

## **STUDY ON THE ROLE OF SOCIAL MEDIA FOR CAREER OPPORTUNITIES AND GROWTH AMONG POST-GRADUATE STUDENTS IN INDIA**

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### **Abstract**

The study examines how social media sites are being used by postgraduate students of India for finding internships, jobs and other career growth opportunities. So we have studied effectiveness, knowledge for those who are looking for career growth opportunities. But it so happened that the consumption of social media sites for jobs have been increased since the COVID pandemic brought the world to its knees and people were not allowed to step out of their homes. Recent events have changed the perception of everyone towards career growth especially for Indian youths where there is a cut throat competition. So, we have also added COVID as one of the variable in the factor analysis. The study can be of use to postgraduate colleges, employers, students and also for future aspirants.

**Key words:** social media, career growth, internships, jobs, COVID-19

### **Introduction**

Social media has taken the world by storm. Such rapid advancement in technology led to growth of several people are on other hand, such sites have helped in bringing out real talents, arts, skills of people who never got an opportunity perform in front of the masses. Today, everything is on the personal device and each and every individual is connected to one another. But these media sites when used in the wrong way have created inconvenience for many since it is easier to spread fake news or hate speech towards the targeted community. Experts say if used wisely, it can help in building careers from scratch. In India, technology arrived a bit late but today almost every youngster is having a smart device where he looks for job opportunities. Platforms like LinkedIn, Facebook, TikTok, Instagram, etc have made many careers in various fields whether it is business or entertainment.

These social media websites have connected people from different organizations, background, gender, caste, religion, etc. LinkedIn is one such platforms that usually business and other experts prefer when searching for new employees since it is very formal and one can visit someone's profile to know his education qualification, achievements, experience, and other important data that proves the worth of the candidate. Similarly, hiring committees has started going through various media profiles of the same candidate to get complete knowledge of the character. Nowadays, people are mostly using social media websites to find jobs since it contains a pool of information other than just a notification and a person can clear doubts easily by just commenting the post. So, it is safe to say that anyone with a smart device is somehow connected to every individual and therefore it is easier to get it touch with those experts a person seeks.

Ever since COVID 19 pandemic has put the entire planet on a lockdown – Students now use Social Media to find internships and jobs which are well paid and trustworthy and apart from that almost every company has a work-from-home policy for most of its employees. However since most of the companies faced lack of growth in the business and incurred huge losses in this pandemic, they are not looking for more employees which made it difficult for students in their post-graduation to find work. About Career Opportunities, Social Media sites again play an important role. For example, LinkedIn is the one place where people can connect and help each other with Job opportunities. You can contact people and improve your chances of getting a job and grow your career. Yet students might face problems in getting internships or jobs.

Thus, I am conducting this study to know more about the behaviour of postgraduate students towards uses of social media sites.

## **Literature Review**

Studies indicated that the attitude towards LinkedIn is positive and assumes a significant job in current turn of events (Angadi, V. C., 2019). LinkedIn is used to gain more information and it helps in connecting aspirants with experts. Utilization of LinkedIn is developing step by step in light of which needs of people are fulfilled. The security of LinkedIn profile is acceptable, and individuals use LinkedIn to gain more practical knowledge about the corporate world. With experts and the career development opportunities in LinkedIn, it is sure a good way to use social media for career growth opportunities. Thus, individuals are exceptionally happy with the usage of LinkedIn.

Studies propose various ramifications for how people may better manage their career with their usage of professional Social Networking Sites (SNSs). Recurrence of use (latent utilization in the profile information) was more unequivocally identified with systems administration assists than contacts (dynamic extension in the user data). Large amount of contacts could be a deceptive value. In order to profit by contacts, people should recognize what their contact is bringing on the table. It should contribute in time saving when browsing profiles to stay informed concerning who realizes what. In the interim, expanding one's interpersonal organization by including another contact might not have a lot of present worth, however may have high future worth since building contacts is a venture under vulnerability. People may create and keep up a bigger informal organization however they may never get work or vocation related advantages from individuals in their system (Davis, J., Wolff, H. G., Forret, M. L., & Sullivan, S. E., 2020).

When focusing on determinant which led PhD holders in enlisting and creating more extensive or smaller systems in LinkedIn (Baruffaldi, S. H., Di Maio, G., & Landoni, P., 2017). They discovered that those PhD holders, who move to industry, travel to another country, and have global coordinated efforts are bound to utilize LinkedIn. Specifically, the likelihood of owning a LinkedIn access is much greater for PhD holders that transition into industry. Less significantly, for the individuals who had universal coordinated efforts during their alumni contemplates. Global versatility had no relationship in keeping a record; however, it is decidedly connected with the size of the system. Those outcomes proposed that LinkedIn is for PhD holders is a way in looking for professional openings and coordinated efforts outside the scholastic condition where they got their PhD. In this sense, social media websites may assist in beating geographic limits & data asymmetries.

Analysing time has proved one thing for sure; the students normally go through 1.5 hours browsing these social media websites every day. It is equal to almost 22 days in a year. In any case, barely any student (12%) goes through over three hours on social media websites in which almost 4% browse more than 5 hours. Discoveries have shown that many students are browsing these websites productively & invest focus and energy sensibly in that content which benefits them in their career growth. Social media sites are filled with opportunities like internships and jobs that offer career developments to those aspirants who are willing to work. Most of the students utilize these social media sites to pick up information, to be in contact with loved ones; to share data and advance social, strict, political, and natural mindfulness and not many for taking a break. Many renowned social media websites that students are using is Facebook, YouTube, and Twitter. Most of these students are added on online social groups as well in the discoveries upheld by Haneefa and Sumitha. They pinpointed that these media websites empower students in connecting with companions, employees, foundations and permit them in associating with more companions; making & offering their characters and profile that may incorporate individual data, photos, articles, recordings and music clasp; joining groups and speaking with different people too. It is a decent sign that students utilize person to person communication destinations for productive purposes (Haneefa, M. K. and Sumitha E., 2011).

Research gives the affirming and illuminating data. Lately, utilization of online media has become famous across the globe ever since there has been an extraordinary advancement in tech industry. Not only superstars, but almost the entire population has ended up being an active client of these internet-based media locales. The essential reason behind leading this examination was to witness the performance of students academically whose most of the time is utilized by such attractive media websites. Study discovers that it was done on certain parameters that students spend energy of their daily exercise on these social media websites are prepared to

showcase and produce novel ideas identified on social media sites for having a great time as these social websites have proved to be academically effective(Amin, Z., Mansoor, A., Hussain, S. R., &Hashmat, F., 2016).

Many researchers have studied social media sites in different-different perspective. Various people have researched on social media sites whether it is based on the pattern, behaviour of users, mentality, reason of usage and many other topics since it is being used in a huge number all around the globe. As indicated by Stoica and Alexa, social media websites is definitely one of the highest accessed sites, and they are positioned as one of the top websites visited all around(Alexa, E., Alexa, M. and Stoica, C., 2016).These destinations have become an essential part of the day to day activities, which involves socialization and for other work that includes career growth and entertainment.Social media sites have made it easy to create connections that rise above gender, age, ethnicity and geological distances. Boyd and Ellison revealed that the main role of these social media websites was to let users from all around the globe to interact with each other on the basis of their language or with those who shares racial, sexual, and strict or ethnicity based characters, mutual interests, political perspectives and exercises (Boyd, D. and Ellison, N.B., 2007). Thesesites help the advancement of connections that rise above racial, social, social, political and topographical boundaries. In July 2011, Facebook had 750 million users, LinkedIn was having way more than 100 million accounts, Twitter per day gave more than 177 million tweets and lastly YouTube arrived at 3 billion views on all the video for each day.

Tortorella likewise reported that on Facebook, 700 million users are active, quite 100 million users on LinkedIn, Flickr have more than 5 billion pictures, Wikipedia itself having pages which is more than 24 million, Twitter receives over 7,000 tweets for each second with active users count to be more than 300 million and on YouTube, more than 3 billion hours of video was being watched monthly(Tortorella, D.,2012).According to reports by Statista, Facebook became the first social media sites to have more than a billion users and currently having almost 1.6 billion users. Instagram was given the 8<sup>th</sup> rank in being one of the highest 10 photo sharing social media site and was having 400 million active users. This shows that what proportion websites can influence students in today's life.

Perryman states that Social media sites are all around us today and is being utilized by individual of all ages for his or her own benefits and entertainment(Perryman, B.E., 2011).

Social media apps are generally utilized by many age groups, mostly it is being utilized by millennial and GenZ. Na'ndez and Borrego showed that the demographic content in the users profile on social media sites differs from one another(Na'ndez, G. and Borrego, A., 2012).

Young researchers are constant users of social media websites. Subrahmanyam did a research to analyze the employment on interpersonal media sites between the faculty and students which belong to a renowned university in LA. Research also indicates that the scholars are more likely to use the social media apps for connections and networking. Hargittai also studied the pattern of usage of social media websites by the students in colleges. And results of research indicate that the most of the school students are actively using social media sites, they access the social media websites more than 7 times a week, then comes semi active users who access them but exactly 7 times in a week. Bicen&Cavus researched about behaviour pattern of undergrad students and their usage of social media sites. The research reveals that the majority under-graduate students are using Facebook for over four hours each day. Socializing, exchanging texts, uploading pictures, and other activities on Facebook(Graham, J.M., Faix, A. and Hartman, L., 2009).

Fast advancement of the technology advances driven by the present multiplication of gadgets and applications has presented a change in outlook in craftsmanship, graphic designing, furthermore, advanced media training from using the conventional techniques to the increasing usage of online media sites and advanced applications like Facebook, Instagram, LinkedIn, WhatsApp, etc. Person to person communication, advanced applications, and on the web sites hold guarantee for coming to past the dividers of conventional study halls, what's more, for giving chances to teachers to improve their instructive methodologies by extending the skyline of their methodologies and changing to advanced and online media stages with all their imaginative and intelligent possibilities. In any case, the creativeness of computerized and online media has not been completely

investigated and misused by workmanship and plan instructors. The examination also analyzed the adequacy of repurposing computerized instruments and applications so as to cultivate innovative instructing also, educating for inventiveness. It is proposed, investigated, and tried new showing draws near which expected to give bits of knowledge into how to exploit advanced learning devices, applications, and encounters in making thorough and innovative homeroom exercises. It examined the educational ramifications that emerge from the utilization of advanced and online media what's more, in this manner, challenges customary methodologies of educating and learning (Chen, B. and Bryer, T., 2012).

Despite the fact that the consequences of this examination are commonly encouraging, it experiences defects that are moderately normal in research in genuine homeroom settings and instructive conditions. For example, other computerized devices and stages may at last proved to be viewed as noteworthy as a portion of those proposed in this examination. To additionally approve these outcomes, the system and discoveries are partaken in this research trying to urge different instructors to test comparative methodological approaches and offer their discoveries with the more noteworthy control. The discoveries in this research exhibit that the present teachers can repurpose computerized devices and applications to structure openings and develop instructive societies that cultivate joint effort and rouse innovative results in their own spaces. So as to support instructors accomplish this, colleges should do an unequivocal and broad sight and sound based instructive approach. Such an intricate measure will guarantee that colleges investigate completely the media based educational possibilities and openings in the regions of craftsmanship, structure, and advanced media (Al Hashimi, S., Al Muwali, A., Zaki, Y., & Mahdi, N., 2019).

The COVID-19 employment misfortunes are bigger (after just a couple of months) than the aggregate multi-year impact of the Great Recession. Besides, COVID-19 employment misfortunes so far don't show up to be moved in regions with more noteworthy early introduction to COVID, or in regions that sought after more forceful social separating approaches. There are enormous aberrations in late joblessness across various segment gatherings. Besides, we locate that ongoing joblessness rates are about 46% lower among labourers in employments that are more viable with far off work. Interestingly, labourers in employments that require more vis-à-vis contact are at higher danger of ongoing joblessness (Montenovo, L., Jiang, X., Rojas, F. L., Schmutte, I. M., Simon, K. I., Weinberg, B. A., & Wing, C., 2020).

## **Research Methodology**

### **Methodology**

Primary data will be collected by conducting a survey and will target students in their post-graduation. The data collected will be quantitative. First section of the questionnaire will focus on demographic characteristic of the respondent which includes gender, age, and hours spent on social media sites looking for career growth opportunities, etc. While the rest of the sections focus on the various variables that is used in the study and a 5-point Likert scale is being used.

### **Research Objectives**

- To study the behaviour of postgraduate students when looking for career growth opportunities on social media websites.
- If social media sites are actually effective and being used by the students in gaining more information and knowledge that will them in career growth.
- Has COVID-19 changed the views of students in their post-graduation towards social media sites which are helping them in their career growth?

### **Problem statement**

In the past few years, many researchers have focused on social media being used as a career growth tool and technology in India came very late since most of Indians didn't have access to such tools. So, I have done a research on social media being used by Indians for their career growth.

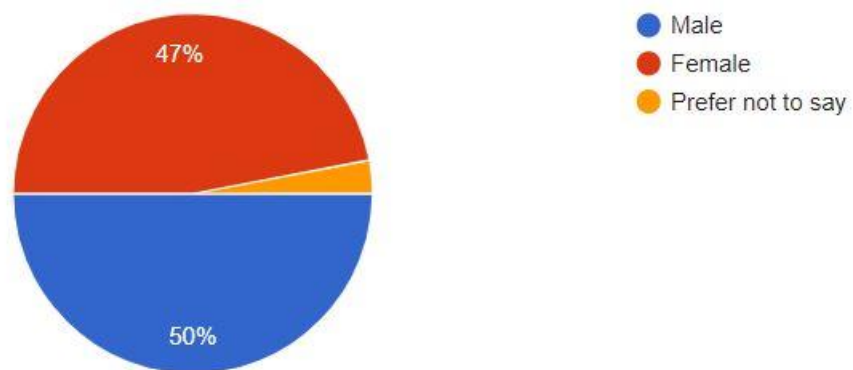
## Data Analysis

### Demographic Analysis

Exhibit 1:

#### Gender

200 responses

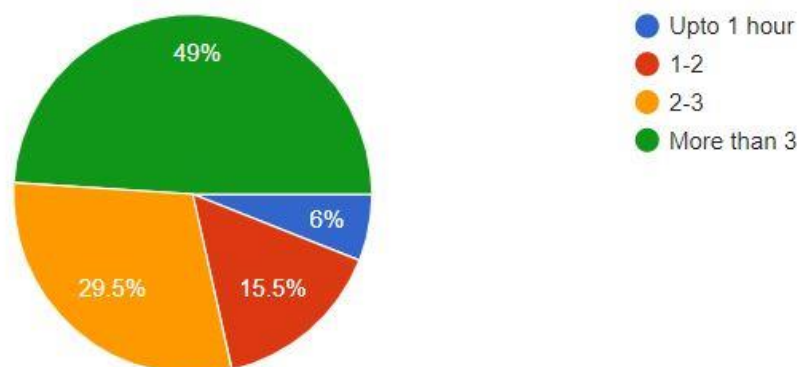


We have targeted exact 200 respondents, of them 50% are male(100 respondents) and 47% of them were female(94 respondents) and 3% of them preferred not to mention their gender. So overall, we have respondents almost equally divided and therefore the research can be analysed from the perspective of both the genders.

Exhibit 2:

#### Time spent per day on social media sites.

200 responses

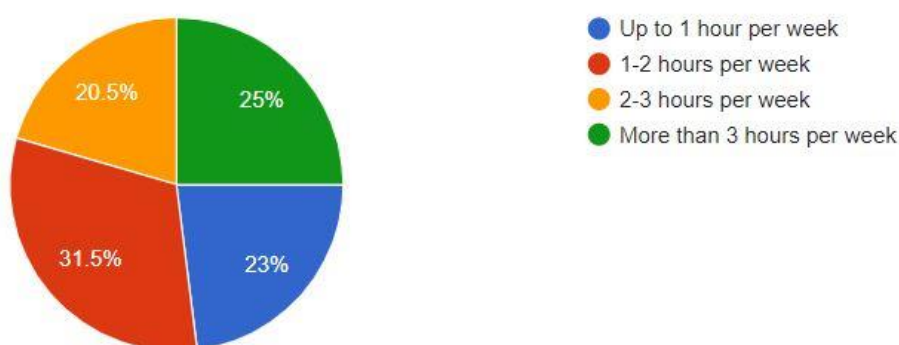


When we look at this chart, we can see that almost 49% (98 respondents) postgraduate students use social media more than 3 hours per day which include all sorts of usage which is really high since lockdown, research have shown that people are using social media sites more than ever. And only 6% (12 respondents) use social media sites for less than an hour.

Exhibit 3:

How long do you use social media sites for internships, Jobs and other career growth opportunities.

200 responses

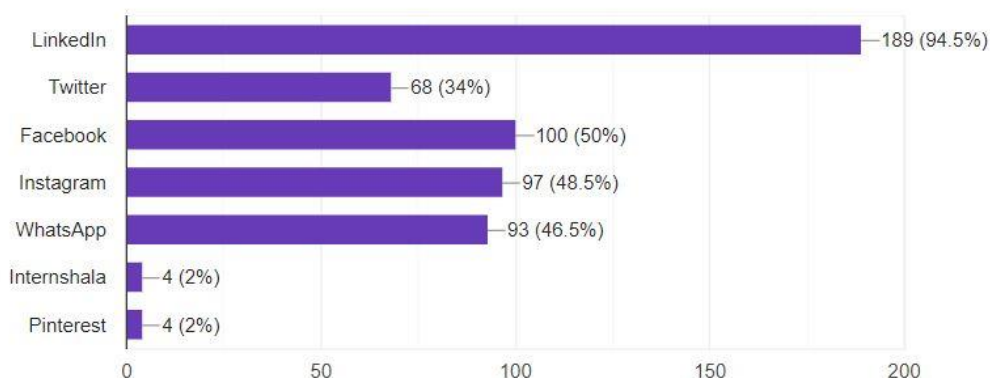


When we look at the chart, we can see that almost 25% of the respondents use social media for career growth opportunities considering the pandemic has increased fear of unemployment. And the highest is 31.5%, which belongs to the category that uses social media for career growth between 1-2 hours in a week. Overall, the chart shows that these 4 categories are almost equally divided.

Exhibit 4:

Which social media sites you use for internship, jobs and other career growth opportunities.

200 responses



Surprisingly, 94.5 % (189) respondents use LinkedIn for career growth opportunities such as internships and Jobs. Since that platform is considered as to be one of the most professional social media where people of various organizations can connect each other and express their thoughts. 2<sup>nd</sup> rank goes to Facebook which is used by 50% respondents. Also Instagram considered as the most famous photo sharing applications, helps post graduate students in connecting with their desired person.

### **KMO, Bartlett's test of sphericity and Reliability analysis**

The Kaiser-Meyer-Olkin value of the following data is more than 0.8 and the level of importance of Bartlett's test of sphericity is 0.000. This means it is indicating good & acceptable sampling data. Items whose factor loading were below 0.5 or cross loadings were rejected. Three factors were extracted from the analysis.

The Cronbach's Alpha Values were calculated for the items of each factor on the basis of results obtained from factor analysis. The value came out to be 0.531 for Intention to use. The scale used in calculating the value is considered as consistent as it is exceeding the cut-off point of 0.5. This helps in showing that the data is acceptable and helps in further analysis.

### **Factor Analysis**

Table 1		
Factor and Items	Loading	Cronbach's Alpha
<b>Factor 1 – Effectiveness</b>		0.621
I can easily find Internships and Jobs on social media sites.	0.589	
I find more career growth opportunities on social media sites than any other medium.	0.518	
I can easily find my dream job on social media sites.	0.634	
I am able to find well paid jobs on social media sites.	0.753	
<b>Factor 2 – Knowledge and Information</b>		0.733
I easily gain information about new Jobs on social media sites.	0.616	
I feel information and knowledge we get on social media sites keeps us informed about the current job trend.	0.725	
Use of social media sites helps me gain more insights from the experts on career growth opportunities.	0.731	
I am able to apply knowledge I received on social media sites towards career growth.	0.607	
<b>Factor 3 – COVID Era</b>		0.773
I am able to find internships/jobs on social media sites even in COVID times.	0.713	
I am able to find well paid internships/jobs on social media sites even in COVID times.	0.735	
I am getting more career growth opportunities on social media sites even in COVID times.	0.782	
I feel social media is the best way to find internships/jobs on social media in COVID times.	0.781	

In other terms, the data that is evaluated from factor analysis, scale items were appropriate and genuine for further statistical analysis.

Table 2						
Category	R	R <sup>2</sup>	Adjusted R <sup>2</sup>	Df	Sig.	F-tabulated
Independent Variable	0.450	0.203	0.191	3	0.000	16.628

The R square for the factors is 0.203, which is the highest. The rate of explanation that they account for is accrued from 20.3% percent in the internal category to 40%t in the external category and lastly peaking at 46% in the combined class.

This finding empirically shows the positive and moderate effect of the factors affecting the role of social media sites by post graduate students for career growth and development.

## **Discussion**

## **Conclusion**

This study aimed at the behaviour of usage of social media sites for career growth by postgraduate students in India. When we compare this study with other researches, this one is targeting a student at a particular time in his life when he is looking for internships and jobs.

When we look at our first variable for this study, which is effectiveness, we can see that people are using social media sites for career growth because these sites are way more effective than any other source since it gives real-time job openings details and convenient to everyone since these are available on every mobile devices. According to this study, postgraduate students are more inclined towards effectiveness since there is a lot of competition and thus everyone feels to have access to all the job openings going around. This we can say since loading factor of its sub part are always more than 0.5, which means this value is good enough to say that Effectiveness is indeed necessary.

We have examined that students are looking to gain more information and knowledge, (which is our 2<sup>nd</sup> variable) when using social media sites since that knowledge is used by them for developing their career at some point. They look for current events and thoughts of experts and insights given by them. Again, since loading factors of this variable is more than 0.6, it really is one of the most required variables for this study.

Our 3<sup>rd</sup> and last variable is the age of COVID-19 pandemic and no doubt it has created an all new set of rules for the entire planet earth. People usually do not step outside and rather browse for jobs and other career growth opportunities from their personal devices. Even though the business world is facing a crisis, students are still able to find well paid job and they prefer using it for the rest of the time period. They are also suggesting others to use social media sites for career growth since it is safer and quicker than ever before.

This research could help students, HRs, and other hiring agencies to perceive the factors that affect students' behaviour when using social media sites for career growth. This can assist them to focus their strategies to meet their targets and differentiate themselves from other players in the competition.

## **Limitations of the study and Future scope**

COVID-19 pandemic has changed the mindset and behaviour of everyone, and researchers are still trying to find out the behaviour of people in every field possible. Indian faced a lot of problems since a strict lockdown was

imposed which was really harsh in comparison with other countries. Along with this, use of social media sites have never been this high since people are having enough time to focus on themselves and other opportunities.

Since there are many other variables that I could not use in my study because the study was focused specifically on post graduate students and there are many ages of students using social media for various other purposes. Thus, I would recommend keeping factors used in my study as constant and add more factors as per the new objectives of future researchers.

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