UNIVERSITY OF LJUBLJANA
FACULTY OF ECONOMICS

MASTER'S THESIS

DUŠANKA STOJIĆ

UNIVERSITY OF LJUBLJANA

FACULTY OF ECONOMICS

MASTER'S THESIS

FACEBOOK AND RECRUITMENT

Ljubljana, July 2011   DUŠANKA STOJIĆ

DECLARATION

I, Dušanka Stojić, a student of the Faculty of Economics, state that I am the author of this master's thesis, whose mentor was Dr. Kaše Robert. In accordance with Article 21, Paragraph 1, of the Slovenian Copyright and Related Rights Act, I do permit this paper to be published on the faculty's web pages.

Ljubljana, _____   Signature:_____

TABLE OF CONTENTS

LIST OF APPENDIX

LIST OF EQUATIONS

LIST OF FIGURES

LIST OF TABLES

INTRODUCTION

Social networking sites have become a global phenomenon, as communities like Facebook, MySpace and Bebo continue to report user figures in hundreds of millions. Such sites enable people to connect and publish multimedia content about themselves and their interests. They can also find new friendships as it is easier to recognize people with similar interests. Instead of being limited to what they already know, they can explore the unknown by befriending people they might never get to know in normal circumstances. Within these networks, users are allowed and stimulated to collaborate, create new content and find a so called global voice for themselves (Online Social Networks Report, 2008, p. 5). Steven Van Belleghem (2010, p. 6) conducted a research based on an online survey that determined which social networking sites are most present in our lives on a world wide scale and determined the top three to be Facebook, MySpace and Twitter.

In February 2004, a site that would change online social interaction for ever was launched by Mark Zuckerberg, with the help of Andrew McCollum and Eduardo Saverin. They named it The Facebook and it started with Harvard as the only intended target, due to the fact that all three were students of the mentioned university. 24 hours after going live, Facebook already reached 1200 Harvard University students. From that point on the rumours did their part and more and more students started joining in on the action. It took just a few weeks before the word got around and the students of other universities like Stanford and Yale wanted in. In April 2004, the network was extended and The Facebook was available for use on all Ivy League servers (Croft, 2007, p. 1; Mavsar, 2008, p. 66, Sadler, 2001, p. 11). After years of innovation and inner conflicts, Facebook became the most powerful online social networking tool designed for multiple purposes. One of them is also recruitment and this master's thesis will discuss exactly that.

The labour market is an unpredictable and changing place and recruiters all over the world are very much aware of this fact. They acknowledge that today's labour market differs greatly when compared to the labour market 10 years ago, and for that reason they are looking for alternatives to successfully recruit suitable candidates. Many recruiters and recruitment agencies believe that traditional advertising and recruitment methods (word of mouth recruiting, employee referral, internal employment, head hunting, newspaper and other employment ads, etc) are not effective in getting new and better recruits (Egan, 2007, p. 16). However, the recruiter's situation is not as hopeless as it might seem at a first glance, as the social networks hold excessive personal information on potential recruits. This information is available and accessible easily and companies tend to make use of them. More and more companies consider the virtual networking sites as a significant tool which use could improve recruitment practices (Minton-Eversole, 2007, p. 32).

Moreover, they also argue that these sites might become essential if not the next generation virtual recruitment organizations themselves. They are used as multi-purpose recruitment

tools as they are not only used to communicate and attract potential job candidates; they also offer the possibility of resume verification and background checks. This is a clever way of obtaining information about the applicant with the purpose of evaluating how he would fit in the organizational culture and also obtaining information that would enable the employer to make a more informed judgement upon hiring (Minton-Eversole, 2007. p. 32). But is the possibility of obtaining information the candidate had not disclosed in the CV mutually beneficial for the recruiter and the candidate, or can it be perceived as an invasion of privacy or identity? Since there is neither clarity nor guidance on how social networking sites should be used in terms of recruitment, the companies use it as they see fit. There is also no growing concern on how their use is affecting the candidates and this is why the phenomenon "we will facebook you" is on the rise. Prying into ones social network activity has shown to be a growing trend and social network users need to pay greater attention to the content they share on such sites. Studies seem to paint a black picture for the candidates as perhaps the content they upload today might cost them their jobs in the future (Minton-Eversole, 2007, p. 33).

The purpose of this master's thesis is to present the concept of social networking sites and the "two faces of Facebook" in terms of recruitment. The first, where Facebook offers recruitment applications (e.g. Jobster, Jobs2web, Jobvite, etc.) to ease the job search for employment seekers and where they willingly disclose information about themselves, and the second, where user information is retrieved by the recruiters in order to check up on the candidates without their knowledge or consent. Furthermore, the purpose of this thesis is also to outline the dangers of Facebook use in terms of future employment and precautions one should consider taking.

The goals of this master's thesis are:
- Conducting a research which will answer questions set upon research

- Obtaining at least 150 complete surveys

- Obtaining a greater understanding of the aspects of Facebook as recruitment intermediate and the two faces it has to offer.

- To inform readers about the dangers of Facebook in terms of recruitment

We will do so by studying domestic and foreign literature in order to set theoretical pillars of the thesis. After having covered the theoretical aspects, we will focus on the research part of the thesis and conduct an online survey in order to answer the set research questions.

The first chapter will discuss the World Wide Web in general; describing its history, evolution and the transition to the "net generation". The second chapter will describe social networking sites. It will focus on the history of social networking sites and the social networking sites today. It will also outline the main social networking sites and focus mainly on Facebook, which will lead to the third chapter. This chapter will discuss Facebook as a recruitment tool and illustrate the "two faces of Facebook" as already mentioned in previous paragraphs. The fourth chapter will present the research part of the thesis as it will chart out

the findings of the survey. The fifth and last chapter will discuss the findings and suggest options for further research. After doing so, we will finalize and sum up this master's thesis with a conclusion.

1 The World Wide Web

This chapter with its sub chapters will outline the beginnings of the World Wide Web, from its formation and evolution to the state of new generation users. Moreover, this chapter will present a theoretical background and blueprints regarding social networking media.

1.1 World Wide Web formation

The term World Wide Web (WWW) or simply the Web is often mistakenly used as a synonym for Internet, whereas in fact it merely operates via Internet. It is a global information space which enables people to read or write through computers connected to the Internet. However, the term Internet is used and that was developed years before World Wide Web came to existence. The origins of the World Wide Web can be traced back to 1980 when it was thought of as a tool for file-sharing for academics and U.S. government contract researchers (Hindu Website – Origin and History of World Wide Web, 2011). Moreover, the Internet is used for interconnection of computer networks. It is a massive hardware combination of millions of personal, business, and governmental computers, all connected like roads and highways. Whereas World Wide Web is merely a large software subset of the Internet dedicated to broadcasting HTML pages. The Web is viewed by using free software called web browsers (Gil, 2011).

START – Selected Topics in Assurance Related Technologies (2011) – describes it as one of the most striking technological developments of recent years. It also says that the World Wide Web is a name coined for the part of the Internet designed to exploit the concept of Hypertext which permits documents to be cross-referenced through the use of Hyperlinks. From Hyperlinks in a document written in Hierarchical Text Markup Language (HTML), one can access other parts of the same document, other documents on the same computer or documents located on computers elsewhere in the Internet. And then the transformation of the HTML documents is done with the use of Hyper Text Transfer Protocol (HTTP).

After numerous improvements and upgrades, the true form of World Wide Web came to be in 1989. Its inventor, Tim Berners-Lee, was a software engineer at CERN, a large particle physics laboratory near Geneva. He understood the need of data and results exchange among fellow scientists around the world and that motivated him to look into untapped potential of Internet use. He foresaw the unrealized potential of millions of computers connected together through the Internet. Berners-Lee documented what was to become the World Wide Web with the submission of a proposal to his management CERN in late 1989. In this proposal, he

specified which are the technologies that would make the Internet truly accessible and useful to people. However, his proposal was initially denied and by October 1990 he had specified three fundamental technologies that remain the foundation of today's Web (World Wide Web Foundation – History of the Web, 2011). These foundations are:

- HTML: HyperText Markup Language. The publishing format for the Web, including the ability to format documents and link to other documents and resources.

- URI: Uniform Resource Identifier. A kind of "address" that is unique to each resource on the Web.

- HTTP: HyperText Transfer Protocol. Allows for the retrieval of linked resources from across the Web.

Berners Lee also wrote the first Web page editor/browser ("WorldWideWeb") and the first Web server ("httpd"). In 1990, the first Web page was served and a year later people outside CERN joined the new Web community. A few years later, in 1993, CERN announced that World Wide Web technology would be available for anyone to use on a royalty-free basis. Since that time, the Web has changed the world. It has arguably become the most powerful communication medium the world has ever known. The World Wide Web is used by approximately every fourth Earthling. This fact clearly indicates that the World Wide Web has changed the way we teach and learn, buy and sell, inform and are informed, agree and disagree, share and collaborate, and tackle problems ranging from putting food on our tables to curing cancer (World Wide Web Foundation – History of the Web, 2011). Considering that, the World Wide Web is a growing phenomenon; we can say that most of its history is yet to come. The Web is far from reaching its full potential as an agent of empowerment for everyone in the world. In near future it will enable billions of people who are currently excluded from the Web community to join it (Hinchcliffe, 2006).

The World Wide Web as we know it today is a system of resources that enable computer users to view and interact with a variety of information, including magazine archives, public and university library resources, current world and business news, and software programs. The Web can be accessed by a computer connected to the Internet, an interconnection of computer networks or through the public Internet, the global consortium of interconnected computer networks (The Great Idea Finder – World Wide Web, 2011).

1.2 World Wide Web evolution

When talking about the evolution of the World Wide Web, we are referring to the three generations of the Web followed sequentially in time. First, there was Web 1.0 which only enabled searching for data and its reading, while it offered no chance for user input. Web 2.0 was an upgrade of Web 1.0, where users could participate by giving their own input in a form of content contributions and socializing with other users. Still in development is the next generation of the World Wide Web, Web 3.0. This generation of the Web is being designed in

a way to assure better user experience by automatic (use of Internet and program tools) adaptation of the contents to a specific user (Cox, 2007). The following sub points will describe the three generations of the World Wide Web.

1.2.1 Web 1.0

Web 1.0 is also referred to as the Internet before 1999, and as experts call it the "Read-Only era". Information presented to the average user was limited to reading and the result of this was mushrooming of numerous static websites during the .com boom. There was no active communication or information flow from consumers of information to producers of information (Singh, 2011). Some of the design elements that were included in the Web 1.0 were (Parvez, 2011):

- Static pages were the only way information was given out to users.

- Framesets were used on pages.

- GIF buttons were also prominent on web pages, which were also used to promote products on browsers.

- Emails were sent via HTML forms.

Information which was put on the Internet was mainly comprised of information on the companies and the technology was based on client based servers. However, considering the fact that the pages and information were static and merely informative, it was not enough for attracting visitors to the site. Sites using Web 1.0 technology were not interactive at all, as they created no impact or contribute to businesses in any way (Parvez, 2011).

1.2.2 Web 2.0

The beginnings of Web 2.0 can be noticed in 1999. Ever since its inception and foray into the world of Internet, Web 2.0 has been working towards increasing and giving users an indescribable experience over the Internet. Using Web 2.0, one can search for websites and relevant information over the Internet. One can even follow the news through streaming video and engage in online gaming, which is rich in graphics and is highly interactive (Parvez, 2011).

Internet is currently operating based on Web 2.0, which has made a huge impact with its forward technologies. Some of applied technologies are blogs, social communities and social video sites. The Web 2.0 technology works on 3 basic aspects, which are: Social web, RIA (Rich Internet Application), and Web Services. It includes the capability of accessing information storage, it creates and also helps disseminate capabilities that were not possible before. Some techniques assuring success of the Web 2.0 are (Parvez, 2011):

- Ability to search for relevant topics and information.

- Authoring which included creating and updating content on websites, giving chance for collaborative work.

- An extension not only helps making the Web an excellent application platform but also works as a document server.

- Links that help build an ecosystem of information that is useful and meaningful.

Murugesan (2007, p. 34-35) defined Web 2.0 as more dynamical, interactive and much less static as its forbear, Web 1.0. He outlined some advantages, which are:

- Interaction of users

- Building social networks

- Rich and accessible user intermediate

- Making cooperation in content creation and editing easier

- Possibility of new applications with the use of different sources

Another way of looking at benefits of Web 2.0 is one referring to business. Certainly the use of Internet and the World Wide Web brought many advantages for the companies applying its technology. O'Reilly (2005) classified some competitive advantages of the companies that use Web 2.0. These advantages are:

- Trustworthy users and service developers

- Use of collective intelligence

- Quality user intermediates, development and business models

- Cost efficient services

- Control over unique data and data that is hard to access

- Compatible software equipment

As we can see, the transition from Web 1.0 to Web 2.0 brought many changes. Web 1.0 was all about reading, concentration on customers, home pages, client servers, owning, Netscape and Web forms while Web 2.0 is all about writing, concentration on communities, blogs, peer to peer, sharing, Google and Web applications. These differences and a few more are shown in Appendix 1.

1.2.3 Web 3.0

The term Web 3.0 is used to describe the future of the World Wide Web and, as was noticed while examining different sources and literature, many technologists, journalists, and industry

leaders have used the term "Web 3.0" to hypothesize about a future wave of Internet innovation. However, views on what the next stage of World Wide Web is going to be vary greatly. Some experts believe that emerging technologies such as the Semantic Web will transform the way the Web is used and lead to new possibilities in artificial intelligence. Others suggest that increases in Internet connection speeds, modular web applications, or advances in computer graphics will play the key role in the evolution of the World Wide Web (Chaitanya Reddy and Tejaswi, 2010).

This leaves us with the question, "What is Web 3.0 going to be like?" Nations (2010) explained possible options in the article called "What is Web 3.0?" and added that predicting the Web 3.0 future is a guessing game. A fundamental change in how we use the web could be based on an evolution of how we are using the web now, a breakthrough in web technology, or just a technological breakthrough in general. His findings can be found in Appendix 2.

Most covered expectation of Web 3.0 is one that predicts Semantic Web. The Semantic Web represents a shift from documents to data, meaning that data will be presented to humans and computers alike and could be manipulated in various ways. It is considered to be an evolving extension of the World Wide Web in which web content can be expressed not only in natural language, but also in a form that can be read and used by software agents, thus permitting them to find, share and integrate information more easily. In fact, it is suggested that it will be as easy as asking your personal assistant to help you accomplish a certain task (Strickland, 2011).

Moreover, the Semantic Web is considered to be about representing meanings, connecting knowledge, and putting them to work in ways that make ones experience of the Internet more relevant, useful, and enjoyable. Web 3.0 is also predicted to cover a broad range of knowledge representation and reasoning capabilities including pattern detection, deep linguistics, ontology and model based inference, analogy and reasoning with uncertainties, conflicts, causality, and values. Another advantage of Web 3.0 is that the integration of social Web and semantic technologies in Web 3.0 lowers the cost of data and knowledge creation by using volunteers and collective human intelligence. Web 3.0 systems try to connect data, services and applications by integrating knowledge about these applications, content sources, and process flows. This integration must be done dynamically, in real time using automated and semi-automated methods (Ivanova and Ivanova, 2009, p. 15).

Web 3.0 will take social computing to the level of Semantic Social Computing, which will develop and exploit knowledge in all forms (content, models, services, and software behaviours). Personal and social computing powered by semantic technologies will add underlying knowledge representations to data, tags, processes, services, and software functionality. The wisdom of crowds will come not from the consensus decision of the group, but from the semantic and logical aggregation of the ideas, thoughts, and decisions of each individual in the group. Integration of Semantic Web and Web 2.0 will bring a Semantic

email, Semantic blogging, Semantic tagging, Semantic bookmarking, Semantic social networking, and so on (Ivanova and Ivanova, 2009, p. 16). Although many aspects of the Semantic Web are yet to be explored, and much research remains to be done, this technology is clearly transitioning into a serious player in the modern web universe (Lassila and Handler, 2007, p. 93).All already mentioned indicates a great progress in development of the World Wide Web. It has transformed from the static Web 1.0 into the interactive Web 2.0, and into the mysterious Web 3.0. Appendix 3 shows the stages and the innovations associated with the Web 3.0.

Living in the age of computers, digital gadgets and virtual games has certainly made an impact on today's youth. Following paragraphs will describe individuals affected by digitalization and Internet science.

1.3 New generation users

Prensky (2001, p. 2) describes the Net Generation as a generation which is no longer traditional, as it grew up watching TV, surfing the Internet, sending text messages and using digital technology. Although the Net Generation is a most commonly used label for such individuals, experts have different names for them. Prensky calls them "Digital natives" while McCrindle (2006, p. 2) refers to them as "Generation Y". This generation, born between 1980 and 1994, is considered to be shaped by its surroundings. They were exposed to numerous toys and tools of digital age while growing up and that provoked their interest and involvement in the modern technologies (Prensky, 2001, p. 1). Philip (2007, p. 1) says that the Net Generation's experience with digital technologies since their formative years boosted numerous assumptions about their attitudes towards learning generally and their use of technology specifically.

They are also said to expect immediate answers, fast access to information, and to be assertive information seekers and adapted to multitasking. On the other hand, this can be seen by others as a sign of a short attention span (Barnes, Marateo &Farris, 2007, p. 2). Choudhury (2010) explains it in a manner which emphasises their intelligence. She claims that this generation is the smartest generation till date. She says that they are not net-addicted and lacking social skills, but are in fact superiorly intelligent and seeking answers in untimely manner.

1.4. Internet usage

Research conducted by Internet World Stats (World Internet Usage and Population Statistics, 2010) gives out numbers concerning Internet usage. Internet is getting more and more involved in people's lives and statistic results are recorded in order to prove it. Table 1 demonstrates world regions, its population, number of internet users and its percentage, and growth over the past 10 years.

Table 1: World Internet usage and population statistic by regions

World regions	Population 2010	Internet users 2010	Internet users% population	Growth 2000-2010
Africa	1,013,779,050	110,931,700	10.9%	2,357.3%
Asia	3,834,792,852	825,094,396	21.5%	621.8%
Europe	813,319,511	475,069,448	58.4%	352.0%
Middle East	212,336,924	63,240,946	29.8%	1,825.3%
North America	344,124,450	266,224,500	77.4%	146.3%
Latin America/Caribbean	592,556,972	204,689,836	34.5%	1,032.8%
Oceania/Australia	34,700,201	21,263,990	61.3%	179.0%
World total	6,845,609,960	1,966,514,816	28.7%	444.8%

Source: Internet World Stats - World Internet usage and population statistic, 2010.

If looking at mere numbers, we can conclude that the Asian region holds the highest number of Internet users. However, translated to percentages in relation to the population, only Africa has less Internet users. When looking at the big picture, we can say that the number of Internet users seizes to impress, as the number went up by 444.8% over the past 10 years and indicates 1,966, 514.816 Internet users worldwide.

Internet World Stats (Top 20 Countries With highest number of Internet Users, 2010) also measured the use of Internet by countries and the results presented China as a country with the largest number of Internet users. The number reached 420,000,000 and it was followed by the U.S. amounting to 239,893,600 users. Countries sorted from highest number of users to the smallest number of users following China and U.S. are: Japan, India, Brazil, Germany, Russia, U.K, France and Nigeria.

With the increase of Internet use also the use of social networks rose. Universal McCann conducted a research in 4 waves, where the last one refers to the latest research done in 2009. They have collected entirely quantitative data through surveys that were self-completed. Every market is representative of the 16-54 active Internet universe. For wave 4, 22,729 Internet users in 38 countries were interviewed. To be included, consumers needed to use the Internet every day or every other day (Universal McCann – Social Media Tracker, 2009, p. 7). The research showed that there are 625 million active Internet users, one in 13 all humans and one in 3 Internet users (Universal McCann – Social Media Tracker, 2009, p. 14).

As already mentioned, social media is driven by active Internet users, which implies that if you don't use the Internet regularly you are unlikely to sign up for tools such as blogging or set up a social network profile. Social networks continue to grow, as nearly two-thirds of active Internet users have now joined a social networking site. Moreover, social networks have become a new regular part of the online experience, with 64.1% of active Internet users

spending time managing their profile (Universal McCann – Social Media Tracker, 2009, p. 14).

2 Social networking sites

The following point will outline theoretical aspects of social networking sites. Different definitions will capture the essence of this phenomenon on the rise and then move on to subtext divided into two points. First, we will discuss social networking sites through time, how it all started, and second, what is popular currently. To conclude this chapter, an overlook of some most popular social networks will be presented. Comparing them based on specific variables will show distinct differences between them and also outline advantages and challenges of each examined social networking site.

Online Social Networks Report (2008, p. 5) described social networking sites as a global phenomenon, with communities like Facebook, Myspace and Bebo reporting user figures in hundreds of millions. Social networks enable people to publish multimedia content about themselves and their interests. Besides keeping touch with people they already know, they can also find new friends with the use of such sites, due to easier recognition of people with common interests. Instead of being limited to people they interact in their day to day lives, they can expand their horizons by making connections with people from the other side of the planet. Within these networks, users are allowed and stimulated to collaborate, create new content and find a so called global voice for themselves.

Another definition of social networking sites is offered by Boyd and Ellison (2007,p. 2.) and it states that social networks are in fact web-based services that allow:
- individuals to construct a public or semi-public profile within a bounded system,
- articulate a list of other users with whom they share a connection
- view and traverse their list of connections and those made by others within the system

The three highlighted characteristics of the social networking sites can be outlined in a practical manner. First, as stated by Sunden (2003, p. 3), the users can create an online identity by creating a profile which includes information such as name, address, email address, gender, date of birth, relationship status, education, work information, political and religious views, photos, and other information. Additionally, profiles are linked to other members' pictures, videos and blogs. Furthermore, Bonneau and others (2009, p. 2) divided the profiles into public and private parts. The public part can be seen by all users of the social network and also individuals not registered as users, while the private part remains limited to a selected group of individuals. When a user starts filling out already mentioned information, he can choose which of his data and uploads can be visible by whom. This means they can decide if for example their pictures can only be seen by their friends, friends of their friends or perhaps by all the users of the social network.

While setting up a profile, one must be aware that the default settings are made public. Many studies have showed that social network users don't pay attention to that and don't tend to look into the privacy settings, even though changing one's profile into private is just a few clicks away. For example, only 12% of all Facebook users at Carnegie Mellon University changed the search ability of their thumbnail profiles (consisting of names and photos only) and merely 0.06% of users changed their profiles' visibility (Gross and Acquisti, 2005). Another example is given by Krishnamurthy and others (2008) and it says that 99% of users in a study of 67,000 Twitter users did not change default privacy settings of their profiles. Boyd (2007, p. 1) on the other hand finds it difficult to draw a line between public and private parts of one's profile, as what means to be public and what means to be private is quickly changing right in front of our eyes.

The second characteristics allow users to interact and create relationships with other users of the social networking site. These connections or so called online friendships enable them to communicate and share information. The number of contacts determines the strength of a social network of a user, which consequently determines the strength of a social networking site. For example, an update on a user's page with a network of 20 relationships is broadcasted not only to these 20 contacts, but also to a very large number of sub-contacts which a user can barely realize (Dube & Adomaitis, 2009).

Finally, the third characteristics assure that the users can traverse their own as well as friends' social networks and become part of a larger network called community. The members of each community share common interests and beliefs, and therefore communities within social networking sites are formed in a way that these interests and beliefs can be exercised in a common virtual place. Such a community would for example be alumni of a high school (Dube & Adomaitis, 2009).

This definition and terminology by Boyd and Ellison is criticized by many as they believe that the definition is too broad. They believe this definition cannot include sites like YouTube which is by its nature a video sharing site and not user interaction oriented site. However, if we look deeper into the matter, we can see that YouTube does in fact allow creating a profile page called channels and also allows people to add friends. The mentioned specifications are two main characteristics of social networking sites, but we cannot disregard the fact that the primary focus of the mentioned site is not interaction between users. Taking into account all already mentioned, perhaps YouTube can be viewed as a navigating social network, as it allows users to find videos by browsing selected video posters and their friends (Thelwall, 2009, p. 25).

2.1 Social networking sites' history

Boyd and Ellison (2007, p. 4) suggest that the first social networking site arose in 1997 and it was called SixDegrees. This site allowed the users to create profiles, list their friends and

browse their friends' list in 1998. These features already existed before the launch of SixDegrees, but SixDegrees managed to combine it upon its launch. Examples of this would be that the profile feature existed on dating sites and lists of friends existed in AIM buddy lists. Even though SixDegrees attracted millions of users, it was not capable of sustaining the business and so they closed in 2000. Some stated reasons for their failure were: most users did not have many online friends; the site offered limited functionality apart from adding friends and most users were not interested in meeting strangers.

Between 1997 and 2000 many social networking sites that allowed creating profiles and articulated lists of friends were launched. AsianAvenue, BlackPlanet and MiGente enabled users to create personal, professional and dating profiles. They also allowed identifying friends on their profiles without gaining their approval. In contrast, today's social networking sites require approval from connections before their names could be published in their friends profile page (Boyd & Ellison 2007, p. 5). In 1999 LiveJournal and the Korean Cyworld were released, but compared to the already mentioned, social networks had less functions and only 2 years later they started offering social networking site features (Kim and Yun, 2007). Another web community to enter the first wave of social networking sites was the Swedish LunarStorm, by including its own lists of friends, guest books and diary pages. Taking all mentioned into account, we say that the first wave of social networking sites offered features such as: creating profiles (personal, professional and dating) and creating lists of friends, guest books and diary pages (Boyd & Ellison 2007, p. 5).

The second wave of social networking sites began in 2001 with the goal of helping people leverage their business networks. Social networking sites that flourished at that time were Ryze, Tribe.net, LinkedIn and Friendster. Ryze was introduced primarily for San Francisco business and technology community, also covering entrepreneurs of social networking sites like Tribe.net, LinkedIN and Friendster (Boyd and Ellison 2007, p. 5). An interesting fact is also that the organizers of these sites did not treat each other as competition, as they rather supported each other (Festa, 2003). However, in the end only LinkedIn gained mass popularity. While Tribe.net grew to attract a passionate user base, Ryzer failed to follow in LinkedIn footsteps and Frendster crashed and burned and is considered one of the biggest disappointments in Internet history (Chafkin, 2007, p. 1).

Although Friendster was designed to compete with the popular dating site match.com, we can notice some great differences between them. Friendster was focused on helping friends-of-friends while match.com introduced complete strangers with common interests (Cohen, 2003). First adopters of Friendster as stated by Boyd (2004, p. 1281) were bloggers, attendees of the Burning Man arts festival and gay men. By 2003 Friendster gained worldwide spread popularity (O'Shea, 2003). Nevertheless, its popularity started to fade due to technical, social and mistrust factors. As popularity fading was very much present in the U.S., Friendster socializing was booming and peaking high in the Philippines, Singapore, Malaysia, and Indonesia (Goldberg, 2007).

The third, and for now last wave of social networking sites started in 2003, when social networking sites hit the mainstream. At this point social software analyst Shrinky (2003, p. 1) introduced the term, "Yet another social networking service." As the newly founded social networking sites wanted to replicate the success of Friendster, they were formalized in a profile-centric manner (Boyd and Ellison, 2007, p. 7). One of these social networking sites was MySpace, whose goal was to compete and overcome sites like Frendster, Yanga and AsianAvenue. MySpace also saw a window of opportunity in the fact that there were a lot of disgruntled users of Friendster and therefore they decided to target that specific group intensively (Boyd & Ellison, 2007, p .7)

Like MySpace, other today popular social networking sites were also introduced in or after 2003. Appendix 4 shows the history and launch years of major social networking sites. Most popular among them are Facebook, Second Life, Hi5, Flicker, Orkut and Twitter. Facebook was launched in 2004 and is the today's largest social network, as it holds over 500 million users (Facebook statistics, 2010). Its beginnings were intended as a Harvard-only social networking site, but as we can notice, it evolved into a global phenomenon that is organised around people and not interests, unlike other social networking sites (Cassidy, 2006, p. 50).

Another interesting social network or even virtual world is Second Life with tens of millions of square meters of virtual lands, more than 13 million registered users (or "residents"), and a thriving economy. Since its debut, Second Life has added several key features, including VoIP, which enables users to speak to each other. Developers of Second Life are constantly on a lookout for new and better ways to refine the application by adding functionality and increasing the level at which aspects of the environment reflect those of the real world (Second Life, 2010, p. 1).

Second Life users install an application that runs locally and communicates with servers that host the virtual world. Upon registration, users create and customize their avatars and are given the chance to change or adapt them at any given time by using either the built-in options (hair and clothing) or by creating new options or buying items that others have created. Basic accounts are free of charge but hold certain restrictions, such as land ownership. Premium accounts demand an input of money in order to obtain a weekly stipend of Linden dollars and enable other features. All users can buy Linden dollars to participate in the Second Life economy, walk, fly or teleport to any location in Second Life, and communicate with other users via chat or VoIP (Second Life, 2010, p. 2).

Arshad (2010, p .17) summarized Thelwall's findings which suggest a typology (see Figure 1) to categorize social networking sites based on three purposes: socializing, networking, and social navigation. In socializing social networking sites, all activities aim at social communication between members. Such sites are MySpace, Hi5, Bebo, Facebook, and Cyworld. In networking social networking sites, the activities aim at non-social communication between members. Such a site is LinkedIn, where the communication mostly centres at establishing business contacts. Finally, in social navigation social networking sites,

browsing mostly takes place to find a certain type of information. Examples include YouTube, digg, CiteUlike. For instance, when one browses on YouTube one does it with the purpose of obtaining certain video data. Therefore, finding information is the connecting thread between social navigation and ordinary navigation, while the main difference remains in information source. Social navigation relates to finding information posted by other people, unlike the ordinary navigation on websites managed by companies, e.g. a bank's website.

Figure 1: Examples of sites with varied purposes for social networking site friendships
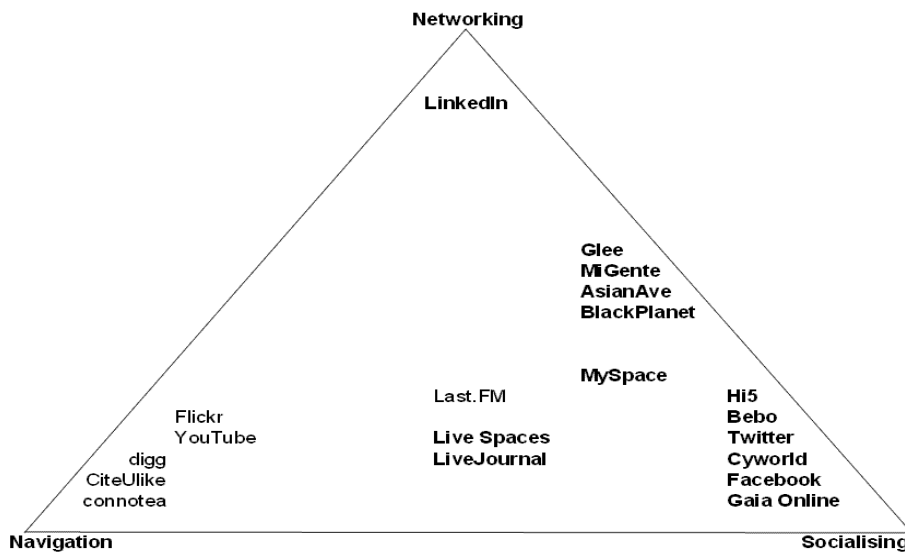
Source: J. Arshad. Towards a Taxonomy of Privacy Concerns of Online Social Network Users: A case study of Facebook Beacon, 2010, p. 18

2.2 Social networking sites today

Social networking sites are a phenomenon much discussed by numerous experts. Online social network report (2008, p. 12-14) assigns all social networking sites into the following 9 categories:

- Profile-based social networks

Profile based services are primarily organized around members' profile pages. Perfect examples of such social network service are Facebook, MySpace and Bebo. These sites enable users to develop their own "web space" and contribute to the "web space" formed by their friends. This can be done by leaving text messages or embedded content or links to external content. Additionally, some of these social networking sites also allow users to embed video content from sites such as YouTube. These social networks tend to give the user the ability to choose where different content can be located on their social network pages.

- Content-based social networks

User profile remains an important part of the contacts organization, but it does not surpass the importance of content posting. An example of this kind of social networking service is a photo sharing site called Flickr, where groups and comments are based on uploaded pictures.

- White-label social networks

These sites offer members the opportunity to create and join communities. This means that members can create their own "mini MySpaces", which are personalised social networking sites about whatever the creator wants them to be about. An interesting example is WetPaint, as it uses social wikis as its format to enable social networking. Groups of people can become members of a specific social wiki, enabling them to join in with generating content on their chosen subjects and to interact with those who share a similar interest.

- Multi-user virtual environments

Gaming environments such as Runescape and virtual world sites like Second Life allow a high level of interaction among users, as it offers pure interaction with their virtual selves. These virtual representations of the users are called avatars.

- Mobile social networks

Many social networking sites are also cashing in on the opportunity presented to them by the mobile companies. They allow the users to interact within their network using their mobile phones. Two most obvious examples are Facebook and Bebo. But lately mobile-led and mobile-only based communities such as Wadja also started to emerge.

- Micro-blogging / Presence updates

Many services let users post status updates, which are short messages that let others know how they are feeling, what they are doing or just a random fact they wish to share. These types of networks enable users to be in constant touch with what their network friend is thinking, doing and talking about. Twitter and Wayn are the most known examples.

- Social search

Sites like Wink and Spokeo generate results by searching across the public profiles of multiple social networking sites. This allows anyone to search by name, interest, location, and other information published publicly on profiles, allowing the creation of web-based 'dossiers' on individuals.

- Local forums

Such sites are geographically based and are often not included in social network definitions. The members are locally connected and the site provides them with localised form of social networking that connects their offline activities with their online activities. Such sites are Eastserve, Onsnet and Cybermoor.

- Thematic websites

These sites evolve around a certain theme that indicates a common interest of members. Sites like Netmums offer an interactive experience for mums, where they can exchange ideas and opinions, get suggestions, ask for recommendations, look for information about schools for their kids, and so on. They can operate both on a local and on a national level. Another example are sites for people with disabilities. Deafgateway is a perfect example, as it provides a virtual place for deaf people to interact with each other.

Steven Van Belleghem (2010, p. 6) conducted a research based on an online survey. Users or non-users of social networking sites from 14 countries (Belgium, the Netherlands, the U.K., Spain, Italy, Portugal, France, Germany, Romania, the U.S., Brazil, Australia, Russia, and China) were invited to participate via email.

Average sample size for a country was 200 and total sample size was 2,884 people. This research, among other things, determined which social networking sites are most present in our lives on a worldwide scale. Figure 2 shows that Facebook takes the lead with 51%, followed by MySpace with its 20% and Twitter with its 17%.

Figure 2: Social networking sites penetration on a worldwide scale
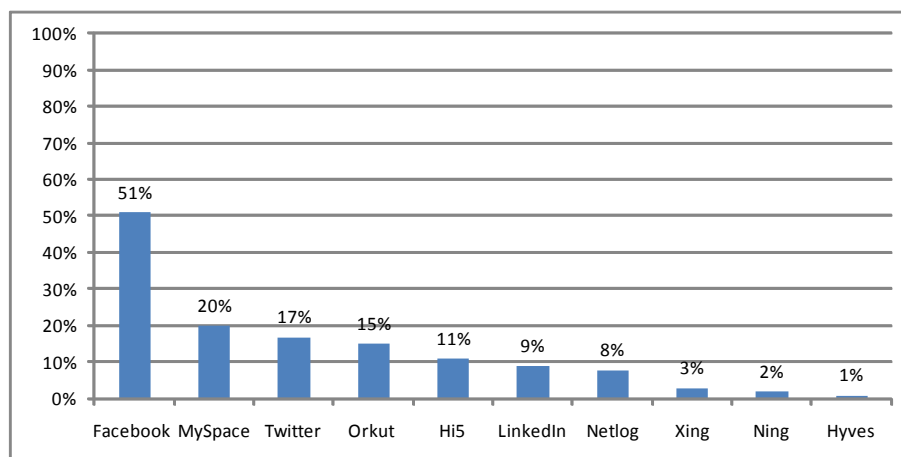
Source: Van BellegheM. Social Media Around the World,(2010, p. 26.

2.2.1 Facebook

Facebook is an American social networking site that was founded in 2004 and in 7 years of its existence it came to be the leading social networking site in the world (Lampe, Ellison and Steinfield, 2006, p. 1144). Facebook statistics (2010) states that there are more than 500 million active Facebook users and that the number is only getting higher. The statistics also show that 50% of all active users log on to Facebook in any given day. An average user has 130 friends and spends 700 billion minutes per month on Facebook interacting with them. Since there are more than 900 million objects that people interact with (pages, groups, events and so on), time spent on Facebook seems to fly.

16
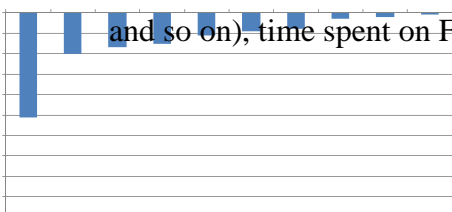
Facebook has certainly reached great geographical lengths, as the site implements 70 different translations. These translations have been made with the help of nearly 300,000 users and through translation applications. Nowadays, approximately 70% of all Facebook users are located outside the U.S. (Facebook – Facebook statistics, 2010). More about Facebook is to be found in Chapter 3.

2.2.2 MySpace

MySpace beginnings, as a for-profit venture by eUniverse bolstered by generous start-up money, date back to 2003. MySpace was intended to compete with sites such as Friendster in order to help people network with each another in an easy to use and enjoyable manner. Initially, the domain name of MySpace was used for a data storage site, but it was re-purposed for what turned out to be a very lucrative business (Hewitt, 2009).

According to ComScore, in January 2010 MySpace had 120 million active users. Considering that data, it is safe to say that music is a language that travels well among youngsters (Eldon, 2010). After bands started to pile up on MySpace, a lot of mid twenty and thirty year old fans signed up in hopes of gaining special prices or faster insights into special appearances. MySpace's extensive growth can be addressed to the fact that in the U.S. most of the venues where bends held their concerts only welcomed audiences full of age (21 years). For that reason, younger fans had to find other ways to enjoy the music and culture promoted by their favourite bands (Boyd, 2007, p. 4). This is how MySpace turned out to be and an intermediate between the musicians and the fans. Although this site became known due to the connection it had with music, it grew into something much greater as members started inviting friends that were less engaged in music (Boyd, 2007, p. 4). The MySpace page became a virtual gathering place for people of all generations. Nevertheless, a decline in number of users followed in 2008 when MySpace redesigned their home page and Facebook took over the lead position as the world's largest social networking site (Owyang, 2008).

2.2.3 Twitter

Twitter was founded in 2007 and was the brainchild of programmers who worked at the podcasting company Odeo Inc. in San Francisco. The founders, Jack Dorsey, Evan Williams and Biz Stone, were looking for a way to send text messages on their cell phones and to reinvent a dying company (Picard, 2011). Twitter can also be seen as a micro blogging site, and not only as a social networking site. Tweeps (Twitter users) can read and send text messages up to 140 characters. These messages can be displayed on the profile page of the author and sometimes sent to their followers (people who are subscribed to the messages of an author). Newer additions to the service also include posting pictures to compliment the content of the short messages (Krishnamurthy, Gill & Arlitt, 2008, p. 2).

As already mentioned, the core of Twitter are short texts called tweets. Each tweet can be 140 characters long, maximum. Although initially there was no limit to message length, changes were implemented upon launch. The developers decided for 140 character messaging based on the fact that 160 characters was the SMS carrier limit and they wanted to leave space for a user name (Picard, 2011). Nowadays, more than 140 million tweets are sent daily which amounts to 1 billion weekly.

2.2.4 Comparing Facebook, MySpace and Twitter

As shown in Table 2, Facebook, MySpace and Twitter resemble each other a great deal. They have their own sets of privacy settings, operate on a global scale, serve the same purpose, are free of charge, support advertising, and enable mobile use and the use of numerous applications. A noted difference between Twitter and the other two studied social networking sites is the way of communication between users. While MySpace and Facebook allow complete interaction among online friends, Twitter only assures 140 character messages, Tweets.

Before discussing the main differences between the mentioned social networking sites, their size should also be emphasized. Facebook prides itself with more than 500 million active users, while MySpace and Twitter fall behind with 120 million and 75 million active users. Although Twitters numbers are going up by the minute, it cannot be said that it presents any real competitive danger for Facebook at this time.

Table 2: Facebook, MySpace and Twitter characteristics

	Facebook www.facebook.com	MySpace www. Myspace.com	Twitter www.twitter.com
Type	Profile-based	Profile- based	Micro-blogging
Reach	Global	Global	Global
Number of Users	More than 500 million active users	More than 120 million active users	More than 75 million active users
Usage	Complete interaction with online friends	Complete interaction with online friends	140 character messaging
Demographic	All	All	All
Security/ Privacy	Privacy policy in place	Privacy policy in place	Privacy policy in place
Cost	Free	Free	Free
Platforms	PC/Mobile	PC/Mobile	PC/Mobile
User Applications	Yes	Yes	Yes
User content	Yes	Yes	Yes
Advertising	Yes	Yes	Yes
Customisable templates	Yes	Yes	Yes

Source: Summarized from Online Social Networks Report, 2008, p. 26-31.

As we already established, the three social networking sites are similar, but they have their differences. Each of them has characteristics working in their favour and also those working against them. Twitter is simple and easy to use, in fact it is considered to be the social networking site where the users have most rapid responses and the feeling of a 24/7 connectivity. The short message can be a question, a statement, a joke, or anything one wishes to share with its followers. Answers are much faster and easier to access than in other social networking sites. The more complicated version of Twitter is Facebook, as it offers all features of Twitter and also many others. For example, one can become a fan of groups such as Pepsi and can also join groups or clubs such as »The battle of the sexes«.

When comparing intensity of ads, we can say that Facebook and Twitter do not over do it with the flashy ads, which is hard to say for MySpace. MySpace allows its members to edit their sites as they see fit and that is why MySpace is saturated with ads. Flashy ads, pop-up advertisements, glitter text and other eye catching marketing tricks could be a useful tool, but MySpace might have taken it a step too far (Qweas – Facebook vs. MySpace vs. Twitter, 2009). All mentioned can be found in Table 3.

Table 3: Facebook, MySpace and Twitter pros and cons

Facebook PROS	Facebook CONS
■ Application mashup; find people, make connections, email, instant messaging, image/video sharing, etc. ■ Most people quickly grasp the value of connecting with people and establishing contacts ■ More emphasis on deep connections with others vs. who has the most connections ■ "True Friends" feature increases your transparency to selected connections; almost like having private and public profiles ■ Huge, rapidly growing installed user base ■ Inherit stickiness, third party applications, "gift giving" and personal data collection make Facebook a powerful advertising platform	■ More difficult to navigate and update ■ Requires investment of time to realize sustained benefit ■ The model requires a user to allow others to connect ■ Less immediate responses; unless you stay logged on continually ■ Overhead of mashup and "thick" applications could limit scalability, bloat cost structure
MySpace PROS	**MySpace CONS**
■ Great user interface. It is user friendly, open to changes and also allows creativity. ■ Great entertainment options. They allow for videos, music, games and pictures galore. ■ If one is looking for friends, dating or a great way to communicate with family, this is the way to go.	■ Lower security than other online communities ■ Wide variety of users; this increases the chance of meeting distasteful people. ■ There are some problems with programming when transferring the layouts and generated data if any is left out. ■ There are some slow times when loading high graphic pages. ■ Some music, files, etc. have a hard time running through MySpace

(Continued)

(Table continues)

Twitter PROS	Twitter CONS
■ Easy to navigate and update, link to and promote anything ■ Reach far beyond your inner circle of friends ■ One feed pools all users; anyone can follow anyone else, unless blocked ■ Pure communication tool, rapid responsiveness ■ You don't have to be logged in to get updates; you can just use an RSS reader ■ Very interactive, extensible messaging platform with open APIs ■ Many other applications being developed ■ Potential SMS text messaging revenue from wireless networks ■ Potential future advertising and/or enterprise subscription-based revenue streams ■ With its "thin" overhead, Twitter is probably more scalable than Facebook, giving it a cost advantage	■ Limited functionality; find people, send brief messages, direct replies ■ Limited to 140 characters per update ■ Not all people find it immediately useful ■ Over-emphasis on follower counts ■ Easily abused for spam and increasing the noise level ■ Relatively smaller installed user base ■ As yet no readily apparent monetization strategy

Source: Qweas – Facebook vs. MySpace vs. Twitter, 2009.

2.3 Facebook

The fourth chapter will be based solely on Facebook. It will describe how it all started and what lengths it has reached up to date. The first subchapter will describe the beginnings of Facebook and the second will outline the Facebook's structure as we know it today. We will try to answer questions like: Which activities are possible? What it offers? How it all works?

2.3.1 Facebook in 2004-2011

In February 2004, a site that would change online social interaction for ever was launched by Mark Zuckerberg, with the help of Andrew McCollum and Eduardo Saverin. They named it The Facebook. As Rosen (2007, p. 17) explains, the name Facebook originates from "the small photo albums that colleges once gave to incoming freshmen and faculty to help them cope with meeting so many new people". The Facebook started with Harvard as the only intended target, due to the fact that all three were students of the mentioned university. 24 hours after going live, Facebook already reached 1200 Harvard University students. From that point on the rumours did their part and more and more students started joining in on the action. It took just a few weeks before the word got around and the students of other universities like Stanford and Yale wanted to join. In April 2004, the network was extended and The Facebook was available for use on all Ivy League servers (Croft, 2007, p. 1; Mavsar, 2008, p. 66, Sadler, 2001, p. 11).

Even though Marc Zuckerberg was a highly capable young man, he needed financial backup and help to grow his business. His vision was to make The Facebook accessible to all university campuses in the U.S. For that reason, only 4 months after launching The Facebook, he dropped out of Harvard and moved to Silicon Valley with McCollum and Dustin Moskovitz (Croft, 2007, p. 2; Kipp, 2010). In September 2004, they secured venture capital from PayPal founder Peter Thiel. The received $500,000 was a start, but Zuckerberg and others had yet bigger plans charted out for The Facebook (The Eruption of Facebook during the 2000's, 2011). After seeing the potential of The Facebook, Jim Breyer and Accel Partners gathered up $12.7 million to assist Zuckerberg in the expansion of his virtual empire (Background of Facebook, 2008).

After getting the needed capital, Zuckerberg had it all. He had the money, the manpower and the institutional backing to go global. By the end of 2004, Facebook already had more than 1 million users. In the words of Graham (2008, p. 2), it is harder to attract the younger population (18-25) and Facebook managed to do exactly that, even though it was open to everybody (not just youngsters). Beta testing continued on within the American University for the next year and in 2005 changes followed. They decided to drop the "The" and register the site as merely Facebook.com (Croft, 2007, p. 2).

In September 2006, Facebook expanded once again as they made it possible for everyone with a valid email to be part of the network. However, its success was relying on strength, speed and reliability of information flow among users. Facebook's goal was to make the social network more accessible, which implies that they wanted to enable easier interaction among virtual friends (Abram and Pearlman, 2008, p. 10). To do so, they exercised the already known rule of social networking sites where all the sites needed to possess three crucial features. These features were profiles, friends and public commenting features like "the wall" and "live news feed" (Boyd, 2006, p. 11). Users' interest in such sites can be pinned on desire to share information about themselves and learn more about those they consider 'friends' (Golder et.al, 2005, p. 1).

Between May 2006 and May 2007, Facebook traffic grew to astonishing lengths, to say the least, as it went up by whole 89%. Till May 2007, Facebook remained a closed network and after that it became the operating system for the Internet (Croft, 2007, p. 2). The decision to open it up to broader audience meant a great increase in usage, as instead of limiting membership to isolated pools of collegians, they decided to cash in on a broader scale. Furthermore, making APIs available to developers resulted in a tsunami of applications that helped to further interconnect nodes within each social network. Consequently, enormous amounts of energy and venture capital were attracted to the platform (Howard, 2007).

In 2007, a new Facebook era started, as the developers decided to implement direct advertising. They were looking for a way to translate its popularity into bigger profits by offering advertisers direct access to their targeted demographic consumers (Craft, 2007, p. 2). To do so, they were looking to find a new and innovative way, while preserving privacy of

Facebook users. Of course assuming and leaving the possibility of choice to the user. They came up with the so called "Beacon", a system that would let the social network's members reveal their purchases, eBay product postings and other things they've done on some numerous Web sites off-Facebook, and have them appear on their profiles. That ultimately can provide advertisers with information to target ads to just the people most likely to be interested (Hof, 2007).

2008 was also a good year for Facebook, because it was growing in leaps and bounds. As of June 2008, Facebook became the largest social network by reaching132 million users and achieving a 35% jump from the end of 2007 (Smith, 2008). In 2009, to most observers Twitter conquered the world, but figures show that in fact Facebook reached greater lengths than Twitter could ever imagine. They added 200 million new users and raised $200 million dollars, which was twice as much as Twitters reported numbers at that time. Furthermore, 2009 was a breakout year for Facebook, even if some of its successes were overshadowed by its emerging rival. In December 2009, Facebook hosted little less than 350 million users who were making over 45 million status updates every day (Parr, 2009).

Facebook growth statistics of 2010 are truly impressive as they show a huge increase in users. 250 million people joined the community, which resulted in 585 million users by the end of 2010. This indicates 7.9 new registrations every second (Facebook 2010 growth Stats, 2011). In order to continue in their path of growth in 2011, they plan to follow a few points mapped out in their strategy plan. These points are an aggressive push for more e-commerce, broader mobile use and even more talent poaching (Townsend, 2010).

2.3.2 Challenges

Although previous paragraphs might have painted Facebook's path to success as a picture perfect and worry free journey, it wasn't quite so. Like every other company, they also needed to face their fair share of challenges. Most apparent ones were:

- Privacy concerns

Facebook was built as a powerful social connector, allowing users to befriend others with similar interests, locations, schools, and more. But as privacy concerns mount and users demand more protection, the social networking site's philosophy to befriend also people one does not know is collapsing. Now that Facebook has more than 500 million users, one should be more aware of the dangers of privacy invasion powered by the Internet. Many people either aren't sure how to change their privacy settings or they do not care, because, as mentioned in previous chapters, limiting the network of people able to view your profile is just a click away. Due to all mentioned Facebook faced a few privacy related lawsuits, federal complaints, international investigations and questionable advertising methods accusations (Slattery, 2009).

Furthermore, A Computer Associates security researcher is sounding the alarm that Facebook's controversial Beacon online ad system goes much further than anyone has imagined in tracking people's Web activities outside the popular social networking site. Worrying fact is that the Beacon reports back to Facebook on members' activities on third-party sites that participate in Beacon, even if the users are logged off from Facebook and have declined having their activities broadcast to their Facebook friends. Even more concerning is that the users are not informed that the data of their activities is going back to Facebook, nor given the chance to block the transition of already mentioned data (Perez, 2007).

- Hacking and phishing

Phishing and hacking are two ways Facebook users have been attacked. This is a way of getting access to private profiles of individuals with the purpose of scam. One form of such scam is identity theft where by signing to a site that looks exactly like Facebook one unknowingly gives away data. After that, a profile can be accessed by a third person and in most cases this results in fake mailing (for example asking for money). After suffering numerous Phishing attacks, Facebook released a general announcement explaining that, to address the problem, Facebook had hired MarkMonitor to help mitigate phishing and other related threats, including malware-based issues. Furthermore, they explained that MarkMonitor was hired to supplement its own in-house security efforts in protecting users against malware attacks (Ragan, 2009).

- Lawsuit

The lawsuit which gained most relevant media attention was certainly one blaming the Facebook founder of theft. To be precise, Cameron Winklevoss, his twin brother Tyler, and their colleague, Divya Narendra, recruited Zuckerberg to their social networking site when they were all students at the Harvard University. They now claim that he deliberately stalled its progress, stole the source code, design and business plan, and then set up his own rival. Facebook sped away while their site, now called ConnectU, was still in the traps (Faceoff over Facebook, 2007, p. 9).The twins settled with Facebook in 2008 for $20 million in cash and $45 million in Facebook shares, but tried to back out of the deal almost immediately after that. They moved forward with an appeal in 2010, arguing that their shares might be worth much less than Facebook claimed, according to an evaluation made at that time (Ha, 2010).

- Ownership

Many great names such as Google, Yahoo and Microsoft have battled to obtain a share of Facebook in 2007, but only Microsoft was fortunate enough to get its share. Although Facebook has been offered great deals from major corporations, founders refuse to belt under the pressure (Mavsar, 2008, p. 66). And through it all, Zuckerberg still plays the role of the dotcom darling, presenting Facebook as a little independent start-up that is holding out against the big corporate bullies like Viacom and Yahoo, despite its ties to Accel and the Silicon Valley's corporate elite (Croft, 2007, p. 2-3).

As shown in Figure 3, Mark Zuckerberg remains the largest share holder of Facebook with 24% (not counting the 30% of shares owned by its staff). The only other investment firm to hold a sizable share of Facebook is the Russian investment firm Digital Sky Technologies with 10%. Dustin Moskovitz (Co-founder) owns 6%, Eduardo Saverin (Co-founder) 5%, Sean Parker (Founding president) 4%, Goldman Sachs' clients 3%, Peter Thiel 3%, Greylock partners 1.5%, Meritech capital partners 1.5%, Elevation partners 1.5%, and Goldman Sachs 0.8%. Not specifically included in the infographic are Microsoft's 1.6% stake, Hong Kong billionaire Li-Ka Shing's 0.8%, TriplePoint Capital and Accel Partners' investment (Reface – Who owns Facebook, 2011).

Figure 3: Facebook ownership shares
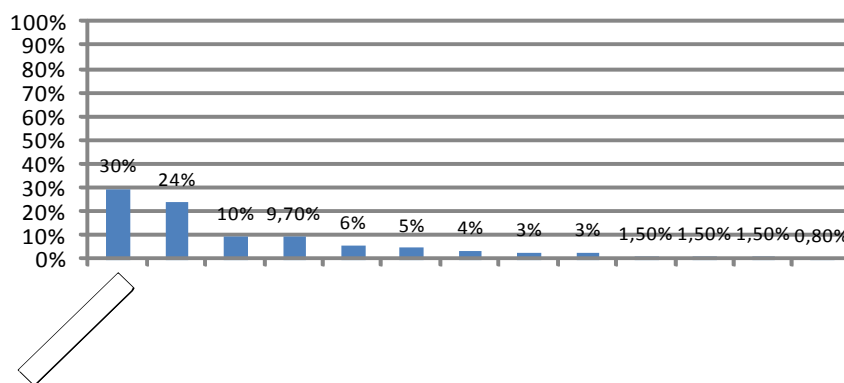
Source: Reface – Who owns Facebook, 2011.

2.3.3 Facebook structure

Stepping into 2011 brought some changes to Facebook, the most apparent being changing the outlook of Facebook and its features. Some most known and relevant remained the same while others changed and a few new ones were added. This subchapter will discuss the outlook and the features of Facebook, starting with the entrance page where one can log in, sign up, create a page or download the Facebook Mobile application. Figure 4 is a graphic example of the Facebook entrance page where the content marked yellow shows the log-in part of the user service.

An already registered user enters his email and password and he is ready to use his Facebook page. If one is not registered yet, one needs to pay attention to the content marked red. This is the sign-up form where one discloses his first name, last name, email address, password, gender and his birthday. Facebook requires all users to provide their real date of birth to encourage authenticity and provide only age appropriate access of content. This information can be hidden upon registration in the privacy settings.

If one wishes to present themselves as a band, business or a product, one needs to click "create a page for a celebrity, band or business" by clicking on a link right bellow the sign-up button. Content marked black merely shows the possibility of the Facebook Mobile application download, while green marked content on the bottom indicates language choice and the purple some inviting and relevant information about the use and advantages of Facebook (advertising, careers, privacy, terms, etc.).

Figure 4: Facebook entrance page

Source: Facebook, 2011.

When already registered, every user is faced with the 4 steps (see Figure 5): adding friends, finding friends, filling in profile information and setting up a profile picture. This process is fairly easy and fast.

Figure 5: *Facebook steps upon registration*

Source: Facebook, 2011.

Every user can switch between viewing his home page and his profile page. Figure 6 shows a profile page and its features. Black labelled feature is a profile picture where the user uploads a photo he wishes to display as his "Facebook ID photo". Features marked pink are: wall, info, photos, notes and friends. The wall refers to everything you see in the orange, green and yellow boxes (Facebook – Facebook pages, 2008, p. 8). The orange box discloses some data

about users, but only a user wishes to, and can be adjusted at any time by clicking the button "edit profile". Content marked green offers a similar feature as Twitter and is called "status". Users can put in their thoughts and ideas (status), videos, photos and links, and their friends can comment and like it (a feature). Above this function, still marked green, are 5 pictures the user has been tagged in. If he wishes to hide a particular picture, he can do so by clicking on the button "hide" on the picture. If in case the user sets up his privacy settings in a way where he does not share tagged photos with friends, they will see his latest 5 profile pictures in those 5 places. The content marked yellow is merely showing what the user's friends have published on his wall and also what he put there himself.

Figure 6: *Facebook profile page and its features*
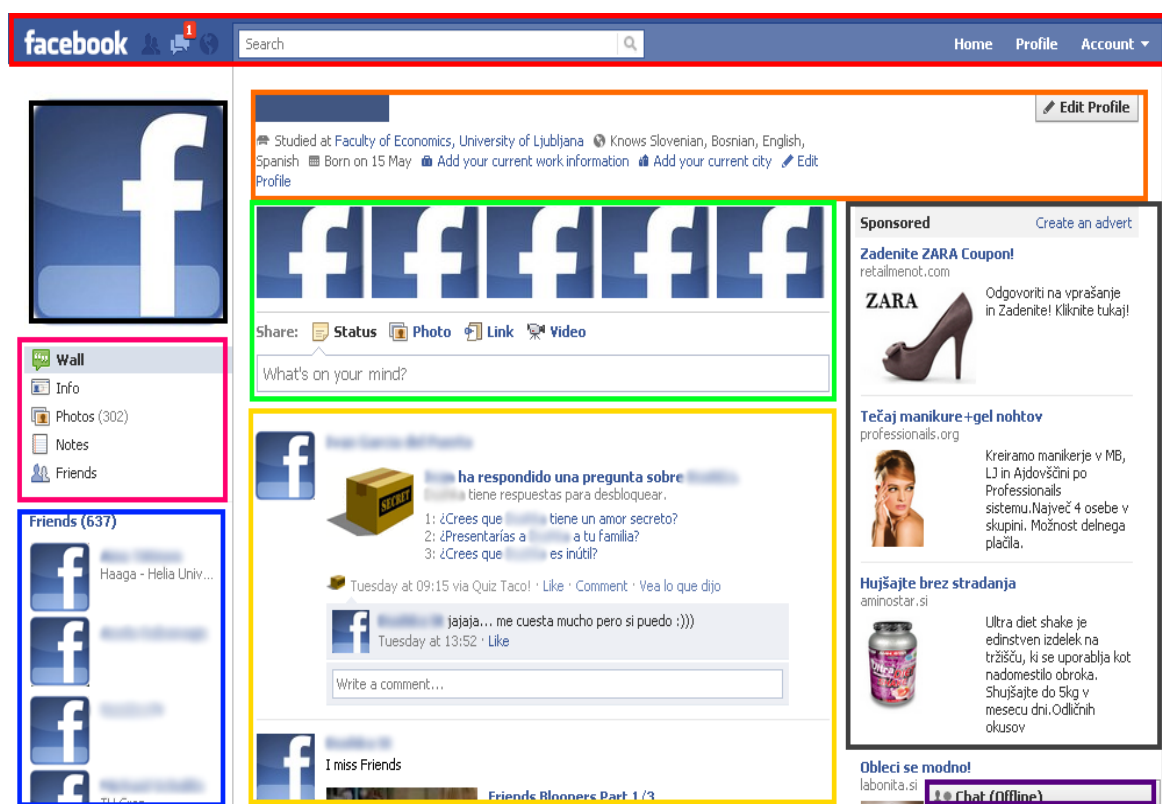
Source: Facebook, 2011.

The pink marked info feature offers the user to give his basic information, featured people (for example: in a relationship with John Smith), education and work, philosophy, arts and entertainment, sports, activities, interests and contact information. How detailed user's info is going to be is the user's choice, as he can edit his profile at any given time. The photo feature enables the user to upload pictures and videos and share them with his friends. He can also play with the privacy settings and enable only a certain group of people on his friends list to see them. Moreover, he can also make the albums public and share them either with friends of his friends or all the users of Facebook. However, this feature does not only contain pictures and videos the user uploads, it also contains pictures and videos the user is tagged in. Also in this case, the user can play with the privacy settings and make his tagged pictures entirely

26

private (only he can see them), partially private (his friends can see it) or public (friends of his friends or all Facebook users can see it).

The notes feature is a blogging feature that allows tags and embeddable images. Users are able to import from Xanga, Live Journal, Blogger and other blogging services. It is a way to communicate with your friends, where you write something about yourself or about something you have an opinion about. The last feature marked pink is linked to the one marked blue and it represents friends. The text shows how many friends a user has and clicking on it shows the list of those friends. The user can specify which friends fall into a certain group, in case he doesn't wish to disclose certain data to a certain group of friends. For example, a user can make two groups called "friends" and "work". In the work folder, he would place his boss and his co-workers. If he wishes to separate his private life from his professional life, he can make viewing of pictures, the wall and the statuses available only for friends placed in his "friends" folder.

Marked purple is a feature that enables users to chat on a one-to-one basis, and also chatting with more than one friend simultaneously through separate chat interfaces. Above this feature, marked gray, are advertisements. Through this feature, advertisers get access to specific consumer groups. One of the options of advertising on Facebook is setting up a page to promote a product or one can pay for banners that appear on the side of the page. These ads are supposedly customized and, as already mentioned in previous points, cause many discussions on the topic of Facebook user privacy.

The most relevant features are marked red and can be found on both the profile page and the home page. When going from left to right, the first clickable icon is "friend request" and when marked with a red number, it indicates a received friend request. The next icon is mail and as Figure 6 shows the user has received a private message. Moving more to the right there is the "notification" icon which when marked with red numbers indicates a comment under a picture, status or any other activity related to the user and done by his friends. In between the icons and tabs on the right there is a search tool where the user can insert a friend's name and get linked to his profile, or search for a friend he does not yet have on his friends list.

The "home" and "profile" tabs allow the user to navigate back and forth from his profile page to his home page. The last icon, and perhaps the most important one, is located in the upper-right corner and is called "Account". This feature enables the user to edit his friends (form groups), edit account settings (password, name, notifications to your email, language, payment...), edit privacy settings (profile visibility), search for information in the help centre, and log out. Knowing this feature is of great importance, especially because all privacy settings are upon registration set to public. Therefore, if one wishes to keep his Facebook activity more or less private, one needs to adjust these settings.

Figure 7 shows a homepage of a user and marked in colours are the few features not discussed when looking at Figure 6. The red box once again indicates the possibility of profile editing

and inserting a profile picture. Marked black are shortcuts to "newsfeed", "messages", "events" and "friends". Bellow the mentioned tabs there is a feature that enables the user to create a group. Even lower there is a list of applications the user is using and at the bottom there is the user's connectivity status (in this case: "offline").

Figure 7: *Facebook home page and its features*
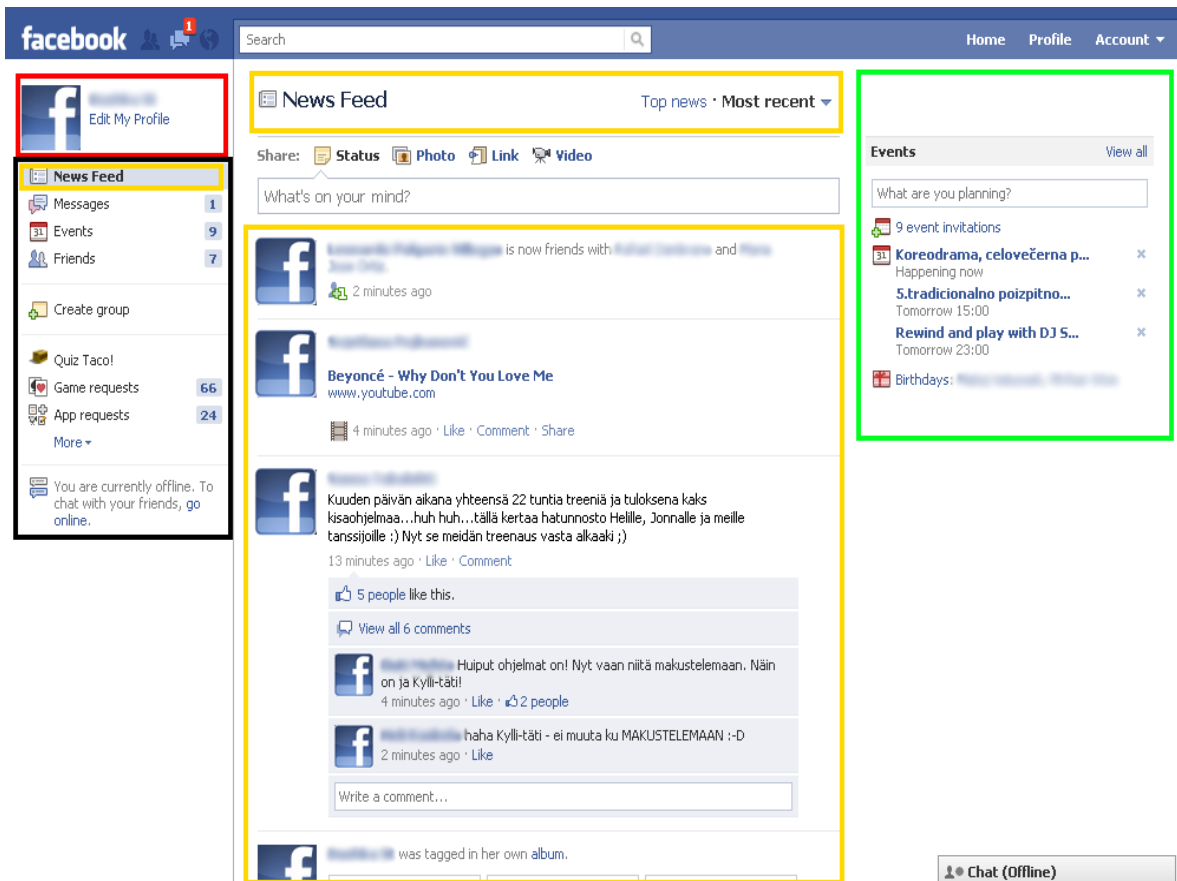
Source: Facebook, 2011

Marked yellow is the feature "news feed" which supplies the user with the information about his friends. He can chose between the "most recent" or the "top news" function, which enables him to see either selected news or all the news ordered by the time of entry. Marked green are all the events the user got invited to, no matter if he replied to the invitation or not. He can reply by saying "attending", "might attend" or "not attending". Another part of the events section are birthday notifications that remind the user of a friend's birthday. By clicking on the name of a friend the users is transferred to the profile page of this friend. This way he can write on his wall or even send him a virtual gift.

Looking at our own profile page is not much different than looking at our friend's profile page. Figure 8 shows a profile page of a friend and we can see the features are the same as in Figure 6. The 5 pictures are the friends' tagged pictures, picture on the left is his profile picture, the text under the 5 tagged pictures is his wall, and so on. The difference between the profile outlooks is marked red and it indicates the user's friendship with the mentioned friend.

Clicking on this tab, the user can see all the common pictures, all the wall posts and all other activity they shared up to date. He can also virtually poke a friend and send him a private message by clicking only one button.

Figure 8: Friend's profile page
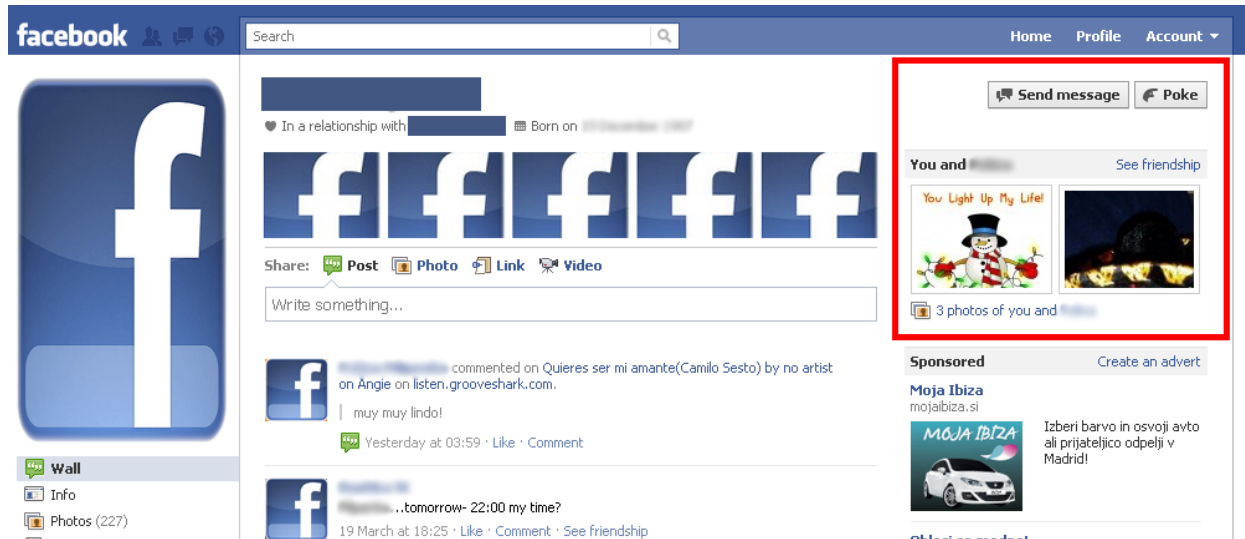
Source: Facebook, 2011

3 Social networking sites and recruitment

The labour market is an ever changing place and recruiters all over the world are very much aware of this fact. They acknowledge that they are facing a totally different labour market than 10 years ago and therefore they need to make adjustments in order to successfully recruit suitable candidates. In getting new and better recruits, many recruiters and recruitment agencies believe that traditional advertising and recruitment methods are not effective (Egan, 2007, p. 16). However, the situation is not as hopeless as it might seem at a first glance, as the social networks hold excessive personal information on potential recruits. This information is available and accessible easily and companies tend to make use of it. More and more companies consider the virtual networking sites as a significant tool that could improve recruitment practices (Minto-Eversole, 2007, p. 32).

A great deal of recruiters and recruitment agencies agree that social networking sites are effective and useful when talking about recruitment. They also argue that these sites might become essential if not the next generation virtual recruitment organizations themselves. They are used as multi-purpose recruitment tools as they are not only used to communicate and attract potential job candidates; they also offer the possibility of resume verification and background checks. This is a clever way of obtaining information about the applicant with the purpose of evaluating how he would fit in the organizational culture and also obtaining information that would enable the recruiter to make a more informed judgement upon hiring

(Minto-Eversole, 2007. p. 32). Kilby (2007, p. 7) and Helene (2009, p. 9) agree that these sites are becoming more and more popular in the recruitment industry and are used by an increasing number of recruitment teams of companies to identify and find additional information about perspective candidates.

Moreover, numerous researches have been made to determine whether or not social networking sites hold the future of recruitment. A survey conducted in the U.K. sampled 30 U.K. IT staffing companies and found that 58% think sites such as LinkedIn, Twitter, Facebook and MySpace are more powerful for recruitment than printed advertisements. Furthermore, 49% believe social networking sites to be even more effective than Internet banner advertising (Svvas, 2007, p. 36). Similar conclusions were drown in a survey by the financial service recruiter Joslin Rowe, as it determined that 40% of employers now use social networking sites to run searches on job applications (Philips, 2007, p. 11). In the U.S., the survey Robert Half International highlighted that 62% of 638 interviewed executives believe that professional networking websites such as LinkedIn will be useful recruitment tools (Robert Half International in HR forces, 2008, p. 9). LinkedIn is a social network that contains more than 8 million professionals spread across the world and is used as a main recruitment tool by a fair number of IT companies, both in the U.S. and the U.K. (Karl, 2009, p. 8).

A similar online survey was conducted in May and June 2010 by Jobvite and it sampled over 600 human resource and recruiting professionals. Respondents answered questions using online survey tools and the response data found 83 percent of respondents use or plan to use social networks for recruiting this year (2010). LinkedIn (78.3%), Facebook (54.6%) and Twitter (44.8%) are the most popular social recruiting platforms, while MySpace is used by 5 percent of respondents (Jobvite – 2010 Social Recruiting Survey, 2010). These findings are shown in Figure 9 and Figure 10.

Figure 9: *Social networking sites use in terms of recruitment effort support*
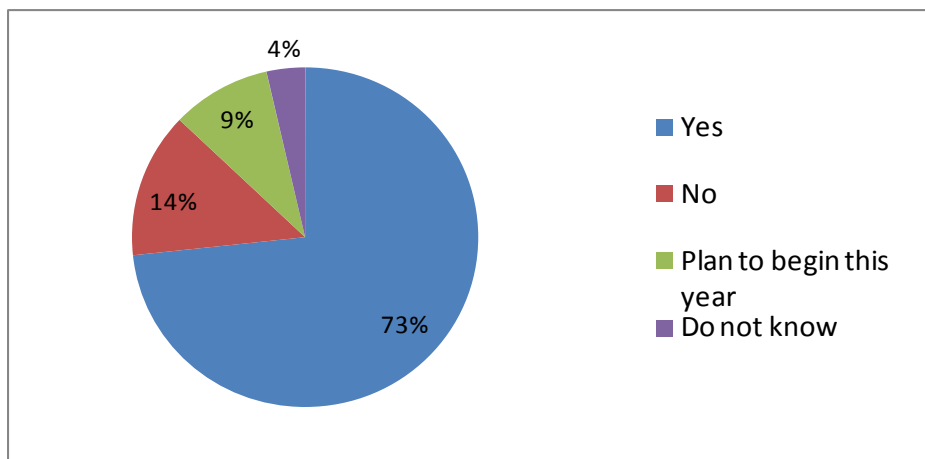
Source: Jobvite. 2010 Social Recruiting Survey, 2010.

Figure 10: Social media used for recruitment
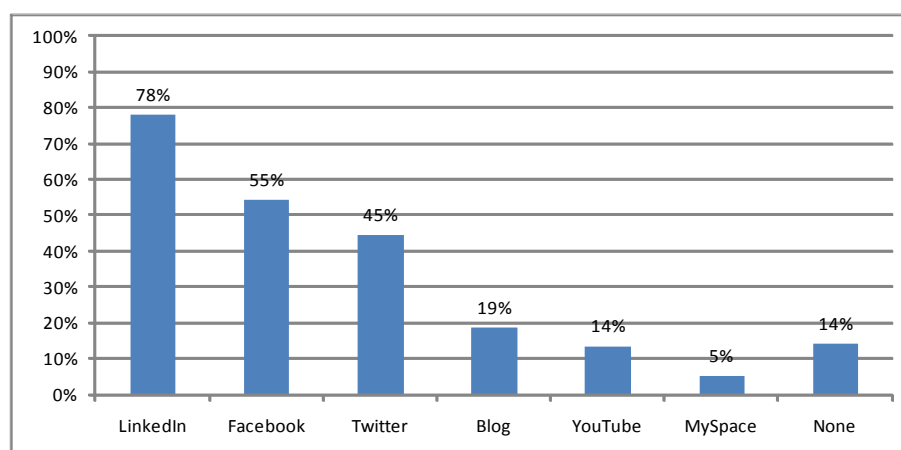
Source: Jobvite – 2010 Social Recruiting Survey, 2010.

When wondering what the reasons for adaptation of network sites as a recruitment tool are, one can specify low costs and effectiveness. Compared to traditional recruitment policies like telephone interviews, the costs are much lower. Using these sites, the recruiter can filter out unsuitable candidates and this way save time and money on interviews (Kardon, 2008, 19). The mentioned benefits motivated companies like Ernest & Young and Cadbury Schweppes PLC to setup their own company social networking space for recruitment. Ernest & Young's Facebook provides basic information about job vacancies as well as a discussion forum for perspective graduates to ask questions about their potential career in the company. In addition to the mentioned features, there is also a so called "experience sharing" section that enables people already working in the company to share their experiences and insights (Personnel Today, 2008).

Another advantage of recruiting via social networks can be found in a more dynamic and effective two-way communication processes between recruiters and candidates. This way the companies can conduct required background checks or validity checks of entered data and establish the feeling of knowing the candidates better. Moreover, it also gives the candidate an opportunity to include richer and possibly more impressive information like pictures, videos, messages and so on (Savvas, 2007, p. 36). But are these benefits mutually beneficial or can they be perceived as an invasion of privacy or identity?

Since there is neither clarity nor guidance on how social networking sites should be used in terms of recruitment, the companies use it as they see fit. There is also no growing concern on how their use is affecting the candidates and this is why the phenomenon "we will facebook you" is on the rise. Marriot's study showed that 1 in 5 recruiters are using social networks to obtain information candidates did not disclose in their CVs. Approximately 60% of 600 surveyed recruiters said that such searches influenced their recruiting decisions (Marriot, 2007, p. 25). Another study worth mentioning measured around 12% of 236 recruiters acknowledge the influence of information obtainable from social networking sites. Half of

those recruiters also confirmed that this information can influence their decisions even to the extent of not hiring a candidate based on retrieved online information (HRfocus, 2007, p. 8).

Prying into ones social network activity has shown to be a growing trend and social network users need to pay greater attention to the content they share on such sites. Studies seem to paint a black picture for the candidates as perhaps content they upload today might cost them their jobs in the future. The following sub chapters will explore the two "faces of Facebook" in terms of recruitment. The first, where Facebook offers recruitment applications to ease the job search for employment seekers and they willingly disclose information about themselves, and the second, where user information is retrieved by the recruiters in order to check up on the candidates, without their knowledge or consent.

3.1 Facebook recruitment features

As shown in Figure 9, Facebook is becoming more and more important in terms of recruitment possibilities. Upon establishment, it was merely a niche market targeting college and university students, but it grew into a valuable personal and professional networking source. Facebook users have the option of adding applications which offer various benefits. Some are intended as pure entertainment and others as professional search engines. Applications on Facebook that are targeted toward careers and career growth are expected to create a stepping stone for all those in search of employment. Table 4 names and briefly describes a few applications Facebook users can adopt in hopes of finding a job. These applications are created especially to assist with employment searches and networking, even if at that given moment one is not an active member of the employment market (Tawny, 2009).

Table 4: *Facebook recruitment applications*

Application name	Application description
jobs2web Recruit Better	**Jobs2web** has revolutionized online recruiting by leveraging interactive technology to help companies find better talent faster and at a fraction of the cost. The Jobs2web platform uses interactive recruitment strategies and helps clients to "recruit better".
in	**My LinkedIn Profile** enables the user to promote his LinkedIn account with a badge on his Facebook profile.
jobster	**Jobster** enables the users to join the Talent Networks of their favourite companies and get personalized job alerts based on their career interests. In addition, they get career advice from their Facebook network, post their resume online, search for jobs from across the web, and more.
Jobvite	**Work With Us by Jobvite** is a social recruiting application that companies and their employees use to share information about open jobs. The application displays jobs on fan pages. Anyone can browse interesting opportunities at

(Continued)

Application name	Application description
	companies where friends work, apply to jobs and send Jobvites to their own friends and contacts.
indeed jobs + friends	**Indeed – Job search** enables users to find jobs in places their friends work at. They can search millions of jobs from thousands of job sites and company career pages, and receive job proposals and resumes from their profile page.
Testimonials	**Testimonials** is an application that offers tools that help the user gather his personal, professional and academic references in one place from his teachers, friends and co-workers.
better job. careerbuilder.com	**CareerBuilder** is changing the way companies around the world recruit their most important asset; their people. Their mission is to be the global leader in online recruitment advertising by being an employee-driven, customer-focused organization that provides the best rate of return to their shareholders.
HIREMY FRIEND	**Hire My Friend** is an application that allows the user to easily ask his friends to post his information on their Facebook profile and in their live feed. Friends of friends can than find out more about him and the job he is looking for.
Work FOR US	**Work For Us** is a free application enabling companies to post jobs and receive applications on their Facebook fan page (post jobs directly on your fan page, allow candidates to apply without leaving Facebook, socialize your jobs through candidate interactions, automatically create Facebook ads pointing to your jobs).

Source: Tawny, 2009 & Facebook, 2011.

Above mentioned applications are easy to use and therefore supposedly also widely used by general population of Facebook. Such response to Facebook as an online recruitment tool is evident due to the fact that the highest percentage of users fall into the age group from 25-35 (see Figure 11).

Figure 11: Facebook users by age
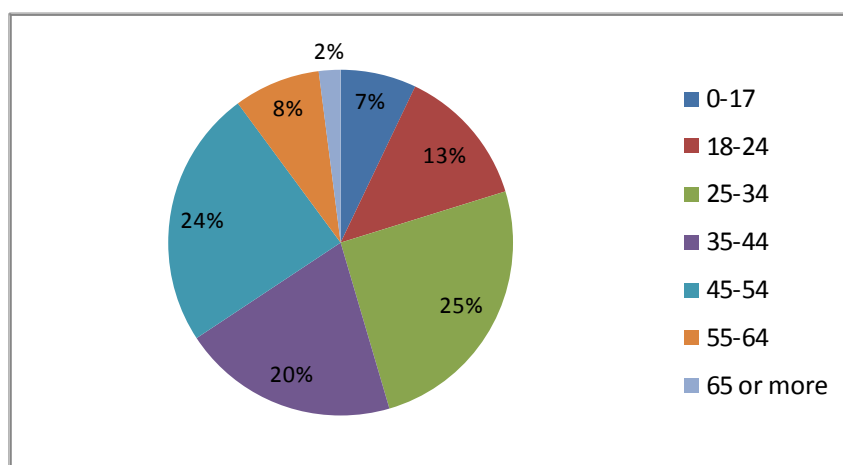
Source: Kiser, 2010, p. 2.

In the U.S, the biggest Facebook using country, mentioned group of users amounts to 25% of all Facebook users. This particular age group holds many recent graduates and young people

in search of employment (Kiser, 2010, p.2). The medium had been successful in creating a strategy to connect with passive users on long term basis to identify and encourage talent pools. For example, an Australian based business group called Bushells was successful in creating a group of 8500 people who make daily comments and thoughts about the company (Sinclair, 2010, p.1).

Growing Facebook usage seems to confirm the efficiency of Facebook as a "social" networking tool for making personal connections. This implies also greater usage of the offered applications, many of which are recruitment oriented. However, there are many advantages as there are disadvantages in using Facebook as a recruitment tool. Although the use of online recruitment in general is mainly considered beneficial, it also deals with its share of shortcomings. How advantages and disadvantages are perceived by employers and employment seekers varies in certain points. Table 5 shows both sides of the recruitment process and their perceived advantages and disadvantages.

Table 5: *Advantages and disadvantages of Facebook as a recruitment tool; employer's and employment seeker's perspectives*

	Advantages of Facebook as a recruitment tool	**Disadvantages of Facebook as a recruitment tool**
Employer's perspective	■ Lower costs for the organisation (posting jobs online is cheaper than advertising in the newspapers.) ■ No intermediaries ■ Reduction in the time for recruitment ■ Facilitates the recruitment of suitable talent ■ Improved efficiency of the recruitment process ■ Gives a 24/7 access to an online collection of resumes ■ Helps to weed out the unqualified candidates in an automated way ■ Ability to make background checks	■ Screening and checking the skill mapping and authenticity of millions of resumes is a problematic and time consuming exercise for organisations ■ There is low Internet penetration and no access and lack of awareness of the Internet in many locations across India ■ Organisations cannot be dependant solely and totally on the online recruitment methods ■ In India, the employers and the employees still prefer a face-to-face interaction rather than sending e-mails ■ A huge pool of candidates to chose from ■ Impression management can cause a confusion in the hiring process
Employment seeker's perspective	■ More available job ads as there are many available applications ■ 24/7 access to online job ads ■ No intermediaries ■ Enables search for people with special skills (language skills – multilingual vacancies application) ■ Not as time consuming as the traditional job search ■ No expense, because mainly	■ Background checks done by employers can be privacy invasive ■ Fake Facebook activity due to fear of background checks (limiting the private part of the activity) ■ A lot of applications to chose from makes it hard to assess which are the best ones to use ■ A lot of Facebook applications a lot of candidates (stiff competition)

(Table continues)

(Continued)

34

	Advantages of Facebook as a recruitment tool	Disadvantages of Facebook as a recruitment tool
	these applications are free ■Impression management enables a desired self-presentation	■ Many people rely on personal charm and via Internet their stronger side is not shown

Source: Recruitment – Advantages & Disadvantages of E-Recruitment, 2010.

3.2 "We facebooked you"

An ever growing trend of making background checks of job applicants via Internet is something worth examining when talking about Facebook. An employer can type the applicant's name into the Facebook search engine and see what he can find. Some employers take it even a step further by making their own Facebook profile in order to obtain access to public profiles, depending on friends-of-friends links and privacy settings. This way, an employer can get a quick "character idea" of an applicant, depending on what is available online (Campbell, 2008).

There are two main negative outcomes that result from employers viewing online information that they find unacceptable: employers do not hire the job applicant, and current employees get fired. To make the matter worse, most applicants don't even know the real reasons behind such decisions of the employer. Instead, they normally receive a standard "the position has been filled" letter or even never again hear from the employer (Samborn, 2007, 57). Such actions are being discussed in media and court documents as its consequences affect many lives. Employer's use of online background checks is increasing as we speak and even though this practice is so widely acceptable, only few employers have explored weather this practice is even ethical. This sub chapter will discuss weather privacy is a right, followed by exploration of why it is a company's social responsibility to refrain from using Facebook as a background check tool, unless there is a strong, legitimate business reason to do so.

3.2.1 Privacy

There is no universal definition of what privacy is or what constitutes workplace privacy (Miller & Weckert, 2000, p. 255). The Merriam-Webster Online Dictionary defines privacy as "freedom from unauthorized intrusion" (2011), but experts disagree if information placed on Facebook and other social networks is rightfully expected to be private. Introna and Pouloudi (1999, p. 29) stated that the information that an individual places on a social networking site is personal or protected information, it indicates that a job applicant waives an expectation of privacy to that information when he places it there. On the other hand, Warren and Brandeis (1890, p. 219) were clear that a person's right to privacy ceases once the individual publishes the information or consents to its release.

Facebook user profiles tend to display uploaded or tagged recent pictures of himself with his family and friends. Also blogs describing their daily activities and online dialogues with family and friends can be accessed easily. For example, if a user sets his privacy settings to friends-of-friends, his every update is published on the homepages of the people on his friends' friends lists. Even though Facebook provides users with some options to limit who has access to their full profile, the information displayed is fairly easy to access (Brandenburg, 2008, p. 601).

In order to ensure complete privacy, some users create two profiles, one with their real name and one with a made up name. The first profile can be used for self-presentation and the other for self-disclosure. Simms classified the difference between the two terms by saying that the self-presentation is referring to sharing data which one would share with most and any other person, and self-disclosure is sharing information which strengthens relational bonds and also sharing emotional experiences. Given this difference, perhaps employers should have access only to self-presentation information and not to self-disclosure information (Simms .1994, p. 317).

However, behaviour platforms and behaviour adaptation raises a whole new question and it turns the tables in favour of the employment seeker. If one can make a fake profile where he can present himself only with information he considers valuable in the process of a job search, then making a hiring decision based on that information can be fairly misleading. Goffman (1959) was one of the first who came about the term impression management, as he sought to identify the necessity of one's acceptance by others. He argued that the "self as performer" is not just a social product, as it also has a basic motivational core and the possibility of applying strategy in their impression formation. Gilmore et al (1999, p. 322) went on defining impression management as conscious or unconscious attempts to influence images during interaction. In time, researchers have investigated impression management at the individual level of analysis, as they wanted to understand the ways in which behaviours of actors/performers affect the evaluations made by targets/viewers. Tactics and its definitions explained with actors and targets can be found in Table 6. "Actor" refers to the person who exhibits IM behaviour, while "target" refers to the person or group of people at whom the behaviour is focused.

Table 6: Definitions of impression management

Tactics	Definitions
Account	Actors provide explanations for a negative event to escape disapproval; excuses and justifications are specific types of accounts.
Blaring	Actors publicly minimize their connections with unfavourable others.
Blurring	Actors blur their connections with favourable others by way of strategic omissions.
Boasting	Actors boast about their positive connections with favourable others.
Burying	Actors conceal their connections with unfavourable others.
Basking	Actors enhance their image by claiming association with prestige figures or prestigious institutions.
Enhancement	Actors claim that positive outcomes for which they are responsible are more valuable than generally believed.
Exemplification	Actors do more or better than is necessary to attempt to appear dedicated or superior.
Ingratiation	Actors use flattery and favour rendering to attempt to appear likable.
Intimidation	Actors threaten or harass to attempt to appear dangerous and powerful.
Self-promotion	Actors communicate abilities and accomplishments to attempt to appear competent.
Supplication	Actors portray themselves as weak or dependent to obtain help.

Source: Chen, 2009, p. 3.

As shown in Table 6, Facebook users can adopt different ways to present themselves online, and the one most used when trying to impress a potential employer is self-promotion. By applying this tactic, a Facebook user communicates abilities and accomplishments with the attempt to appear competent (Simms, 1994, p. 317).

When not applying impression management tactics, the clash of interest between Facebook users and employers can be pinned on different understandings of the social network use. Facebook members use their profiles to daily communicate with friends on a personal level, and employers tend to judge them based on what is posted. The main Facebook function is to serve as an online gathering place, enabling people to communicate and make plans. But on the down side of such a gathering place is the fact that all conversations are immortalized and that makes it very easy to be reached and judged by voyeurs. In this case the voyeurs are the employers, as they are taking all kinds of personal information in order to ease their hiring decision, without the job applicant's consent (Clark & Roberts, 2010, p. 513).

3.2.2 Ethical issues

In terms of social responsibility we will discuss the so called stakeholder approach, which says that organizations need to manage the interests of and acknowledge a duty of care to a range of stakeholders (Jamali, 2008, p. 216). Using this interpretation of the term social responsibility, one can understand why an organization would consider online character checks as an acceptable business practice. When looking at it from the employer's point of view, there are many reasons to be found as to why conducting an online background check is in interest of the stakeholders. "Facebooking" the applicant provides an easy "character" assessment and allows the employer to learn more about the applicant. Moreover, employers firmly believe that they have a right to protect themselves and therefore protect shareholders from negligent hiring (Blackwell, 2004, p. 115). Furthermore, employers also believe that using Facebook as a research tool in hiring gives them a sense of the type of decisions the applicant is keen on making (Brandenburg, 2008, p. 599).

A study conducted in a University of Dayton showed that despite many students' reports about a strong line between personal and work life, 68% of students surveyed did not believe it was unethical for employers to look at their Facebook and other social networking sites (Read, 2007). Blackwell (2004, p. 116) also stated some research findings on the topic of student perception of an employer's use of social networks in the hiring process. The mentioned study showed that only 33% of students thought that it is unethical for employers to view their profiles. 36% thought the practice was ethical, while 32% were undecided on the matter. Blackwell also discussed the follow-up interviews where certain students expressed their opinion which indicated everything online as public. Moreover, they believe that the applicant should not post things that a potential employer might not like. This point of view seems to be shared also by the employers, as they believe the applicant should either not post such content or clean up their profiles before applying for a job.

Looking at the data mentioned in the previous paragraph, one can conclude that a common Facebook user cannot communicate honestly online due to the fear that his views will be judged and prevent him from getting a job. This leads to a broader outlook on corporate social responsibility, as it says that organizations should not only be concerned about making profit but should also take action in deeds that reflect on future good, beyond the interest of the company or requirements of the law (McWilliams, Siegel & Wright, 2006, p. 1). Put in simpler words, companies should "earn money in a moral and ethical way", which leads us to a new definition where corporate social responsibility is defined as a business obligation to pursue policies, make decisions and take actions that benefit society (Williams, 2010, p. 71).

3.2.3 Society damage

This subchapter will explore why conducting online background and character checks is damaging to society in the following ways (Clark & Roberts, 2010, p. 514):

- Online communities are a new way for people to interact and this evolution of communication should be protected;
- Areas of privacy should be protected from employer use;
- Online communication is permanent and consideration of decisions years later may be harmful;
- It is good for society keep boundaries between one's work and personal life.

The use of Internet has certainly brought many changes to the way people communicate. Some experts claim that social networks such as Facebook enable people who normally would not be in touch to interact and stay connected. Moreover, such interaction is assumed to have positive effects on the strength of such relationships, whether placed online or offline. On the other hand, some experts clearly disagree, as they believe such use of Internet is making people isolated from the real world. Studies to back both theories were done by Pew Internet and American Life Project in collaboration with the University of Toronto and Stanford University's Institute for the Quantitative Study of Society (Clemmitt, 2006, p. 634). Pew Internet's study found that people were in more contact with members of their communities and social networks than before and that those most active are also more likely to talk on the phone. However, the study conducted by Stanford University showed different results, as it explained that Internet and social network use is directly related to social isolation. Moreover, it claims that for each hour one spends online, one misses out on 23.5 min of face to face time with family and friends. Even if the opposite sides argue different results, they both agree that social network use is on the rise and that protecting privacy of use is of great importance. Therefore, if the employers continue to feel free in checking Facebook profiles of job applicants, chilling effect to this kind of communication is inevitable. This means that people will modify what they write in order to suit the expectations of the employer; resulting in creation of "conventional, mediocre people". This also raises a question of different networking platforms and the expectations of conduct while using them. While LinkedIn was created solely for the professional purposes, members tend to act more conservative and do not disclose details from their personal life. However, networking on Facebook pages is of more relaxed and therefore members feel as if they can share more and care less. For that reasons, employers find this social networking site especially interesting (Clemmitt, 2006, p. 634).

With time the use of Internet communication (if not Facebook) will become even more deeply rooted in our lives. Social networking sites might stand to represent the most consistent way to reach someone and for that reason we need to be aware of the threat of technology in terms of stripping away our privacy. In connection to recruitment Edwards and Kleiner (2002, p.

146) published an article about conducting traditional reference checks. They stressed the importance of social responsibility, not to invade the privacy of an applicant more than necessary. Furthermore, the argued that the employers have access to much more information, that applicants do not know which information is being accessed, and that employers need to limit their background checks to only job-related information.

A major difference of online communication is that it is a permanent type of communication. Many do not realize that whatever is placed online can be retrieved at any given time, as not even deleted profiles are actually deleted. A deleted Facebook account is merely saved up and can be retrieved upon Internet search due to its existence somewhere online. In contrast, many laws protect the interception of a telephone conversation or opening a letter by a third party or government entity while online communication is not afforded such protection. Due to permanency people's mistakes and misjudgements cannot be retracted and can forever impact their ability to get a job (Jeffrey, 2002, p. 252).

To prevent negative consequences of social network use a separation between work and private life should be maintained. Keeping those two things separate brings value to the organization, the employee, and therefore society. Along with all mentioned, it also makes the employers more competitive in attracting and retaining employees. If the boundary between work and an employee's private life is destroyed, it becomes more likely that employees will modify their behaviour out of fear of being judged by their employer. This means the employees will express their religious, political and other beliefs with constraint and consideration to employer's preferences. This type of group thinking could have heavy consequences, as it could eliminate originality and creativity (Dvorak, 2001, p. 75).

3.2.4 Socially responsible use

As argued in previous paragraphs, unlimited backup research via Facebook is fairly privacy invasive. Therefore, a sensible thing to do would be to establish a policy of some sort to help the employer establish whether or not there is a link between Facebook content of the applicant and the job behaviour. In case of link existence employer needs to specify for which jobs he has a legitimate business interest in gathering this information (Bahls, 1990, p. 29). If the legitimate interest outweighs the negative consequences to society at large, the employer needs to follow certain charted out guidelines in order to prevent seeking or using information based on protected class membership or in violation of a law or regulation (Greenwald, 2008, p. 1).

Bahls (1990, p. 30–31) provides the following guidance:
- Do not conduct a check unless the information is job related and the employer can justify a legitimate reason in court;
- Provide fair notice to the employee prior to the background check;
- Make sure the information obtained is accurate, complete and relevant;

- Keep promises of confidentiality;
- Restrict in-house access to information to those with legitimate interest in the information;
- Discard outdated information;
- Avoid intrusive data collection.

Charlesworth (2003, p. 222) provides similar guidance to employers who are considering a measure that intrudes on an employee's privacy:

- Have a legitimate purpose for the intrusion;
- Ensure that the intrusion is offset by a greater utility to the employer or society;
- Use the least intrusive measure possible that achieves the desired outcome;
- Ensure that the measure is fair and lawful;
- Apply the measure equally to similarly situated job applicants or employees;
- Be transparent in your use of the measure and the process the employer used to develop the measure.

4 Research: Facebook and recruitment

4.1 Research questions

While studying the literature and writing the theoretical pillars of this master's thesis some questions came to light. The research questions to be answered with the help of information gathered via survey are:

- RQ1: Do people who open their Facebook page frequently (active users – more than once a day) also have notifications transferred to their phone?
- RQ2: Are women keener on using the privacy settings?
- RQ3: Are Facebook recruitment applications widely used?
- RQ4: Are Facebook users aware that the recruiters look for otherwise not provided information in their CVs on Facebook (pictures, comments, status updates, friendship links...)?
- RQ5: Do Facebook users think conducting background checks via Facebook is an invasion of privacy?
- RQ6: Should recruiters be more socially responsible in terms of background checks and prying into one's privacy?
- RQ7: Are people who open their Facebook page frequently (active users – more than once a day) more likely to use privacy settings than people who do not open their Facebook page frequently (passive users)?

- RQ8: Are people who open their Facebook page frequently (active users – more than once a day) less likely to befriend strangers than those who do not open their Facebook page frequently (passive users)?

4.2 Methodology

When talking about data, we can distinguish between primary and secondary data. Secondary data is gathered beforehand for purposes which do not directly concern one's research, while primary data is gathered in order to meet the demands of a concrete research problem and purpose. In order to conduct a research, we can use one or both data sources, taking into account the cost efficiency and time savings of already gathered secondary data. However, this data is not always sufficient or is even obsolete, incomplete and unreliable. In this case it is suggested one gathers his own primary data (Malhotra and Birks, 2006, p. 85- 87). For the purposes of this master's thesis we will use both primary and secondary data and complement one with the other.

Explorative research is the preliminary phase of every research where the researcher gets acquainted with the problem and sets up suitable research methods, target group and sample size. This part of research also shapes the researcher's ideas and helps form research questions which could potentially be answered in further steps of the research process. The mentioned research phase is followed by conclusive research, which is considered to be the ultimate phase in every research. This research can be descriptive, looking for correlation between cause and consequence, or causal (Malhotra & Birks, 2006, p. 62). My research will be of exploratory nature.

4.2.1 Survey description

The survey is divided into 4 sections, where each section seeks to obtain different information. The first section is about one's Facebook use, year of joining, usage frequency, notification transfers, and so on. The second section is Facebook privacy oriented as it asks about the extent to which the privacy settings are being used by individuals. It is also wondering about the threats of the Internet and whether Facebook users are aware of their existence. The next section is all about recruitment and the two faces of Facebook in terms of recruitment. It examines one's perceptions of online recruitment in general and also recruitment via Facebook. Furthermore, it also aims to obtain information about background checks awareness and social responsibility perception. The fourth and last section is merely collecting general data of the individuals, such as age, gender, employment status and values.

4.2.2 Surveying process

To conduct this survey the online surveying site called Esurveypro was used, where the questions divided into the already mentioned 4 segments were uploaded. Respondents were chosen by a snowball method, as they were asked to participate via Facebook, not only by me but also by people I shared the link with (see Appendix 5). Since most of my Facebook friends are students, the introduced results can be bias. This means the technique itself reduces the likelihood that the sample will represent a good cross section of the population. By sharing the link via Facebook, it was made sure the respondents would have Facebook sites and would know how to answer the questions. After two weeks of intensive surveying process the survey was closed and the data transferred to excel. 131 surveys were collected, but 32 were incomplete and for that reason a few more in a printed version were collected. 70 surveys were handed out in different classes at the Faculty of Economics of the University of Ljubljana and 4 of them were incomplete (see Table 7). In total, this makes 201 surveys, where 36 were not usable (see Figure 12).

Table 7: Collected surveys in numbers

	Online surveying	Online surveying (%)	Live surveying	Live surveying (%)	Total	Total (%)
Complete surveys	99	76	66	94	165	82
Incomplete surveys	32	24	4	6	36	18
Total	131		70		201	

Figure 12: Collected surveys
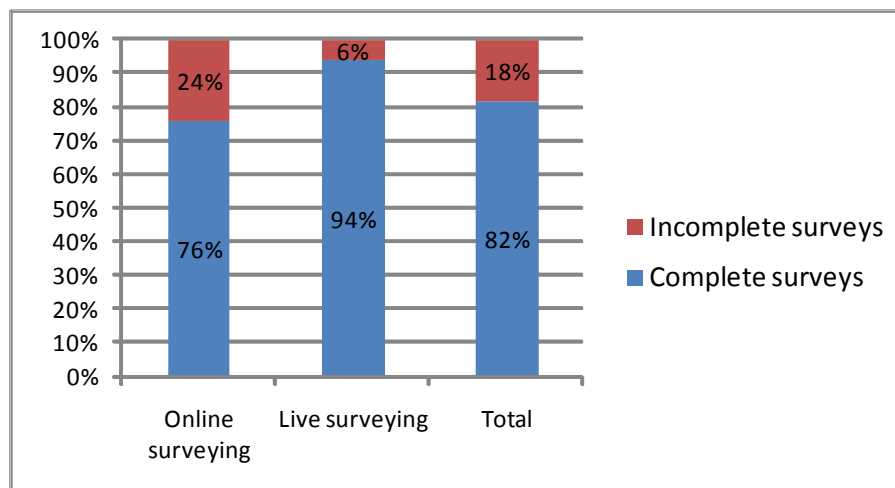
4.2.3 Survey sample description

Survey sample (n=165) contains 53% females and 47% males. The biggest group of respondents were in the age group from 25-34 with 53%, followed by the age group 18-24 with 39%. The mentioned data in details can be found in Figure 13.

Figure 13: Age of respondents
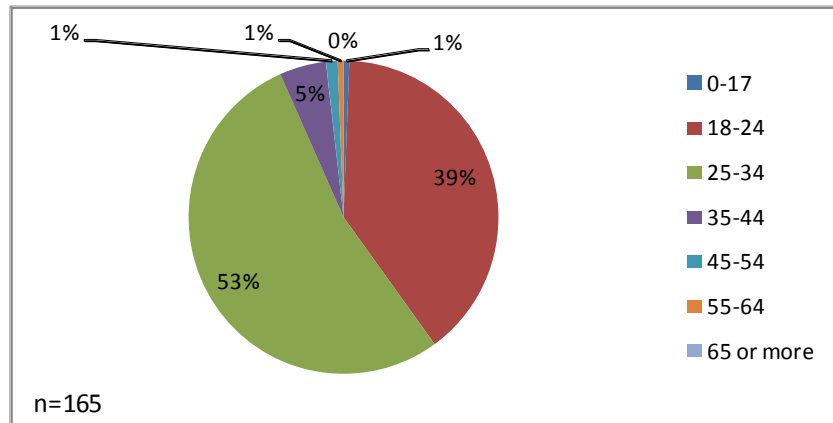
The question about employment status was answered by 165 respondents and 42% of them are a full time student (any level and form of education after high school). 27% are employed and not looking for a job while 27% are employed and looking for a job. 13% are recent graduates looking for a job and the rest of them unemployed, high school students and other. When the question was answered stating "other", respondents classified them self as self-employed or entrepreneurs. This indicates that the majority of the sample are the potential future victims of the "second face of Facebook" (see Figure 14).

Figure 14: Employment status of the respondents
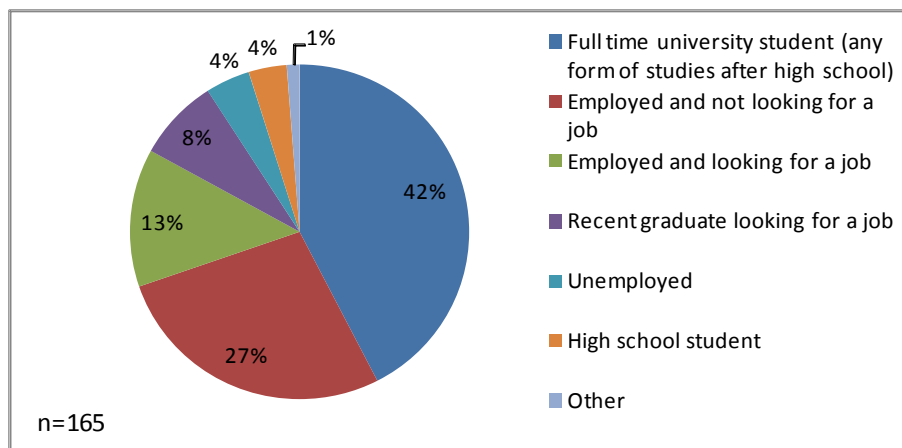
The last question in general data section sought to identify the values of the respondents. The survey presented them with 13 values and they needed to assess their importance according to their perceptions on a scale from 1 to 5, where 1 indicated the highest level of importance (very important) and 5 the lowest level of importance (not important at all). Most important for them was freedom with the average value of 1.53, and least important were sports with the average value of 2.21. These findings are shown in detail in Figure 15.

45

Figure 15: *Respondents values*
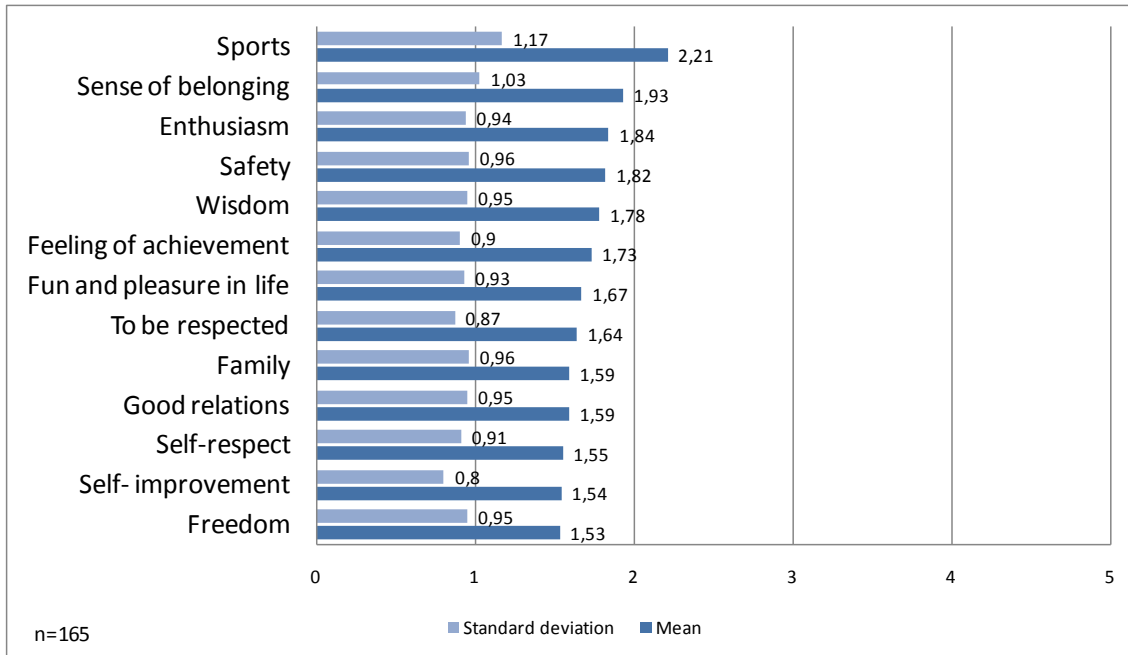
4.3 Results

This subchapter will outline the findings of the survey, divided into sections used in the survey. It will chart out answers to the questions in each section and that way set pillars for further statistical analysis.

4.3.1 Facebook use

First question in the section of Facebook use is seeking to find out when the respondents joined Facebook. Out of 165 asked 85 (52%) joined Facebook in the years 2008 and 2009. 60 (36%) joined in 2006 or 2007, 10 (6%) in 2004 or 2005 and 10 (6%) in 2010 or 2011 (see Figure 16).

Figure 16: *Year of joining Facebook*
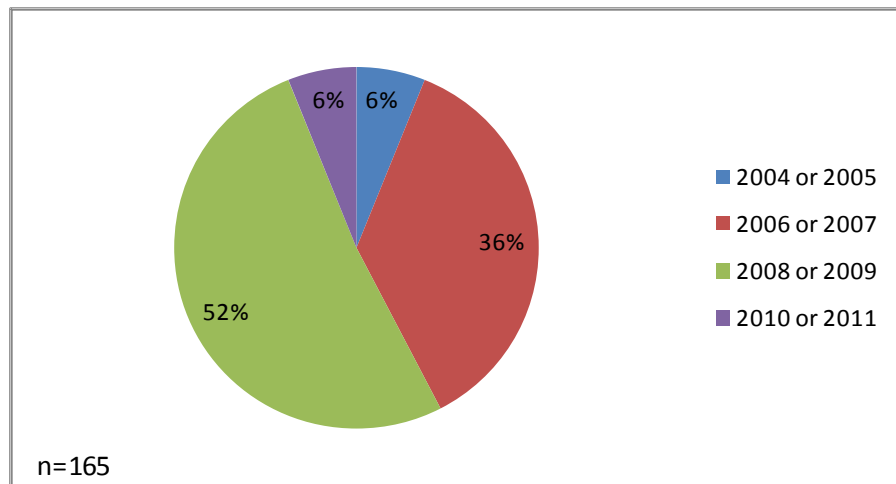
When asked if they have read the terms of use upon joining or at any given time later 48% answered stating "no", 38% stating that they just flipped through it, and 13% that they have read it. Out of 165 asked 56% are members of other social networks besides Facebook and 44% only take part in Facebook. All respondents were also asked to name the socials networks they are a member of (besides Facebook) and Twitter as well as LinkedIn resulted in 32%. MySpace is used by 15% of all respondents and SecondLife by 1% of the respondents. The remaining 15% are networks like Netlog, StudiVZ, Xing, Tuenti, QQ, Hi5, Vkontakte, Penpal World, Buzz, Mixi, Formspring, Quora and Odnoklassniki (see Figure 17).

Figure 17: Social networks memberships other than Facebook
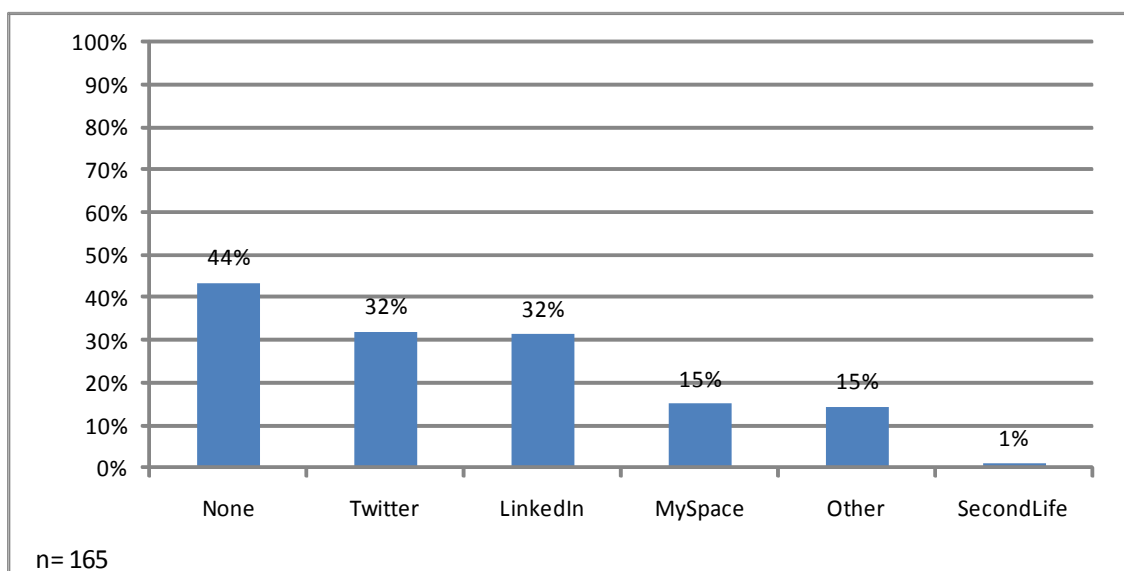
Some reasons for joining were named in the survey and each respondent could choose more of them or suggest those to him most important. 69% said that their main or one of the most relevant reasons for joining was that a friend suggested it, 47% joined because "everyone is on Facebook", 42% wanted to find old friends, 10% wanted to find people with mutual

47

interests, 7% wanted to advertise themselves, 7% were motivated by promotional E-mails, 4% wanted to find a love match, 2% wanted to find a job, and the remaining 7% stated other reasons for joining. These reasons were fun, wanting to try something new, being fed up with MySpace or pure curiosity. Main reasons for joining the Facebook community are shown in Figure 18.

Figure 18: Main reasons for joining Facebook

n=165
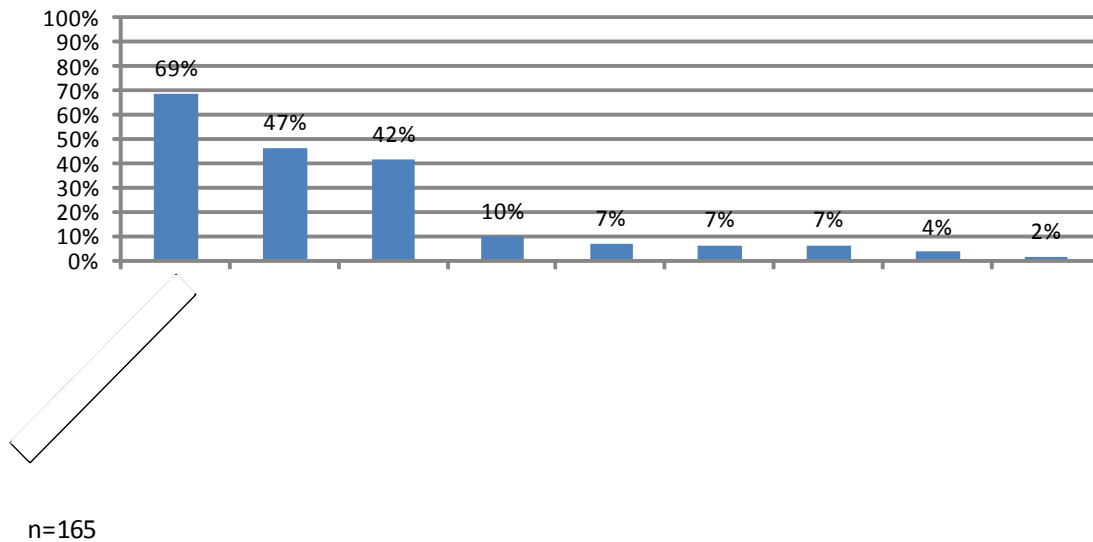
We were also interested in the frequency of Facebook updates and Facebook page usage. Updating the Facebook page refers to status changes, picture uploads, shared links and other representational activity. 38% update their Facebook page once or more a week, 24% once or more a month, 21% once or more a day, 13% once or more a year, and 4% never (see Figure 19).

Figure 19: Frequency of Facebook updates

n=165

48
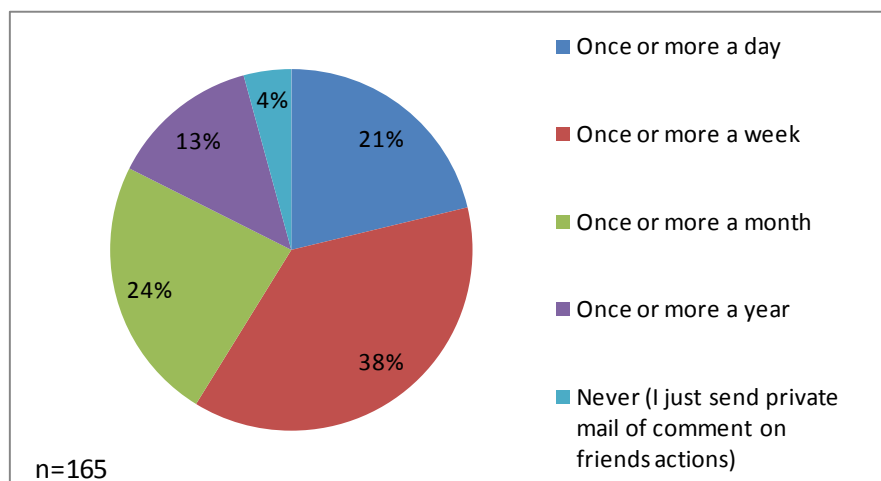
However, frequency of usage (opening your Facebook site) showed different numbers as 81% of all respondents open their Facebook page once or more a day, 12% once or more a week, 4% once or more a month, and 3% once or more a year (see Figure 20).

Figure 20: Frequency of Facebook use
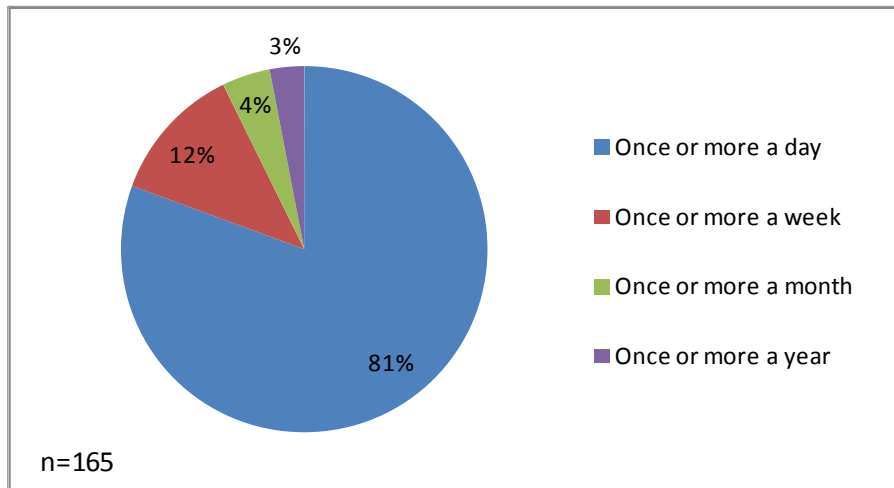
The majority (67%) of respondents do not have Facebook notifications in a form of messaging transferred to their phone and the remaining 33 either has all notifications transferred to their phone or just certain chosen ones like private messages and wall posts. Exact percentages are shown in Figure 21.

Figure 21: Facebook notification transfers to one's mobile phone
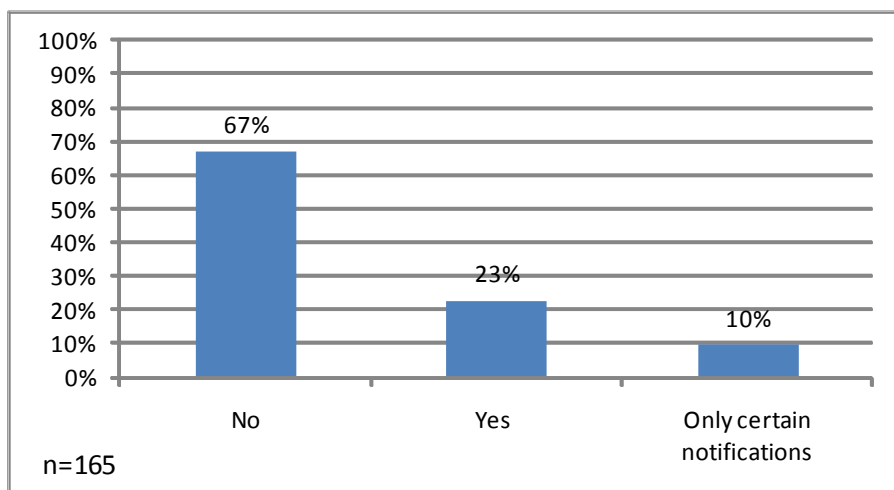
4.3.2 Facebook privacy

Exposing one's personal data on the Internet makes it more accessible to advertisers and the first question of the Facebook privacy section is referring to exactly that. Basic information

like gender, age and location are those most desirable by advertisers and those asked for upon joining Facebook. The user can choose to hide the information or leave it publicly available. The survey says that 47% expose all three mentioned data, 25% two of the mentioned, 19% one of the mentioned and only 9% hide their data entirely. Results can be found in Table 8.

Table 8: Basic information (gender, age and location); privacy

Information in question	Frequency	%
All three of them	77	47
Two of the mentioned	42	25
One of the mentioned	31	19
None of the mentioned	15	9

In terms of sharing information Facebook offers much more than just basic information exposure, as one can also reveal other information like birthday, E-mail address, education, hometown, favourites, interests, relationship status and so on. Out of 165 respondents 79% share their birthday, 69% E-mail address, 53% education, 50% hometown, 45% favourites, 44 interests, 40% relationship status, 32% language knowledge, 21% sexual orientation, 20% clubs and jobs, 9% political views, 8% mobile number, 6% current address, and 1% their phone number (see Figure 22).

Figure 22: Information shared on Facebook
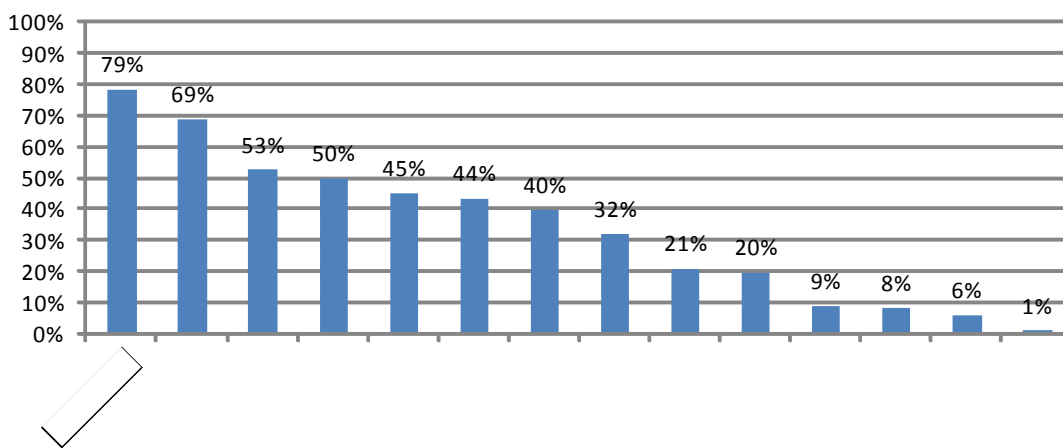
n=165

The survey presented the respondents with 5 statements and they needed to assess their level of agreement with them, according to their perceptions on a scale from 1 to 5, where 1 indicated the highest level of agreement ("I strongly agree") and 5 the lowest lever of agreement ("I strongly disagree"). The highest level of agreement was about the awareness of information display in connection with advertising. The value amounts to 1.89 and is followed by 2.13 indicating the level of agreement with the statement of security measures in terms of profile privacy. Quite high is also the familiarity with the threats of Internet abuse

(2.15) and the familiarity with the Facebook privacy settings (2.33). The level of concern about one's privacy on Facebook is assessed at average value of 2.42. The mentioned findings can be found in Figure 23.

Figure 23: Average values concerning Internet and Facebook privacy
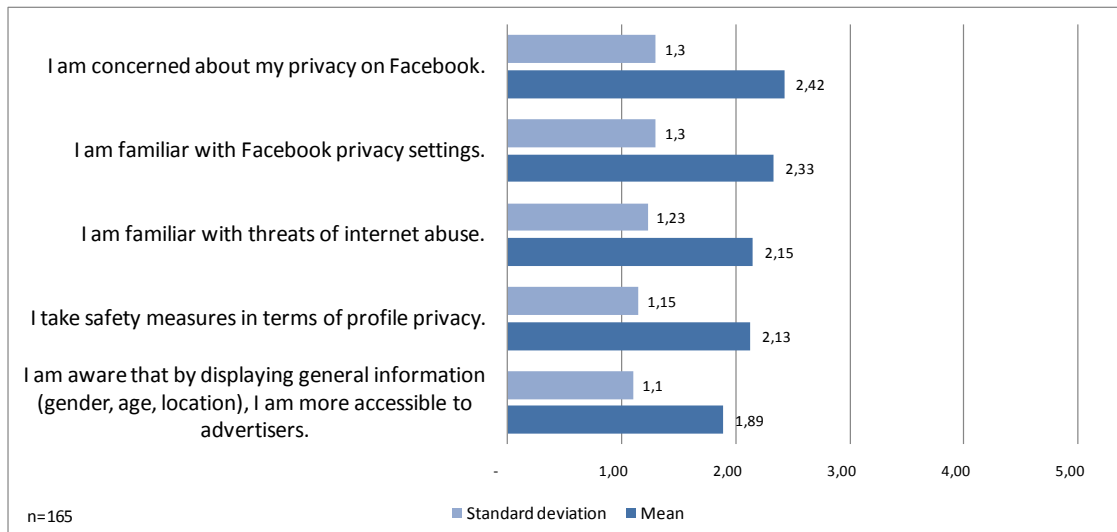
When asked if the respondents use Facebook privacy features, numbers lean heavily in favour of Facebook privacy feature use. 90% of all respondents use Facebook privacy features and only 10% deny the use of them. Furthermore, they needed to clarify which features they limit with the use of Facebook privacy settings and 84% answered that they use it to limit the "my photos" feature. 65% of the respondents limit their contact data feature, 61% the "wall" feature, 55% the "status" feature, 28% the applications in use, 26% the groups they joined, 10% do not use Facebook privacy settings and 1% limits other features not listed in the survey. The named feature was "friends list" (see Figure 24).

Figure 24: Features limited by the use of Facebook privacy settings
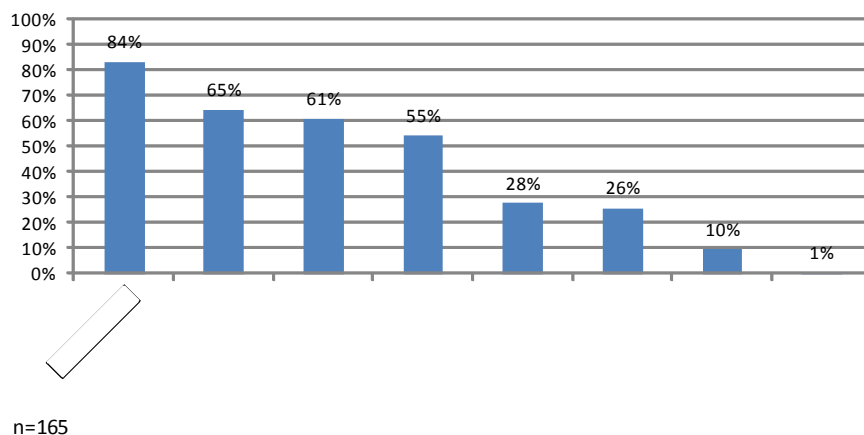
As assumed, "My photos" is the feature most respondents find relevant in terms of privacy protection and the following questions determine how familiar they are with the feature and if they adjust the settings in a way that only certain friends can see certain pictures. 80% of the respondents use the mentioned feature and 96% of those differentiate between friends by making friend groups, where not every group can see all pictures. 19% are not familiar with the feature and 14% are familiar with the feature but do not use it (see Table 9).

Table 9: Familiarity with and use of the "My photos" feature

	Frequency	%		Frequency	%
Familiar with the "My photos" feature and use it	132	80	**Differentiation between friends**	96	58
			No differentiation between friends	36	22
Not familiar with the "My photos" feature	19	12	**Does not use the "My photos" feature**	33	20
Familiar with the "My photos" feature but does not use it	14	8			

Overall visibility of respondents' Facebook profiles can be set in a way where only their friends, friends of their friends or all Facebook users can fallow their activities. 80% of the respondents have their profiles closed to strangers, 10% allow friends of friends profile views, 6% have a public profile, and 4% do now know what their profile visibility is set to (see Figure 25). 61% of all respondents do not accept strangers, while 33% accept strangers sometimes, and 6% regularly.

Figure 25: Profile visibility

n=165

- Friends only
- Friends of friends
- All Facebook users
- I do not know
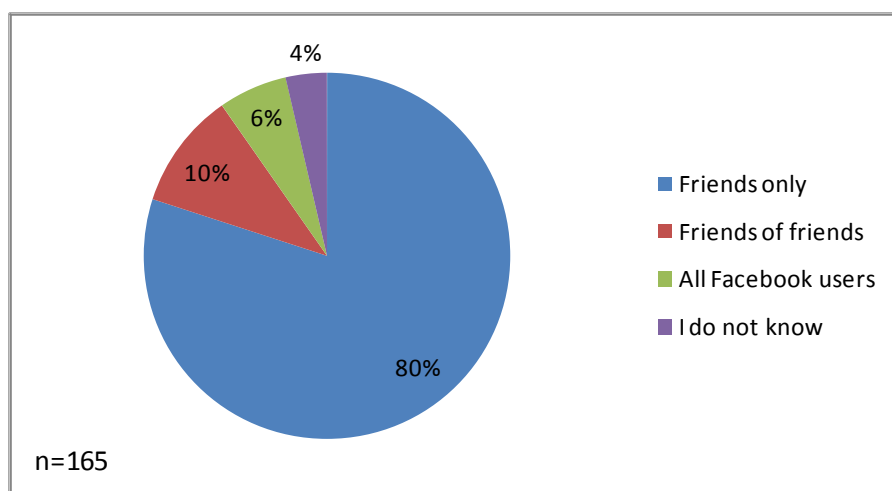
4.3.3 Facebook and recruitment

The core of this master's thesis is the connection between Facebook and recruitment. The third segment of the survey explores the aspects of it and answers questions about the use of Facebook as a recruitment intermediate. The responses gathered suggest that such applications are poorly used and that Facebook users are not particularly aware of this Facebook feature. Findings can be seen in Table 10.

Table 10: Facebook job search applications use

	Frequency	%		Frequency	%
Uses Facebook job search applications	8	5	**MyLinkedIn profile**	6	75
			Jobster	6	75
			Career builder	4	50
			Jobs2web	1	13
Does not use Facebook job search applications	157	95	**Is aware of recruitment search engines set up by big companies**	44	28
			Is not aware of recruitment search engines set up by big companies	113	72

Furthermore, the survey explored weather the respondents had ever received a job offer via Facebook and the greater majority said that they had not. 15 respondents (9%) answered stating "yes" and their reactions to it were either refusal, ignoring or accepting. 6 of them were doubtful and they refused the offer, another 6 ignored it, 2 of them accepted the offer without questioning it and 1 was doubtful but had accepted the offer anyway (see Table 11).

Table 11: Received job offers via Facebook and reply

	Frequency	%		Frequency	%
Have gotten a job offer on Facebook	15	9	**Was doubtful and had refused the offer**	6	40
			Ignored it	6	40
			Accepted without questioning the offer	2	13
			Was doubtful but had accepted	1	7
Have not gotten a job offer on Facebook	150	91			

The last three questions of this segment in the survey were looking to find the levels of agreement with the given statements. This level was measured on a scale from 1 to 5, where 1 indicated "I strongly agree" and 5 indicated "I strongly disagree". The lowest average value

and therefore highest level of agreement (1.96) resulted in the statement, "I am aware that everything I upload stays online forever". 48% strongly agree, 5% strongly disagree, 21% agree, 5% disagree and 20% neither agree nor disagree (see Figure 26).

Figure 26: Average values concerning Facebook privacy and background checks
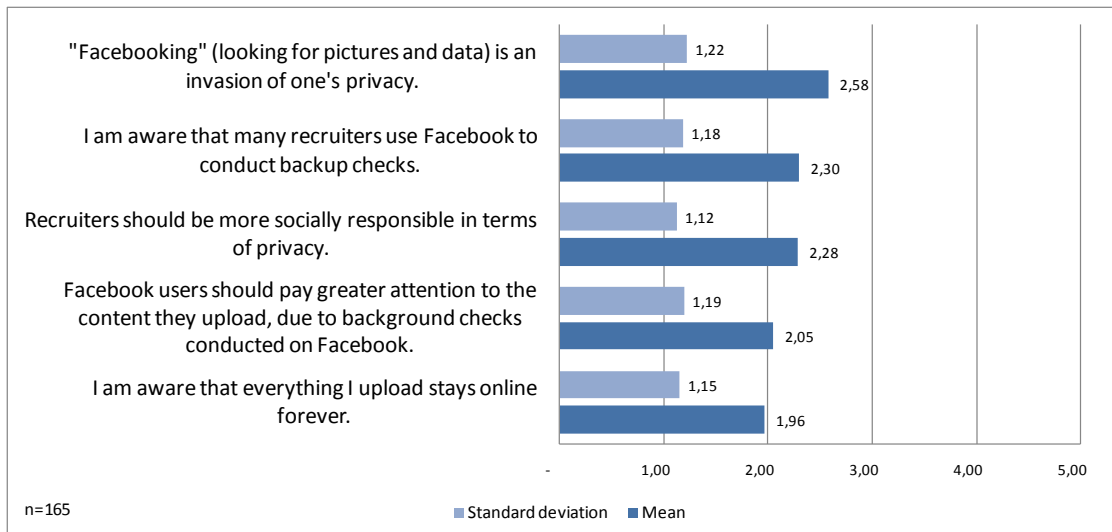
The average value of 2.05 indicates the respondents' level of agreement with the statement that Facebook users should pay greater attention to the content they upload on their pages due to background checks being conducted by recruiters. 47% strongly agree, 5% strongly disagree, 19% agree, 7% disagree and 22% neither agree nor disagree. The statement, "Recruiters should be more socially responsible," is measured with the average value of 2.28, where 32% strongly agree, 5% strongly disagree, 24% agree, 8% disagree and 32% neither agree nor disagree with the statement, and the average value 2.30 indicates the level of agreement with the awareness of conducted background checks by recruiters via Facebook. 34% strongly agree, 5% strongly disagree, 22% agree, 8% disagree and 30% neither agree nor disagree with the statement. The highest average value and therefore lowest level of agreement (2.58) resulted in the statement, "Facebooking (looking for pictures and data) is an invasion of privacy." 24% strongly agree, 7% strongly disagree, 25% agree, 16% disagree and 28% neither agree nor disagree with the statement (see Figure 26).

The next scale to be presented is the one that evaluates respondents' opinions about online recruitment in general (see Figure 27). 13% completely agree with the statement, "In general, I am in favour of online recruitment," while 12% completely disagree. 17% agree with the statement, 20% disagree with the statement, while 38% remain indifferent (they neither agree nor disagree). 13% completely agree with the statement, "Online recruitment gives me similar opportunity as regular recruitment to present myself as the most suitable candidate for the job," while 12% completely disagree. 15% agree with the statement, 25% disagree with the statement and 35% are indifferent.

Figure 27: Average values concerning online recruitment
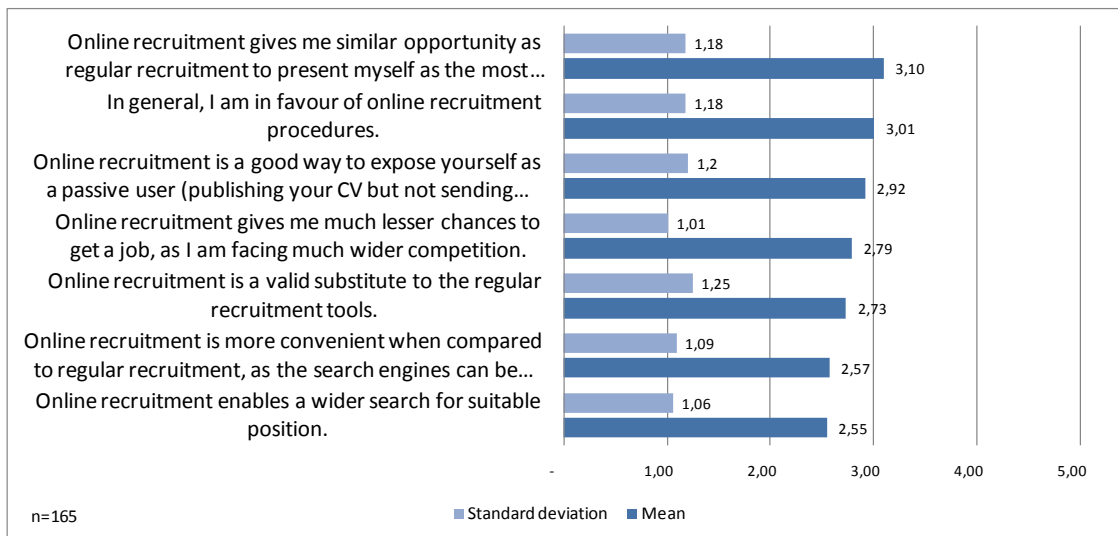
"Online recruitment is a good way to expose yourself as a passive user (publishing your CV but not sending applications," is a statement with which 13% completely agree and 14% completely disagree. 22% agree with the statement, 13% disagree with the statement and 38% are indifferent. The next statement to be evaluated was, "Online recruitment gives me much lesser chances to get a job, as I am facing much wider competition," with which 8% strongly agree and 6% strongly disagree. 32% agree with the statement, 16% disagree with the statement and 38% does not agree nor disagree with the statement (see Figure 27).

21% strongly agree that online recruitment is a valid substitute to the regular recruitment, while 12% strongly disagree with the statement. 19% agree, 12% disagree and 36% do not agree or disagree with the statement. When talking about convenience, 19% strongly agree with the statement that implies higher convenience level of online recruitment than regular recruitment, while 4% strongly disagree. 27% agree with the statement, 15% disagree with the statement and 35% stayed indifferent on this topic. "Online recruitment enables a wider search for a suitable position," is a statement with which 20% strongly agree and 2% strongly disagree. 26% agree with the statement, 16% disagree with the statement and 36% do not have a formed opinion on this topic (see Figure 27).

The last question in the third segment focused of Facebook as a recruitment intermediate and it did so by offering statements which needed to be evaluated according to the level of agreement with them (see Figure 28). 5% strongly agree with the statement, "Based on data retrieved on Facebook recruiters can make an informed hiring decision," while 22% strongly disagree with the statement. 17% agree with the statement, 19% disagree with the statement and 36% neither agree nor disagree with the statement.

"Recruitment using Facebook is a smart way to find suitable candidates," is a statement with which 12% strongly agree and 25% strongly disagree. 12% agree with the statement, 20% disagree with the statement and 30% are indifferent. The next statement was, "When

recruiting via Facebook, the employer gets to know all the candidate's personal details," with which 15% strongly agree and 20% strongly disagree. 19% agree with the statement, 21% disagree with the statement and 25% neither agree nor disagree with the statement.

7% strongly agree that when recruiting via Facebook and observing a candidate's profile and wall, the employer is acquainted with the candidate's primary values, while 18% strongly disagree with the statement. 25% agree, 16% disagree and 35% neither agree nor disagree with the statement. When talking about age and suitable recruitment options, 16% strongly agree with the statement that implies higher suitability level of Facebook as a recruitment tool for younger generations, while 8% strongly disagree. 27% agree with the statement, 18% disagree with the statement and 31% are indifferent on this topic.

Figure 28: Average values concerning Facebook as recruitment intermediate

4.3.4 Usage frequency and notifications transfer cross tabulation

- *Q1: Do people who open their Facebook page frequently (active users – more than once a day) also have notifications transferred to their phone?*

The sample size of 165 respondents answered both the question about their usage frequency as well as if they have any notifications transferred to their phone. Table 12 was generated in SPSS and shows the usage frequency and notification transfer cross tabulation.

56

Table 12: Usage frequency and notifications transfer cross tabulation

| | | Notification transfer | | | | Total | |
| | | Yes or only certain notifications | | No | | | |
		N	%	N	%	N	%
Usage frequency	**Once or more a day**	48	36	85	64	133	81
	Not frequent	6	19	26	81	32	19
Total		54	33	111	67	165	100

To examine whether people who open their Facebook pages frequently also have notifications transferred to their phone, a chi-square test was used. Pearson's chi-square value is 3.523 and the degrees of freedom is 1. The significance value is 0.061, which is more than 0.05 and less than 0.1, and therefore there is a weak statistical significance between usage frequency and notification transfers. Table 13 shows only most relevant data obtained by SPSS, while more detailed data can be found in Appendix 6.

Table 13: Chi-square test for usage frequency and notifications transfer

	Value	Df	Asymp. Sig (2-sided)
Pearson's chi-square	3.523	1	0.061

4.3.5 Facebook privacy settings and gender cross tabulation

- *Q2: Are women keener on using the privacy settings?*

The sample size of 165 respondents answered both the question about their gender as well as if they use Facebook privacy settings. We sought to find out if women are keener to use Facebook privacy settings. Table 14 was generated in SPSS and shows the use of Facebook privacy settings by gender.

Table 14: Facebook privacy settings and gender cross tabulation

| | | Privacy settings use | | | | Total | |
| | | Yes | | No | | | |
		N	%	N	%	N	%
Gender	**Female**	82	94	5	6	87	53
	Male	67	86	11	14	78	47
Total		149	90	16	10	165	100

To examine whether respondents' gender plays a role in Facebook privacy settings use, a chi-square test was used. Pearson's chi-square value is 3.279 and the degrees of freedom is 1. The significance value is 0.070, which is more than 0.05 and less than 0.1, and therefore there is weak statistical significance between gender and privacy settings use. Table 15

shows only most relevant data obtained by SPSS, while more detailed data can be found in Appendix 7.

Table 15: Chi-square test for gender and the use of Facebook privacy settings

	Value	Df	Asymp. Sig (2-sided)
Pearson's chi-square	3.279	1	0.070

4.3.6 Facebook recruitment applications use

- *Q 3: Are Facebook recruitment applications widely used?*

To statistically determine whether Facebook recruitment applications are widely used, the Z-test was applied.

Equation 1: Z-test

$$z = \frac{p - \Pi_0}{SE(p)} = \frac{0{,}04848 - 0{,}2}{0{,}03114} = -4{,}8658$$

$$p = \frac{n_\alpha}{n} = \frac{8}{165} = 0{,}04848$$

$$SE(p) = \sqrt{\frac{\Pi_0(1 - \Pi_0)}{n}} = \sqrt{\frac{0{,}2(1 - 0{,}2)}{165}} = 0{,}03114$$

n_a=number of respondents that answered stating »yes«
n=number of all respondents
H_0 is rejected if: $z \geq z_\alpha$

z = -3.788 < $z_{\alpha(\alpha=0.1)}$ = 1.2816 →H_0 cannot be rejected

Theoretical pillars suggest a wide use of Facebook recruitment applications. We created an alternative hypothesis, which suggests that more than 20% of all respondents in fact use the mentioned applications (H_1: Π>0.2). We have set this percentage based on the fact that nearly 60% of all respondents joined Facebook after 2008, which makes them settlers as appose to being pioneers. This means that they are slower in accepting new technology and not as perceptive to new things. I assumed that if they need at least 4 years to join Facebook that perhaps they will need more time to make use of such applications as well. The Z-test helped us determine that the differences are not statistically significant. Based on sample data we cannot reject the null assumption (H_0: Π = 0.2), which means, with minimal risk level (α=0.1), we cannot claim that the share of respondents that use Facebook recruitment applications is greater than 0.2.

4.3.7 One-sample test: Background check awareness

- *Q4: Are Facebook users aware that the recruiters look for otherwise not provided information in their CVs on Facebook (pictures, comments, status updates, friendship links,..)?*

The following is an output of a one-sample T-test. We compared the mean level of statement 3.3.a (see Appendix 5), for the sample of 165 respondents, to a set upon mean value of 3. The mean of our sample is 2.2970, which is lower than the set upon mean 3 (see Table 16).

Table 16: One-sample statistic: Background check awareness

	N	Mean	Std. Deviation	Std. Error Mean
Facebook background checks awareness	165	2.2970	1.18025	0.09188

T-value in this case is -7.651 and the degrees of freedom is 164. The significance value is 0.000, which is less than 0.05, and therefore there is a statistical significance bound to the statement, "I am aware that many recruiters use Facebook to conduct background checks." (see Table 17).

Table 17: One-sample test: Background check awareness

	Test value = 3					
					95% Confidence interval of the difference	
	t	*df*	*Sig. (2-Tailed)*	*Mean difference*	*Lower*	*Upper*
Awareness of Facebook use for background checks	*-7.651*	*164*	*0.000*	*-0.70303*	*-0.8845*	*-0.5216*

4.3.8 One-Sample test: "Facebooking" as an invasion of privacy

- *Q5: Do Facebook users think conducting background checks via Facebook is an invasion of privacy?*

The following is an output of a one-sample T-test. We compared the mean level of statement 3.3.b (see Appendix 5), for the sample of 165 respondents, to a set upon mean value of 3.The mean of our sample is 2.5758, which is still lower than the set upon mean (see Table 18).

Table 18: One-sample statistic: "Facebooking" is an invasion of privacy

	N	Mean	Std. Deviation	Std. Error Mean
"Facebooking" is an invasion of privacy	165	2.5758	1.21551	0.09463

T-value in this case is -4-483 and the degrees of freedom is 164. The significance value is 0.000, which is less than 0.05, and therefore there exists a statistical significance bound to the statement, "Facebooking (looking for pictures and data) is an invasion of one's privacy." (see Table 19).

Table 19: One-sample test; "Facebooking" is an invasion of privacy

| | Test value = 3 | | | | 95% Confidence interval of the difference | |
| | | | Sig. (2-Tailed) | Mean difference | | |
	t	*df*			Lower	Upper
"Facebooking" is an invasion of privacy	*-4.483*	*164*	*0.000*	*-0.42424*	*-0.6111*	*-0.2374*

4.3.8 One-sample test: Recruiters' social responsibility

- *Q6: Should recruiters be more socially responsible in terms of background checks and prying into one's privacy?*

The following is an output of a one-sample T-test. We compared the mean level of statement 3.3.d (see Appendix 5), for the sample of 165 respondents, to a set upon mean value of 3.The mean of our sample is 2.2848, which is lower than set upon mean 3 (see Table 20).

Table 20: One-sample statistic: Recruiters' social responsibility

	N	Mean	Std. Deviation	Std. Error Mean
Recruiters should be more socially responsible	165	2.2848	1.12513	0.08759

T-value in this case is -8.165 and the degrees of freedom is 164. The significance value is 0.000, which is less than 0.05, and therefore there is a statistical significance bound to the statement, "Recruiters should be more socially responsible in terms of privacy." (See Table 21).

Table 21: One-sample test: Recruiters' social responsibility

| | Test value= 3 | | | | 95% Confidence interval of the difference | |
| | | | Sig. (2-Tailed) | Mean difference | | |
	t	*df*			Lower	Upper
Recruiters should be more socially responsible	*-8.165*	*164*	*0.000*	*-0.71515*	*-0.8881*	*-0.5422*

4.3.9 Usage frequency and privacy settings cross tabulation

- *Q7: Do active users (once or more a day) use privacy settings more than passive users?*

The sample size of 165 respondents answered both the question about their usage frequency as well as the use of privacy settings. Table 22 was generated in SPSS and shows usage frequency and privacy settings cross tabulation.

Table 22: Usage frequency and privacy settings cross tabulation

| | | Privacy settings use | | | | | |
| | | Yes | | No | | Total | |
		N	%	N	%	N	%
Usage frequency	**Once or more a day**	121	91	12	9	133	81
	Not frequent	28	87.5	4	12.5	32	19
Total		149	90	16	10	165	100

To examine whether people who open their Facebook pages frequently also have tendencies towards using the privacy settings, we used a chi-square test. Pearson's chi-square value is 3.526 and the degrees of freedom is 1. The significance value is 0.551, which is more than 0.05, and therefore there is no statistical significance between usage frequency and using the privacy settings. Table 23 shows only most relevant data obtained by SPSS, while more detailed data can be found in Appendix 8.

Table 23: Chi-square test for usage frequency and privacy settings

	Value	Df	Asymp. Sig (2-sided)
Pearson's chi-square	3.556	1	0.551

4.3.10 Usage frequency and befriending strangers cross tabulation

- Q8: Are active users (once or more a day) less likely to befriend strangers than passive users?

The sample size of 165 respondents answered both the question about their usage frequency as well as if they tend to befriend strangers. Table 24 was generated in SPSS and shows usage frequency and befriending strangers cross tabulation.

Table 24: Usage frequency and befriending strangers cross tabulation

| | | Befriending strangers | | | | | | Total | |
| | | Yes | | No | | Sometimes | | Total | |
		N	%	N	%	N	%	N	%
Usage frequency	**Once or more a day**	8	6	82	62	43	32	133	81
	Not frequent	2	6	19	59	11	34	32	19
Total		10	6	101	61	54	33	165	100

To examine whether people who open their Facebook pages frequently accept strangers less likely than passive users, we used a chi-square test. Pearson's chi-square value is 0.057 and the degrees of freedom is 1. The significance value is 0.972, which is more than 0.05, and therefore there is no statistical significance between usage frequency and befriending strangers. Table 25 shows only most relevant data obtained by SPSS, while more detailed data can be found in Appendix 9.

Table 25: Chi-square test for usage frequency and befriending strangers

	Value	Df	Asymp. Sig (2-sided)
Pearson's chi-square	0.057	1	0.972

5 Discussion

This master's thesis sought to explore the two faces of Facebook in terms of recruitment. The previous chapter outlined the results of the research conducted in order to answer the set upon research questions. However, this chapter will elaborate the findings of the mentioned research in comparison to previously done research or in connection to the studied literature.

- *RQ1: Do people who open their Facebook page frequently (active users- more than once a day) also have notifications transferred to their phone?*

This research question was formed out of pure curiosity and desire to explore who are the people who choose this particular Facebook service. The survey showed that the users who open their Facebook pages frequently compared to not frequent users in fact are keener on notifications transfer. 89% of those who have notifications transferred to their phone are frequent users, however, also 77% of those who do not have notifications transferred to their phone fall into the same group of frequency users. The results of this research question are not surprising, as we anticipated a similar outcome where even more frequent users would apply the notifications transfer feature.

As we are stepping into a new wireless era, smartphones are expected to become a standard device that will enable faster communication with one's online friends and a 24/7

connectivity. In the U.S., the share of smartphones as a proportion of overall device sales has increased drastically over the last year and 45% of respondents to a Nielsen survey indicated that their next phone purchase will in fact be a smartphone. The same survey indicates that the sales of smartphones are expected to grow and therefore application use will grow as well (Entner, 2010). Furthermore, smartphones are also becoming more and more popular in Slovenia, because the mobile providers offer cheap packages including blackberrys, iphones and androids. Simobil is currently the first mobile provider to sell iphone 4 in Slovenia and its offer starts with 1 EUR per month. The increase of such gadgets would also indicate an increase in using application such as Facebook applications (including notification transfer), online shopping, push mail, games, dictionaries, and so on.

- *RQ2: Are women keener on using the privacy settings?*

Research done by Jones and Soltren (2005, p. 21) among other things determined that women are more likely to log into Facebook, have more friends and are keener of Facebook privacy settings. However, when tested in statistical terms, these findings were not statistically significant. Authors also outlined that women definitely self-censor their Facebook data more than men do, which is shown in number of phone numbers made available to the public. Mentioned is a reason to assume that women are keener to use the privacy feature.

The research showed that 55% of all respondents who use privacy setting are women and 31% of those who do not use privacy settings fall in to the same gender group. Therefore, 69% of all respondents who do not use Facebook privacy features are men. We can assume this is due to dangers that come hand in hand with having online fun. Girls and women are believed to be more susceptible to online crime and what it leads to in everyday life.

Cybercrime against individuals includes transmission of child pornography, harassment and cyber stalking. Harassment and cyber stalking have showed to be of special interest to women as the majority of its victims are in fact women. Being anonymous online presents numerous ways to manipulate the victims by hiding the identity or creating a new one. More experienced stalkers can use anonymous remailers that make it all-but-impossible to determine the identity of the source of an e-mail or other electronic communication (Munyua et.al., 2009, p. 6). Self reports to WHOA (Working to Halt Online Abuse) in 2010 indicate that 73% of all cyber victims are women and the remaining 27% are men, while 36% of cyber stalkers and stalkers are women, 44.5% are men, 3% are gangs and 16.5% is not determined (WHOA, 2011).

- *RQ3: Are Facebook recruitment applications widely used?*

Previously done research suggests that Facebook recruitment applications are easy to use and therefore also widely used by the general population of Facebook. The enormous response to Facebook as an online recruitment tool is supposedly evident due to the fact that the highest percentage of users falls into the age group of 25-35. Moreover, in the U.S, the biggest

Facebook using country, that group of users amounts to 25% of all Facebook users. This research indicates a similar outcome, as 53% of all respondents fall into the same age group. This particular age group holds many recent graduates and young people in search of employment (Kiser, 2010, p. 2). The medium had been successful in creating a strategy to connect with passive users on a long term basis to identify and encourage talent pools (Sinclair, 2010, p. 1).

After examining the literature and the already done research, I was doubtful of such Facebook recruitment applications use and had gone to see some of the most successful ones in action. After doing so I was even more doubtful as I saw poor numbers of joined members. Just for comparison, I can say that a fan page of a noted Slovenian fashion photographer, Aleš Bravničar, has more so called "likes" than for example the globally present Jobster or Career Builder. Furthermore, my research showed that only 9% of all respondents use such Facebook applications and perhaps conducting a similar research in U.S. would bring different results. I assume that using such application takes time and since most of my Facebook friends are European and have joined Facebook in 2008, I assume they fall into the category of people who need more time to adjust to new technology, settlers (Rose, Dade & Scott, 2007). Researches mentioned in previous chapters show that the U.S. users are the pioneers who accept these novelties faster and for that reason I would expect a higher percentage of recruitment application use.

- *RQ4: Are Facebook users aware that the recruiters look for otherwise not provided information in their CVs on Facebook (pictures, comments, status updates, friendship links...)?*

A growing trend of making background checks of job applicants via Internet is something worth examining when talking about Facebook. An employer can type the applicants' name into a Facebook search engine and see what he can find. This way he can get a quick "character" idea of an applicant, depending on what is available online (Campbell, 2008). Such actions are being discusses in media and court documents, as its consequences affect many lives. Employers' use of online background checks is increasing by the minute and even though this practice is so widely acceptable, only few employers have explored weather this practice is even ethical.

As most research done up till now has been studying the employer's perspective, I wanted to do the opposite. I was interested in employment seeker's opinions and Facebook exposure threat awareness. The respondents were leaning more on the side of awareness then unawareness. Although this outcome does not surprise me, I must say I expected a higher level of awareness. Since most of the respondents are either students, recent graduates and those looking for a job, I expected them to be more aware of the threats Facebook has to offer, as they are those who are looking for employment or will be looking for employment in the near future. Finding a job has not been an easy task in the past few years and educating yourself in terms of self-presentation should be of great importance.

- *RQ5: Do Facebook users think conducting background checks via Facebook is an invasion of privacy?*

There is no universal definition of what privacy is or what constitutes workplace privacy (Miller and Weckert, 2000, p. 255). The Merriam-Webster Online Dictionary defines privacy as "freedom from unauthorized intrusion" (2011), but experts disagree if information placed on Facebook and other social networks is rightfully expected to be private. Introna and Pouloudi (1999, p. 29) stated that the information that an individual places on a social networking site is personal or protected information, it indicates that a job applicant waives an expectation of privacy to that information when he places it there. On the other hand, Warren and Brandeis (1890, p. 219) were clear when they stated that a person's right to privacy ceases once the individual publishes the information or consents to its release.

Due to difference in privacy perception of various experts of the field I wanted to test whether conducting background checks via Facebook is considered an invasion of privacy. I made an affirmative statement and asked the respondents to evaluate the level of agreement. Their level of agreement was leaning on the side of not agreeing with the statement, which indicates they do not see background checking as ethically unfit. Perhaps the results turned out this way due to the employment status, as only approximately 25% of respondents are currently looking for a job. Furthermore, I assume that students and those already employed do not pay much regard to it due to the fact that they are not facing the difficulties of the today's labour market.

- *RQ6: Should recruiters be more socially responsible in terms of background checks and prying into one's privacy?*

Bahls (1990, p. 29) argues that the sensible thing to do would be to establish a policy of some sort to help the employer decide whether or not there is a link between Facebook content of the applicant and his job behaviour. In case of link existence, the employer would need to specify for which jobs he has a legitimate business interest in gathering this information. Furthermore, Greenwald (2008, p. 1) states that if the legitimate interest outweighs the negative consequences to society at large, the employer needs to follow certain charted out guidelines in order to prevent seeking or using information based on protected class membership or in violation of a law or regulation.

In the research, I asked whether conducting background checks via Facebook is considered an invasion of privacy. I did so by making an affirmative statement and asking the respondents to evaluate the level of agreement. Their level of agreement was leaning on the side of agreeing with the statement, which indicates they do not see background checking as ethically unfit. This kind of result was anticipated, due to the general assumption that nobody likes their personal space invaded. I believe this site should stay what it was sought to be at the point of foundation, an online place to get together and meet people, and not what it is becoming nowadays. Content uploaded on ones Facebook pages is being exploited on a day to day basis

and not only in terms of background checking but also in terms of breaching virtual and physical safety. However, all already mentioned also raises a question of voluntary membership, as nobody is forced to join or uploads any content that could potentially harm the good name of the member. This means that each individual that decides to join Facebook should be aware of the dangers it has to offer, because everything he uploads stays online forever. For that reason, I believe Facebook users should pay greater attention to privacy settings and that way at least partially soften the lurking dangers of Facebook. By changing your Facebook name, making your profile and pictures private and not accepting strangers you can greatly contribute to keeping the voyeurs away.

Even if everything else fails, one can also play the card of impression management and window dressing. This means that if one is aware that he is a target of voyeurs (in this case voyeurs are employers) he can also make his profile suitable for their needs. Making two profiles where one is used for self-presentation is getting more and more popular, because this way employers can see only the parts employment seekers want to reveal. Since Facebook offers a different platform as for example LinkedIn, someone looking for employment should censor his actions and make use of privacy settings in a greater extent. While it is assumed that members will act in a professional manner on LinkedIn, it is not assumed the same for members of Facebook. I believe that relaxed conduct on Facebook is the main reason why employers use it as an information source.

- *RQ7: Do active users (once or more a day) use privacy settings more than passive users?*

This research question was formed in order to explore who are the people that decide to use privacy settings. The survey showed that the users who open their Facebook pages frequently and also those who are not frequent users use the privacy settings. 91% of frequent users have applied privacy settings on their profiles and 87.5% of non frequent users have done the same. The results of this research question are somewhat surprising, as I anticipated a greater difference in using Facebook privacy settings based on activity. I assumed that those more involved in Facebook would be more aware of privacy settings and therefore the percentage of usage compared to non frequent users would be higher.

Further research should focus in detailed understanding of using privacy settings, as there is a great difference between merely making your profile private and also adjusting your profile in a way where you can have partial visibility for formed groups of friends. This means that we should explore weather active users or, better yet, those more involved in Facebook activities make detailed privacy adjustments. This refers to removing yourself from Facebook search results, removing yourself from Google search, hiding tagged pictures and videos, protecting albums, limiting the stories shared on friends news feed, and so on. However, even though these actions would help solve ones employment issues, they also contribute to the loss of connectivity and making of new online friendships.

- *RQ8: Are active users (once or more a day) more likely to befriend strangers than passive users?*

Just like in everyday life, also on social networking sites one can interact and change relationships by adding and removing friends from their lists. As anyone (strangers, acquaintances or established friends) can make a request to join a user's network, the privacy level of one's profile can be jeopardized. By allowing strangers or acquaintances to join one's network, one is increasing the odds of privacy risks such as cyber-stalking and identity theft. Previous research has shown that most online users wish to keep personal data private from strangers, but the majority implicitly trusts friends of friends, which enables revealing of potentially sensitive information to strangers (Nagle & Singh, 2009, p. 312).

Previous research also already explored weather users are more likely to befriend strangers if they have friends in common and if such action is related to using privacy settings. Presumably, users who tightened their privacy settings would be less likely to accept a friend request from an unknown entity (Nagle & Singh, 2009, p. 315).. However, my last research question focused on the relation between the usage frequency and befriending strangers. I was interested if there is a link between people who spend more time on Facebook and are more likely to accept strangers. After having studied the literature and previously done researches, it seemed apparent that people who spend more time on Facebook make greater use of privacy settings. This leads us to believe they are more aware of the dangers of online crime and privacy invasion and for that reason should be less likely to befriend strangers. The results showed that the majority of active as well as passive users do not befriend strangers. I find the result surprising as I expected passive users to be less involved in Facebook activity. Further research should also explore whether befriending strangers and usage frequency can be correlated with using privacy settings.

5.1 Recommendations for Facebook users and recruiters

After everything already mentioned also recommendations for both, Facebook users and recruiters need to be made. Table 26 shows some suggestions.

Table 26: Recommendations for Facebook users and recruiters

Facebook users	Recruiters
■ Adjust their privacy setting in a way their data and activity is seen only by those they wish to communicate with; ■ Closing the shared albums so that only friends or even only certain friends can see them. Friends of friends are in fact strangers and that way unwanted contents can be revealed to employers; ■ Should not befriend strangers; ■ Censor uploaded content due to immortality of uploaded data; ■ If they wish to have the full freedom in their activities they can change their names into something that has no relation to them (example: one's name is John Smith and the Facebook name is Michael Knight) and create another one where they entirely censor their activities in order to meet the expectations of employers (under their real names).	■ Should have legitimate purpose for the intrusion; ■ Should provide fair notice to the employee prior to the background check; ■ Should make sure the information obtained is accurate, complete and relevant; ■ Should discard outdated information ■ Should not make character evaluations based on information found on Facebook; ■ Should keep promises of confidentiality; ■ Should not discriminate based on skin colour or race. Background checks of only certain races are discriminatory and punishable by law, while background checking of all the candidates is just common practice.

5.2 Limitations and suggestions for further research

To conclude this chapter also limitations and suggestions for further research need to be mentioned. The limitations are:

- The sampling method used was snowballing, which means the sample was not chosen randomly and this can affect the final outcome (Facebook friends are people with mutual interests and therefore tend to think alike). In future, such research should be done by random sampling.

- The sample size was 165 and to do a more accurate research, the sample needs to be larger.

- The possibility of socially desirable answers can be present even if the survey is completely anonymous.

- The survey was quite long and for that reason some respondents did not finish it and others did, but with indifference to the outcome (answering all questions on a Likert scale from 1 to 5 stating "3").

- Many respondents have not faced the challenge of searching for a job and therefore can find it harder to answer the questions concerning recruitment.

- Most of the sample was potential Facebook recruitment victims and not actual victims.

Suggestions for further research are:

- Collected data was based only on users and in future it should also include non-users. Perhaps conducting a qualitative research in a form of focus groups would be a good way to go about it. This way the information of their motivations and beliefs would be collected and pillars for further quantitative research would be set.

- It would also be interesting to explore weather age influences the usage and the wanted gratification of users and non-users

- An interesting aspect for further research could also be finding a correlation between portrayed profile images and background checks perception. Exploring whether those who wish to portray an image of an intelligent and hard working individual oppose background checks less than, for example, those who wish to portray the image of a wild and outgoing individual.

- Demography and geography also plays a role and therefore should be considered in further research.

- Why Facebook users accept strangers and the effect it has on profile privacy, could also be an intriguing topic to explore in further research.

CONCLUSION

Social networking sites have opened more than just a few new doors that enable people to communicate and interact. This way one does not need to be physically close to a friend in order to stay in touch. However, this master's thesis did not focus on the socializing feature of such sites, as it explored sites like Facebook in terms of recruitment. It sought to find how Facebook users perceive that particular side of Facebook and to what extent they use it. Facebook certainly has many faces, but only two of them were explored in this master's thesis. The first, where Facebook offers recruitment applications to ease the job search for employment seekers and they willingly disclose information about themselves, and the second, where user information is retrieved by recruiters in order to check up on the candidates, without their knowledge or consent.

Facebook is becoming more and more important in terms of recruitment possibilities. Upon establishment it was merely a niche market targeting college and university students and it grew into a valuable personal and professional networking source. Facebook users have the option of adding applications that offer various benefits. Some are intended as pure

entertainment and others as professional search engines. Applications on Facebook that are targeted toward careers and career growth are expected to create a stepping stone for all those in search of employment. The mentioned applications are created especially to assist with employment searches and networking, even if at that given moment one is not an active member of the employment market (Tawny, 2009). However, perhaps the other face of Facebook is more concerning, as much debate on the subject of privacy has started.

There is no universal definition of what privacy is or what constitutes workplace privacy (Miller and Weckert, 2000, p. 255). The Merriam-Webster Online Dictionary defines privacy as "freedom from unauthorized intrusion" (2011), but experts disagree if information placed on Facebook and other social networks is rightfully expected to be private. Introna and Pouloudi (1999, p. 29) stated that the information that an individual places on a social networking site is personal or protected information, it indicates that a job applicant waives an expectation of privacy to that information when he places it there. On the other hand Warren and Brandeis (1890, p. 219) were clear that a person's right to privacy ceases once the individual publishes the information or consents to its release.

Furthermore, not only experts disagree on the matter of privacy on such sites, Facebook users also tend to see it differently than the employers. This apparent clash of interests between Facebook users and employers can be pinned on different understandings of the social network use. Facebook members use their profiles to communicate daily on a personal level with friends, and employers' tend to judge them based on what is posted. The main Facebook function is to serve as an online gathering place enabling people to communicate and make plans. But on the down side of such a gathering place is the fact that all conversations are immortalized and that makes it very easy to be reached and judged by voyeurs. In this case the voyeurs are the employers, as they are taking all kinds of personal information in order to ease their hiring decision, without the job applicant's knowledge or consent (Clark & Roberts, 2010, p. 513).

While opening someone's letter is an invasion of privacy and can be punishable by law, viewing someone's personal profile does not share the same privilege. Making double profiles in order to see ones postings is a common practice in today's hiring decisions, which can neither be protected nor punished by law. Moreover, employers are free to make unfair and arbitrary decisions as they do not violate specific laws such as discrimination by examining only certain profiles. Therefore, examining the profiles selectively in terms of race is considered unlawful discrimination, while examining profiles of all applicants is a more and more commonly and legally used practice (Karl & Peluchette, 2010, p. 35-36). Even though this practice is legal and employers are free to use it as they see fit, the question of social responsibility remains: Should they make use of it and are such actions socially acceptable?

Povzetek

UVOD

Online Social Networks Report (2008, str. 5) je opredelil spletna socialna omrežja kot rastoč globalni fenomen z več stomilijonsko uporabniško bazo. Facebook, MySpace, Twitter, Bebo in mnoga druga omogočajo objavo multimedijski vsebin, ki zadevajo uporabnika ali pa njegove interese ter navezavo novih prijateljski vezi. Takšne spletne skupnosti omogočajo lažje prepoznavanje ljudi s podobnimi interesi in navezovanje stikov tudi z ljudmi, s katerimi v vsakodnevnem življenju običajno ne bi imeli stika. Znotraj teh mrež je uporabnikom dovoljeno ustvariti svoj globalni jaz in v sodelovanju z ostalimi uporabniki oblikovati spletno vsebino ustrezno njihovim interesom. Steven Van Belleghem (2010, str. 6) se je poglobil v raziskavo spletnih socialnih omrežij in tako odkril, katera so tista, ki so najbolj prisotna v naših življenjih v svetovnem merilu. Odkril je, da so na samem vrhu te lestvice Facebook, MySpace in Twitter.

Leta 2004 je takrat še študent Mark Zuckerberg s pomočjo Andrewa McColluma in Eduarda Severina lansiral spletno socialno omrežje, ki je spremenilo spletno interakcijo za vedno. Projekt, ki so ga poimenovali »The Facebook« se je sprva vezal le na študente Harvarda, kjer so tudi sami bili študenti. Štiriindvajset ur po lansiranju omrežja je stran že imela 1200 uporabnikov. Sledilo je le nekaj tednov govoric in vse večji odziv študentov Harvardske univerze, kar je privedlo do tega, da so želeli sodelovati tudi študenti drugih univerz. Tako je v aprilu 2004 spletno mesto »The Facebook« postalo dostopno vsem »Ivy league« strežnikom (Croft, 2007, str. 1; Mavsar, 2008, str. 66, Sadler, 2001, str. 11). Mnoga leta raziskav, inovacij in notranjih sporov so privedla do zavidljivega uspeha Facebooka, saj se le-ta danes uporablja v prenekateri namen. Enega izmed teh namenov obravnava tudi ta magistrska naloga, in sicer Facebook kot zaposlitveno orodje.

Namen tega magistrskega dela je predstaviti koncept spletnih socialnih omrežij in »dva obraza Facebooka« z vidika zaposlovanja. Prvi »obraz Facebooka« predstavljajo Facebook spletne aplikacije, ki ponujajo možnost iskanja zaposlitve kar na Facebooku. Drugi »obraz« pa prestavlja črpanje informacij s Facebooka s strani zaposlovalcev, kar brez vednosti in privoljenja kandidatov. Namen te magistrske naloge je tudi osveščanje bralcev o nevarnostih Facebooka z vidika zaposlovanja, ter kako se pred temi nevarnostni zaščititi.

Cilji magistrske naloge so:
- izvršitev raziskave z namenom odgovora zastavljenih raziskovalnih vprašanj;
- pridobitev vsaj 150 uporabnih in pravilno rešenih anketnih vprašalnikov;
- pridobitev mnenj na temo uporabe Facebooka, nastavitev zasebnosti in spletnem zaposlovanju na splošno;

- pridobivanje globljega razumevanja vidikov Facebooka kot orodja zaposlovanja in »dveh obrazov«, ki se pri tem odražata;

- osveščanje bralca o nevarnostih, ki prežijo na Facebooku, z vidika zaposlovanja.

Sledeče bo raziskano s pomočjo domače in tuje literature z namenom postavitve teoretičnih stebrov magistrske naloge. Teoretična podlaga je podkrepljena z raziskovalnim delom, in sicer v obliki analize podatkov pridobljenih z vprašalnikom. Vnaprej zastavljena raziskovalna vprašanja so odgovorjena z uporabo statističnega programa SPSS.

Prvo poglavje opisuje svetovni splet (ang. »World Wide Web«), njegovo zgodovino, evolucijo in prehod v »net generacijo« uporabnikov. Drugo poglavje temelji na spletnih socialnih omrežjih nekoč in danes. Omenjeno poglavje tako oriše nekaj večjih socialnih omrežij in podrobneje opiše funkcije ter značilnosti Facebooka. Tretje poglavje prikaže Facebook kot orodje zaposlovanja in ilustrira oba predhodno omenjena obraza Facebooka, medtem ko četrto poglavje predstavlja raziskovalni del naloge. Slednjemu sledita diskusija ter zaključek. Naslednjih nekaj strani je strjena različica omenjenih poglavij.

1 SPLETNA SOCIALNA OMREŽJA

Steven Van Belleghem (2010, str. 6) je izpeljal raziskavo, ki je temeljila na spletnem vprašalniku. Ta raziskava je zajemala ciljno skupino uporabnikov in neuporabnikov spletnih socialnih omrežij v 14. državah (Belgija, Nizozemska, Velika Britanija, Španija, Italija, Portugalska, Nemčija, Romunija, ZDA, Brazilija, Avstralija, Rusija in Kitajska), ki so bile povabljene k sodelovanju preko elektronske pošte. Povprečna velikost vzorca v vsaki državi je bila 200 posameznikov in skupna velikost vzorca 2884 posameznikov. Med drugim je omenjena raziskava določila lestvico najbolj prisotnih spletnih socialnih omrežij v svetovnem merilu. Številke so pokazale, da je Facebook z 51 % v veliki prednosti pred vsemi tekmeci. Sledijo mu MySpace z 20 % in Twitter s 17 %. Facebook se tako lahko pohvali s 500 mio uporabnikov, MySpace in Twitter pa zaostajata s 120 mio oz. 75 mio uporabnikov. Čeprav Twitterjeve številke rastejo z zavidljivo hitrostjo, še vedno ne moremo reči, da Twitter predstavlja resnično grožnjo Facebooku.

Če si Facebook, MySpace in Twitter pobližje pogledamo, lahko vidimo, da so si ta spletna socialna omrežja precej podobna; delujejo v globalnem merilu, služijo istemu namenu, so brezplačna, podpirajo oglaševanje, imajo svoj sklop nastavitev zasebnosti in omogočajo mobilno uporabo s pomočjo aplikacij. Kljub podobnostim pa ne moremo reči, da ta omrežja delujejo v popolnoma enakih okvirih. Vsako izmed omenjenih spletnih socialnih omrežij ima karakteristike, ki delujejo v njegov prid in nekaj takih, ki delujejo v obratno smer. Glavna razlika med Twitterjem in ostalima omenjenima omrežjema je v načinu komunikacije, saj Twitter omogoča manjšo kapaciteto znakov znotraj enega posredovanega sporočila. Twitter tako omeji sporočila na 140 znakov, medtem ko Facebook in MySpace omogočata popolno komunikacijo med spletnimi prijatelji brez omejevanja znakov. Zaradi omenjenega je Twitter

preprost in enostaven za uporabo ter sprejet kot spletno socialno omrežje, ki nudi najhitrejšo interakcijo in občutek povezanosti v časovnem parametru 24/7. Kratko sporočilo (Tweet) je lahko vprašanje, trditev, šala oz. karkoli kar uporabnik želi deliti z ostalimi in odziv je precej hitrejši kot pri ostalih spletnih socialnih omrežjih. Tako je Twitter v bistvu le manj zapletena različica Facebooka, saj Facebook ponuja vse storitve in značilnosti Twitterja in mnoge druge ob tem (Online Social Networks Report, 2008, str. 26–31).

Če primerjamo intenzivnost oglaševanja, lahko rečemo, da Facebook in Twitter ne pretiravata na z utripajočimi in udarnimi oglasi, kar pa ne moremo trditi za MySpace. MySpace uporabniki imajo proste roke pri oblikovanju svojega spletnega mesta, in tako so le-ta preplavljena z oglasi. Seveda so lahko kričeče udarni oglasi, »pop up« oglasi, bleščeče besedilo in drugi trženjski triki uporabno orodje, vendar le dokler niso popeljani korak predaleč (Qweas – Facebook vs. MySpace vs. Twitter, 2009).

2 FACEBOOK

Od rosnih začetkov v letu 2004 pa do danes je Facebook prav gotovo prehodil dolgo pot vzponov in padcev. Kljub temu pa je vodilna sila spletnih socialnih omrežij svoje pripadajoče mesto zasedla v letu 2008, ko je postala največja spletna socialna skupnost, s 132 mio uporabnikov. Takšno število uporabnikov je v primerjav s predhodnim letom pomenilo kar 23 % porast (Smith, 2008), v prihodnjih letih pa se je le še stopnjevalo. Čeprav mnogi poznavalci trdijo, da je zmagoslavje v letu 2009 zabeležil Twitter, je številkam težko oporekati. Facebook je povečal število uporabnikov za 200 mio in tako zbral 200 mio dolarjev, kar je pomenilo dvakrat višji znesek napram Twitterju v istem obdobju. Čeprav je bil del Facebooka uspeha zasenčen zaradi rastočega tekmeca, je leto 2009 lahko imenovano kot leto resničnega prodora Facebooka. Ob koncu omenjenega leta je Facebook gostil 350 mio uporabnikov in omogočal več kot 45 mio posodobitev statusov dnevno (Parr, 2009).

Leto 2010 je tako kot predhodna leta zaznamoval uspeh Facebooka, saj se je število uporabnikov povečalo še za dodatnih 250 mio. Tako je ob koncu leta 2010 Facebook zabeležil v grobem 585 mio uporabnikov, kar pomeni, da se je vsako sekundo registriralo 7,9 novih uporabnikov (Facebook 2010 growth Stats, 2011). Da bi uspešno nadaljevali ta osvajalski pohod, se v letu 2011 Facebook namerava držati v strateškem načrtu zadanih smernic. Te smernice so agresivna spodbuda e-poslovanja, širjenje uporabe aplikacij za mobilne telefone in intenzivnejše pridobivanje talentiranega kadra (Townsend, 2010).

Čeprav so prejšnji odstavki orisali precej gladko in brezskrbno pot do uspeha, je potrebno poudariti, da temu le ni bilo tako. Kot vsako drugo podjetje, se je tudi Facebook moral soočiti s pripadajočimi preprekami in izzivi. Najbolj izstopajoče med le-temi pa so bile pravni spopadi in tožbe, »*hacking*« in »*phising*«, porazdelitev lastništva in vprašanja zasebnosti.

3 FACEBOOK IN ZAPOSLOVANJE

Trg delovne sile je hitro spreminjajoče se okolje in zaposlovalci povsod v svetu se tega vse bolj zavedajo. Ker se spopadajo s trgom delovne sile, ki se močno razlikuje od tistega izpred desetih let, so primorani spremeniti metode zaposlovanja primernih kandidatov. Pri omenjenem veliko zaposlovalcev in zaposlovalnih agencij verjame, da tradicionalni oglaševalski zaposlovalni prijemi niso efektivni (Egan, 2007, str. 16). Kljub temu pa zaposlitvena situacija le ni tako brezupna, saj spletna socialna omrežja omogočajo dostop do informacij velikega nabora potencialnih kandidatov. Ker so te informacije zelo dostopne, se vse več zaposlovalcev obrne prav k spletnim socialnim mrežam v upanju izboljšanja zaposlitvene prakse (Minton–Eversole, 2007, str. 32). Poleg tega pa mnogi zaposlovalci in zaposlitvene agencije menijo, da takšne spletne strani lahko postanejo naslednja generacija virtualnih zaposlitvenih organizacij, saj se uporabljajo tako za oglaševanje delovnih mest kot tudi preverjanje podatkov navedenih v življenjepisu in preverjanje preteklosti. To je hiter in poceni način pridobivanja informacij o prijavljenih kandidatih, ki zaposlovalcu olajša odločitveni proces. (Minton–Eversole, 2007, str. 32).

Ker je iskanje informaciji na spletnih socialnih omrežjih postalo samoumevno in splošno uporabljeno, se je pojavilo vprašanje spornosti. Ali pridobivanje teh informacij prinaša koristi, tako iskalcu zaposlitve kot tudi zaposlovalcu, in ali takšno pridobivanje informacij lahko smatramo kot vdiranje v zasebnost? Ker ni jasnih navodil o uporabi socialnih omrežij kot orodju zaposlovanja, jih podjetja uporabljajo v skladu z lastno presojo. Poleg omenjenega pa tudi ni opaziti naraščajočega trenda skrbi v smislu degradiranja kandidatov, zato je fenomen »pofacebookali te bomo« (ang. »we will Facebook you«) na pohodu. Pregledovanje kandidatovih aktivnosti na socialnih omrežjih je več kot očitno naraščajoč trend, in ravno zaradi tega bi morali uporabniki socialnih omrežij posvetiti več pozornosti vsebinam, ki jih objavljajo. Razne študije na tem področju so prikazale precej črno sliko za kandidate, saj jih lahko danes objavljena spletna vsebina stane jutrišnje zaposlitve.

V smislu zaposlovalnih možnosti Facebook prav gotovo postaja vse bolj uveljavljena praksa. Ob ustanovitvi je bil mišljen zgolj kot tržna niša s precej specifično ciljno skupino, študenti. S časoma se je ta skromno zasnovana ideja prelevila v dragocen družaben in poslovni vir spletne interakcije. Facebook uporabniki imajo opcijo uporabe aplikacij, ki so namenjene zgolj zabavi in tiste zasnovane v poslovne namene. Uporaba aplikacij za iskanje zaposlitve naj bi pomenile razvoj v spletnem zaposlovanju in veliko odskočno desko za iskalce zaposlitve. Aplikacije kot so Jobster, Career builder, Jobs2Web in ostale so zasnovane posebej v pomoč iskalcem zaposlitve, tudi v trenutkih, ko le-ti niso aktivno vključeni v proces iskanja novih kariernih poti (Tawny, 2009).

Facebook ima kot orodje zaposlovanja svoje pozitivne in negativne plati. Obe plati sta predstavljeni v Tabeli 1, in sicer z vidika zaposlovalca in iskalca zaposlitve.

Tabela 1: Prednosti in slabosti Facebooka kot orodja zaposlovanja; vidik zaposlovalca in iskalca zaposlitve

	Prednosti	**Slabosti**
Vidik zaposlovalca	■ Nižji stroški (objava oglasa je cenejša na spletu kot v tiskani obliki) ■ Ni posrednikov ■ Časovni prihranek ■ Lažje iskanje primernega kadra ■ Učinkovitejši zaposlitveni proces ■ 24/7 dostop do življenjepisov ■ Pomaga izločiti nekvalificirane kandidate na avtomatičen način ■ Možnost preverjanja kandidatov	■ Preverjanje in pregled verodostojnosti več mio življenjepisov je zamudno ■ Nizka stopnja penetracije in uporabe interneta manjša dostopnost do talentiranega kadra iz Indije ■ Organizacije se ne morejo zanesti zgolj na metode spletnega zaposlovanja ■ V mnogih državah (Indija) zaposlovalci še vedno preferirajo osebno interakcijo ■ Otežena izbira zaradi velikega nabora kandidatov ■ Upravljanje z oddanim vtisom (ang. Impression management) lahko privede do črpanja zavajajočih informacij in zmede v zaposlovalnem procesu
Vidik iskalca zaposlitve	■ Veliko dostopnih spletnih aplikacij omogoča velik nabor zaposlitvenih oglasov ■ 24/7 dostop do spletnih zaposlitvenih oglasov ■ Ni posrednikov ■ Omogoči lažje iskanje zaposlitve ljudem s posebnimi znanji (tuji jeziki) ■ Časovno manj zahtevno kot tradicionalni način iskanja zaposlitve ■ Večina spletnih aplikacij je brezplačnih ■ Vsak iskalec zaposlitve se lahko predstavi, kakor sam želi (oddane informacije ne odražajo njegovega resničnega jaza)	■ Preverjanje življenjepisa na Facebooku je lahko sprejeto kot vdor v zasebnost ■ Povečana lažna aktivnost na straneh Facebooka zaradi strahu preverjanja s strani delodajalca ■ Velik nabor aplikacij (težko je izbrati, katero uporabiti) ■ Velik nabor aplikacij (veliko kandidatov in velika konkurenca) ■ Veliko kandidatov se zanaša na osebni šarm, kar pa ne pride do izraza v primeru spletnega zaposlovanja

Vir: Recruitment – Advantages & Disadvantages of E-Recruitment, 2010.

Vse bolj prisoten trend preverjanja kandidatov na straneh Facebooka je prav gotovo vreden raziskave, saj zaposlovalec zgolj z vpisom imena kandidata lahko najde marsikatero informacijo, ki vpliva na odločitev o zaposlitvi. Mnogo kateri zaposlovalci celo ustvarijo Facebook profil z namenom dostopa do javnih profilov in pridobivanjem informacij na osnovi vezi »prijatelji prijateljev« in nastavitev zasebnosti kandidatov. Torej, glede na to kaj zaposlovalec najde na Facebooku, si oblikuje mnenje o kandidatovem karakterju in primernosti kandidata za razpisano delovno mesto (Campbell, 2008).

Po pregledu Facebook vsebin s strani zaposlovalca sta najslabša možna izida, da se zaposlovalec zaradi spletnih informacij ne odloči za zaposlitev kandidata ali da zaposleni izgubi delovno mesto. V večini primerov kandidati niti ne vedo, kaj je pravi razlog zavrnitve, saj v odgovor običajno dobijo le avtomatiziran dopis, ki pravi, da je delovno mesto že zapolnjeno ali pa odgovora sploh ne prejmejo (Samborn, 2007, str. 57). Takšna dejanja so vse bolj žgoča tema medijski razprav in pravnih spopadov, saj vplivajo na mnogo katero življenje. Kljub omenjenemu je preverjanje kandidatov na Facebooku naraščajoč trend in le malokateri zaposlovalec se vpraša, če je takšno pridobivanje informacij etično.

4 RAZISKAVA IN REZULTATI

Da bi odgovorila na zastavljena raziskovalna vprašanja sem zasnovala vprašalnik, ki sem ga predstavila na spletni strani Esurveypro. Vprašanja so bila razdeljena v štiri segmente, in sicer: (1) uporaba Facebooka, (2) Facebook nastavitve zasebnosti, (3) Facebook in zaposlovanje ter (4) osnovni podatki anketiranca. Povezavo na spletno stran sem poslala vsem prijateljem na Facebook listi in jih prosila, da povezavo delijo naprej (ang. »snowball method«). Na tak način sem se prepričala, da imajo anketiranci ustvarjen Facebook profil in da bodo znali odgovoriti na vprašanja. Po dveh tednih intenzivnega spletnega anketiranja sem vprašalnik zaprla in prenesla podatke v Excel. Zbrala sem 131 vprašalnikov, od česar je bilo 32 nepopolno rešenih. Iz tega razloga sem se odločila izbrati še nekaj odgovorov, kar v tiskani obliki na različnih predavanjih na Ekonomski fakulteti v Ljubljani. Razdelila sem jih 70, od tega so bili štirje nepopolno rešeni. Če številke seštejemo, vidimo, da sem zbrala 201 vprašalnik, med katerimi je bilo 36 vprašalnikov nepopolnih. Vzorec raziskave je tako 165 in je sestavljen iz 53 % moških in 47 % žensk. Največja skupina anketirancev, 53 %, spada v starostno skupino 25–34 let, sledi pa jim z 39 % starostna skupina anketirancev med 18–24 let. Vprašanje o zaposlitvenem statusu anketirancev je pokazalo, da je 42 % anketirancev rednih študentov, 27 % anketirancev je zaposlenih in ne iščejo nove zaposlitve, 13 % anketirancev je zaposlenih in iščejo novo zaposlitev, 8 % anketirancev je mladih diplomantov, ki iščejo zaposlitev, ostali pa so nezaposleni, srednješolci in samozaposleni.

Vprašanja v odseku uporabe Facebooka so pokazala, da se je več kot pol vzorca anketiranih, 52 %, pridružilo Facebooku v letih 2008–2009 in kar 48 % jih pravi, da si niso prebrali pogojev uporabe ob včlanitvi ali od kasnejši priložnosti. Poleg Facebooka so anketiranci prisotni tudi na drugih spletnih socialnih omrežjih, in sicer 32 % jih je včlanjenih v Twitter, 32 % v LinkedIn in 15 % v MySpace. Kot razlog priključitve k Facebooku anketiranci, v 69 %, navajajo predlog prijatelja. Največji odstotek anketirancev, 38 %, posodobi profil enkrat ali več na teden, medtem ko jih kar 81 % odpre svojo Facebook stran vsaj enkrat na dan. Večina, 67 %, notifikacij v obliki sporočila nima prenesenih na svoje mobilne telefone, medtem ko ima 33 % vsaj del, če ne vse, notifikacij prenesenih.

Podatki, ki jih uporabniki delijo z ostalimi so stvar izbire posameznika. Največ anketirancev, 79 %, deli svoj rojstni datum, 69 % jih deli elektronsko pošto, 53 % izobrazbo in 50 % kraj bivanja. Kar 90 % vseh anketirancev pravi, da uporablja nastavitve zasebnosti in 84 % vseh

anketirancev omeji vidljivost slik. Seveda so te nastavitve širše uporabljene, saj tako uporabniki omejijo vidljivost različnih funkcij Facebooka, kot so stena, statusi, kontaktni podatki, aplikacije v uporabi, članstvo v skupinah ipd.

Jedro te magistrske naloge je povezava med Facebookom in zaposlovanjem. Rezultati vezani na vprašanja o tem pravijo, da so Facebook aplikacije za iskanje zaposlitve le redko uporabljene in da Facebook uporabniki s to funkcijo niso preveč seznanjeni (Tabela 2).V nadaljevanju je vprašalnik povpraševal po morebitnih ponudbah za delo in le 15 anketirancev (9 %) jih je odgovorilo pritrdilno. Tabela 3 prikazuje odzive na omenjene ponudbe za delo.

Tabela 2: Uporaba Facebook aplikacij za iskanje zaposlitve

	Frekvenca	%		Frekvenca	%
Uporablja Facebook aplikacije za iskanje zaposlitve	8	5	**MyLinkedIn profile**	6	75
			Jobster	6	75
			Career builder	4	50
			Jobs2web	1	13
Ne uporablja Facebook aplikacij za iskanje zaposlitve	157	95	**Se zaveda, da velika podjetja ustvarjajo zaposlitvene profile na Facebooku z namenom privabljanja kadra**	44	28
			Se ne zaveda, da velika podjetja ustvarjajo zaposlitvene profile na Facebooku z namenom privabljanja kadra	113	72

Tabela 3: Na Facebooku dobljene ponudbe za delo in odziv

	Frekvenca	%		Frekvenca	%
Je dobil ponudbo za delo preko Facebooka	15	9	**Je bil v dvomih in je zavrnil ponudbo**	6	40
			Ponudbo je ignoriral	6	40
			Ponudbo je sprejel brez pomislekov	2	13
			Je bil v dvomih. a je sprejel ponudbo	1	7
Ni dobil ponudbe za delo preko Facebooka	150	91			

Zadnjih nekaj vprašanj v segmentu zaposlovanja so bila zasnovana na osnovi Likartove lestvice, rangirana od 1 do 5, kjer 1 pomeni »popolnoma se strinjam« in 5 »popolnoma se ne strinjam« Najnižja povprečna vrednost in tako najvišja stopnja strinjanja s trditvijo (1,96) se je izkazala pri trditvi: »Zavedam se, da vse, kar objavim na spletu ostane javno za vedno«. Tako se z navedeno trditvijo popolnoma strinja 48 %, 5% se jih popolnoma ne strinja, 21 % se strinja, 5 % ne strinja in 20 % je indiferentnih.

Povprečna vrednost 2,05 prikazuje raven strinjanja s trditvijo: »Facebook uporabniki bi morali biti bolj pozorni na to, kaj objavljajo na svojih Facebook profilih«. Z omenjeno trditvijo se popolnoma strinja 47 % anketirancev, 5 % se jih popolnoma ne strinja, 19 % se strinja, 7 % se ne strinja in 22 % na to temo nima izoblikovanega jasnega mnenja. Trditev: »Zaposlovalci bi morali biti bolj družbeno odgovorni«, je izmerjen pri povprečni vrednosti 2,28, s čimer se 32 % anketirancev popolnoma strinja, 5 % se jih popolnoma ne strinja, 24 % se strinja, 8% se jih ne strinja in 30% jih je indiferentnih. Povprečna vrednost 2,30 prikazuje raven strinjanja s trditvijo: »Zavedam se, da zaposlovalci iščejo informacije na Facebooku, z namenom lažjega odločanja pri zaposlovanju«, s tem se popolnoma strinja 34 % anketirancev, 5 % se jih popolnoma ne strinja, 22 % se strinja, 8 % se ne strinja in 30 % na to temo nima izoblikovanega mnenja. Najvišjo povprečno vrednost (2,58) in hkrati najnižjo raven strinjanja je med anketiranci požela trditev: »Facebooking (iskanje slik in informacij z namenom zaposlovanja) je vdor v uporabnikovo zasebnost«, tako se 24 % anketirancev s trditvijo popolnoma strinja, 7 % se jih popolnoma ne strinja, 25 % se jih strinja, 16 % se jih ne strinja in 28 % je indiferentnih.

SKLEP

Spletna socialna omrežja so odprla mnogo katera vrata, ki omogočijo oziroma olajšajo komunikacijo in interakcijo med uporabniki. Na tak način je omogočeno ohranjanje stikov tudi z ljudmi, ki so fizično odsotni in navezovanje stikov z ljudmi, ki jih v drugačnih okoliščinah morda sploh ne bi spoznali. Čeprav sta omenjeni dejavnosti največja značilnost tovrstnih spletnih strani, se ta magistrska naloga osredotoča zgolj na vidik zaposlovanja, in sicer na spletni strani Facebook. Tako odgovarja na vprašanji, kako uporabniki dojemajo funkcijo Facebooka in v kolikšni meri se preko njega poslužujejo spletnih aplikacij za iskanje dela. Med mnogimi »obrazi«, ki jih ponuja Facebook, je ta magistrska naloga želela raziskati le dva, ki se odražata, ko govorimo o zaposlovanju. »Prvi obraz« Facebooka je tisti, ki ponuja aplikacije in možnosti za zaposlitev uporabnikom Facebooka in »drugi« tisti, ki omogoča zaposlovalcem pregledovanje profilov in zbiranje informacij, ki jih iskalci zaposlitve niso vključili v oddani življenjepis.

Glavna funkcija Facebooka je služiti kot spletno mesto druženja in interakcije, kjer naj bi se uporabniki sprostili, iskali nove prijatelje, pošiljali zasebna sporočila, objavljali statuse, komentirali slike prijateljev in podobno. Čeprav je vse omenjeno sicer pozitivne narave, ima lahko takšna interakcija tudi slabo stran. Vse aktivnosti izvedene na spletu so ovekovečene, tako lahko postanejo predmet obravnave voajerjev. V tem primeru so voajerji ravno zaposlovalci. Informacije, ki ji dobijo na Facebooku lahko uporabijo z namenom lažjega odločanja pri zaposlovanju brez vedenja ali privolitve iskalca zaposlitve (Clark & Roberts, 2010, str. 513).

Medtem ko je odprtje tuje osebne pošte vdor v zasebnost in je kaznovano z zakonom, pregledovanje Facebook profilov ni deležno iste obravnave. Ustvarjanje lažnih profilov in pregledovanje objavljenih vsebin je vse bolj splošno uporabljena praksa zaposlovalcev, ki ne

more biti ne zaščitena ne kaznovana z zakonom. Še več, zaposlovalci lahko po lastni presoji uporabijo dobljene informacije, dokler ne kršijo specifičnih zakonov (npr.: diskriminacija). Selektivno pregledovanje profilov na osnovi rase, spola in podobno je tako protipravna diskriminacija, medtem ko je pregledovanje profilov vseh prijavljenih kandidatov zgolj del zaposlitvenega procesa (Karl & Peluchette, .2010, str. 35–36). Čeprav je takšna praksa legalna in se je zaposlovalci lahko poslužujejo, kolikor želijo, vprašanje o družbeni odgovornosti in spornosti ostaja.

REFERENCE LIST

1.   Abram, C. & Pearlman, L. (2008). *Facebook for Dummies.* Hoboken: Wiley.

2.   *Advantages and Disadvantages of E-Recruitment,* (2010). Retrieved on March 31, 2011 from http://recruitment.naukrihub.com/advantage-and-disadvantage-of-e-recruitment.html

3.   Anderson, J. & Danezis, G. (2009). *Prying Data Out of a Social Network. International Conference on Advances in Social Network Analysis and Mining.* Retrieved on March, 21, 2011 from http://www.cl.cam.ac.uk/~jra40/publications/2009-ASONAM-prying-data.pdf

4.   Arshad, J. (2010). Towards a Taxonomy of Privacy Concerns of Online Social Network Sites Users: A Case Study of Facebook Beacon. Master's thesis, Royal Institute of Technology, Stockholm, Sweden.

5.   Background On Facebook. Retrieved on March 23, 2011 from http://www.thefacebookproject.com/research/jeff/publications/masters/background.html

6.   Bahls, J. E. (1990). Checking Up on Workers. *Nation's Business. 77(12)*, 29-33.

7.   Bernes, K, Marateo, R. C., and Ferris, S. P. (2007). Teaching and Learning with the Net Generation. *Innovate*, 3(4), n.p.

8.   Blackwell, C. W. (2004). Current Employee Privacy Issues. *The Journal of Applied Management and Entrepreneurship. 9(1),* 113–118.

9.   Boyd, D. (2004). Friendster and Publicly Articulated Social Networks. *Proceedings of ACM Conference on Human Factors in Computing Systems.*New York: ACM Press.

10.   Boyd, D. (2006). Friends, friendsters, and top 8: Writing community into being on social network sites. *First Monday*, *8*, 11-12.

11.   Boyd, D. (2007). Why Youth (Heart) Social Network Sites: The role of networked publics in teenage social life. *Youth, Identity, and Digital Media.* Cambridge: MIT Press.

12.   Boyd, D.M. and Ellison, N. (2007). Social Network Sites: Definition, History, and Scholarship. *Journal of Computer Mediated Communication*, 13 (1).

13.   Brandenburg, C. (2008). The Newest Way to Screen Job Applicants: A Social Networker's Nightmare. *Federal Communications Law Journal. 60(3),* 597–626.

14.   Campbell, B. A. (2008). Choose Your Online Friends Wisely. *Corporate Legal Times* Magazine. Retrieved on March 29, 2011 from http://www.cltmag.com/choose-your-online-friends-wisely.html

15.   Cassidy, J. (2006). Me media: How Hanging out on the Internet Became Big Business. *The New Yorker*, *82*(13), 50.

16.   Chafkin, M. (2007). How to Kill a Great Idea! *Inc. Magazine*. Retrieved on March 21, 2011 from http://www.inc.com/magazine/20070601/features-how-to-kill-a-great-idea.html

17.   Chaitanya Reddy, B. and Tejaswi, B. (2010). Web 3.0.- A New Approach to World Wide Web. Retrieved on March 15, 2011 from http://www.yuvaengineers.com/?p=609

18.   Charlesworth, A. J. (2003). Opinion. Privacy, Personal Information and Employment. *Surveillance and Society. 1(2),* 217–222.

19.   Chen, L. C. P. (2009). *Individual Online Impression Management: Self-Presentation on YouTube.* Yuan Ze University: College of Informatics.

20.   China Daily - Faceoff over Facebook (2007). New York, N.Y.

21.   Choudhury, U. (2010). The Net Generation is the Smartest Generation. Retrieved on March 16, 2011 from http://www.dnaindia.com/world/interview_the-net-generation-is-the-smartest-generation-don-tapscott_1433231

22.   Clark, L.A. & Roberts, S. J. (2010). Employer's Use of Social Networking Sites: A Socially Irresponsible Practice. *Journal of Business Ethics. 95*, 507-525.

23.   Clemmitt, M. (2006). Cyber Socializing. *CQ Researcher. 16(27),* 627–648.

24.   Cohen, R. (2003). Livewire: Web Sites Try to Make Internet Dating Less Creepy. Retrieved on March 21, 2011 from http://www.zephoria.org/thoughts/archives/2003/07/05/livewire_web_sites_try_to_make_internet_dating_less_creepy.html

25.   Communities and Local Government (2008). *Online Social Networks Research Report.* London: Communities and Local Government Publications.

26.   Copacetic – Web 1.0 vs. Web 2.0. Retrieved on March 15, 2011 from http://joedrumgoole.com/blog/2006/05/29/web-20-vs-web-10/ on 15th of March 2011.

27.   Cox, A. (2007). Basic Definitions: Web 1.0, Web 2.0, Web 3.0. Retrieved from http://www.practicalecommerce.com/articles/464-Basic-Definitions-Web-1-0-Web-2-0-Web-3-0

28.   Croft, C. (2007). A Brief History of The Facebook. Retrieved on March 21, 2011 from http://charlenecroft.files.wordpress.com/2008/02/a-brief-history-of-the-facebook.pdf

29.   Dube, R. & Adomaitis, M.B.P (2009). What Types of Social Networks Exist Online. Retrieved on March 21, 2011 from http://socialnetworking.lovetoknow.com/What_Types_of_Social_Networks_Exist

30.   Dvorak, J. C. (2001). The Group-Think Phenomenon. *PC Magazine. 20(12),* 75-75.

31.   Second Life (2010). Retrieved on April 20, 2011 from http://net.educause.edu/ir/library/pdf/ELI7038.pdf

32.   Edwards, R. M. & Kleiner, B.H. (2002). Conducting Effective and Legally Safe Background and Reference Checks. *Managerial Law. 44(1/2),* 136–150.

33.   Egan, L. (2007). Passive recruitment: let the web do the work for you. *Money Management, 21(42),* 16-19.

34.   Eldon, E. (2010). Measurements Firms Don't Agree on January 2010 Traffic for Facebook, MySpace and Twitter. Retrieved on March 22, 2011 from http://www.insidefacebook.com/2010/02/24/measurement-firms-dont-agree-on-january-2010-traffic-for-facebook-myspace-and-twitter/

35.   Ellison, N. B., Steinfield, C., and Lampe, C. (2007). The Benefits of Facebook "friends:" Social Capital and College Students' Use of Online Social Network Sites. *Journal of Computer-Mediated Communication*, *12(3),* 1143-1168.

36.   Entner, R. (2010). Smartphones to Overtake Feature Phones in US by 2011. Retrieved on June 25, 2011 from http://blog.nielsen.com/nielsenwire/consumer/smartphones-to-overtake-feature-phones-in-u-s-by-2011/

37.   *Facebook*. Retrieved on April 21, 2011 from www.facebook.com

38.   *Facebook 2010 growth Stats.* Retrieved on March 24, 2011 from http://www.pomagalnik.com/2011/02/rast-facebooka-v-letu-2010-facebook-2010-growth-stats/

39.   *Facebook pages 2008.* Retrieved on March 24, 2011 from http://www.facebook.com/advertising/FacebookPagesProductGuide.pdf on

40.   *Facebook statistics.* Retrieved on March 21, 2011 from http://www.facebook.com/press/info.php?statistics

41.   Festa, P. (2003). Investors Snub Friendster in patent grab. *CNet News*. Retrieved on March 21, 2011 from http://news.com.com/2100-1032_3-5106136.html

42.   Gil, P. (2011). What Is the Difference Between the Internet and the Web?. Retrieved on March 20, 2011 from http://netforbeginners.about.com/od/internet101/f/the_difference_between_internet_and_web.htm

43.   Gilmore, D. C., Stevens, C. K., Harrell-Cook, G. & Ferris, G. R. (1999). Impression management tactics. In R. W. Eder and M. M. Harris (Eds.), *The employment interview handbook* (p. 321-336). London: Sage.

44.   Goffman, E. (1959). *The presentation of self in everyday life*. New York: Penguin Books.

45.   Goldberg, S. (2007). Analysis: Friendster is doing just fine. *Digital Media Wire*. Retrieved on March 21, 2011 from http://www.dmwmedia.com/news/2007/05/14/analysisfriendster-is-doing-just-fine

46.   Golder, S., Wilkinson D. & Huberman, B. (2005). Rhythms of Social Interaction: Messaging within a massive online network. Retrieved on March 23, 2011 from http://www.hpl.hp.com/research/idl/papers/facebook/facebook.pdf

47.   Graham, W. (2008). Facebook *API Developers Guide.* New York: Springer.

48.   Greenwald, J. (2008). Web-Based Screening May Lead to Bias Suits. *Business Insurance.* 42(1), 1–2.

49.   Gross, R. & Acquisti, A. (2005). Information Revelation and Privacy in Online Social Networks. *Proceedings of WPES 2005*, 71–80.

50.   Ha. A. (2010). Winklevoss twins on Facebook lawsuit: It's not about the money. *Social Beat.* Retrieved on March 24, 2011 from http://venturebeat.com/2010/12/31/winklevoss-twins-not-about-the-money/

51.   Helene, T. (2009). EXECUTIVE RECRUITMENT: Virtual Hiring Ventures -– Give Me The Job Or, *New Zealand Management, 56(2),* 6-6.

52.   Hewitt, J. (2009). A Brief History of MySpace. Retrieved on March 22, 2011 from http://www.brighthub.com/office/collaboration/articles/13478.aspx

53.   Hinchcliffe, D. (2006). All We Got Was Web 1.0, When Tim Berners - Lee Actually Gave Us Web 2.0. Retrieved on March 15, 2011 from http://www.zdnet.com/blog/hinchcliffe/creating-real-business-value-with-web-20/14

54.   Hindu Website – *Origin and History of World Wide Web.* Retrieved on March 15, 2011 from http://www.hinduwebsite.com/webresources/articles/historyofwww.asp

55.   *History of the Web.* Retrieved on March 15, 2011 from http://www.webfoundation.org/vision/history-of-the-web/

56.   Hof, R. (2007). Facebook Declares New Era for Advertising.Retrieved on March 24, 2011 from http://www.businessweek.com/the_thread/techbeat/archives/2007/11/facebook_declar.html.

57.   Howard, A. (2007). Facebook: A social network evolves into social utility. Retrieved on March 24, 2011 from http://itknowledgeexchange.techtarget.com/whatis/facebook-a-social-network-evolves-into-a-social-utility/

58.   HR Focus. (2007). Using Social Networking Sites for Recruitment: Pros & Cons. *HR Focus.* 84(4), 8-9.

59.   HR Focus. (2008). How online Networks can help to enhance Recruiting Activities. *HR Focus.* 85(8), 9-9.

60.   Internet World Stats - Top 20 Countries With Highest Number of Internet Users (2010a). Retrieved on March 17, 20111 from http://www.internetworldstats.com/top20.htm

61.   Internet World Stats – World Internet Usage and Population Statistics (2010). Retrieved on March 17, 2011 from http://www.internetworldstats.com/stats.htm

62.   Introna, L. D. & Pouloudi, A. (1999). Privacy in the Information Age: Stakeholders, Interests and Values. *Journal of Business Ethics. 22(1),* 27-38.

63.   Ivanova, M. & Ivanova, T. (2009). Web 2.0 and Web 3.0 Environments: Possibilities for Authoring and Knowledge Representation. *Revista de Informatica Sociala. 12(7).* 7-21.

64.   Jamali, D. (2008). A Stakeholder Approach to Corporate Social Responsibility. *A Fresh Perspective into Theory and Practice. 82(1),* 213-231.

65.   Jeffery, M. (2002). Information Technology and Workers' Privacy: Introduction. *Comparative Labor Law and Policy Journal. 23(4),* 251-280.

66.   Jobvite – 2010 Social Recruiting survey. (2010). Retrieved on March 31, 2011 from http://recruiting.jobvite.com/resources/social-recruiting-survey.php

67.   Kardon, E. B. (2008). New Rules of Recruitment: Marketers Engage Job Prospects Through Social Media. *Marketing News, 3,* 19-19.

68.   Karl, F. (2009). LinkedIn emerges as IT business engine. *Computer Weekly*, March 31st, 8-8.

69.   Karl, K. & Peluchette, J. (2010). Examining Students' Intended Image on Facebook: "What Were They Thinking?!". *Journal of Education For Business, 85*, 30-37.

70.   Kilby, N. (2007). Recruitment sites battle social networking. *Marketing Week, 30(23),* 7-7.

71.   Kim, K. H. and Yun, H. (2007). Cying for me, Cying for us: Relational Dialectics in a Korean Social Network Site. *Journal of Computer-Mediated Communication*, *13(1).,* Retrieved on March 21, 2011 from http://jcmc.indiana.edu/vol13/issue1/kim.yun.html

72.   Kipp, M. (2010). 'The Social Network': 13 Lessons Entrepreneurs Can Take Away. Retrieved on March 23, 2011 from http://www.huffingtonpost.com/mastin-kipp/13-lessons-for-entreprene_b_757382.html

73.   Kiser, P. (2010). Social Media 3Q Update: Who Uses Facebook, Twitter, LinkedIn, & MySpace? *Social Media Today*. Retrieved on March 31, 2011 from http://socialmediatoday.com/index.php?q=paulkiser/199133/social-media-3q-update-who-uses-facebook-twitter-linkedin-myspace

74.   Krishnamurthy, B. & Wills, E. C. (2008). Characterizing Privacy in Online Social Networks. Proceedings of the first workshop on online social networks, Seattle: WA, USA.

75.   Krishnamurthy, B., Gill, P. & Arlitt, M. (2008). *A few chirps about Twitter*. Retrieved on March 22, 2011 from http://www2.research.att.com/~bala/papers/twit.pdf

76.   Lampe, C., Ellison, N. & Steinfield, C. A. (2006). A Face(book) in the Crowd: SocialSearching vs. Social Browsing. Retrieved on April 15, 2011 from https://www.msu.edu/~nellison/lampe_et_al_2006.pdf

77.   Lassila, O. and Hendler, J. (2007). Embracing "Web 3.0". *IEEE Internet Computing.* May/June. 90-93.

78.   Malhotra, N. K. & Briks, D. F. (2006). Marketing Research: An Applied Approach (3rd ed.). London: Prentice Hall.

79.   Marriot, C. (2007). The Tangled Web We Weave. *People Management. 13(15),* 25-25.

80.   Mavsar, D. (2008, October). ABC poslovne rabe Facebooka. *Monitor,* p. 64-67.

81.   McCrindle, M. (2006). *New generation at work: Attracting, Recruiting, Retraining & Training Generation Y: McCrindle Research.* Retrieved on March 16, 2011 from

http://www.mav.asn.au/CA256C320013CB4B/Lookup/NewGenerationsAtWork/
$file/NewGenerationsAtWork.pdf

82.   McWilliams, A., Siegel, D.S. & Wright P. M. (2006). Corporate Social
Responsibility: Strategic Implications. *Journal of Management Studies. 43(1),*
1-18.

83.   Miller, S. & Weckert, J. (2000). Privacy, the Workplace and the Internet.
Journal of Business Ethics. 28(3), 255-265.

84.   Minton-Eversole, T. (2007). E-Recruitment Tools, Processes Come of
Age. *HR Magazine, 52,* 32-32.

85.   Munyua, A., Mureithi, M. and Githaiga, G. (2009). *Women and
Cybercrime in Kenya: The Dark Side of ICTS.* Kenya ICT Action Network.

86.   Murugesan, S. (2007). Understanding Web 2.0. *IT Professional, 9(4),* 34-
35.

87.   Nagle, F. and Singh, L. (2009). Can Friends be Trusted exploring Privacy
in Online Social Networks. *Advances in Social Analysis and Minding.* 312-315.

88.   Nations, D. (2010). *What is Web 3.0.* Retrieved on March 15, 2011 from
http://webtrends.about.com/od/web20/a/what-is-web-30.htm

89.   O'Reilly, T. (2005). *What is Web 2.0 .* Retrieved on March 15, 2011 from
http://oreilly.com/pub/a/web2/archive/what-is-web-20.html?page=5

90.   O'Shea, W. (2003). Six Degrees of Sexual Frustration: Connecting the
Dates wWith Friendster.com. *Village Voice.* Retrieved on March 21 from
http://www.villagevoice.com/2003-06-03/news/six-degrees-of-sexual-
frustration/

91.   Online Social Network Report (2008). Retrieved on March 10, 2011 from
http://www.communities.gov.uk/documents/communities/pdf/1000435.pdf

92.   Owyang, J. (2008). *Social Networks Site Usage: Visitors, Members, Page
Views, and Engagement by the Numbers in 2008.* Retrieved on March 22, 2011
from http://www.webstrategist.com/blog/2008/11/19/social-networks-site-usage-
visitors-memberspageviews-and-engagement-by-the-numbers-in-2008/

93.   Parr, B. (2009). How Facebook Dominated in 2009. Retrieved on March
24, 2011 from http://mashable.com/2009/12/30/facebook-2009/ on 24th of March
2011.

94.   Parvez, C. (2011). *The Journey Of The Web, - 1.0, 2.0 And Now 3.0.*
Retrieved on March 15, 2011 from http://www.articlesnatch.com/Article/The-
Journey-Of-The-Web---1-0--2-0-And--Now-3-0/942223

95.   Perez, J.C. (2007). Facebook's Beacon More Intrusive than Previously
Thought. *PC World.* Retrieved on March 24, 2011 from
http://www.pcworld.com/article/140182/facebooks_beacon_more_intrusive_than
_previously_thought.html

96.   Philip, D. (2007). The Knowledge Building Paradigm: A Model Learning
for Net Generation. *Australasian Journal of Educational Technology. 23 (2),*
171-186.

97.   Philips, L. (2007). MySpace, not your space, firms told. *People
Management CIPD, 13(15),* 11-11.

98.   Picard, A. (2011). The History of Twitter, 140 Characters at a Time. *The globe and mail*. Retrieved on March 22, 2011 from http://www.theglobeandmail.com/news/technology/tech-news/the-history-of-twitter-140-characters-at-a-time/article1949299/

99.   Prensky, M. (2001). Digital Natives, Digital Immigrants. *On the Horizon. 9(5).*

100.   Qweas – Facebook vs. MySpace vs. Twitter. Retrieved on March 22, 2011 from http://www.qweas.com/reviews/facebook-vs-myspace-vs-twitter.htm

101.   Ragan, S. (2009). Phishing and Facebook: Two Things That Just Seem To Go Together. Retrieved on March 24, 2011 from http://www.thetechherald.com/article.php/200920/3695/Phishing-and-Facebook-Two-things-that-just-seem-to-go-together

102.   Read, B. (2007).Online. *Chronicle of Higher Education. 53(19).*

103.   Rose, C., Dade, P. & Scott, J. (2007). Research Into Motivating Prospectors, Settlers and Pioneers To Change Behaviours That Affect Climate Emissions. Retrieved on June 2011 from http://www.campaignstrategy.org/articles/behaviourchange_climate.pdf

104.   Rosen, C. (2007). Virtual friendship and the new narcissism. *The New Atlantis: A Journal of Technology & Society, 17*, 3-15.

105.   Sadler, L. (2011). How a Harvard Geek Turned a Collage Project Into an internet Phenomenon.   *Independent News and Media*, p.p. 11.

106.   Samborn, H. V. (2007). Go Google Yourself!. *ABA Journal. 93(8),* 56-57.

107.   Savvas, A. (2007, October). Recruiters turn to social networking. *Computer Weekly*, p.p.36.

108.   Shirky, C. (2003). People on Page: YASNS… Corante's Many-to-Many. Retrieved on March 21, 2011 from: http://many.corante.com/archives/2003/05/12/people_on_page_yasns.php

109.   Simms, M. (1994). Defining Privacy in Employee Health Screening Cases: Ethical Ramifications Concerning the Employee/Employer Relationship. *Journal of Business Ethics. 13(5),* 315-325.

110.   Sinclair, S. (2010). Facebook As an Online Recruitment Tool for Masses. Retrieved on March 31, 2011 from http://ezinearticles.com/?Facebook-As-an-Online-Recruitment-Tool-For-Masses&id=3782931

111.   Singh, B. (2011). Difference Between Web 1.0, Web 2.0, & Web 3.0 – With Examples. Retrieved on March 15, 2011 from http://ezinearticles.com/?Difference-Between-Web-1.0,-Web-2.0,-and-Web-3.0---With-Examples&id=3683790

112.   Slattery, B (2009). Why Privacy Concerns are Ruining Facebook. Retrieved on March 24, 2011 from http://www.pcworld.com/article/183530/why_privacy_concerns_are_ruining_facebook.html

113.   Smith, J. (2008). Tracking Facebook's 2008 International Growth By Country. Retrieved on March 24, 2011 from http://www.insidefacebook.com/2008/07/29/tracking-facebooks-2008-international-growth-by-country/

114.   START - Reliability on the World Wide Web. Riac – Reliability Information Analysis Centre. Retrieved on March 15, 2011 from http://www.theriac.org/pdfs/startsheets/www.pdf on 15th of March 2011.

115.   Strickland, J. (2011). How Web 3.0 Will Work. Retrieved from http://computer.howstuffworks.com/web-30.htm/printable

116.   Sunden, J. (2003). *Material Virtualities*. New York: Peter Lang.

117.   Tawny (2009). 20 Facebook Applications to Assist in Your Job Search. Ask BINC: The BINC Blog. Retrieved on March 30, 2011 from http://blog.bincsearch.com/?p=1108

118.   The Eruption of Facebook during the 2000's. Retrieved on March 22, 2011 from http://www.mortaljourney.com/2011/03/home-page/facebook

119.   The Great Idea Finder – *World Wide Web*. Retrieved on March 15, 2011 from http://www.ideafinder.com/history/inventions/worldweb.htm

120.   Thelwall, M. (2009). Social Network Sites: Users and Uses. *Advances in Computers. 76,* 19-73.

121.   Townsend, A. (2010). Facebook Forecast 2011: Mobile & E-Commerce, but what about China?. Retrieved on March 24, 2011 from http://techland.time.com/2010/12/27/facebook-forecast-2011-mobile-e-commerce-but-what-about-china/

122.   Social Media Tracker: Power to the People. Retrieved on March 17, 2011 from http://universalmccann.bitecp.com/wave4/Wave4.pdf on 17th of March 2011.

123.   Van Belleghem (2010). Social Media Around the World. Retrieved on March 22, 2011 from http://www.slideshare.net/stevenvanbelleghem/social-networks-around-the-world-2010

124.   Warren, S. D. & Brandeis, L.D. (1890). The Right to Privacy. *Harvard Law Review. 4(5),* 193–220.

125.   *Who Owns Facebook.* Retrieved on March 24, 2011 from http://reface.me/news/who-owns-facebook/

126.   WHOA (2011). Online Harassment/Cyberstalking Statistics. Retrieved on June 25, 2011 from http://www.haltabuse.org/resources/stats/Cumulative2000-2010.pdf

127.   Williams, C. (2010). MGMT 2009-2010. South-Western Cengage Learning, Mason: OH.

APPENDIX

Appendix 1:Differences between Web 1.0 and Web 2.0

Web 1.0	Web 2.0
Reading	Writing
Concentrated in companies	Concentrated in communities
Client server	Peer to peer
HTML	XML
Home pages	Blogs
Portals	RSS
Taxonomy	Tags
Wires	Wireless
Owning	Sharing
IPOs	Trade sales
Netscape	Google
Web forms	Web applications
Screen scraping	APIs
Dialup	Broadband
Hardware costs	Bandwidth costs

Source: Copacetic – Web 1.0 vs. Web 2.0, 2006.

Appendix 2: Possible forms of Web 3.0

Web 3.0 as a Marketing Term	■ The most likely way to use the term Web 3.0 ■ Possibility of popping up websites claiming to be "Web 3.0" hoping to create new buzz
The Artificially Intelligent Web 3.0	■ Factoring in human intelligence ■ Social bookmarking as a search engine can provide more intelligent results than using Google ■ Due to the human factor results can also be manipulated ■ Artificial intelligence needs to discover a way to separate the good from the bad
Semantic Web 3.0	■ Information is categorized and sorted in a way that a computer can understand it as well as a human ■ Many view this as a combination of artificial intelligence and the Semantic Web
The World Wide Virtual Web 3.0.	■ Web based on virtual world; Possible Web 4.0 ■ Expensive and complicated to create ■ Most unlikely option
The Ever-Present Web 3.0	■ Increasing popularity of mobile Internet devices and the merger of entertainment systems and the Web ■ Internet access on mobile devices will be as popular as text messaging

Source: Summarized from D. Nations. What is Web 3.0, 2010.

Appendix 3: Innovations associated with the Web 3.0

THE CHANGING INTRAWEB - FROM 1.0 to 3.0 © Gary Hayes 2006

WEB 3.0 (live)

WEB 2.0 (share)

WEB 1.0 (push)

The real time, co-creative web. Growing 3D portals, avatar representation, interoperable profiles, MUVEs, integrated games, education and business. All media flows in and out of virtual worlds

Two way web, blogs, wikis, video, podcasts, sharing, personal publishing 2D portals and social networks

Pushed web, text/ graphics based, flash

1 bill

100 mill

10 mill

1995   2000   2005   2010

Source: B. Chaitanya Reddy and B. Tejaswi. A New Approach to World Wide Web, 2010.

Appendix 4: Timeline of launch dates of major social networking sites

Launch Dates of Major Social Network Sites

Year	Left	Right
'97		Six Degrees.com
'98		
'99	AsianAvenue	LiveJournal / BlackPlanet
'00	LunarStorm (SNS relaunch) / (SixDegrees closes)	MiGente
'01	Ryze	Cyworld
'02	Fotolog / Skyblog	Friendster
'03	LinkedIn / Tribe.net, Open BC/Xing / Orkut, Dogster / Multiply, aSmallWorld	Couchsurfing / MySpace / Last.FM / Hi5 / Flickr, Piczo, Mixi, Facebook (Harvard-only)
'04	Catster	Dodgeball, Care2 (SNS relaunch) / Hyves
'05	Yahoo! 360 / Cyworld (China) / Ning	YouTube, Xanga (SNS relaunch) / Bebo (SNS relaunch) / Facebook (high school networks) / AsianAvenue, BlackPlanet (relaunch)
'06	QQ (relaunch) / Windows Live Spaces / Twitter	Facebook (corporate networks) / Cyworld (U.S.) / MyChurch, Facebook (everyone)

Source: D.M. Boyd and N. Ellison. Social Network Sites: Definition, History and Scholarship, 2007, p .6.

TEXT FOR MAILS ON FACEBOOK:

Hello everyone.

I am currently working on my master's thesis on the subject of recruitment via Facebook. The title of my thesis is **"Facebook and recruitment"**. As a part of this thesis I am conducting a survey which will give me an insight on user's perception of Facebook as a wanted or an unwanted recruitment tool.

I would greatly appreciate it if you participated in this survey in order to help me with my master's thesis. Also, please feel free to forward this survey link to your Facebook friends, as all answers I get are helpful to my research.

The survey should take no more than 5 minutes to complete, as there are a total of merely 32 questions. Please complete the survey before May 10th.

The survey is available on:

http://www.esurveyspro.com/Survey.aspx?id=ecbb563b-6b75-4349-998c-dadc89f79419

SURVEY

Facebook and recruitment survey.

The survey is made of 4 parts. The first part will examine Facebook usage, the second Facebook privacy, the third Facebook as a recruitment tool and the fourth your general data. The survey is entirely anonymous and no data revealed in the survey can be traced back to you.

1 Facebook use

1.1. When did you join Facebook (choose <u>only one</u>)?

a.	2004 or 2005	x
b.	2006 or 2007	x
c.	2008 or 2009	x
d.	2010 or 2011	x

1.2. Have you read the terms of use upon joining or at any given time later (choose <u>only one</u>)?

a.	Yes	x
b.	No	x
c.	Just flipped through it	x

1.3. Are you a member of any other social networking site (choose <u>only one</u>)?

a.	Yes	x
b.	No	x

1.4. Which social networking sites besides Facebook are you a member of (choose <u>one or more</u>)?

a.	MySpace	x	d.	SecondLife	X
b.	Twitter	x	e.	None	X
c.	LinkedIn	x	f.	Other_____	X

1.5. Which were your main reasons for joining Facebook (choose <u>one or more</u>)?

a.	A friend suggested it	x	d.	I wanted to find my old friends	x
b.	I received a promotional E-mail	x	f.	I wanted to find people with mutual interests	x
c.	Everyone is on Facebook	x	g.	I wanted to advertise myself	X
d.	I wanted to find a love match	x	h.	Other_____ _____	X
e.	I wanted to find a job	x			

1.6. How frequently do you update (change status, upload pictures, share links, etc.) your profile (choose <u>only one</u>)?

a.	Once or more a day	X
b.	Once or more a week	X
c.	Once or more a month	X
d.	Once or more a year	X
e.	Never (I just send private mail or comment on friends' actions)	X

1.7. How often do you open your Facebook page (choose <u>only one</u>)?

a.	Once or more a day	X
b.	Once or more a week	X
c.	Once or more a month	X
d.	Once or more a year	X

1.8. Do you have Facebook notifications transferred to your phone (choose <u>only one</u>)?

a.	Yes	x
b.	No	x
c.	Only certain notifications	x

2. Facebook privacy

2.1. Are basic information (gender, age, location) displayed on your Facebook site (choose <u>only one</u>)?

a.	All three of them	X
b.	Two of the mentioned	X
c.	One of the mentioned	X
d.	None of the mentioned	X

2.2. Which of the stated information do you provide Facebook with (choose <u>one or more</u>)?

a.	Favourites	x	h.	Phone number	X
b.	Clubs and jobs	x	i.	E-mail address	X
c.	Interests	x	j.	Education	X

d.	Political views	x	k.	Birthday	X
e.	Relationship status	x	l.	Language knowledge	x
f.	Current address	x	m.	Hometown	x
g.	Mobile number	x	n.	Sexual orientation	x

2.3. Please assess the level of agreement with the following statements, taking into account that 1 indicates "I completely agree" and 5 indicates "I completely disagree".

	1	2	3	4	5
I am aware that by displaying general information (gender, age, location) I am more accessible to advertisers.	1	2	3	4	5
I am familiar with the Facebook privacy settings.	1	2	3	4	5
I am familiar with the threats of Internet abuse.	1	2	3	4	5
I take safety measures in terms of profile privacy.	1	2	3	4	5
I am concerned about my privacy on Facebook.	1	2	3	4	5

2.4. Do you use any of the Facebook privacy features (choose <u>only one</u>)?

a.	Yes	x
b.	No	x

2.5. Which features do you limit with the use of privacy settings (choose <u>one or more</u>)?

a.	My photos	x	e.	Groups you joined	x
b.	Contact data	x	f.	Applications you use	x
c.	Wall	x	g.	None	x
d.	Status updates	x	h.	Other_____	x

2.6. What is your profile visibility set to (choose <u>only one</u>)?

a.	Friends only	X
b.	Friends of friends	X
c.	All Facebook users	X
d.	I do not know	X

2.7. Do you befriend (add/accept) strangers (choose <u>only one</u>)?

a.	Yes	X
b.	No	X
c.	Sometimes	X

2.8. Are you familiar with and use the "My photos" feature (choose <u>only one</u>)?

a.	I am familiar with this feature and I use it.	X
b.	I am familiar with this feature but I do not use it.	X
c.	I am not familiar with this feature.	X

2.9. Do you limit the visibility of your pictures or certain chosen folders (putting friends into groups and specifying which friends can see which pictures)? Please choose <u>only one</u> option.

a.	Yes	X
b.	No	X
c.	I do not use the "My photos" feature	X

3. *Facebook as a recruitment tool*

3.1. Do you use any Facebook applications for job search (choose <u>only one</u>)?

a.	Yes	X
b.	No	X

3.1.1. IF YES, which Facebook applications for job search do you use (Answer this question only if you answered question 3.1. stating "YES" and choose <u>one or more</u> options)?

a.	Jobs2web	x	g.	Career builder	X
b.	My LinkedIn profile	x	h.	Hire my friend	X
c.	Jobster	x	i.	Work for us	X
d.	Jobvite	x	j.	Testimonials	X
e.	Indeed jobs+friends	x	k.	Other_____	X

3.1.2. IF NO, are you aware that there are big companies (Ernest and Young) who set up search engines on Facebook in order to recruit candidates (Answer this question only if you answered question 3.1. stating "NO" and choose <u>only one</u> option)?

a.	Yes	X
b.	No	X

3.2. Have you ever gotten a job offer on Facebook (choose <u>only one</u>)?

a.	Yes	X
b.	No	X

3.2.1. IF YES, how did you respond to it (Answer this question only if you answered question 3.2. stating "YES" and choose <u>only one</u> option)?

a.	I accepted without questioning the offer.	X
b.	I was doubtful but I accepted.	X
c.	I was doubtful and I refused the offer.	X
d.	I ignored it.	X
e.	Other._____	X

3.3. Please assess the level of agreement with the following statements, taking into account that 1 indicates "I completely agree" and 5 indicates "I completely disagree".

I am aware that many recruiters use Facebook to conduct backup checks.	1	2	3	4	5
"Facebooking" (looking for pictures and data) is an invasion of one's privacy.	1	2	3	4	5
Facebook users should pay greater attention to the content they upload (alcohol, nudity, drugs, resist comments, disrespectful comments, and so on) due to background checks conducted on Facebook.	1	2	3	4	5
Recruiters should be more socially responsible in terms of privacy (they should not look for info about candidates on Facebook, unless if the legitimate interest outweighs the negative consequences on society).	1	2	3	4	5
I am aware that everything I upload stays online forever.	1	2	3	4	5

3.4. Please assess the level of agreement with the following statements, taking into account that 1 indicates "I completely agree" and 5 indicates "I completely disagree".

	1	2	3	4	5
Online recruitment is a valid substitute to regular recruitment tools.	1	2	3	4	5
Online recruitment gives me similar opportunity as regular recruitment to present myself as the most suitable candidate for the job.	1	2	3	4	5
Online recruitment gives me much lesser chances to get a job, as I am facing much wider competition.	1	2	3	4	5
In general, I am in favour of online recruitment procedures.	1	2	3	4	5
Online recruitment enables a wider search for a suitable position.	1	2	3	4	5
Online recruitment is a good way to expose yourself as a passive user (publishing your CV but not sending applications).	1	2	3	4	5
Online recruitment is more convenient compared to regular recruitment, as the search engines can be accessed at all hours of the day.	1	2	3	4	5

3.5. Please assess the level of agreement with the following statements, taking into account that 1 indicates "I completely agree" and 5 indicates "I completely disagree"

	1	2	3	4	5
Recruiting using Facebook is a smart way to find suitable candidates.	1	2	3	4	5
When recruiting via Facebook, the employer gets to know all the candidate's personal details.	1	2	3	4	5
When recruiting via Facebook and observing the candidate's profile and wall, the employer is acquainted with candidate's primary values.	1	2	3	4	5
Recruitment via Facebook is a more suitable option for younger generations.	1	2	3	4	5
Recruitment via Facebook gives the recruiter an insight into ones interests.	1	2	3	4	5
Based on data retrieved from Facebook recruiters can make an informed hiring decision.	1	2	3	4	5
Data retrieved from Facebook can have a negative impact on the recruiter's perception of the candidate.	1	2	3	4	5
Users should filter the content they upload in order to meet the expectations of the recruiters.	1	2	3	4	5
If Facebook users adjust the content they upload, in order to meet the expectations of the recruiters, they lose on their social identity and creativity.	1	2	3	4	5

4. General data

4.1. Gender?

a.	Female	X
b.	Male	X

4.2. Age?

a.	0-17	X
b.	18-24	X
c.	25-34	X
d	35-44	X
e.	45-54	X
f.	55-64	X
g.	65 or more	X

4.3. Employment status (choose <u>only one</u>)?

a.	High school student	x	e.	Employed and not looking for a job	X
b.	Full time university student (any form of studies after high school)	x	f.	Employed and looking for a job	X
c.	Recent graduate looking for a job	x	g.	Other_____	X
d.	Unemployed	x		_____	

4.4. Please asses stated values according to relevance in your day to day life on a scale from 1 to 5, where 1 indicates "very important" and 5 indicates "not important at all".

Sense of belonging	1	2	3	4	5
Enthusiasm	1	2	3	4	5
Good relations	1	2	3	4	5
Self-improvement	1	2	3	4	5
To be respected	1	2	3	4	5
Fun and pleasure in life	1	2	3	4	5
Safety	1	2	3	4	5
Self-respect	1	2	3	4	5
Feeling of achievement	1	2	3	4	5
Freedom	1	2	3	4	5
Wisdom	1	2	3	4	5
Sports	1	2	3	4	5
Family	2	2	3	4	5

Thank you for your cooperation!

RQ1: Do people who open their Facebook page frequently (active users- more than once a day) also have notifications transferred to their phone?

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
use_freq * notif_transfer	165	100.0	0	.0	165	100.0

use_freq * notif_transfer Crosstabulation

Count

		notif_transfer		
		yes or only certain notifications	No	Total
use_freq	once or more a day	48	85	133
	not frequent	6	26	32
	Total	54	111	165

Chi-square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson chi-square	3.523[a]	1	.061		
Continuity correction[b]	2.779	1	.095		
Likelihood ratio	3.804	1	.051		
Fisher's exact test				.092	.044
Linear-by-linear association	3.501	1	.061		
N of valid cases	165				

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 10.47.

b. Computed only for a 2x2 table

To examine whether people who open their Facebook pages frequently also have notifications transferred to their phone, a chi-square test was used. Pearson's chi-square value is 3.523 and the degrees of freedom is 1. The significance value is 0.061, which is more than 0.05 and less than 0.1, and therefore there is a partial statistical significance bound to the mentioned statement.

RQ2: Are women keener on using the privacy settings?

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
gender * priv_feat_use	165	100.0	0	.0	165	100.0

gender * priv_feat_use Crosstabulation

Count

		priv_feat_use		
		Yes	no	Total
gender	female	82	5	87
	male	67	11	78
Total		149	16	165

Chi-square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson chi-square	3.279[a]	1	.070		
Continuity correction[b]	2.394	1	.122		
Likelihood ratio	3.327	1	.068		
Fisher's exact test				.112	.060
Linear-by-linear association	3.259	1	.071		
N of valid cases	165				

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 7.56.

b. Computed only for a 2x2 table

To examine whether women are keener on using privacy settings, a chi-square test was used. Pearson's chi-square value is 3.279 and the degrees of freedom is 1. The significance value is 0.070, which is more than 0.05, and therefore there is a partial statistical significance bound to the mentioned statement.

RQ7: Are people who open their Facebook page frequently (active users – more than once a day) more likely to use privacy settings than people who do not open their Facebook page frequently (passive users)?

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Use freq * privacy settings use	165	100.0	0	.0	165	100.0

use_freq * privacy_settings_use Crosstabulation

Count

		privacy_settings_use		
		uses FB privacy settings	does not use FB privacy settings	Total
Use freq	once or more a day	121	12	133
	not frequent	28	4	32
	Total	149	16	165

Chi-square Tests

	Value	Df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson chi-square	.356[a]	1	.551		
Continuity correction[b]	.070	1	.792		
Likelihood ratio	.336	1	.562		
Fisher's exact test				.517	.376
Linear-by-linear association	.354	1	.552		
N of valid cases	165				

a. 1 cells (25.0%) have expected count less than 5. The minimum expected count is 3.10.

b. Computed only for a 2x2 table

To examine whether people who open their Facebook pages frequently also have tendencies towards privacy settings use, a chi-square test was used. Pearson's chi-square value is 3.526 and the degrees of freedom is 1. The significance value is 0.551, which is more than 0.05, and therefore there is no statistical significance between usage frequency and using privacy settings.

RQ8: Are people who open their Facebook page frequently (active users- more than once a day) more likely to befriend strangers than those who do not open their Facebook page frequently (passive users)?

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
use_freq * befriending_strangers	165	100.0	0	.0	165	100.0

use_freq * befriending_strangers Crosstabulation

Count

		befriending_strangers			
		befriends strangers	does not befriend strangers	sometimes	Total
use_freq	once or more a day	8	82	43	133
	not frequent	2	19	11	32
	Total	10	101	54	165

Chi-square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson chi-square	.057[a]	2	.972
Likelihood ratio	.057	2	.972
Linear-by-linear association	.026	1	.871
N of valid cases	165		

a. 1 cells (16.7%) have expected count less than 5. The minimum expected count is 1.94.

To examine whether people who open their Facebook pages frequently also accept strangers more likely than passive users, a chi-square test was used. Pearson's chi-square value is 0.057 and the degrees of freedom is 2. The significance value is 0.972, which is more than 0.05, and therefore there is no statistical significance between usage frequency and befriending strangers.