

Online Job Offers on Social Media Platforms – Facebook as an Example

عروض العمل الإلكترونية على منصات التواصل الاجتماعي – الفيسبوك نموذجاً

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Abstract:

الملخص:

Through this research paper, we aim to shed light on the reality of electronic job offers on social media platforms.

The descriptive approach and case study technique were used, as the study is a descriptive analysis of the dimensions of the phenomenon—electronic job offers—by presenting a model of social media platforms represented by Facebook, where an electronic questionnaire was used applied to a random sample of 51 individuals.

The study reached online job postings on Facebook are a modern approach that serves as a link between a large number of job applicants and various institutions that allows offers on a large scale and with various advantages such as reducing the cost and effort from both parties –the job offer / the applicant–

Keywords: digital work, electronic job offers, social media platforms, facebook.

نهدف من خلال هذه الورقة البحثية إلى تسليط الضوء على واقع عروض العمل الإلكترونية على منصات التواصل الاجتماعي.

تم الاعتماد على المنهج الوصفي وتقنية دراسة الحالة، باعتبار الدراسة وصفية تحليلية لأبعاد الظاهرة– عروض العمل الإلكترونية، من خلال تقديم نموذج عن منصات التواصل الاجتماعي ممثلة في منصة الفيسبوك، حيث تم الاستعانة بالاستبيان الإلكتروني، طبق على عينة عشوائية شملت 51 مفردة.

توصلت الدراسة إلى أن عروض العمل الإلكترونية على منصة الفيسبوك تعتبر توجه حديث يعمل كحلقة وصل بين عدد كبير من طالبي العمل ومختلف المؤسسات يتيح العروض على نطاق واسع وبمزايا مختلفة كتخفيض التكلفة والجهد من الطرفين – عارض العمل وطالب العمل–

الكلمات المفتاحية: العمل الرقمي، عروض العمل الإلكترونية، منصات التواصل الاجتماعي، الفيسبوك.

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1. Introduction

Electronic practices and the move toward digitization are defining characteristics of the modern era. Various official and unofficial bodies are working to digitize their managerial and administrative behaviors to adapt to external environments and keep pace with rapid technological and informational changes. Job offers represent the first step toward adopting such practices, whether through recruitment websites or social media pages dedicated to publishing job opportunities. These pages have expanded to include both public and personal accounts, enabling widespread dissemination of job offers that meet the needs of diverse skill groups.

Given the widespread nature of e-recruitment and its reliance on social media platforms, several questions arise regarding the nature of these offers on public pages, the extent to which Facebook users engage with them, and their evaluation of the credibility and usefulness of such offers in securing employment aligned with their qualifications.

Main Question

What is the nature of electronic job offers on social media platforms – Facebook as a model?

Sub-questions

- To what extent do Facebook users turn to electronic job offers available on the platform?
- How do Facebook users evaluate electronic job offers?

1-1- Significance of the Research

The importance of research lies in the significance of the main variable in the study, where electronic job offers represent the dominant feature in the post-industrial era, the era of digitization and technology, where human society knows a qualitative leap towards digitization and practices of an electronic nature, where new jobs have emerged, and recruitment methods have been updated and modernized in line with the requirements of the times. Electronic job offers on Facebook pages targeted a large segment of society, especially young people looking for job opportunities, where many public or private, official or non-toxic pages have made it possible for them to obtain a job position according to each person's abilities and preferences, where they have the opportunity to identify different job positions on a large scale and with new dimensions, such as electronic work, or remote work, such as working from home.

Hence the importance of the topic discussed in it, as it deals with one of the dimensions of modern work, i.e., remote work, which gives special importance because it reveals the extent of orientation towards electronic job offers on Facebook pages.

1-2- Research Objectives

This research aims to:

- Identify the nature of electronic job offers on Facebook.
- Analyze the extent to which Facebook users are oriented toward electronic job offers.
- Evaluate the credibility of available electronic job offers according to Facebook users.

1-3-Research Concepts:

1-3-1-Social Media Platforms

➤ Social media platforms are defined as websites in which Internet applications provide services to their users that allow them to create a personal page displayed to the public within a specific site or system, provide a means of communication with the acquaintances of the creator of the page or with other users of the system, and provide services for exchanging information between users of that site or system over the Internet, which are sites that allow the creation of pages for people and communication with their friends and acquaintances, such as MySpace, Facebook(Al-Mokdadi, 2013, p. 25).

➤ Social networking sites are also defined as a system of electronic networks over the Internet that allows the subscriber to create a special site in it and then link it through an electronic social system with other members who have the same interests and hobbies(Rami, 2003, p. 23).

➤ They are websites or applications that start with the user creating an account on one of the social networking sites Facebook, Twitter... Within the scope of the World Wide Web, it allows him to build a personal database, a launch platform, an electronic presence and a virtual profile to publish data, comments, documents, messages, photos and videos, and then start the stage of networking and sharing with others(Soft Warfare Center, 2016, p. 25).

➤ They are sites that share a variety of technical features that allow individuals to form links linked by heterogeneous motives, form a social structure consisting of a node interconnected by more than one type of relationship, and usually combine their pages with individual personal summaries and various interaction tools such as chat, blogs, forums and electronic conversations (Faroji, 2023, p. 943).

Procedural Definition:

Social media platforms are virtual networks that establish social life in the digital space, where they provide an opportunity to exchange views and ideas and establish friendships, as well as represent an area of work through various electronic transactions, which are websites based on the Internet and form the virtual network community.

1-3-2- Facebook

➤ It is a website created in 2004 by Mark Zuckerberg, named after what was called "the face book" directories, and it is one of the most important and famous social networking sites, where a member can prepare a personal profile of his life that serves as an identity card and acquaintance for those who want to get to know him and communicate with him (Shafra, 2014, p. 64).

➤ Facebook is a social networking site that allows its subscribers to communicate with each other by using the tools of the site and forming good links and friendships through it. It also allows natural persons in their real capacity or legal persons such as companies, bodies and organizations to pass through it and open good horizons to introduce society to their identity (Rababaa, p. 8).

➤ It is a social networking site that works to make friends and helps them exchange information, files, personal photos, videos, comment on them, and the possibility of chatting and instant chat, and facilitates the possibility of forming relationships in a short period (Al Arishi, Al Dousri, 2015, p. 38).

Procedural Definition:

Facebook is a model and an example of social media networks, as it represents a wide space for a group of people and groups to meet in an electronic domain through which they interact, and it is one of the spaces that embrace e-recruitment procedures, starting with e-job offers.

Electronic job offers represent job opportunities offered on social media platforms as one of the steps and strategy in the e-recruitment process. Accordingly, a definition of the concept of e-recruitment as an extension of job offers will be presented as the first steps in electronic dealing in the field of searching for human resources and employing them in vacant positions.

➤ Online recruitment is the practice of using technology, especially web-based human resources, for tasks that are based on searching for, attracting, evaluating, interviewing and hiring new employees. Online recruitment can be described as e-recruitment, which includes the term web-based recruitment(Saouli, Zayed, 2022, p. 16).

➤ E-recruitment means a set of tools of an electronic nature that work in complete secrecy using computerized operating programs based on meeting both the demand and supply sides of the workforce, which is the use of information and communication technology, including the Internet, in the procedures for providing the necessary human resources.

- **Websites of major companies:** Companies allocate their website a special section for recruitment in which they advertise vacant jobs and receive CVs of those wishing to obtain the vacant job.
- **Intermediate sites:** There are specialized sites to search for vacancies in several disciplines. These sites play the role of intermediary between the job seeker and the company, as they provide a list of the most important jobs available in each country, which allows those wishing to search for jobs in countries other than their own.
- **Specialized sites:** They are specialized in advertising the available jobs in companies in a specific country where the search is more specialized. They open their site services only to companies in a specific country (Makiri, pp. 107-109).

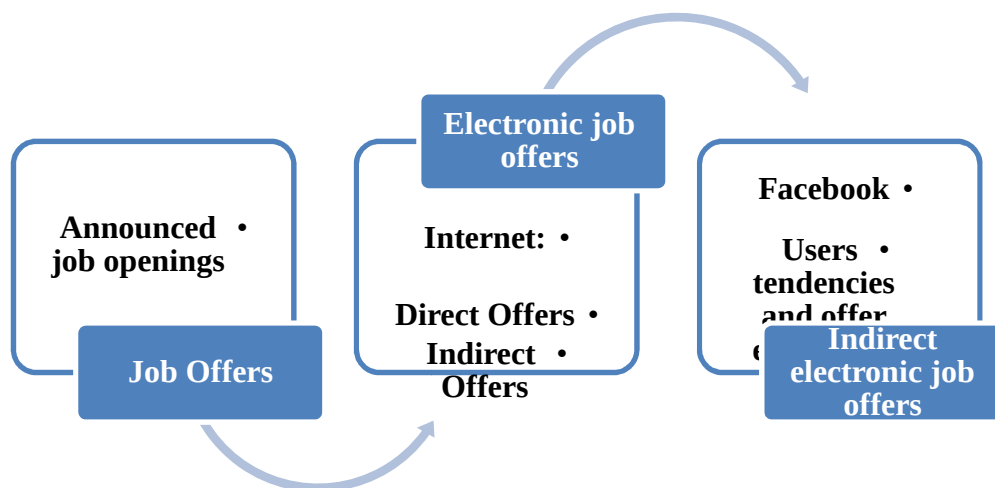
➤ Electronic recruitment platforms are called: sites or floors. They are widely spread on the Internet, so that they play the role of mediator between the job seeker and the company looking for employees. They are a website to attract talent, enable visitors and job seekers to apply for vacancies, follow up the status of the application, communicate directly with recruitment officials, follow up the details of interviews and other services related to job application procedures(Said Jaballah, 2020, p. 374).

- hence e-employment is divided into three categories:
- Recruitment by organization web site.
 - Recruitment by electronic recruitment agencies or offices.
 - Recruitment by social and professional media sites or networks (Lakrab, 2014-2015, p. 61).

Procedural Definition:

Electronic job offers are job opportunities that are advertised online through specialized websites or specialized employment agencies. They are also published on public and private Facebook pages. It is one of the steps of e-recruitment that most institutions are heading towards today in light of the digital economy and the principles of digitization and electronic communication.

1-4-Research Model:



2--Methodology of the Study:

2-1 - Methodological Approach:

In line with the nature of the topic and the variables discussed in it, the descriptive approach and the case study technique were used, as we rely on an analytical descriptive study of the dimensions of the studied phenomenon i.e., electronic job offers, by providing a model of social media platforms represented on the Facebook platform.

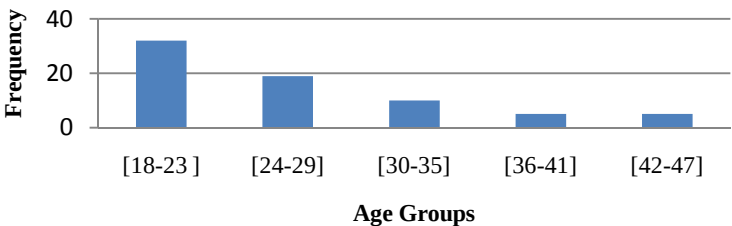
2-2- Data Collection Tool:

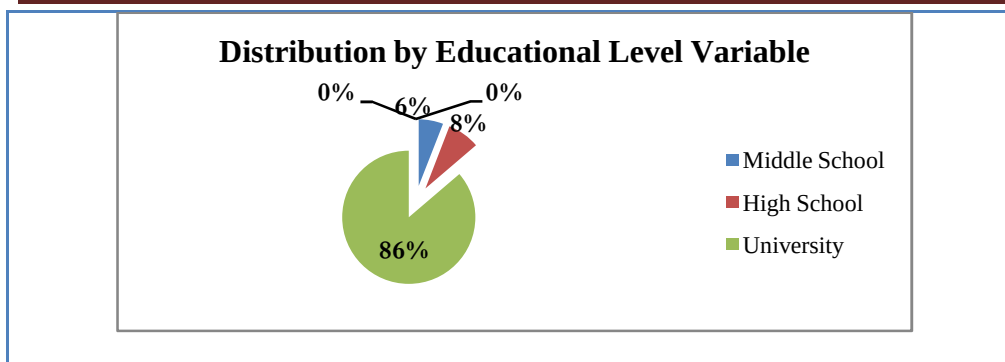
Based on the questions raised and in accordance with the adopted approach, the electronic questionnaire was adopted as a data collection tool, as it was prepared with electronic specifications that enable it to be made available on Facebook pages, targeting the largest possible number of users of this platform.

2-3- Study Sample:

Due to the unlimited vocabulary of the research, and its wide scope as it targets Facebook pages and users on a large scale, and with the aim of controlling the research data, 51 randomly selected vocabulary items were studied.

Table (1): shows the characteristics of the research sample

Probabilities		Frequencies	Percentage
Gender	Male	32	62%
	Female	19	37.3%
Total		51	100%)
Distribution by Gender Variable 			
Age	[18-23 years old]	16	31.37%
	[24-29 yearsold]	15	29.42%
	[30-35 yearsold]	10	19.61%
	[36-41 yearsold]	5	9.80%
	[42-47 yearsold]	5	9.80%
Total		51	100%)
Distribution by Age Variable 			
I			
	Probabilities	Recurrence	Percentage
EducationalLevel	Middle School	3	5.88%
	High School	4	7.84%
	University	44	86.28 %
Total		51	100%)



3-Resultsand discussion

3-1- Partial Results:

Through the field study and the data obtained (Appendix No. 1), and after processing, we conclude:

- More than half of the respondents are interested in electronic job offers (66.7%), as their interaction on the Facebook platform is continuous and is considered one of the social media platforms that are witnessing a great trend at various levels, which enhances the existence of suitable job offers and opportunities for all segments and helps them to obtain a job position and income that guarantees their dignity and social status in light of the changes of socio-economics that impose on the individual material and moral stability and this by obtaining a job position and achieving well-being.
- The majority of the respondents follow the electronic job offers available on Facebook pages (78.43%), with the aim of getting a job (37.25%), as well as the curiosity that a number of them pay to follow these offers (29.41%), while (11.76%) see these offers as an opportunity to get a job for their relatives and acquaintances.
- Almost half of the respondents (43.14%) follow the electronic job offers available on Facebook through the official pages, that is, the approved employment agencies as they advertise real jobs with clear and accurate conditions, and more than a quarter of the respondents (29.41%) prefer to track them through the official pages of the institutions without going through the agencies, and nearly a quarter (23.53%) of them follow them through the public pages (neigh borhoods, cities, states), and these pages are considered today a real competitor to the agencies because they are more popular, and

according to a sociological analysis, the individual's confidence in the group to which he belongs is based is greater because he relies on the standards and conditions of the group to which he belongs, which enhances his confidence and safety in the event of a job offer within the neighborhood or city in which he lives.

- More than half of the respondents (56.9%) do not trust the electronic job offers available on Facebook pages, and this is due to several variables such as the absence of digital culture at the community level on the one hand and the spread of cybercrime on the other hand, in addition to the digital gap that greatly affects societal mindsets due to the exposure of many cases of blackmail and impersonation. All these indicators and dimensions weaken the confidence of individuals in what is available on Facebook, especially if it comes to crucial decisions such as work. On the other hand, we find that nearly half of them (43.1%) trust such offers because they reflect a real trend in today's era, as digital features and electronic transactions are highly unavoidable today, as they must coexist and adapt to the changes imposed by the times.
- More than half of the respondents (56.86%) believe that the electronic job offers available on the public pages (neighborhoods, cities, states) are negative (37.26%) due to the lack of credibility, as such pages are followed by a large number, as their ideas obscure inaccurate and unconscious practices. Many of them entertain and publish vague offers without clear details or conditions, not even the workplace, while 7 respondents (13.72%) believe that their negativity appears through fraud because these pages include individuals and followers with lower levels of education and the majority of them do not control technology, which makes them more vulnerable to fraud.
- The majority of respondents (60.8%) believe that there is compatibility between the electronic job offers available on Facebook pages and their qualifications and abilities, as the majority of the research sample items are from the university category (86%) and are characterized by intellectual and cognitive skills (52.9%). As for the extent of their satisfaction with these available offers, more than half of them believe that they are somewhat satisfied (60.8%) due to shortcomings such as the lack of clarity of the content of the offers (49.02%), the continuous change and the large number of ads on Facebook pages (29.41%), especially on public and personal pages, in addition to the absence of

encouragement (7.84%), the lack of control over technology and the inability to access official pages (13.73%).

- More than half of the respondents (66.7%) face difficulties on Facebook when searching for job opportunities, and the majority of them (92.2%) believe that controlling technology has a major role in choosing and searching for suitable job opportunities, because controlling technology and electronic transactions opens new horizons for them to search and even work remotely, because most of the available offers are focused on what is digital. The labor market today is characterized by digital positions that greatly compete with the traditional labor market and open new horizons for work with modern standards and foundations that enable the individual to keep pace with the changes taking place in the light of the fourth revolution.
- More than half of the respondents (60.78%) believe that the electronic job offers available on the various pages are diverse according to the capabilities and skills of the various segments of society. There are offers targeting the undergraduates and other offers targeting women staying at home. There are also offers for university youth who work part-time as well as remote work, which provides greater opportunities for them to obtain self-financing and a permanent job position that guarantees them stability and the well-being of life.
- (52.9%) Half of the respondents evaluate the contribution of public pages in providing effective job opportunities for young people, as they contribute to offering and providing job opportunities for the residents of one neighborhood or city. In some cases, they provide an opportunity to work for a group of young people from the same neighborhood, which enhances belonging as well as satisfaction with the existence of social satisfaction through informal communication, which enhances the confidence of young people in work as well as the work group, while nearly half of the respondents (47.1%) believe that it is ineffective as it is informal and does not represent any institution or company, which raises reservations about the available offers and those who circulate them.

The majority of the respondents (74.5%) believe that the public pages are able to support employment in Algeria, through their contribution to building and forming a local labor market that includes different neighborhoods and cities. Young people are known for job positions that are

close to the headquarters of their residents and according to their wishes and practical and practical qualifications.

3-2- General Results

Through the statistics recorded by the respondents as well as the partial results of the study, we reach the formulation of a set of general results that we summarize in the following points:

- Job offers available on social media platforms in general and Facebook in particular represent electronic offers of a variety of content and orientation, spread through specialized pages linked to employment agencies that represent an intermediary between institutions and target groups to attract competencies and human resources in line with their needs. Organizations are also working to create their own pages to submit their offers and detail them electronically. There are also personal pages and public pages that in turn work to republish and broadcast job offers available at the official and informal levels –self-employment. Today, electronic job offers are an electronic technical means that supports the capabilities of institutions in employment and works to update their methods and adapt them to the requirements of the times.
- Facebook is one of the platforms that are witnessing a high demand and interaction among various segments, which allows institutions and employers to obtain various competencies and the possibility of choosing on the widest scale, and also enables job seekers to see the available job opportunities and how to obtain them at a lower cost and remotely.
- There is a great trend for Facebook users towards electronic job offers, whether in order to obtain personal work or to search for a job opportunity for a relative or acquaintance. There are also those who follow employment news for the sake of curiosity. This general trend reflects the awareness of individuals of the modern electronic trend, which has begun to form the signs of a digital labor market targeting competencies and human resources in purely technological methods and techniques.
- Views differ on the evaluation of the electronic job offers available on Facebook pages, especially the public pages in which the respondents find some hesitation and fear of the negative phenomena associated with technological development such as fraud, exploitation and lack of credibility. These concerns remain in the presence of negative practices that affect these offers, although these challenges are reflections of the

fourth revolution 0.4 An inevitable result as a result of a set of indicators related to the sociological imagination in terms of the fact that our society is loyal in its early stages to the transition towards the information society and the total adoption of electronic practices, in addition to the digital gap that threatens the security of individuals and societies, with the spread of electronic fraud, impersonation, cybercrime, and manipulation, especially in the absence of digital and technological culture that makes it difficult for the individual to trust what is digital.

✍ Electronic job offers on the Facebook platform are a modern approach that serves as a link between a large number of job applicants and various institutions that allows offers on a large scale and with various advantages such as reducing the cost and effort from both parties –the job offer / the applicant–.

- Conclusion

In conclusion, it can be said that e-job offers are one of the aspects of e-management of human resources, and reflect the trend towards digitization and automation of jobs to reach electronic interaction and communication in the labor market, which is known as a strong destabilization of its traditional structure and foundations, as the fourth revolution produced new outputs that touched various aspects of life and all parties in general and the business environment, especially where institutions and employers are moving towards websites to display their products and services, such as employment, which has become in a direct and indirect electronic form. Through this study, we tried to reveal the orientation of Facebook users towards job offers available electronically on this site, as it is considered the most important social platform that witnesses a high demand for various work segments. It has become clear that these groups are more or less interested in e-job offers and are looking for a job position.

Accordingly, the indirect electronic job offers available on social media platforms in general and Facebook in particular represent a real opportunity to support the labor market on the one hand and enable institutions to obtain labor at a lower cost and greater diversity. They also represent a wide space for job seekers. Therefore, more attention must be paid to developing the digital culture of young people and empowering them with modern means and technologies that allow them to integrate and adapt to various developments and changes.

Suggestions and Recommendations :

- Supporting electronic job offers and providing control over the various available offers.
- Work to establish and form digital electronic values and culture among individuals.
- Organizing the process of making job offers available as a modern trend and a new face of the labor market, by developing mechanisms and strategies to manage them and protect all parties.
- Training university youth to enable them to deal electronically to open the horizons of electronic research and strengthen their abilities to obtain positions in line with their qualifications on the one hand and the requirements of the labor market on the other.

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- Appendices :

Appendix N°(1): Questionnaire

Section 1: Personal Data:

Q1/ Gender: ☐ Male ☐ Female

Q2/ Age:

Q3/ Educational Level:

Section 2: Facebook users' move towards e-job offers available on Facebook pages

Q1/ When did you create your Facebook account?

- Less than a year
- 1 - 3 years
- 6 years and above

Q2/What is your goal from creating a Facebook account?

- Entertainment
- Education
- News
- Job seeking

Q3/ Are you interested in e-job offers?

☐ Yes ☐ No

Q4/ Do you follow the e-job offers available on Facebook pages?

☐ Yes ☐ No

If yes, why?

- Curiosity
- Wanting a job for yourself
- Looking for job opportunities for an acquaintance

Q5/ What pages do you follow about job offers and news?

- Official Pages (Employment Agencies)
- Official Pages (Institutions)
- Personal Profiles
- Public Pages (Neighborhoods, Cities)

Q6/Did you get a job position through offers on Facebook pages?

☐ Yes ☐ No

Q7/Did any of your acquaintances or relatives obtain a job position through public pages on Facebook?

☐ Yes ☐ No

Q8/ Do you trust the e-job offers available on Facebook pages?

☐ Yes ☐ No

Q9/What is your view about the e-job offers available on the public pages (neighborhoods, cities, state)?

☐ negative ☐ positive

If “ negative” why? Is it:

- Fraud
- Lack of Credibility
- Exploitation

Q10/ Do you think that the pattern of job offerings on Facebook - public pages - is appropriate?

☐ Yes ☐ No

Q11/ How do you view the organization of job offers on the Facebook platform?

☐ good ☐ bad ☐ acceptable

Section 3: Evaluating e-job offers from the point of view of Facebook users

Q1/ What are your qualifications and skills?

- Technical Motor Skills
- Intellectual and cognitive skills
- Technological Communication Skills

Q2/ Do you find electronic job offers on Facebook pages that correspond to your capabilities?

☐ Yes ☐ No

Q3/ Are you satisfied with the e-job offers in your area of interest and capabilities?

☐ Yes ☐ No ☐ Somehow

Q4/ What are the most prominent values you see on Facebook pages when viewing job opportunities?

- Individual values
- Collective Values

Q5/To what extent can you use your knowledge and experience in searching for job offers on Facebook?

- Great deal
- Average extent
- Weak

Q6/What shortcomings do you consider necessary for the success of the research process and to benefit from the available offers?

- Lack of encouragement
- Lack of clarity in offers' content
- Lack of control and inability to access official pages

- The continuous change and the large number of advertisements on the pages

Q7/ Did you face difficulties on Facebook when looking for job opportunities?

☐ Yes ☐ No

Q8/ Do you think that being tech savvy helps to choose job opportunities?

☐ Yes ☐ No

Q9/ How would you rate the e-job offers displayed on the various pages?

☐ Good ☐ Diverse ☐ Poor

Q10/ In your opinion, do the electronic offers meet the wishes of all parties?

☐ Yes ☐ No

Q11/ How would you rate the contribution of public pages in providing jobs for young people?

☐ Effective ☐ Non-effective

Q12/ In your opinion, are the public pages able to support employment in Algeria?

☐ Yes ☐ No