AIMS AND ENHANCEMENT OF JOB SEEKERS SELF-DISCLOSURE ON MEDAN CITY ON THE FUTURE

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Abstract: *This research builds on the theories of hyperpersonal computer-mediated communication, self-efficacy and social exchange to examine job seekers' professional online image concerns, social media self-efficacy, and perceptions of social media effectiveness in the job search as predictors of inappropriate and career-oriented self-disclosures on these media. Findings from a sample of 898.879 Medan people respondents showed that career-oriented self-disclosure was predicted by all three factors, whereas social media self-efficacy only predicted inappropriate self-disclosure. Prediction staff based screening is a widespread practice to both recruiters and job seekers. Little is known, however, about how job seekers present themselves on social media, i.e. 'self-disclosure,' for employment purposes.. Furthermore, the relationship between professional online image concerns and inappropriate self-disclosure moderated by age, education and work experience, but not by gender. Theoretical and practical implications discussed, and directions for future research suggested*

Key Words: *Job Seeker, Prediction staff, future research.*

1. INTRODUCTION:

The Real Time of conditions city of Medan today, as well as Indonesia as a whole, are very complex and multi-dimensional. The problem is not independent but interrelated with other aspects such as large population and high growth rate, uneven population spread, young age structure, and low quality. Meanwhile, the expansion of employment opportunities is still inadequate [1].

The Central Bureau of Statistics (BPS) reports that the population of Medan City increased from 875,750 in 2009 to 876,670 in 2013, with a growth rate of 0.03 percent per year. At that rate of growth, its estimated that the population of Medan City will reach more than 877 thousand people by 2018. In line with the population growth, the workforce increased from 353,238 people in 2009 to 361,071 in 2013 and will reach about 372 thousand people In 2018. Of the 372 thousand workforces, most of the young workforce aged 15-24 years. Data from the Central Bureau of Statistics (BPS) report that in 2013 the number of adolescents aged 0 - 14 years in the city of Medan reached 247,939 people or about 28.28 percent of the total population. This figure increased by 3,106 people compared to 2009 with an average growth rate of 0.32 % per annum. The increasing number of individuals aged 0 - 14 years puts great emphasis on the supply side of labor in the coming years [2].

The Medan city also faces quite serious unemployment issues. The open unemployment rate has declined slightly from 15.86 percent in 2009 to 13.99 percent in 2013 [3]. The number of open unemployed in 2013 reaches 50,505 people. In addition to the imbalance between labor supply and demand, the high unemployment rate in Medan City is also caused by problems encountered in the labor market, ie the incompatibility between the skills possessed by job seekers and the needs of the labor market. The education and training system has not been able to produce skilled and skilled workers according to the needs of the job market. As a result, on the one hand there is a surplus of educated labor, on the other hand perceived lack of educated workers [4].

With the continued increase in population and labor force on the one hand, and limited employment on the other hand has resulted in an imbalance between supply and labor demand. If this problem is not successfully solved, it can have adverse impacts in the social, economic, political and security fields. The handling of employment issues can only be successful if based on good manpower planning [5]. Therefore, the immediate problem faced is how to find the right balance between the growth of the labor force and the employment opportunities in the development process. For that reason, it is necessary to projection the provision of manpower in relation to the effort of creating job opportunity in the future [6].

2. SELF-DISCLOSURE:

Self-disclosure is defined as turning the unknown about oneself into shared knowledge. This practice has become a fundamental communication phenomenon on the Internet, and a primary characteristic of computer-mediated communication. Self-disclosure can be performed between pairs of people, within groups, or between an individual and an organization ; and it can be voluntary on social media, elicited in marketing contexts, or imposed in commercial transactions. Many antecedents are associated with self-disclosure on social media. This practice is positively associated with the limited awareness of the consequence of disclosure, online profile visibility, online personal network size, and

increased social media use empirical evidence also showed that bloggers, for example, voluntarily engage in self-disclosure for several reasons: maintaining self-presentation, managing relationships, keeping up with trends, storing and sharing information, seeking entertainment, and showing off. As a result, self-presentation and self-disclosure on social media can enhance the subjective well-being of their users , and increase their feeling of connection.

Self-disclosure on social media is a co-creation process. This process involves the individual as well as his or her connections, as it includes both content disclosed by the user, and third-party contributions allowed by him or her to be viewed on his or her online profile. This co-creation results from the fact that identity is inherently a social process rather than a mere individual possession, and therefore comprises the individual's announcements in addition to placements made by others. Content disclosed by a user includes explicit identity announcements such as self-provided autobiographic descriptions, and implicit identity announcements in the form of impressions given off by the user. Identity claims, on Facebook for example, can further be categorized in three groups: (1) visual claims in the form of photos uploaded by the users themselves, or posted on their pages by others, and aiming to display the self as a social actor; (2) enumerative claims in the form of interests and preferences, and aiming to display the cultural self; and (3) narrative claims in the form of users' verbal descriptions of themselves. Content posted by third parties includes comments and photo tagging .

On Facebook, for example, friends shape one's online reputation, and may even act as part of one's extended self Existing research on self-disclosure on social media seems limited. Previous studies seem often narrowly focused on a single website at a time, and primarily quantifies this practice by enumerating the number of items revealed on an online profile Other studies,, investigated self-disclosure with a qualitative approach, by examining individuals' beliefs, relationships, personal matters, interests and intimate feelings, across different Internet arenas. Given the need for further examination of not only the quantity, but also the quality, of disclosed information, we will examine job seekers' self-disclosure on social media with a particular focus on two aspects: (a) one negative, with content deemed inappropriate for professional endeavors, referred to herein as 'inappropriate self-disclosure'; and (b) one positive, consisting of postings that are appropriate for professional audiences, referred to herein as 'career-oriented self disclosure'. These two facets of self-disclosure in the job-seeking context are further defined below.

2.1. Inappropriate self-disclosure

Defining inappropriate self-disclosure on social media is a challenging task. In a survey of medical schools, responding deans of student affairs reported unprofessional postings by students to include profanity, frankly discriminatory language, depiction of intoxication, and sexually suggestive material (Chretien, Greysen, Chretien, & Kind, 2009). In an evaluation of public Facebook pro- files of surgical residents, content deemed unprofessional included items displaying binge drinking, sexually suggestive photos and profanity, whereas making polarizing political and religious comments, wearing questionable attire, and holding guns while hunting were considered only potentially unprofessional (Langenfeld, Cook, Sudbeck, Luers, & Schenarts, 2014). In other recruitment contexts, some recruiters pay attention to spelling and grammar mistakes, and unprofessional email addresses (Zide, Elman, & Shahani-Denning, 2014). Other postings that are deemed inappropriate for professional contexts include any information that would be considered socially deviant in an employment interview setting (Newness, Steinert, & Viswesvaran, 2012). Cognizant of the co-creation process involved on social media, some studies (e.g Langenfeld et al., 2014) examined two components of unprofessional content on a person's profile: self-disclosed content by the individual, and viewable content on the individual's page even if submitted by others (e.g. photo tags, and comments made by friends). In the present study, inappropriate self-disclosure is defined as artifacts about an individual, shared on social media by himself/herself or his/her connections, and which would be considered unsuitable for a professional audience. These items can be thought of as the content that one would not normally include on a curriculum vitae.

2.2. Career-oriented self-disclosure

Social media can be used for several professional purposes, such as personal branding, self-promotion and impression management. In asynchronous exhibition spaces, such as social media, users submit different pieces of data or artifacts to engage in self-presentation and construct their personal brand identity. Some of the artifacts that social media. On LinkedIn, recruiters look for information including hobbies and/or interests that will allow them to connect with the applicant, a professional photograph, years of experience, number of connections, number of recommendations written for or by others, status updates, and skills and expertise. In the present study, career-oriented self-disclosure is defined as individual-related artifacts shared on social media for a professional audience. These items include the explicit identity claims usually made on a job seeker's curriculum vitae (e.g. autobiographic data, pictures, professional experience, awards and hobbies), as well as work-related placements made by others such as references and comments; and implicit identity statements such as the personality emerging from an applicant's profile.

3. METHODOLOGY:

Data collection for this study was part of a large social recruiting and job seeking research project, conducted in collaboration with an international human resources consulting firm. The online questionnaire designed for job

seekers was pre-tested with two job seekers, and further validated by the firm's managers. During this test of practicality, the measurement instrument was judged in terms of economy, convenience, and interpretability (Kothari, 2011). For convenience reasons, and to limit the time it takes to participate in the study, the length of the survey was shortened as a result of the pre-testing.

The final survey instrument consisted of a total of 28 rating-scale and multiple-choice questions. The relevant questions for this study pertained to social media use and
perceived effectiveness in the job search, posting behaviors and professional online image concerns, and demographic information.

The survey was created and hosted on Qualtrics, an online survey software, and a web link was distributed between March and June, 2014 through the firm's mailing list and online social networks. Participation was voluntary and anonymous. Medan employed and non-employed job seekers were the target population of this study for two reasons. First, with the growing use of social media-based screening, recruiters are increasingly M. El Ouirdi et al. / Computers in Human Behavior 53 (2015) 1–12 5 expecting job seekers to curate a digital career capital by making their employability more digitally visible (Berkelaar & Buzzanell, 2014). This expectation transcends the temporary boundary of the job search phase and extends along an individual's professional career, thus making the use of a diversified sample of employed as well as non-employed job seekers, including students and non-students, particularly relevant. Second, the focus on Medan job seekers is timely, as the country's unemployment rate has increased to 13.4 percent in November 2014, compared to 12.5 percent a year earlier (Eurostat, 2015). The rate of youth unemployment, in particular, in Italy in the same period was 43.9 percent, making it the fourth highest rate in the European Union (Eurostat, 2015). Therefore, by having one of the largest job seeker populations in Indonesia, Medan represents a suitable target for this study as the findings can be of practical use for both recruiters and job seekers.

Table1. Value of people job seeker on Medan

State	2014			2015		
	L	P	L + P	L	P	L + P
City						
1. never scholling	0,20	-	0,13	-	-	-
2. not yet finish scholl	9,18	11,03	9,85	5,89	6,99	6,28
3. SD/Ibtidaiyah	8,08	4,93	6,94	11,82	5,47	9,57
4. Paket A		-	-	0,28	-	0,18
5. SMP/Tsanawiyah	16,94	10,29	14,53	16,63	9,03	13,94
6. SMP Kejuruan	3,38	0,38	2,30	1,56	1,74	1,62
7. Paket B		-	-	-	-	-
8. SMA/Aliyah	28,30	31,97	29,63	28,62	32,00	29,81
9. SMK	17,37	10,22	14,78	17,76	15,95	17,12
10. Paket C	0,66	-	0,42	0,18	0,44	0,27
11. Diploma I/II	0,64	4,27	1,96	1,58	3,28	2,18
12. Diploma III	2,75	9,62	5,24	3,33	7,21	4,70
13. Diploma IV/Universitas	11,79	15,92	13,28	11,32	14,67	12,51
14. S2/S3	0,71	1,38	0,95	1,03	3,23	1,81
Value	**100,00**	**100,00**	**100,00**	**100,00**	**100,00**	**100,00**
Villages						
1. never scholling	3,72	6,66	4,84	4,13	2,80	3,71
2. not yet finish scholl	19,79	28,01	22,91	20,08	16,82	19,06
3. SD/Ibtidaiyah	16,00	15,90	15,97	22,35	19,72	21,52
4. Paket A				-		
5. SMP/Tsanawiyah	35,66	13,22	27,15	14,89	15,16	14,97
6. SMP Kejuruan	-	-	-	-	-	-
7. Paket B	-	-	-	-	-	-
8. SMA/Aliyah	11,90	24,82	16,81	20,56	32,37	24,27
9. SMK	10,79	1,77	7,37	16,91	4,62	13,05
10. Paket C	-	-	-	-	-	-
11. Diploma I/II		1,13	0,43	-	-	-
12. Diploma III	2,13	6,01	3,60	-	-	-
13. Diploma IV/Universitas		2,47	0,94	-	-	-
14. S2/S3				1,07	8,51	3,41
Value	**100,00**	**100,00**	**100,00**	**100,00**	**100,00**	**100,00**

Village and city						
1. Never Scholling	0,15	0,16	0,16	0,19	0,11	0,16
2. Not yet finish scholl	8,11	8,96	8,41	6,55	7,37	6,84
3. SD/Ibtidaiyah	10,04	8,27	9,40	12,31	6,03	10,10
4. Paket A				0,26	-	0,17
5. SMP/Tsanawiyah	21,98	16,74	20,11	16,55	9,27	13,99
6. SMP Kejuruan	-	-	-	1,49	1,67	1,55
7. Paket B	-	-	-	-	-	-
8. SMA/Aliyah	29,26	22,10	26,70	28,24	32,01	29,57
9. SMK	16,99	15,45	16,44	17,72	15,50	16,94
10. Paket C				0,17	0,43	0,26
11. Diploma I/II/	5,05	12,10	7,57	1,51	3,15	2,09
12. Diploma III				3,18	6,92	4,50
13. Diploma IV/Universitas	8,43	16,22	11,21	10,85	3,44	8,24
14. S2/S3				0,98	3,10	1,73
Value	**100,00**	**100,00**	**100,00**	**100,00**	**100,00**	**100,00**

4. ANALYSIS AND RESULT:

Results indicated that responding job seekers had a higher tendency to share professional content than to share inappropriate postings on their social media profiles. On 5-point scales, respondents had the mean scores of 1.59 (SD = .70) in inappropriate self-disclosure, and 3.12 (SD = 1.01) in career-oriented

self-disclosure (Table 2). On 7-point scales, respondents reported having above average professional online image concerns (M = 4.24; SD = 1.94) and beliefs in their social media abilities (M = 4.20; SD = 1.54). The mean score for social media effectiveness in the job search based on 11 platforms, and assessed on a 5-point scale, was 2.51 (SD = .80). Given the large sample size, significance levels were set at 0.01 for all analyses.

Preliminary analyses were performed to ensure that the assumptions of normality, linearity and homoscedasticity were not violated. Moreover, to ensure that the dataset did not suffer from common method variance, separate principal component analyses were conducted with Varimax rotations on all scales.

The values of the Kaiser–Meyer–Olkin measure of sampling were greater than the required 0.6 for all scales (0.903, 0.681, 0.738, 0.865 and 0.939 respectively for career-oriented self disclosure, inappropriate self-disclosure, professional online image concerns, social media self-efficacy, and social media effectiveness). Correlations were conducted on all independent, dependent, and control variables. Bivariate relationships were assessed using Pearson's correlation coefficient. Significance level was less than 0.001 for all relationships of interest for this study. In the associations between the independent and dependent variables, the strongest correlations were between social media self-efficacy and career-oriented self-disclosure (r = .42, p < .001), followed by the correlations between professional online image concerns and career-oriented self-disclosure (r = .32, p < .001), and between social media self-efficacy and inappropriate self-disclosure (r = .27, p < .001). The weakest correlations were between social media effectiveness and inappropriate self-disclosure (r = .06, p < .001), professional online image concerns and inappropriate self-disclosure (r = .13, p < .001), and social media effectiveness and career-oriented self-disclosure (r = .17, p < .001).

To test hypotheses 1, 4 and 5 positing the impact of professional online image concerns, social media self-efficacy and social media effectiveness on inappropriate and career-oriented self-disclosure behaviors, we performed three series of hierarchical linear regression analyses. For each analysis, the control variables, namely gender, age, level of education, work experience, and employment status were entered first to account for their influence on each type of self-disclosure. Next, all independent variables, namely professional online image concerns, social media self-efficacy and social media effectiveness in the job search, were tested on each one of the two outcome variables.

The control variables alone explained only 4 percent of the variance

in inappropriate self-disclosure After inclusion of the three independent variables, the model as a whole explained 10 percent of the variance in inappropriate self-disclosure, thus leading to an increase of 6 percent in adjusted R^2
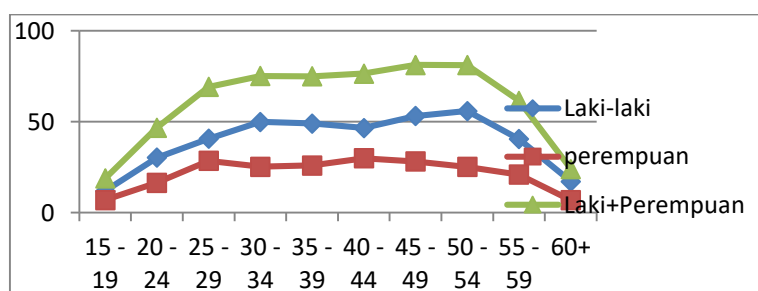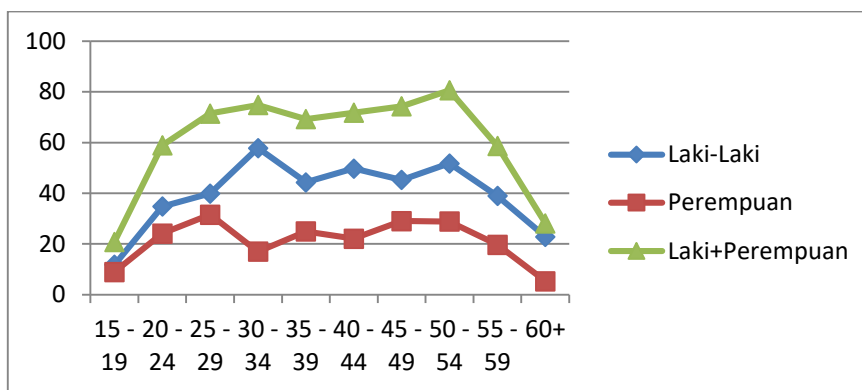

Figure 1. Value of Job seeker

Figure 2. Participan of job seeker

5. CONCLUSION:

This study is not without limitations. The first limitation pertains to the possibility of having overlooked other relevant confounding aspects. For example, whether job seekers used social media with their real names was not taken into account in this study. It is possible that some respondents use aliases on social media as a way to preserve their privacy (Raynes-Goldie, 2010), and are consequently less concerned about online image and inappropriate self-disclosure. Moreover, it is possible that some respondents augmented their privacy during their job search to prevent potential employers from viewing their personal content (Trottier, 2012). Employment status, however, was taken into account as a possible confounding variable and was not found to be a significant predictor in any of the conducted regression analyses. The second limitation is the lack of control for the type of jobs the respondents were looking for, or for the organizational level of the current position of those who were employed. It is thus possible that individuals possessing, or seeking, semi-public positions have greater professional concerns, and that individuals seeking higher positions of power would be taking fewer risks with inappropriate postings. Several avenues are possible for future research. While the present study used cross-sectional self-reported data, no common method variance issues were detected. Future research, however, might further reduce risks of common method variance and social desirability by directly collecting data about the respondents' self-disclosure behaviors from social media, in conjunction with a survey on their perceptions and personality characteristics. It is possible, for instance, to prepare a codebook for a uniform assessment of what makes content inappropriate. Examples of appropriate methodologies for this purpose include a ready-made photographic essay used by Ridout et al. (2012) to gain insight about the portrayal of alcohol-identity on Facebook. In the present study, the partial loss of control over one's image and reputation on social media was acknowledged by including photo tags in the inappropriate disclosure construct, as well as third-party comments in the career-oriented disclosure construct. 10 M. El Ouirdi et al. / Computers in Human Behavior 53 (2015) 1–12 By doing so, self-disclosure and online image management were presented as co-creation processes, especially on social media which are inherently characterized by co-creation (El Ouirdi, El Ouirdi, Segers, & Henderickx, 2014). Future research is needed tre-examine these constructs in other contexts, with a particular focus on potential cross-cultural differences.

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