

LinkedIn in Algeria: Digital Networking for New Professional Opportunities

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Abstract:

The job market in Algeria is experiencing some development. The digital boom has created a new dynamic in my world of recruitment. This new context encourages recruiters to adapt and offer new ways of applying for a position with a view to being effective. One of the new developments observed is what we call e-co-optation practiced by some Algerian employers. Our study aims to highlight the impact of this brand new recruitment practice on new candidates and to understand how it is beginning to take its place in the strategies of Algerian companies. The emergence of social networks has favored the use of this channel. Companies are starting to adopt this practice called "e-cooptation" or "digital co-optation" whether spontaneously, assisted or even externally via professional co-opters.

Keywords : e-co-optation; social network; professional opportunities, job market

ملخص:

يشهد سوق الشغل في الجزائر بعض التطور. لقد خلق الطفرة الرقمية ديناميكية جديدة في عالم التوظيف الخاص بي. يشجع هذا السياق الجديد القائمين على التوظيف على التكيف وتقديم طرق جديدة للتقدم لوظيفة ما بهدف أن تكون فعالة. أحد التطورات الجديدة التي تمت ملاحظتها هو ما نسميه بالاستقطاب الإلكتروني الذي يمارسه بعض أصحاب العمل الجزائريين. تهدف دراستنا إلى تسليط الضوء على تأثير ممارسة التوظيف الجديدة هذه على المرشحين الجدد وفهم كيف بدأت تأخذ مكانها في استراتيجيات الشركات الجزائرية. الكلمات المفتاحية: التعاون الإلكتروني، الشبكات الاجتماعية، الفرص المهنية يشهد سوق العمل في الجزائر بعض التطور. لقد خلق الطفرة الرقمية ديناميكية جديدة في عالم التوظيف. يشجع هذا السياق الجديد القائمين على التوظيف على التكيف وتقديم طرق جديدة للتقدم لوظيفة ما بهدف أن تكون فعالة. الكلمات المفتاحية: الاختيار الإلكتروني؛ الشبكة الاجتماعية؛ الفرص المهنية، سوق العمل

1. INTRODUCTION

During the university course, the student experiences several situations, ranging from the appropriation of academic intelligence to the questioning of his acquired knowledge and the final phase by a completion and obtaining or not a final diploma. This sesame which plunges the graduate a second time into an unexpected precariousness and a moment of disconcerting uncertainty. The one or each graduate will ask himself this question: "What am I going to do?" This transformation works in parallel with the change in the world of work, the value of work and also state systems¹ which prepare for some, condemn for others, access to work. The novelty lies in a new phenomenon which uses what is called algorithmic language, in other words, social platforms having as their objective, the search for the atypical profile for a job with variable geometry. LinkedIn, this new social network that has invaded, in such a spectacular way, the world of work is drawing new configurations and contours of the world of professional integration and recruitment in Algeria. The purpose of this contribution is not to add to the precarious and random nature of current professional integration, for students in particular. Our ambition is rather to shed light here on the transition from a world and a public sphere made up of actors, strategies and its own semantics, to a purely virtual situation but which aims to insert applicants into the real world.

Its language is the algorithm, its power is its instantaneity and its lure is the shortcut it creates to provide job seekers with hope of being inserted into the world of work. The question of post-graduation, post-studies are recurring questions among graduate students, barely out of the university system, puts the subject's relationship with the future to the test. To this situational indeterminacy, can respond either a worry, an anxiety, a doubt, an indecision, a perplexity or a certain pessimism. The uncertain tomorrow, the question of the uncertain future as well as the different aspirations to exile are all as present in the subconscious of the graduate as a habitus to which they say they are ready to be touched. The presence of a social network such as LinkedIn leads these graduates to develop new skills both professional and social, without the apprehensions related to their professional integration disappearing. Thus our problem will deal with a new situation namely, the transformation of the practice of recruitment and hiring due to technological change in Algeria. This state of affairs, to create a kind of upheaval of practices among job seekers. New recruitment platforms occupy a central place in the recruitment processes of young graduates, what are these new changes? What are their natures? Does this social media have an influence on recruiters? Can we say that this social platform is only a simulacrum for applicants in a hurry to find a place in the world of work? What is digital co-optation?

2. METHODOLOGY

Sample

A research study conducted by semi-directive interview on the theme of professional integration and hiring was carried out with one hundred and twenty-nine Algerian graduates attached to the University of Algiers of Social Sciences. The period of carrying out this study extended from September to December 2021.

Tools

We used a single information collection tool, semi-directive interviews, for the interviewees, divided according to two variables: gender (100 men and 29 women) and age (25 people aged 30-55 and 60 and over). We were forced to go directly to the socio-professional category that is not sufficiently addressed in this type of problem, namely civil servants, and by choosing people who have shown availability and cooperation. Implementing research in an active population is certainly not enough. However, if we used this type of population, it was in order to create the most favorable conditions for recording the different reactions, reflections and social imagination, which can mark representations. The interviews were conducted within the Ministry of Public Finance in Algiers.. The use of interviews allowed us to develop a discussion on the stated themes without any formal restrictions other than the subject of the discussion itself.

Our goal was to establish how social representations of the notion of Uncertainty and risk organize the discourse of the latter and how the latter interpret their behavior in the face of this issue. The interview guide used to conduct these interviews was developed based on three themes. We asked respondents to express themselves in an exchange of an hour and a half with the investigator on the following themes: recruitment, social networks and work.

First, we used the content analysis technique that we applied to our field study. To be more precise, we used fundamental units that participate in the development of a social representation: opinions, attitudes and stereotypes. The fact that the data from the interviews are voluminous in nature, we relied on the software for their analysis Alceste2, The latter simplified the analysis of textual data for us and helped us to trace the work process that consists in the construction of an object such as recruitment.

3. FINDINGS

- The analysis of the corpus using the software (Alceste) categorizes into classes and each class represents a profile, in other words, it enlightens us on the construction of the object in setting professional.
- The profile of each respondent is thus determined by variables (sex and age). Category 1 represents 25% of the total discourse, it is mainly marked by the discourse of people aged 19 to 22 and female; the second category 50% is marked by the discourse of people aged 20-25 and female; finally the third category 25% relating to the remarks of people aged 25-30 and male.
- For older people, the object is reconstructed through different mentalities, risk and uncertainty appear as problems linked to mentalities: urban and rural. On this subject, we detect a certain reference to the ideological and cultural independence underlined by some students and mainly men.
- We will first show the definitions provided by the respondents on the subject of recruitment. We will then speak of reflection tinged with ideas relating to the traditionalist nature and popular beliefs present in a recurring way in the practices and habits of Algerian society. In other words, their speeches reflect a concrete mentality, close to reality as it is felt and experienced by the subject. Indeed, it is not irreducibility to rational thought, but by an indistinction between what is subjective and what is objective, by a predominance of the symbol over the concept and by the interpenetration between judgment and affectivity, the latter, judge and stigmatize certain realities of Algerian society, this is probably caused by their young age, their immaturity and their lack of experience.
- The newly graduated male respondents associate their speeches with the Algerian political system, the societal project and the role of religion. For example, the absence of a societal project creates a certain idea according to which professional integration is relative to the societal projects of a nation. This category of respondents believe that neither socialism Islamism, nor populism, of a sentimentalist nature, nor a greedy and materialistic capitalism, have succeeded in proposing a model of society where affects are appeased and where prospects are de rigueur; The speeches of men who graduated more than 6 years ago stand out clearly, because they deal more directly with the consequences of uncertainty, and with the culture of risk.
- List the risks that their parents or a member of their family have experienced. It results in distinctions between the events experienced by two different generations. For women, the relationship to professional uncertainties focuses more on the question of fatality and destiny, for the 25-30 age group, they display a more rational view by associating the question of religion with the sociology of Algeria, while highlighting the role of education as a sociological parameter that can reposition this probability in a less archaic and more thoughtful reflection. As for the facts of undergoing and experiencing a passage, even if only momentary, are apprehended as a punishment and as a test.

These findings show that depending on gender, but especially age, fears are not apprehended in the same way. The analysis of the evocations made from the word, apprehension uncertainty, confirms the fact that the notion of uncertainty best characterizes the risk for the people interviewed. Apart from words, like fate, the uncontrollable, the *mektoub*, chance, divine punishment and divine will, which remain emblematic in Algerian society, graduates do not put forward the notion of so-called Free Will in their remarks, not through ignorance or misunderstanding, but can be explained by a sociability based on the conviction that human freedom is indisputable.

Discussion

The analysis of the speeches produced by the 129 people interviewed highlights a differentiated perception. For graduates who were late in being recruited, uncertainty is perceived as a consequence. For the younger ones, the discourse on dangerousness is more nuanced. Indeed, for the latter we observe a logic of conditionality, linked to the perceptions of a risk. The relationship that the latter have with the value of work, consequently determines the meaning that this attitude can take (being responsible or not). For these "young" graduates, it is not uncertainty that frightens them, but practices, attitudes, lack of information and ignorance about the hazards that affect the world of work. They display pessimism about their possibility of being recruited for known reasons, but on the other hand, we are faced with another logic where work is a challenge far from being a life project for graduates, another reading is possible, the priority is also to give importance to family life before thinking about professional life. The respondents who were quickly recruited, display another perception, the latter attach great importance to the world of work, moreover, often the terms: career salary, promotion, autonomy, financial independence, come back in their remarks. Thus, the statutory aspects of work, occupy a focal place in the remarks of the latter, indeed, this reflects the desire to stabilize. This semantic analysis taught us relatively about recurring and salient terms among the respondents, the context in which they were put forward is also an important parameter to take into consideration.

The first question addressed to the graduates was the reason why the social network LinkedIn was chosen. According to the majority of the responses collected, the latter would be perceived as a more serious means. In other words, requests as well as recruitments are made according to questioned in a simplified way, with keywords, the other reason is the possibility of connecting with the recruiter who is looking for specific profiles. That said, in our panel, we also find those who apply on other platforms, for example, Facebook. But according to them, it is the nature of the request that pushes them to choose between this or that social network, a recruitment within a travel agency will have more respondents through Facebook according to this graduate:

“My strategy is that I see the job title, for example call centers, you can find this kind of request on Facebook pages, because we are more in a leisure activity, right? Above all, you can use trendy words, less formal words, we will use a different tone I think, but if it is a start-up, then I think the language and the approach will change.

Different realities within several companies

The institution or entity or company that puts out a call for applications, informs us about its use or not of social networks, we have listed three types of recruiters, according to the respondents' comments, first, the first profile that we will call "promoter recruiters", this profile is present among recruiters who are only interested in promoting their own company, as this graduate explains:

"I've been on LinkedIn for a few months, but I quickly realized that many people never try to recruit me, except that they need us, because they need visibility, my life doesn't interest them, their image is their reason for being"

The second profile "speed-recruiter", these are often companies that are looking for students, a non-demanding workforce that would be looking for a job quickly, let's take the case of "call center" companies, these companies tend to call on graduate candidates for a job that does not correspond to their level of education, these companies do not have a recruitment strategy, because these are very short-term applications. This graduate emphasizes:

"Through a social network, I got a job at the Dely Brahim center, I had to be presentable, know how to speak well and be convincing, my interview was done very quickly to the point I thought I wouldn't be accepted; but in reality I was"

The last profile released, which we will call "headhunter", as its name indicates, it is a profile quite present on the social network LinkedIn, the latter is looking for rare profiles, with high qualifications and with an interesting background. This type of recruiter is looking for candidates to hire for an indefinite period, because their skills in the field sought are probably rare. Moreover, the recruiter tends to negotiate with the candidate, because he is often approached by other establishments. Let's take the example of this young graduate

"It's still an honor to be sought after by foreign companies, right? Sometimes I gauge my worth by applying to foreign companies and I often get positive feedback, it flatters my ego yes, but I need to know my worth to be able to negotiate my place"

This is consistent with the so-called "socio-constructivism" theory where the parameters present in a company such as size, can have an impact on the use of a social network, in this register, Girard, Fallery and Rodhain (2015) speak of the "nature of the activity" which according to them, the use of a social network depends exclusively on its parameters.⁴ Thus the profile that a recruiter would look for is a crucial element according to Dessler (2005): " . "It is necessary to adapt the broadcast channel to the profile sought"(p. 164)

Submit an application

The working population is young in Algeria, it is a new generation marked by technologies; a so-called "connected" generation that is arriving en masse on the job market. Another characteristic of this job market is the shortage, so this state of affairs marked by technological advancement, we can observe the process called "the filing of the application", but this would mean that there was previously a request from a company, institution or other entity. We will call this step: "accelerated search", in other words, the immediate reflex would be to go and look for the identity of this entity, the nature of this request, the required conditions, the remuneration and other details that the candidate will constantly look for to have an overall idea of the issuer of this request, as this graduate specifies:

"I open immediately go to the Google page, I search on several platforms, I get information using instant messaging and I do a kind of monitoring, because I have to monitor the evolution of demand in some way."

The interviews we conducted allowed us to first develop a categorization and then a repertoire of words that we grouped into categories. The interest of this phase is to proceed with a classic codification and this by putting into practice the technique of categorization. Just after this operation, we brought out the recurring terms in order to understand how a notion of network can help the candidate to find a recruitment. We first established the segments of speech related to the object studied, that is, professional integration and the value of work. This excerpt is taken from an interview in our survey:

"I see only dissatisfaction after long studies, I am not alone in saying that it is a pity, but nothing is lost, long live technological progress, this network was my salvation, it is like a web where several people gravitate, who can help you without being obliged, the more you develop your profile, the more it is consulted and the more you enlarge your circle".

The term that comes up often in our panel is the word networking which comes from the term "network", in fact, according to these graduates, it would be of great use, both for the speed of the operation but also for the reputation according to which, it would be the fastest way to get recruited and this compared to other means, let us quote as an example the words of this young recruit:

"Personally, if I had gone through traditional means, I mean, submitting a CV or sending emails, I would be certain that no one would have given me a chance.". According to these graduates, several means can be mobilized, they thus cite family and friends: "often we call on our family or people closest to us to avoid administrative hassles",

Others will add:

"Unknown networks can help you, you don't know anything about the person but your CV can roll quickly, you just need to know the key person and this person will never tell you the identity of that person", for the women recruited, the majority say these things: "the networks that inform us about the company are also very useful, but slow".

The hegemony of social networks has accelerated the recruitment method and has disrupted traditional recruitment channels. According to these respondents, it is no longer a question of getting closer to human resources departments, but the most important thing would be the establishment of a certain social link, let's take the example of this candidate:

"It's not a big deal to use new ways to get recruited, no, I don't know the HR manager but I know very well the man who found my application interesting on the platform and yet he is also in charge of HR"

Indeed, a new social bond is created that differs from a classic social bond based on a physical meeting and that would use a lot of protocols to plan a meeting, an appointment and a probable

integration. This virtual social bond does not give importance to the forms and standards that the world of work once imperatively demanded. The one who had as task to study applications one by one with a certain distance, we see today a recruiter who must manage a conglomeration made up of multiple applications with which he must maintain a social link. In relation to this theme, the theory of socioconstructivism informs us about the influence that a technology could have on the subjects and on their environment, for example, the question of private life and its proximity to professional life (El Wafi, Brangier and Zaddem, 2016, p. 74)6. The latter note that with the arrival of smartphones, their use is present in both spaces, whether public or private, the smartphone is almost present. The interviewee expresses a total apprehension of the profile sought by the recruiter. This fragment can then be coded "fear" and formalized in the sentence: "fear". The other part of this extract, "I am not running away from my destiny, but I am realistic and I want a proper and interesting tomorrow, in the worst case I will leave»the interviewer refutes while accepting his situation, this form of fatalism is not only observable in this category of person, but it transcends all the categories making up the Algerian population. It would be appropriate to position this point as an element of analysis. We can then code it as follows: Retreat/Distance and formalized as follows: "the interviewee refuses his condition". Indeed, fear, apprehension often come up in all the interviews in varied discourse contexts. We have thus grouped all these interview fragments into the same thematic categories, namely "fear" and "rejection". For example, For male graduates, a new approach has been detected in relation to the notion of "profile", for example this extract informs us about this state of affairs:

"Ultimately, graduate or not, do you have to be a university graduate to succeed, do you have to have a constant job to be appreciated? Why do we Algerians see the diploma as a sesame? I think that often the image we give off, the image we have of ourselves, our way of being and our know-how, will say everything about us and thus we will have an interesting profile and why not a seller»and he adds: "I am not like a software that says, diploma equals guaranteed or assured recruitment, today we young people are well aware that your value and added value will depend on your abilities which are not stated on your diploma, so should we be satisfied with that, no, I think that working on your profile also means opening up new opportunities to work».

The profile sought is a parameter that future applications position first, it represents an important condition to fulfill, it is not a question of just being a graduate, but it is necessary to make the difference and be distinguished from another application, in other words, the training acquired during their university course is a sesame but which would need a important element to develop, namely, other virtues that only the recruiter can detect in the candidates. This step is no different from other traditional recruitments, because the common element whether we are on a platform or in a traditional recruitment, the candidate remains unknown, and that only his motivations and his CV, can play in his favor. Indeed, these two elements represent a kind of mirror that would reflect the image or profile of a candidate. So, it is no longer a question of avatar or instant chat or even emoticons to make yourself known, it will then be about experience, skills, motivation, level of diploma. As for the cover letter, it represents for our interviewees a source of stress, anxiety with a mixture of contempt, under the pretext that it represents an old method of being sold or making yourself known to a recruiter, as this graduate points out:

"Elsewhere, we don't read cover letters, but we see what you can bring, because I can very well tell things about this letter, as I can also tell the truth, but I believe that a recruiter must stick to the evolution of things, we»

The cover letter is perceived as a barrier or obstacle for these future recruits, the fear is displayed in their fear of not being able to talk about themselves, of expressing themselves in writing and of not having the words they need to summarize their career path, their ambitions and their motivations. Can we say, then, that this gap is the result of a lack of training, reading or a lack of motivation. Other graduates will raise the solution of seeking help from those who can write a cover letter for them, not because it is an opportunity but because it is a bureaucratic obligation, as this graduate displays:

" Yes, I used people for my first application for writing, yes, I don't have time to write or philosophize and artificial intelligence helps us a lot in this regard; I used chatgpt for my application, yes, and I'm very proud of it."

The majority of respondents agree that this network allows them to know the organization that is recruiting, to know its organization chart, its interests and the applications as well as the positions offered, on the other hand, Facebook is not a site specialized in this area the tool as such does not allow to generate many good applications. According to the latter, what gave them information on an application is just the advertising that a company does on the Facebook page, in other words, the visibility of a company on this network, first provides the recruiter with an image, a reputation and on the other hand, it offers the candidate links and contacts with whom he can exchange or get in touch. But on the other hand, going through Facebook is also a key element for the recruiter, the latter uses this social network to seek more information on candidates and to flesh out his file relating to a probable recruitment and on this subject, many of our respondents do not deny the fact that their profile on Facebook must also be taken care of, as this candidate underlines:

"I know as well as my Facebook friends that the recruiter will not hesitate to take a look at our profiles on Facebook, but quite the contrary, for me it is even ideal for my application, challenges on LinkedIn you are bound by a certain professionalism that you must display, but on the other network, there is a certain familiarity and a certain relaxation, so I use this little relaxation, in order to also prove an aspect of my personality that cannot be uncovered on LinkedIn»

The candidate questioned tends to pay attention to applications that demonstrate their interest in new technologies and new digital practices, the more the company sticks to a purely connected generation, the more it doubles the chance of finding interesting candidates and profiles, can we say that the new candidate imposes his laws in a way, because he has the skills and an adequate background and with which he has all his chances of being recruited, this state of affairs, in a way, forces companies to bet on particular skills to attract dynamic candidates. Thus, this somewhat paradoxical vision, informs us about a certain reversal of situation where the company must prove to candidates that it lives with its era and that it understands the same language as them.

Digital visibility is seen as a necessity to show potential candidates that the company lives with its time. Thus, the era where the recruiter imposed his choices and conditions is over, today, candidates who possess potential and a particular qualification, then possess a certain symbolic power over the recruiter as this candidate evokes:

"I find out about the company, the person who is posting the ad, I often travel to see the space and the environment in which this company operates and, above all, I ask the recruiter a lot of questions via LinkedIn messaging."

However, let's not forget that even the candidate has the possibility to go and see the recruiter's profile on social networks, consequently, the latter is also obliged to propose a profile that would interest or not the candidates. Thus, the traceability that the algorithms leave of our passages on the internet through our profiles, informs the candidates about our personality, affirms this candidate:

"I dare say that I have seen several profiles on the networks, it is second nature to me, I go straight to the search for their profile, on the one hand I know who I am going to address and I would know how to behave and how to avoid some risks of being rejected"

The candidate acts according to parameters surrounding the request, in other words, the application, the support, the entity, the salary, the job and according to these elements, he tries to put in place strategies to increase tenfold his chances of being recruited; let's not forget that the world of the media social is a world in perpetual movement and change, and some of our respondents believe that it would be wise to develop a short-term strategy and that it would be relevant to consider it during recruitment, despite the fact that these new technologies are very dynamic and therefore often elusive, hence the fact of putting a short-term strategy could, according to them, help them to understand the risks of not being taken on, as this graduate points out:

"I think establishing a strategy is effective, I try to adapt to the evolution of technological tools in artificial intelligence, and at the slightest change I can cope, I don't want the train to pass in front of me without me being able to understand, I think that the best strategy is to be flexible to all opportunities and not to exclude yourself by saying I can't"

Other graduates do not have a well-defined strategy, but this does not mean that their application has not been thought through in advance, but they believe that there is no need to prepare a strategy for a possible recruitment, they prefer to rely on their spontaneity, their know-how and their qualities. As is the case of this graduate:

"I am not a great strategist but I am whole, I have a degree, I am qualified in my field, I think I have some virtues and maybe I could bring added value, but being a strategist is a monumental waste of time for me"

Other respondents raise the issue differently, by questioning the slowness of institutions and companies to use these social media, they question their ability to understand the evolution of the

recruitment process and accuse them of people who refuse change, hence the fact of excluding in their remarks a strategy relating to their recruitment. According to them, these institutions have the technology, but are unaware of its scope while these candidates already have mastery of these technologies, of these advances and quickly understand their application, their dysfunction and therefore, thinking in terms of strategy is counterproductive for these candidates. Because according to them, it is not a question of a certain balance of power, as expressed by this young graduate:

"Most of these boxes use social media that for a year or less. It is therefore difficult for them to learn from such recent use. They think they have it under control, but they are not."

The majority of respondents show and display a fairly visible dynamism to be recruited, in the sense that they are actively looking for work, in other words, opening a profile on LinkedIn, putting their CV, updating their skills, developing a network and doing a kind of monitoring, all these steps create in the candidate a kind of organizational dynamism and encourage them to be methodical and responsive. Indeed, the speed and responsiveness of candidates are essential, in other words, these new conditions impose a sustained rhythm of discipline that candidates must maintain permanently, as this candidate specifies:

"You can't be lazy, you have to quickly hit the ads, the requests and react immediately, I happened to be in rivalry mode with other candidates, you react quickly, you get the job at that moment»

This connected generation shows a speed to react and this by using social media messaging, this allows them to get in direct contact with the recruiter, ask him questions about a job, about how a recruitment process works. They can also discuss their skills, professional experiences in order to convince the recruiter. This practice is often poorly appreciated, because the candidate is in a new situation because he is talking with the hiring manager. Several of our respondents raised the fact that their application was refused because of their unconventional behavior, for example, sending a CV without the latter having asked him, is a reason to exclude the application of the person concerned. As this young person explains:

"I refused outright, maybe it was my nerve, or maybe I took a risk or maybe it could have had the opposite effect, it all depends on the recruiter, the company and their needs."

The perception of the value of work is clearly displayed with a real motivation to lead a stable life, and to project oneself into the future. These answers are heterogeneous and change from one person to another, two categories will stand out, we will call them thus, "de-idealization of work" and "valorization of work". Let us not forget the psychosociological aspect of this category of society, namely, a fiery youth, who has barely left a codified space, with these laws and its functioning which is the university and is currently outside the space in which he spent several years, where he developed links and sociabilities, towards a new context, where he must be autonomous, this transition can have an impact on the way of apprehending work, the world of work and how he gives a place to the value of work in their life which is no longer student but post-student. In this case, what would be these new registers that the graduate puts in place to modify his way of approaching the world of work? The value of work that is sometimes respected and often refuted creates a feeling of uncertainty among graduates, which is strongly marked

by negative and positive emotions. The nature of uncertainty does not matter, whether it concerns work or salary. Many of our respondents use the words social crisis, unemployment, hazards and chance. For graduates, uncertainty is not just in professional integration, it is a permanent feeling, whether it concerns the public or private sphere.

The vocabulary used also carries information, in particular, the element relational which comes first in the statements, is cited on the same continuum as fear, anxiety, stress, doubt, chance, and uncertainty. We can notice how the interviewer will classify these statements and according to what logic. This varies according to the knowledge of the subject and its importance or not. By proceeding by a logic of exclusion, for example (you have an acquaintance, you will work), (you have a CV you are out of the norm, you have someone well placed, you are good for the job). (Hanna. Arendt, 1963) will speak of the banality of facts. According to her, it is a process that can lead to attitudes through preconceived ideas, through non-deliberate association, and through conditioning. It can also create opinions. The sociological characteristics of the interviewees show the presence of a certain identity dynamic that results in social relation.

For example, let us cite the Status which can have an effect on the way in which social representation organizes the discourse. To be more precise: the social position of an interviewee plays a role in the way he articulates, constructs and conveys his discourse. This dynamic influences the attitude of the interviewee, we can explain this by the strong presence of symbolic elements in the socialization of the individual. Can we then note that to better understand the factors in the construction of a social representation, it would be necessary to analyze more, the context of production of a discourse.

During our interviews, we noticed that the interviewees relied on an important element when interpreting their remarks. This is the relational dynamics and particularly in the workplace. For example, some of our interviewees shared the opinion that the value of work in a society where the role of the relational is indisputable is such an abject situation, often this practice is amplified, exaggerated and detrimental to graduates. The other element that can bring more to our analysis is related to the standardized image of work in Algeria. The recruitment problem has created a logic where there is no question of talent, creativity, and that despite having spent years that advocate academic intelligence and once outside the university other logics come to impact this intelligence so standardized by the Algerian university system. This dialectical observation somehow alters the value of work in the eyes of these graduates. Indeed, during his university studies, the student is in an academic space, codified, well organized and stratified and once graduated, as this graduate underlines:

"He must face another language that no longer advocates merit, hard work or rigor, but a space where the diploma is replaced by relationships, hard work is replaced by laziness, merit is replaced by cheating, and the value of work is replaced by the so-called thug value."

Regarding the procedures put in place by the Algerian state to facilitate the entry of graduates into the world of work, several opinions have been categorized: there is an opinion that justifies a refusal to believe in institutional information, and another, which praises the merits of information sites on the web relating to these devices. After determining these two opposing types of discourse, we isolate the elements that compose them in sets in order to proceed to their analysis in a second stage of the technique. By using variables that contributed to the development of the interviewees'

discourse, it is possible to recognize new dynamics. In our case study, variables such as training, gender and geographical position seem to play a role in the constitution of two opposing logics in the construction of the discourse relating to the value of work. This technique helped us to make the link between the belonging of individuals to groups and their discourse. At this stage, it is no longer a question of affect or judgment but of an operation made of important elements with a certain intensity. What characterizes an attitude is first of all its so-called bipolar character (good-bad, negative-positive), its degree of intensity and finally, its direction. We noticed that the graduate sought his answers using information on "real facts". He rather engages in a reaction that is sometimes rational and sometimes emotional loaded with symbols.

He will not go directly to find the information based on the stories, but he will try to find explanations having society as a reference. Serges Moscovici said that the social being would rather seek meaning in his society and not information.

"Acceptance of the value of work" has accumulated a large average and it was repeated often in the interviews. This means that this category has a favorable direction very close to the extreme. So it is a very intense positive attitude. On the other hand, the thematic category "relativized refusal" has informed us about the incomprehension of the value of work, it will then be a negative attitude. Another thematic category detected but which does not really give its position, which we will call the ambivalent position "indifference", the latter does not clearly inform us about its position with regard to the question. In the field of the social representation of the value of work, the emphasis is placed on the treatment of the "real" problem based on the assumption that the level of education and age can have a link, in the sense that the people questioned put forward answers based on their purely academic knowledge.

When asked whether breaking rules could resolve certain situations, several male and female graduates whose average age is between 22 and 27 years old say they broke rules because other parameters could not help them respect traditional channels to be recruited. In other words, risk-taking is almost present in their attitudes, like a margin of maneuver that they use to get out of uncertainty, as Edgar Morin so aptly demonstrated: *"We must learn to navigate an ocean of uncertainty through archipelagos of certainty."*

On the other hand, we can also explain that, despite the presence of public policies that are responsible for professional integration, the respondents expose themselves and even adopt non-conformist behaviors. They have information on the situation, but at the same time, they transgress the rules; a gap between knowledge of the risks and the attitude adopted (Kouabenan Dongo Rémi).

Digital co-optation, a new approach from the Algerian recruiter

This new practice is beginning to take place in the recruitment environment in Algeria, we can find it under other names, such as recruitment by recommendation and / or sponsorship. At the level of the LinkedIn platform, it is positioned among the most used practice and this after the classic recruitment which is done through a request and a submission of an application. This is a new way of searching for expert candidates in the desired field. The recruiter must use his network of collaborators to access what is called a pool of candidates. This co-optor distributes the offer to a qualified candidate, the latter must match with the skills sought by the co-optor. What differs from the classic system is the valorization and reward of this co-optor, because in the event that he finds the ideal candidate, a bonus will be granted to him. According to one of the recruiters we contacted by telephone, this practice is not supervised or subject to control or has been the subject of work falling within the domain of Algerian labor law, in the sense that the will of the recruiter is the

only way to apply this practice, which would give a plus to the company, would be according to the same individual, the saving of time. Concretely, the candidates are selected according to a precise and rapid timing, it is no longer a question of going through relays guaranteeing the trust, loyalty and seriousness of the candidate, but, would depend on the agility of the recruiter and a virtue to find the ideal candidate, to propose it in record time, this speed will be generously rewarded.

In the case of our study, a small part of our sample mentions e-co-optation as a quick, efficient and beneficial means for certain applications, as this young graduate mentions:

"On this network yes, I heard about this new approach, but there is also a site in Algeria that does only that, moreover I applied but without much conviction, but here I admit to liking this sponsorship that a recruiter can do to be able to place the applicant according to his skills and qualifications"

The identification of profiles on LinkedIn is done according to various strategies, among them digital co-optation which can be a win-win approach for both parties, the recruiter will find the profile suitable for the needs of the company and this with a low recruitment cost and with a considerable saving of time and on the other side, the candidate will have a place that will correspond to his qualifications. In other words, the e-co-optation exercised by some Algerian companies, informs us about a new recruitment process for candidates and innovative for companies aiming for closer collaboration with these employees, because it involves them in the process, controls them but also rewards them, as this employee emphasizes: "Option yes, some advantages yes, change I agree, but no regulation in this sense". So, this practice is in its embryonic stage, it is indeed practiced, but no legislation or law governs it and therefore no protection for the candidate.

4. Conclusion

The limitations of this research are due to the exploratory aim of the approach. To describe and analyze new recruitment practices in Algeria through social networks, a qualitative methodology was adopted. The composition of our sample imposes a limit of external validity of the results presented (representativeness). These therefore call for confirmation by additional and more in-depth work, which allows us to highlight the main lessons of this study. It is first important to recall that in this sample (129 young people), the majority of these subjects consider themselves very exposed to uncertainties relating to the professional register. The content analysis of their evocations reveals their fragility, sensitivity and at the same time their ability to adapt and self-criticize when attempts remain dead letters. Throughout our work, we have focused on studying the emergence of social media in recruitment processes. To do this, we have mobilized the following research question: "Does the use of social media in recruitment processes have an impact on the way recruitment is perceived and conducted?" We decided to concretize this research by conducting interviews with young job seekers.

To do this, we mobilized a theoretical framework allowing us to first understand in which stages of recruitment social media intervene. Our interviews allowed us to observe a use mainly in sourcing and selection practices. It appears that social media impacts the way these stages are reflected and conducted in the field. Finally, the theory of socio-constructivism of technologies was mobilized to determine the elements that have an influence on the use that is made of social media. This theory allowed us to observe profound differences due on the one hand to factors specific to recruiters and on the other hand to the structures that surround them. Given the framework in which this work is carried out, we were not able to cover all the perspectives and all our questions on the subject of social media in recruitment in Algeria. We circumscribed our research to be able to conduct it as best as possible.

To conclude, e-cooptation turns out to be a “win-win” process for the company, the co-opter and the co-optee. It is part of the evolution of recruitment techniques and adapts to new modes of communication. However, this process involves dysfunctions which deserve to be raised, let us cite for example, discrimination at work which can take a new configuration, on this subject, how can this new process give rise to new discriminatory dynamics? Can these new applications based on algorithms introduce new forms of labeling on the job seeker?

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