

Full Length Research Paper

Impact of job searches on self-control at social media

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This study aims to investigate how job search affects self-control of students using social network. This study was conducted on students studying in different departments and within the departments of Physical Education and Sports (BESB). A total of 600 students in the 21 ± 25 age group participated in the employment questionnaire. The statistics of the data were evaluated using Chi-square analysis for the relationship between 0.05 significance level and categorical variables in SPSS 21 package program. According to the participants' responses to the question "How much time do you spend on social media in a day?" it was observed that students in different departments (FB), (226 people, 75.3%) and BESB students (228 people, 76.0%) spend "6-10 h" daily on social media; whereas students of both departments (84.0%) used social networks intensively to seek employment. As regards the question "Do you think the human resources departments of companies should use social media to get ideas about the applicants in the recruitment process?" "FB students (218 people, 72.7%) and PESB students (244 people, 81.3%) responded as "No"; and with the highest average score of $X^2 = 6.362$; $p = 0.012 < 0.05$ there was a significant difference in the BESB section. Also, for the question "Do you use social media for the job search?", FB students (171 people, 57.0%) and BESB students (272 people, 90.7%) answered "yes" with the stated rates; with a significant difference among BESB students determined, $X^2 = 88.002$; $p = 0.000$; < 0.05 . Further, as regards "Do you find social media useful in job search?", FB students (180 people, 60.0%) and BESB students (287 people, 95.7%) replied "yes" at the stated rates; and a significant difference among BESB students has been detected, $X^2 = 88.002$; $p = 0.000$; < 0.05 . As a result, the participants stated that the time spent on social media for employment search or digital socialization activities (about 6-10 h a day) prevented them from socialising in other physical activities; they also indicated that they had implemented auto-control in compliance with university regulations and restrictions in their accounts. Also, they were worried about HR identifying their profile on the social networks. Therefore, it is thought that the candidates may exhibit a very different personality in the social media networks than their real-life personalities, and they even tend to share them according to the personality of the institution.

Key words: University student, employment, social network, self-control.

INTRODUCTION

Human resources (HR) department remains one of the main departments of every corporation ranging from

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small enterprises to large companies. With the advent of computer technology and the quick adoption of social network such as FaceBook, HR has started to evaluate the adaptation of social network accounts for new job applicants. During the evaluation process of job applications received via social networks, career sites or CVs, HR departments aim to get an idea about the employees by examining their accounts on social media platforms. In this way, in addition to contacting CVs and references, it is believed that HR departments prefer to get a quick idea about the applicant through social media platforms aiming to make inferences from different perspectives such as personal life, ideas and thoughts, attitude and style in a particular situation and a specific subject. Therefore, HR studies are focused on social networks and self-control (Yılmaz, 2018). Posts shared on popular social media platforms by the candidates, likes, and even the qualities of followers and followed can be reviewed by Human Resources (log.youthall). The shares that users make on social media provide highly detailed data about candidate employees to employers / managers / human resources employees. In fact, it is almost impossible to obtain this information through interview or references. For this reason, Human Resources Departments generally take social media accounts and shares into consideration because the social media are used at such high rates. In this way, they have realistic information about the candidates because they can obtain information on what people do not say. As a result, applicants may either be successful in interviews or may be disadvantaged in their applications (sosyalmedyaajansi.org).

According to the rules applicable in the European Union (EU) country, employers must obtain the candidates' consent to sign a waiver before checking their online accounts, including Facebook, Instagram, Snapchat, Twitter and LinkedIn. If there is no waiver document, the companies in question may be acting in violation of the European Union data protection rules. Data collection from social media accounts is only possible when necessary and relevant. Therefore, companies may have to change their hiring process (inlinetweet prefix).

Human resources management in the future can be seen to operate with technology that will take up more space every day. Collecting information about the candidate using the internet search engines in the recruitment process is almost a standard recruitment step. Clark (2014) stated that from a candidate's Facebook profile, his personality traits could be obtained from close contact with personality tests. When the use of Social Media is evaluated in terms of Human Resources, there are observed disadvantages as well as advantages, including being used for procurement of candidates and for dismissals. With sharing on sharing sites, negative and slang comments can cause an employee to be

dismissed, which leads to a short position. It is stated that when employees share in the social environment they can cause a negative situation in the workplace to spread to thousands of people at the same time. In addition to monitoring and recruitment processes, human resources should be given more responsibility for employees in terms of training in the privacy policy (Erhan, 2018). In addition, training of employees to prevent data loss should be one of the issues handled by human resources management, and employees should be careful about *ğ* cyber security insan, which is of great importance for data loss prevention (Göçoğlu, 2018).

Assuming that Social shares are thought to be indicative of people's ideas; to see how a personality and point of view with self-confidence that is supported by sports is reflected in self-control, this study aims to compare students in different departments and in the School of Physical Education and Sports.

METHODS

This study which encompasses universities in Istanbul employed a descriptive and simple random sampling technique. 600 students (300 from different departments and 300 from the Department of Physical Education and Sports) within the 21 ± 25 age group conducted a questionnaire that borders on questions about employment in social media prepared by Merve YILMAZ in her thesis under the supervision of Asuman KUTLU. The findings are grouped according to the gender of participants ($F = 121$, $M = 179$), BESB ($K = 130$, $E = 170$); marital status - the FBI (Married = 22, 7.3%; Single = 278, 92.7%), BESB (Married = 18, 6.0%, Single = 282, 94.0%); working status - the FBI (Yes = 83, 27.7%; No = 217, 72.3%), BESB (Yes = 100, 33.3%; No = 200, 66.7%) (Table 1). The questionnaire was distributed to the Faculty of Business and Management Sciences, Faculty of Engineering and Architecture, Health Sciences, Social Sciences, Faculty of Science and Faculty of Letters as students of different departments group.

The data obtained in the study were evaluated by descriptive statistics, mean, standard deviation, frequency, percent and chi-square analysis for the relationship between categorical variables with 95% confidence interval and 5% significance level, with the help of SPSS for Windows 21.0 program.

In the responses, FB (226 people, 75.3%) and BESB (228 people, 76.0%) were found to spend 6-10 h a day on social media. Participants stated that they used facebook, twitter and instagram actively; FB (107 people, 35.7%), BESB (188 people, 62.7%) with $X^2 = 72.578$, $p = 0.000 < 0.05$ significant difference was found. It was seen that participants used 'intensively' to search for social networks; FB (253 people, 84.3%), BESB (252 people, 84.0%). Participants stated that they use social media for 1. Personal Branding, 2. CV dissemination, 3. Professional Networking, 4. Job Search - Application, 5. Contacting Recruiters, 6. Examining potential employers' pages, 7. Checking comments of others about potential employers, 8. Gathering information about company employees, and 9. Contacting employees of the company. All of the above FB (182 persons, 60.7%), BESB, (243 persons, 81.0%) $X^2 = 31.399$; $p = 0.000 < 0.05$ significant differences were found.

"Do you think the human resources departments of companies should use social media to obtain ideas about the applicants in the recruitment process?" The above

Table 1. Participants' variables related to social media usage.

		Different departments		Physical education and sports		p
		N	%	n	%	
How much time do you spend on social media during the day?	1-3 h	9	3.0	7	2.7	$X^2=3.032$ p= 0.387
	3-6 h	46	15.3	54	18.0	
	6-10 h	226	75.3	228	76.0	
	10-20 h	19	6.3	11	3.7	
What social media site do you actively use?	Facebook-Twitter	105	35.0	43	14.3	$X^2=72.578$ p=0.000
	Twitter-Instagram	41	13.7	48	16.0	
	Facebook-Twitter-Instagram	107	35.7	188	62.7	
	Linkedin, Kariyer.net, Xing	43	14.3	10	3.3	
	Others(Secretcv.com, Yenibiris.com, Eleman.Net Careerjet.com, Cvyolla.com, Unisbul.com Jobnak.com, Kariyerzirvesi.com)	4	1.3	11	3.7	
How often do you use social networks to search for jobs?	Sometimes	0	0.0	5	1.7	$X^2=5.180$ p= 0.075
	Frequently	47	15.7	43	14.3	
	Intensively	253	84.3	252	84.0	
For which professional life activities below do you use social media most?	1-2	0	0.0	0	0.0	$X^2=31.399$ p= 0.000
	1-2-3	0	0.0	0	0.0	
	1-2-3-4	0	0.0	0	0.0	
	1-2-3-4-5	0	0.0	0	0.0	
	1-2-3-4-5-6	25	8.3	17	5.7	
	1-2-3-4-5-6-7	93	31.0	40	13.3	
All	182	60.7	243	81.0		

p<0.05. 1. Personal Branding, 2. CV dissemination, 3. Professional Networking, 4. Job Search - Application, 5. Contacting Recruiters, 6. Examining potential employers' pages, 7. Checking comments of others about potential employers, 8. Gathering information about company employees, 9. Contacting company employees.

question was answered as "No" by all participants, with the highest average (FB, \bar{x} = 1.7267; BESB, \bar{x} = 1.8133); whereas, the other 13 questions were answered "Yes" by all participants.

Students in Physical Education and Sports Department answered the questions, "Do you use social media to search for jobs?" with an average of (\bar{x} =1.4300), and "Do you find social media useful in job search?" with an average of (\bar{x} = 1.400), as "Yes", more than the students from other departments.

"Do you think the human resources departments of companies should use social media to obtain ideas about the applicants in the recruitment process?" With FB (218 people, 72.7%); BESB (244 people, 81.3%), there was a significant difference in favor of BESB observed due to the answers "No" to the above question; $X^2=6.362$ p=0.012<0.05. As regards the question "Do you use social media for the job search?", with FB (171 people, 57.0%); BESB, (272 people, 90.7%), there was a significant difference in favor of BESB observed for the above question; $X^2=88.002$ p = 0.000; <0.05. "Do you find social media useful in job search?" With FB (180 people, 60.0%); BESB (287 people, 95.7%), there was a significant difference in favor of BESB observed for the above question; $X^2=110.59$ p= 0.000 <0.05. In all the other questions, the entire participants stated that they had a number of restrictions on

social media during the job application period, giving the answer "Yes" at 80% level (Table 2).

DISCUSSION

While employing job vacancies through resume or CV through social networks, employers' human resources (HR) have led to self-regulation in social networks, thinking that they would recognize candidates differently. Therefore, the candidates explicitly stated that they had to make changes or restrictions on their social profiles and accounts. They stated that while they had published their photographs and videos in which they were tagged and when sharing with political groups, friends or ideas, they had made re-arrangements in their content with the idea that they would be opposite or contradictory to the employer institution's company profiles and policies, and they had opened accounts with different or shortened names.

In our study, it was found that participants spent 6-10 h on social media per day - FB (226 people, 75.3%); BESB

Table 2. The average of the participants on the impact of social media on employment.

Variable	Different departments n=300		Physical education and sports n= 300	
	Avg.	SS	Avg.	SS
1. Do you use social media to search for jobs?	1.0933	0.49590	1.4300	0.29139
2. Do you find social media useful in job search?	1.0433	0.49072	1.4000	0.20395
3. Do you think the human resources departments of companies should use social media to get ideas about the applicants in the recruitment process?	1.7267	0.44642	1.8133	0.39029
4. Do you also have social media accounts for professional life?	1.0433	0.20395	1.1100	0.31341
5. The Internet is important for my image, my business life and therefore my future. Therefore, I am trying to draw a professional image online.	1.2733	0.44642	1.2300	0.42154
6. I try to keep my social media accounts as secret as possible. I'm careful not to leave my profile open to searches.	1.1867	0.39029	1.1467	0.35436
7. Companies are investigating social media accounts in the recruitment process and therefore I have to go through restrictions on my shares.	1.1400	0.34757	1.1867	0.39029
8. There were cases when the company's human resources officer contacted me through my social media account.	1.2900	0.45452	1.2767	0.44810
9. There were times when I had to rearrange my social media accounts in the job application process.	1.1833	0.38759	1.1167	0.32156
10. As companies review social media accounts, I have to restrict the publication of photos and videos that I have been tagged by others.	1.0700	0.25557	1.0833	0.27685
11. There were times when I had to close my social media accounts during the job applications.	1.1767	0.38202	1.1367	0.34407
12. I open a new social media account during the job application process.	1.0800	0.27175	1.1700	0.37626
13. I refrain from sharing the political group, page, person and ideas that are of interest to me through my social media accounts with the idea that it is against company policy.	1.0800	0.27175	1.1100	0.31341
14. I use accounts with different and shortened names in my social media accounts.	1.0733	0.26112	1.0800	0.27175

(228 people, 76.0%). It was found that FB (253 people, 84.3%); BESB (252 people, 84.0%) of the participants use social networks "intensively" for job search.

"Do you think the human resources departments of companies should use social media to get ideas about the applicants in the recruitment process?" The above question was answered as "No" by all participants, with the highest average (FB, $\bar{x} = 1.7267$; BESB, $\bar{x} = 1.8133$). The other 13 questions were answered "Yes" by all participants.

For "Do you use social media for the job search?", BESB ($\bar{x}=1.4300$)($\bar{x}= 1.400$), BESB has answered "Yes" more than FB. Regarding "Do you think the human resources departments of companies should use social media to get ideas about the applicants in the recruitment process?";

with FB (218 people, 72.7%); BESB (244 people, 81.3%), there was a significant difference in favor of BESB observed due to the answers "No" to the above question; $X^2 = 6.362$ $p=0.012<0.05$.

On "Do you use social media for the job search?" with FB (171 people, 57.0%); BESB (272 people, 90.7%), there was a significant difference in favor of BESB observed to the above question; $X^2 = 88.002$ $p=0.000$; <0.05 .

"Do you find social media useful in job search?"; with FB (180 people, 60.0%); BESB (287 people, 95.7%), there was a significant difference in favor of BESB observed for the above question; $X^2 = 110.59$ $p= 0.000<0.05$. In all the other questions, all the participants stated that they had a number of restrictions on social media during the job application period, giving the answer "Yes" at 80% level.

Altunbaş and Kul (2015) stated that the most widely used social media tool was with Facebook (82.6%); 75.2% of students use social media continuously; 57.8% of the respondents had false addresses; with lack of confidence (to control the other party in mutual relations), to hide their true identity, to be concerned with socialization (in order to become the person they wanted but could not be in real life), and also to think about not being able to freely share their ideas as prominent factors for using false accounts. According to another study conducted by Kocaeli University lecturers, 31% of students have multiple accounts in social media (Baştürk-Akca et al., 2015).

Vardarlier (2014) stated that human resources specialists should assess and analyse the employees or jobseekers in terms of the use of social media for professional carrier or job seeking. Tüfekçi (2015) found that social media posts of the candidates serve as a reason for the exclusion of candidates rather than a reason for the hiring of a candidate during the recruitment process. It was detected that professional recruiters are negatively affected by inappropriate content posted on social media of candidates; however, they are distant to posts that are considered as positive. In their study, Yücel and Bal (2018) demonstrated that using social media for recruitment process enables recruiters to reach a larger pool of candidates in short time; nonetheless, they are unable to evaluate the quality of the candidates or whether they have access to right candidates. Yılmaz (2018) reached the conclusion that employees had to rearrange their social media accounts during the job application process, to restrict the publication of photos and videos they are tagged by others, to avoid sharing the political groups, page, people and ideas that draws their attention in social media accounts with the idea that it would be contrary to company policies, and those working in the public sector are regulating their social network accounts in the same and similar ways as those in the private sector. The results of this study are similar to those of Yılmaz (2018) which showed that they had to undergo self-regulation by ensuring regulations and restrictions in their accounts due to their examination of social networks.

Different approaches have emerged in recruitment processes in the social media. To address some of these, görüş iş artificial intelligence deęin 'has begun to be used in business interviews in a very useful way. A few minutes of interview video, artificial intelligence applications from the candidate's word choices to facial movements, constitute a large data set for the evaluators. Artificial intelligence based applications such as HireVue and Talent Pitch can determine the individual who is suitable for the job by comparing the talents of the candidates and success rates at the same job after examining the past success records of the person to be hired (Malhotra, 2017). According to many social media

experts, the increasing rate of social media utilization in the recruitment process in our country shows that the clout score which means art activity noted in social media will gain more importance in the long term. According to "Yenibiris.com" Board Member Kamil Özörnek, in the upcoming period, the clout score is stated to be a more sought-after criterion in recruitment (Büyükköşdere, 2014). In some published job advertisements, having a certain level of clout score is among the qualifications sought in candidates. For example, in 2013, a company called "Salesforce.com" operating in the United States of America has one of the features it will look for in the job posting for its "Community Manager" position (Horriga, 2013).

The most widely used social networking platforms are Facebook, Youtube, Myspace, Twitter, LinkedIn and Google + paylaş. According to the results of Jobvite's research, it was stated that LinkedIn came first as the most used social network in social media. This social network, which brings together professionals from business life, is used in 2010 by 78% of companies, 87% in 2011 and 93% in 2012. The most used social network, Facebook, was used for recruitment in 2010 for 55%, whereas in 2012 it was 66%. In Twitter, this rate was 54% in 2012. These three social media tools are reportedly followed by personal blogs with 21%, Google with 20% and YouTube with 19% (Koçer and Öksüz, 2015).

According to a survey conducted by Secretcv's 235 firms and 15,800 candidates, employers are searching for personal pages of candidates on social networks in order to get to know the candidate to be recruited (social-media-psychological-effect.html).

According to the Bullhorn Research Company, 98% of companies in the USA check social media sites during their personnel selection processes. According to this research data, Twitter is the third place with 49% for personnel search, while Facebook is second with 51%. LinkedIn at the top of this ranking is stated to be the leader with 98% (Cülcüloęlu, 2013). Most frequently used social networks in the recruitment process were LinkedIn with 70.4%, other networks (career sites, instagram, cv bank) with 21.5%, and Facebook with 4.3%. In addition, 69.4% of the employers stated that they would do social media research and 13% of them planned to do social media research. Businesses use the social media to create a candidate pool and communicate with the appropriate candidates. They also indicated that they chose the right candidate for the properties of job and for the company via the interview (Nizamoęlu, 2018).

Erdal and Aydintan (2018) stated that 94.21% of the participants who use social media networks in their recruitment and selection processes prefer LinkedIn, 33.88% of them prefer Facebook, 17.36% of them prefer Instagram and 15.70% of them prefer Twitter (Table 3).

Therefore, thanks to the digital footprints they leave on the internet, the candidates are more easily identified and

Table 3. Comparison of participants' variables related to the effect of social media on employment.

Variable		Different departments		Physical education and sports		pdf= 1
		n	%	n	%	
1. Do you use social media to search for jobs?	Yes	171	57.0	272	90.7	$X^2=88.002$ p= 0.000
	No	129	43.0	28	9.3	
2. Do you find social media useful in job search?	Yes	180	60.0	287	95.7	$X^2=110.59$ p= 0.000
	No	120	40.0	13	4.3	
3. Do you think the human resources departments of companies should use social media to get ideas about the applicants in the recruitment process?	Yes	82	27.3	56	18.7	$X^2=6.362$ p=0.012
	No	218	72.7	244	81.3	
4. Do you also have social media accounts for professional life?	Yes	287	95.7	267	89.0	$X^2=9.418$ p=0.002
	No	13	4.3	33	11.0	
5. The Internet is important for my image, my business life and therefore my future. Therefore, I am trying to draw a professional image online.	Yes	218	72.7	231	77.0	$X^2=1.496$ p=0.221
	No	82	27.3	69	23.0	
6. I try to keep my social media accounts as secret as possible. I'm careful not to leave my profile open to searches.	Yes	244	81.3	256	85.3	$X^2=1.728$ p=0.189
	No	56	18.7	44	14.7	
7. Companies are making reviews of social media accounts in the recruitment process and therefore I have to restrict my shares.	Yes	258	86.0	244	81.3	$X^2=2.390$ p=0.122
	No	42	14.0	56	18.7	
8. There were cases when the company's human resources officer of a company that I have applied, contacted me through my social media account.	Yes	213	71.0	217	72.3	$X^2=,131$ p=0.717
	No	87	29.0	83	27.7	
9. There were times when I had to rearrange my social media accounts in the job application process.	Yes	245	81.7	265	88.3	$X^2=5.229$ p=0.022
	No	55	18.3	35	11.7	
10. As companies review social media accounts, I have to restrict the publication of photos and videos that I have been tagged by others.	Yes	279	93.0	275	91.7	$X^2=,377$ p=0.539
	No	21	7.0	25	8.3	
11. There were times when I had to close my social media accounts during the job applications.	Yes	247	82.3	259	86.3	$X^2=1.816$ p=0.178
	No	53	17.7	41	13.7	
12. I open a new social media account during the job application process.	Yes	276	92.0	249	83.0	$X^2=11.109$ p=0.001
	No	24	8.0	51	17.0	
13. I refrain from sharing the political group, page, person and ideas that are of interest to me through my social media accounts with the idea that it is against company policy.	Yes	276	92.0	267	89.0	$X^2=1.570$ p=0.210
	No	24	8.0	33	11.0	
14. I use accounts with different and shortened names in my social media accounts.	Yes	278	92.7	276	92.0	$X^2=,094$ p=0.759
	No	22	7.3	24	8.0	

p<0.05.

are more likely to encounter content suitable for their demographic characteristics, tastes, preferences and interests. Erdal and Aydintan (2018) stated that with this opportunity, organizations can reach their target audience

more easily through sponsored content, targeted job posts or advertisements and increase the quality and quantity of the candidate pools. According to the survey conducted by Absolventa, 81% of jobseekers are looking

for work via laptops and desktop computers, and 43% of them on smart phones (Absolventa, 2014).

In Menevşe and Ablay (2018) study conducted with sports executives and sports media employees, sports executives answered the statement "The state sufficiently uses media tools to encourage women to sport." as "I do not agree" with the highest average value of (E; \bar{x} = 3,68). Menevşe (2018) stated that the tendency of the private university to exercise in exercise stages was 12.0%, continuity 22.7%, tendency to move in the state universities 24.7% and continuity 37.3% in physical activity. It seems that 6 to 10 h a day, social media compulsion or addiction may indicate that young people's job searches or digital socialization in these networks shadow socialization in physical activities, and even prevents them.

As a result, the students studying in the departments of Physical Education and Sports stated that they used social media more for job search, and found that social media were more useful in terms of job search than other departments. It has been stated that all participants have been searching for jobs in social media for 6-10 h every day, and due to the possibility of HR officers to examine their social networks in recruitment processes, they re-arranged their accounts and have applied some restrictions. Therefore, it is thought that the candidates may exhibit a personality very different from the real-life personalities in social media networks and may even lead to the shares that are appropriate for the characteristics of the institution.

As a suggestion, during job search in social media, the self-regulation of human resources abstracts employees from their real personalities. Religion, language, race, thought, ideas and shares should be freely available in social networks. The quality, quality and efficiency of the work to be evaluated by thought and opinion discrimination will prevent occupational and field knowledge in the recruitment process. It is thought that the freedom of thought and ideas will increase the quality with critical approaches. In addition, human resources should be given more responsibility for the recruitment processes, along with monitoring and training in the privacy policy. The training of employees to prevent loss of data due to the increasing rate of social media utilization is thus recommended. Also, Artificial Intelligence approaches should make informative orientations in the new approaches which mean activity note in social media.

CONFLICT OF INTERESTS

The author has not declared any conflict of interests.

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