24.5% of respondents use corporate websites.

TABLE I. SUMMARY

Model	R	R square	Sig
1	.799	.638	.000

TABLE II. MULTIPLE LINEAR REGRESSION ANALYSIS

Model	Unstandardized coefficients		t	sig	VIF
	B	Std.Error			
Constant	.258	.237	1.085	.280	
Userfriendly	.414	.066	6.265	.000	2.902
Information provision	.273	.083	3.285	.001	1.849
Website interface	.485	.101	4.788	.000	2.225
Visual attraction	-.042	.083	-.508	.612	3.281
Privacy	-.099	.074	-.1336	.184	2.457
Perceived usefulness	-.100	.093	-1.081	.282	2.129

All variables are positively correlated with the dependent variable (perception of Gen Y people). From table I, the R square value is 63.8 %, all the independent variables are associated with the dependent variable. Table II explains how it would not affect multi-collinearity as Variation Inflation Factor (VIF) values are less than 10.

A. Age:

TABLE III. ANOVA RESULTS FOR PERCEPTION OF GEN Y PEOPLE ON THE BASIS OF AGE GROUP

	Sum of squares	df	Mean square	F	Sig.
Between Groups	5.490	1	5.490	8.944	.003
Within Groups	90.849	148	.614		
Total	96.340	149			

From the table III, it is observed that the F value is 8.944 and the p value is .003 < 0.05, reject the null hypothesis and accept alternative hypothesis. There is significant difference between Gender and Perception of Gen Y people towards E-Recruitment.

Perceived usefulness	-100	.282
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B. Gender:

TABLE IV. ANOVA RESULTS FOR PERCEPTION OF GEN Y PEOPLE ON THE BASIS OF GENDER

	Sum of squares	df	Mean square	F	Sig.
Between Groups	1.110	1	1.110	1.725	.191
Within Groups	95.229	148	.643		
Total	96.340	149			

From the table IV, it is observed that the F value is 1.725 and the p value is $.191 > 0.05$, accept the null hypothesis. There is no significant difference between gender and Perception of Gen Y people towards E-Recruitment.

C. Sector of employment:

TABLE V. ANOVA RESULTS FOR PERCEPTION OF GEN Y PEOPLE ON THE BASIS OF SECTOR OF EMPLOYMENT

	Sum of squares	df	Mean square	F	Sig.
Between Groups	9.359	2	4.680	7.909	.001
Within Groups	86.981	147	.592		
Total	96.340	149			

From the table V, it is observed that the F value is 7.909 and the p value is $.001 < 0.05$, reject the null hypothesis. There is significant difference between sector of employment and perception of Gen Y people towards E-Recruitment.

D. Educational Qualification:

TABLE VI. ANOVA RESULTS FOR PERCEPTION OF GEN Y PEOPLE ON THE BASIS OF EDUCATIONAL QUALIFICATION

	Sum of squares	df	Mean square	F	Sig.
Between Groups	2.076	2	1.038	1.619	.202
Within Groups	94.263	147	.641		
Total	96.340	149			

From the table VI, it is observed that the F value is 1.619 and the p value is $.202 > 0.05$, accept the null hypothesis. There is no significant difference between educational qualification and perception of Gen Y people towards E-Recruitment.

VI. RESULTS

TABLE VII. RESULTS OF MULTIPLE LINEAR REGRESSION ANALYSIS

Model	Unstandardized coefficients B	Sig
Constant	.258	.280
User friendly	.414	.000
Information provision	.273	.001
Website interface	.485	.000
Visual attraction	-.042	.612
Privacy	-.099	.184

Table VII shows that website interface is the strongest predictor of perception of Gen Y people towards various sources of E-recruitment.

VII. CONCLUSION

The research helps to study about the factors that influence the perception of Gen Y people towards E-Recruitment. It also helps to analyze the relationship between the Demographic variables and Dependent Variable (perception of Gen Y people). The study helps to gain an insight that E-Recruitment is gaining good response among the people and they find it easier to use than traditional sources of recruitment. The independent variables (User friendly, Information provision, Website interface, Visual attraction, and Privacy and Perceived usefulness) were found to be significant with the dependent variable (perception of Gen Y people) with high R Square Values. The Study shows that the most influencing factor for E-recruitment is the website interface.

VIII. LIMITATIONS

This paper has some limitations and this provides the scope of future research. This study does not consider the perceived ease of use and many other factors. The sample size used for the research is limited. The study can be extended by adding the variables.

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