

ATTITUDES OF ECONOMICS STUDENTS TO SEARCHING FOR JOBS THROUGH SOCIAL MEDIA: THE CASE OF KOSOVO

Abstract. The article examines how the landscape of social networks has significantly transformed the job search process. The objective of the study was to evaluate attitudes to searching for a job on social media with a focus on students attending the Faculty of Economics, University of Prishtina. The findings indicate that self-perceived level of social media activity is associated with time spent on social networks, and that unemployed individuals are more likely than those with jobs to use social media. The results show the most popular methods used for job searching were social media networks and online job portals. A noteworthy finding is that even individuals who do not use social networks recognise the importance of maintaining a professional profile on social media when it comes to searching for work. The study's findings hold implications for both job seekers and employers by highlighting the importance of using social media while searching for a job, necessitating strategic investments in online platforms, customised support programmes harnessing these platforms, enhanced digital literacy, and continuous research to adapt policies in response to evolving social media trends among job seekers.

Keywords: *social media, job searching, recruitment, digitalisation*

Introduction

In the current era of increasing digitalisation, the emerge of social media has impacted many aspects of life, including the process of searching for a job. Considering the presence of social media in our daily lives, social media

* Zana Sherifi, *Master of Marketing, Faculty of Economics, University of Prishtina "Hasan Prishtina", Kosovo; Elmedina Nikoceviq-Kurti, PhD, Faculty of Education, University of Prishtina "Hasan Prishtina", Kosovo.*

DOI: 10.51936/tip.60.3.532

platforms have become a popular tool young jobseekers use to explore employment opportunities. Job seekers these days search for job opportunities mainly through online job portals or social media networks and most commonly contact companies electronically using a digital application form or by email (Petschar and Zavrel, 2016). Since the job search process has shifted online, it is important to investigate how this trend has impacted the attitude of people, especially university students who will soon be entering the labour market for the first time. Social media allows a company to search for potential candidates who are not necessarily in the process of looking for a job. This is a positive change given that previously it has been very difficult for companies to reach individuals not actively looking for a job (Davison et al., 2016). Further, job seekers need to manage their own social media profile and keep it professional by paying attention to what they share online, noting that around 70% of recruiters visit applicants' social media profiles and their decision is influenced by what they see on social media (Savković et al., 2016). Nowadays, half of all young adults around the world aged between 18 and 34 years can be reached by marketers through Facebook (Datareportal, 2022). Based on data analysis, the paper aims to provide missing information regarding how higher education students view the job search process through social media and to provide evidence for hiring managers on tailoring their recruitment strategies, career counsellors on better navigating the job market via social media, and young job seekers to inform them that the utilisation of social media increases their chances of becoming employed.

Higher education and the job search process

The academic pursuit of knowledge and the job search process are crucial for shaping students' professional journey. The competencies, skills and knowledge obtained at university are expected to prepare students for the labour market. Higher education institutions have long been considered as gateways to better employment opportunities. Graduates typically have lower unemployment rates and higher earning potential than individuals who have completed lower education levels (Baum et al., 2013). Still, once young individuals complete their education, they often face significant challenges in securing stable, long-term employment. These difficulties are compounded by the presence of a record-high number of well-qualified individuals currently unemployed in the job market (Živoder, 2011). A critical dimension between employment and education is skills development. In response to the expanding technology-driven labour market, bigger emphasises have been given to the development of digital skills. As MN et al. (2020) note, this focus on digital proficiency is reinforced by recent

research suggesting that educational institutions hold considerable responsibility for preparing students for the digital age, whereas employers specifically expect education to cover technology-based knowledge and skills in job searching (Hirudayaraj and Baker, 2018). Durak and Sefero lu (2020) stressed that digital literacy has become a cornerstone of employment. The time of the COVID-19 pandemic has led to digital competencies being developed among students as a necessary step in adapting to remote learning (Pavlin, 2021). Within educational institutions, teacher support for enhancing students' employability is considered vital (Zhao et al., 2021). The incorporation of more digitally oriented content in teaching methods means that students can develop more valuable digital skills. Such skills would not only improve their employability but also enable them to effectively use digital tools in the job search process.

Social media and its impact on job search

Generations raised without any memory of the time before the Internet rarely think about how much these technologies have changed daily life. They take information and communication technologies (ICTs) and the Internet for granted as integral parts of their existence (Prodnik, 2014). For over one decade, online social networks have changed how we communicate and connect (de Mesa et al., 2020). Moreover, social media has become a tool that has affected the job search process and recruitment as well. Since social media may be helpful when searching for a job process, it is important to consider differentiated social media use while looking at how online job search behaviour may vary across the population (Burke and Kraut, 2013). While many use social media as a way to stay connected with their peers, organisations have been using social media for various functions like recruiting and screening job applicants (Segal, 2014). These changes in the way of living mean it is no longer enough for people to rely only on the traditional job search methods. With the emergence of social network sites, professional networking has also expanded to the online environment. In line with these comparisons with traditional employment channels (newspapers, friends, agencies), online job portals are able to provide a wider choice as well as increasingly more advanced tools to evaluate the suitability of a job for employment seekers (Kurekova et al., 2015). In the career building and job search context, when compared to usual online job portals, these platforms (e.g., LinkedIn) offer additional tools that allow users to establish contact with others "they may want to know or need to know" (Van Dijck, 2013).

Social media networks like LinkedIn, Facebook and Instagram can be defined as web-based services which permit individuals to create a

semi-public or public profile within a limited system and choose a list of users with whom to share their connection (Nicoli and Papadopoulou, 2017). LinkedIn has some basic features that allow employees and employers to create profiles. Users can track and search for companies or organisations they are interested in with those features. LinkedIn is used ever more by recruiters and HR employees in order to find potential candidates. With a single click, they can simply find users who are relevant to them with keywords (Fertig, 2013).

Professional social network sites like LinkedIn allow for a range of information about organisations to be acquired (Brouer et al., 2015) and hence enable job seekers to communicate with professional contacts and discover career opportunities (Hoye et al., 2009). Job seekers need to pay attention to their social media profile. A survey revealed that while Facebook is generally used for social networking, LinkedIn is used for job networking and, of all the social media networks, recruiters used LinkedIn the most. About 87% use LinkedIn to recruit skilled candidates. In comparison, about 55% use Facebook, and roughly 47% use Twitter (Jobvite, 2019). Accordingly, people must present themselves online in the best possible way. Employers and job seekers should be aware of the power held by social media in the recruitment process as they can benefit from reaching potential candidates and potential employers. In today's competitive labour market, social media use is essential for achieving success.

The changing job search landscape

The job search landscape has been transformed with a slight shift from traditional methods such as job fairs, referrals, and word of mouth to modern approaches. Job search is a complex and demanding effort (Wanberg et al., 2020). In this era influenced by technology, the conventional hiring and recruitment strategies of the past are no longer adequate to attract the most qualified candidates. Instead, what is needed is a modern and slightly adjusted approach to use technology to empower hiring teams to make more effective and efficient decisions in the recruitment process (Maharjan, 2019). Research by Smith and Jones (2020) highlights the ways social media platforms like LinkedIn, Facebook and Instagram have become integral for connecting job seekers with employers and expanding networking opportunities. The presence of applications and business wheels has fundamentally changed the way people search for work (Dwityas et al., 2020). The growth in Internet users affects the rise of social media users on smartphones and the shift to using job search apps (Mulyana et al., 2020). In contrast to conventional employment channels like newspapers, personal connections and recruitment agencies, online job platforms offer a broader spectrum of

job options and continually improve their tools for assessing the suitability of jobs for prospective candidates (Kurekova et al., 2015).

Regional and global Internet penetration trends and their job search impact

In a regional context, as outlined on the Datareportal (2023), Kosovo leads the Western Balkans countries in Internet penetration compared to Macedonia, Bosnia and Herzegovina, and Serbia, each with a penetration rate of 84%, as well as Montenegro with 83% and Albania with 77%. This large percentage of people with access to the Internet can impact the job search process as they find it easier to have online access to job opportunities and connect with potential employers. Analysis by Kepios, which produces reports on digital trends and online behaviours, indicates that the number of Internet users in Kosovo was unchanged between 2021 and 2022. Kosovo's Internet penetration rate at the beginning of 2022 stood at 97.0% of the total population (Datareportal, 2023).

Globally, by January 2023 over 5.16 billion people were already using the Internet, and, among them, 4.76 billion people were using some form of social media according to research presented in the Digital 2023 Global review report (Datareportal, 2023), which also established that almost 64.4% of the Earth's population is online. With 1.95 billion users, Facebook is the most popular social media used. Further, 50% of mobile Internet use is solely for communication applications like Facebook, Messenger or WhatsApp. These figures reveal not only the great role social media plays in daily life but also in the pursuit of job opportunities, making them an essential part of the modern job search process.

Purpose of the study

Unemployment is a significant concern in Kosovo. In 2021, the unemployment rate reached 20.7% (Kosovo Agency of Statistics, 2022). It was observed that women were more affected by unemployment (unemployment rate of 25.0%) compared to men with a rate of 19.0%. The most concerning statistic shows the highest unemployment rate (38.0%) is found among individuals aged 15–24 (Kosovo Agency of Statistics, 2022). Social media provide young people with access to a diverse range of job posts as these platforms are a good place where job seekers can build their personal brand and showcase their skills and experience to a potential employer.

The research questions that guided this study were:

- RQ1: What are the preferred job search methods among the university students?
- RQ2: Are there differences in attitudes to social media as a job search tool based on age, gender, level of study, or current status of respondents?
- RQ3: Are there differences in social media activity levels and time spent on social networks per day based on demographic factors such as age, gender, level of study, or employment status?
- RQ4: Is there a relationship between the perceived effectiveness of social media for searching for jobs and the perceived importance of maintaining a professional social media profile?

Research design

A quantitative research design was used for the study. The researchers chose a quantitative study to analyse data of survey respondents' social media use and job search experiences relative to their socio-demographic data. Quantitative methods involve the processes of collecting, analysing, interpreting and writing the results of a study. Specific methods exist in both survey and experimental research that relate to identifying a sample and population, specifying the strategy of inquiry, collecting and analysing data, presenting the results, making an interpretation, and writing the research in a manner consistent with a survey or experimental study (Creswell, 2003). To understand the linear relationship between two variables, this correlation study used non-experimental research methods as determined by the statistical analysis.

Sample and data collection

This study employed an e-mail-based methodology to collect data from the target population. Of the 350 surveys distributed by e-mail, we received 200 completed surveys. The response rate for the survey is 57.14%. The sample for the study was 200 students at the Faculty of Economics, University of Prishtina. Participants were reached in collaboration with the faculty. The researchers had no prior relationship with the survey participants. Before conducting the survey, students were provided with an explanation of the study's objectives and informed by e-mail that the survey was anonymous.

The instrument used in the study contained 15 questions. To gather information in this questionnaire, two types of answers were offered. The first part of the questionnaire examined the respondents' socio-demographic characteristics (such as data about age, gender, level of studies and

employment status). The second part consisted on questions focused on social media usage and the job search methods used by the respondent students. For most (10) questionnaire items, respondents could only select one possible answer. With two questions, respondents could select more than one answer. The survey questions were formulated to be concise and clear. The questionnaire was created using Google Forms, making it easily accessible to students. The research questions were originally written in Albanian and translated into English for research purposes. Before administering the questionnaires, a pilot test with 20 students was conducted to examine the questionnaire's clarity, validity and reliability. The respondents in the pilot are considered to be the first participants in the main survey. Cronbach's Alpha for the questionnaire was 0.81, indicating a high level of internal consistency.

Table 1 shows the socio-demographic data of the respondents, where 61.5% of the respondents were female and 38.5% were male. As to the age distribution, the data show the majority of respondents were in their early twenties, while 40% of all respondents were aged 25 years or older.

Table 1: SOCIO-DEMOGRAPHIC CHARACTERISTICS OF THE RESPONDENTS

Variable	Socio-demographic characteristics	Respondents	
		N	%
Level of study	Bachelor's	98	49
	Master's	102	51
Gender	Female	123	61.5
	Male	77	38.5
Age group	Under 20	19	9.5
	21–22	61	30.5
	23–24	40	20
	25 and above	80	40
Employment status	Full-time employed	79	39.5
	Part-time employed	11	5.5
	Self-employed	15	7.5
	Unemployed, actively seeking a job	48	24
	I am unemployed and not actively looking for a job	47	23.5

Source: Own data.

Data analysis

To achieve the study's objectives, the collected data were managed and analysed using SPSS software. To understand whether the data have a normal or an abnormal distribution, the Kolmogorov-Smirnov test (Shapiro-Wilk) was conducted. The results of the test for normality show that the Kolmogorov-Smirnov and Shapiro-Wilk tests reached the level of statistical significance ($p \leq .05$), indicating that the condition of a normal data

distribution was not fulfilled. Therefore, several statistical analyses and a non-parametric test were used to analyse the data.

Results

As shown in Table 2, the most popular job search method used by the respondents is a social network, with 78.8% of respondents relying on this method. The next most common method is Online job portals, with 72.1% of respondents using this method. The table also indicates that the official company webpage, University of Prishtina information channels, and the Employment Agency are used less frequently.

Table 2: METHODS USED BY THE RESPONDENTS TO SEARCH FOR A JOB

	Methods used by respondents to search for a job		
	N	M	SD
Social network	164	.7800	.41529
Online job portals	150	.7000	.45941
Employment agency	32	.1550	.36281
Official company webpage	79	.3869	.48828
University of Prishtina information channels	48	.2350	.42506
Valid N	199		

Source: Own data.

When asked which social media platforms the respondents were using, the data show that 185 students were engaging with Instagram. The engagement rate is high (88.9%), indicating that a significant portion of the respondents were active on Instagram. In addition, 169 respondents were engaging with Facebook. The engagement rate is 81.3%, which shows the strong presence of students on Facebook. It remains a popular choice among the respondent students for social networking. Finally, 69 respondents were engaging with LinkedIn. LinkedIn has an engagement rate of 33.2% among the respondents. LinkedIn allows users to provide information about themselves and their contacts, enabling potential employers to search for job seekers' information. (Sameen and Cornelius, 2013). This platform is a very valuable resource for connecting job seekers with employers. This makes it important to further explore why the level of LinkedIn use is relatively low among students and to offer suggestions regarding how they can optimise their use of this powerful platform.

The questionnaire examined whether any differences exist between time spent per day on social media based on socio-demographic factors such as gender, age, current employment status and level of study (see Table 3). Mann Whitney-U and Kruskal-Wallis tests were used to detect significant

differences between groups and the time spent per day on social media. As indicated by the high p-values (0.81), the finding suggests that gender is not significantly associated with time spent per day on social media. No finding suggested that gender plays a significant role in how much time individuals spend per day on social media. The low p-values ($p < .001$) in the data analysis showed that age is significantly related with time spent per day on social media. This finding reveals that younger individuals are more likely to spend time on social media than older individuals. No statistically significant difference was established between bachelor's and master's students in terms of time spent on social media channels. Nevertheless, employment status was not significantly linked to time spent on social media (0.22).

Table 3: DIFFERENCES IN TIME SPENT PER DAY ON SOCIAL NETWORKS BASED ON DEMOGRAPHIC FACTORS

Dependent variable	Demographic variables	N	Mean rank	$\chi^2(2)$	p	df	p
Time spent on social media	Gender						
	Female	123	99.79	32.876	.796	4	0.81
	Male	77	101.64				
	Age						
	Under 20	19	137.98	16.650	.643	3	0.04
	21–22	61	105.98				
	23–24	40	106.06				
	25 and above	80	84.75				
	Level of study						
	Bachelor's	98	108.17	12.346	.320	4	0.50
	Master's	102	93.13				
	Employment status						
	Full-time employed.	79	89.84	5.684	.121	4	0.22
	Part-time employed.	11	97.18				
	Self-employed	15	104.90				
	Unemployed, actively seeking a job	48	110.98				
I am unemployed and not actively looking for a job	47	107.10					

Source: Own data.

Table 4 presents the results regarding the differences between the level of social media activity in relation to socio-demographic factors like gender, age, level of study and employment status. Mann Whitney-U and Kruskal-Wallis tests were used to establish significant differences between groups and level of social media activity. The results showed no evidence that gender plays a significant role in how likely respondents are to use social media to look for a job. Data analysis revealed that age is significantly related to the use of social media in looking for a job. These findings suggest that younger individuals are more likely to use social media channels to seek a job than older individuals. Bachelor's students were shown to use social

media channels more than master's students since the level of studies is significantly linked with the use of social media to find a job, as indicated by the low p-value ($p < .001$). The low p-value (0.00) also indicates that employment status is significantly linked with use of social media to find a job. The mean ranks of respondents who are employed full-time, part-time and self-employed are relatively high, suggesting that they tend to use social media more frequently for job search. Yet, a relatively low mean rank was shown for unemployed respondents and those actively seeking a job, revealing that they tend to use social media less frequently to search for a job. An interesting result is that the highest mean rank among all groups is for respondents who are unemployed and not actively seeking a job.

Table 4: DIFFERENCES IN SOCIAL MEDIA ACTIVITY LEVEL BASED ON DEMOGRAPHIC FACTORS

Dependent variable	Demographic variables	N	Mean rank	$\chi^2(2)$	p	df	p
Use of social media to find a job	Gender						
	Female	123	101.44	12.876	.652	4	0.75
	Male	77	98.99				
	Age						
	Under 20	19	111.97	13.203	.342	3	0.01
	21–22	61	119.19				
	23–24	40	91.70				
	25 and above	80	87.92				
	Level of study						
	Bachelor's	98	122.13	52.091	.412	4	.000
	Master's	102	79.72				
	Employment status						
	Full-time employed	79	91.72	57.702	.211	4	.000
Part-time employed	11	98.14					
Self-employed	15	97.17					
Unemployed, actively seeking a job	48	67.96					
I am unemployed and not actively looking for a job	47	150.12					

Source: Own data.

The relationship between the observed level of effectiveness of social media for job search and the observed importance of maintaining a professional social media profile is presented in Table 5. A noteworthy result is that individuals who do not use social media channels still think that having a professional profile in social media is an important factor in the job search process. This indicates that social media channels play a crucial role in searching for a job and hence maintaining a professional social media profile is a vital aspect as well, even for respondents who for different reasons do not use social media. Many reasons can explain why individuals who do not use social media channels still consider that maintaining a professional

social media profile is important. As an illustration, respondents can be aware of the social media use trends in the labour market and recognise the importance of upholding a professional social media presence.

In addition, respondents may have heard or read about the experiences of others who had successfully found a job via social media, further reinforcing the importance of maintaining a professional social media profile. Overall, this highlights the growing significance of social media in the job search process, and the importance of ensuring a professional social media presence, even for those who may not use social media regularly for personal reasons.

Table 5: RELATIONSHIP BETWEEN PERCEIVED EFFECTIVENESS OF SOCIAL MEDIA FOR JOB SEARCH AND PERCEIVED IMPORTANCE OF MAINTAINING A PROFESSIONAL SOCIAL MEDIA PROFILE

Statistics						
	Use of social media to search for a job	N	Mean rank	$\chi^2(2)$	df	p
Importance of maintaining a professional profile on social media while searching for a job	Yes, very often during the month	88	87.03	21.314	3	.000
	Yes, but no more than 3 times a month	44	93.93			
	Yes, but only once a month	36	113.72			
	No, never	32	131.70			

Source: Own data.

Discussion

By investigating the prevalent social media channels commonly utilised generally and during the job search process, this study makes a valuable contribution to understanding attitudes to job search through social media among the respondents.

Socio-demographic factors like gender, age, level of study and employment status are important elements in explaining the differences in social media activity levels and time spent per day on social networks. The study results show that women and men use social media at similar rates. Similarly, Perrin (2015) found that men were less likely than women to use social media channels, albeit since 2014 these differences have been modest. Further, studies by Masciantonio and Bourguignon (2023) and Shensa et al. (2016) did not find any gender-related differences with respect to the use of social media. Moreover, the results show that age is significantly associated with both time spent per day on social media and the use of social media to find a job. A factor that could contribute to this association is that younger individuals may possess more digital skills and are comfortable

using social media platforms, leading to increased time spent on social media. According to the findings of Rozsa et al. (2022), individuals actively seeking employment tend to participate in online social networking activities during the initial phases of their job search journey. In these phases, they invest time in evaluating their options and deciding on potential job applications. Consequently, they exhibit a lower preference for or commitment to specific job opportunities.

It is worth noting that the association between age, social media usage and job search can vary depending on cultural, socioeconomic and individual factors. Similarly, studies by Masciantonio and Bourguignon (2023) and Shensa et al. (2016) discovered that social norms play a supportive role in conjunction with the motivations underlying the use of social networking sites.

Regarding the methods used to search for job, we established that social networks are commonly relied on to this end, with our findings being in line with prior studies. Van Dijck (2013) determined that Facebook and LinkedIn are favourite spaces for 'performing' oneself. Masciantonio and Bourguignon (2023) suggest that platforms like LinkedIn, Facebook and Instagram are linked to the practice of self-documenting within the social networking realm. Nonetheless, in the presented study LinkedIn was used by only 33% of the respondents, suggesting that LinkedIn is not as widely adopted among our sample compared to other social media platforms such as Facebook. This research finding is in line with data reported in the Balkan Barometer 2023 survey conducted by the Regional Cooperation Council showing the percentage (N/%) of respondents in Western Balkans countries who use various social media platforms.

This study provided interesting insights into the use of social media for job search among different respondent groups. The data suggest that a positive association exists between self-rated level of social media activity and amount of time spent per day on social networks. This aligns with the idea that higher levels of self-perceived engagement or interest in social media are associated with greater time spent on these platforms. According to Valkenburg et al. (2022), qualitative studies have repeatedly established that media users differ greatly in their responses to social media. Therefore, this study suggests that self-perception can be subjective and may vary from person to person.

The presented study indicates that individuals who do not use social media still consider that it is important to maintain a professional social media profile while searching for a job. This suggests that social media have become a vital aspect of the job search process, and that maintaining a professional online presence is seen as crucial for finding job opportunities, even among non-users. Moreover, previous findings on this topic reveal

that maintaining a professional social media profile while managing and paying attention to what they share online is very important for job seekers as 70% of recruiters are influenced by what they see when visiting an applicant's social media profile (Savković et al., 2016). According to the findings of Robards and Graf (2022), social media posts and profiles are increasingly pivotal in employment processes, with employers relying on 'cybervetting' to assess job candidates, whereas social media disclosures can significantly impact career progression and even lead to termination.

It is important to acknowledge certain limitations when interpreting the findings of this study. First, the study was limited by the sample size, which may restrict the generalisability of the presented findings to a broader population of young people. Our research focused solely on the attitudes of higher education students and did not consider the perspectives of employers or other stakeholders involved in the job search process. This means that further research must be done in the near future.

Conclusion

The findings reveal a noteworthy connection between individuals' self-perceived level of social media engagement and the amount of time they invest in social networks. In addition, it should be emphasised that unemployed individuals tend to have a greater propensity to use social media than those who are currently employed. These findings carry significant implications for policy development in the region and internationally in several key respects. First, policymakers should recognise the proportionally greater use of social media by unemployed individuals. This observation suggests that investing in online platforms as a way of connecting job seekers with potential opportunities and resources could be a strategic move to enhance employability. Second, understanding that social media use is particularly evident among the unemployed points to the importance of creating support programmes to maximise these platforms. Initiatives that facilitate job searches, skill development, and networking within social media spaces could prove highly effective. Third, policy development should include provisions for enhancing students' digital literacy, in turn boosting their competitiveness in the job market. The fourth aspect involves a consideration of the ongoing research and the monitoring of social media trends among job seekers and how they evolve over time. As a consequence, policymakers can maintain their flexibility and adapt strategies in response to the ever-evolving digital landscape.

In summary, the presented findings underline the potential to take advantage of social media as a valuable tool for developing policy in the unemployment context. Understanding and recognising the value of online

platforms for job seekers can lead to more appropriate strategies to support job seekers on their journey to employment and overall economic empowerment.

BIBLIOGRAPHY

- Amon Prodnik, Jernej (2014): The Brave New Social Media: Contradictory Information and Communication Technologies and the State-Capitalist Surveillance Complex. *Teorija in Praksa* 51 (6): 1222–1241.
- Baum, Sandy, Jennifer Ma and Kathleen Payea (2013): Education Pays 2013: The Benefits of Higher Education for Individuals and Society, Report No. 12b-710, 19. College Board.
- Brouer, L. Robyn, Michael A. Stefanone, Rebecca L Badawy, Michael J. Egnoto and S. R. Seitz (2015): Losing control of company information in the recruitment process: The impact of LinkedIn on organizational attraction. In 2015 48th Hawaii International Conference on System Sciences, 1879–1888.
- Burke, Moira and Robert Kraut (2013): Using Facebook after losing a job: Differential benefits of strong and weak ties. In *Proceedings of the 2013 Conference on Computer Supported Cooperative Work*, 1419–1430.
- Creswell, John (2008): *Research Design: Qualitative, Quantitative, and Mixed Methods Approaches*. Thousand Oaks, CA: Sage Publications.
- Castillo de Mesa, Joaquin, Luis Gómez-Jacinto, Antonio López Peláez and Amaya Erro-Garcés (2020): Social Networking Sites and Youth Transition: The Use of Facebook and Personal Well-Being of Social Work Young Graduates. *Front. Psychol.* 11: 230.
- Davison, H. Kristl, Mark N. Bing, Donald H. Kluemper and Philip L. Roth (2016): Social Media as a Personnel Selection and Hiring Resource: Reservations and Recommendations. In Landers N. Richard and Schmidt B. Gordon (Eds.), *Social Media in Employee Selection and Recruitment: Theory, Practice, and Current Challenges*, 15–42. Springer International Publishing/Springer Nature.
- Dwityas, Nindyta Aisyah, Rizki Briandana and Pramitha Aulia (2020): Consumer Journey of Culinary Products through Social Media in Indonesia. *Humanities and Social Science Review* 8 (1): 306–314.
- Durak, Hatice Yildiz and Sadi S. Seferoğlu (2020): Antecedents of Social Media Usage Status: Examination of Predictiveness of Digital Literacy, Academic Performance, and Fear of Missing Out Variables. *Social Science Quarterly* 101 (3): 1056–1074.
- Hirudayaraj, Malar and Rose Baker (2018): HRD Competencies: Analysis of Employer Expectations from Online Job Postings. *European Journal of Training and Development* 42 (9): 577–596.
- Kureková, Lucia Mytna, Miroslav Beblavý and Anna Thum-Thysen (2015): Using Online Vacancies and Web Surveys to Analyze the Labour Market: A Methodological Inquiry. *IZA Journal of Labor Economics* 4 (1): 2–20.
- Mulyana, Ahmad, Rizki Briandana and Endi Rekarti (2020): ICT and Social Media as a Marketing Communication Platform in Facilitating Social Engagement in the Digital Era. *International Journal of Innovation, Creativity and Change* 13 (5): 2.

- Maharjan, Sumi (2019): Graduates' Perception on Job Search: A Critical Review. *Quest Journal of Management and Social Sciences* 1 (2): 308-317.
- Masciantonio, Alexandra and David Bourguignon (2023): Motivation Scale for Using Social Network Sites: Comparative Study between Facebook, Instagram, Twitter, Snapchat and LinkedIn. *Psychologica Belgica* 63 (1): 30-43.
- Nicoli, Nicholas and Evgenia Papadopoulou (2017): TripAdvisor and Reputation: A Case Study of the Hotel Industry in Cyprus. *EuroMed Journal of Business* 12 (3): 316-334.
- Petschar, Sandra and Jakub Zavrel (2016): Candidate Experience in E-Recruiting. Wiesbaden: Springer Gabler, 91-107.
- Primack, A. Brian, Ariel Shensa, Jaime E. Sidani, Erin O. Whaitte, Liu Y. Lin, Daniel Rosen, Jason B. Colditz, Ana Radovic and Elizabeth Miller (2017): Social Media Use and Perceived Social Isolation Among Young Adults in the US. *American Journal of Preventive Medicine* 53 (1): 1-8.
- Pavlin, Samo (2021): The COVID-19 Pandemic as a Catalyst for Changes in Competency Development in the World of Work and Higher Education. *Teorija in Praksa* 58 (3): 806-826.
- Robards, Brady and Darren Graf (2022): "How a Facebook Update Can Cost You Your Job": News Coverage of Employment Terminations Following Social Media Disclosures, From Racist Cops to Queer Teachers. *Social Media + Society* 8 (1). Accessible at <https://doi.org/10.1177/205630512211077022>, 25. 05. 2023.
- Rozsa, Zoltan, Vladimir Minčič, Vladimir Krajčik and Hana Vránová (2022): Social Capital and Job Search Behavior in the Services Industry: Online Social Networks Perspective. *Journal of Tourism and Services* 25 (13): 267-278.
- Savković, Marina, Slavko Alčaković and Nemanja Đorđić (2016): Use of Internet in the Job Search Process: Gender Perspective. Paper presented at Sinteza 2016 - International Scientific Conference on ICT and E-Business Related Research.
- Sameen, Sara, & Samia Cornelius (2013). Social networking sites and hiring: How social media profiles influence hiring decisions. *Journal of Business Studies Quarterly* 7 (1): 27-35.
- Segal, Jonathan (2014): Legal Trends Social Media Use in Hiring: Assessing the Risks. Society for Human Resource Management, HR Magazine. Accessible at <https://www.shrm.org/hr-today/news/hr-magazine/pages/0914-social-media-hiring.aspx>, 25. 10. 2023.
- Van Hoye, Greet, Edwin van Hooft and Filip Lievens (2009): Networking as a Job Search Behaviour: A Social Network Perspective. *Journal of Occupational and Organizational Psychology* 82 (3): 661-682.
- Van Dijck, Jose (2013): 'You have one identity': Performing the Self on Facebook and LinkedIn. *Media, Culture and Society* 35 (2): 199-215.
- Wanberg, R. Connie, Abdifatah A. Ali and Borbala Csillag (2020): Job Seeking: The Process and Experience of Looking for a Job. *Annual Review of Organizational Psychology and Organizational Behavior* 7 (1): 315- 337.
- Živoder, Andreja (2011): The Relevance of Education Today: Young People and Their Educational Choices. *Teorija in praksa* 48 (5): 1427-1445.

Zhao Wen, Xuan, Michael Peng Yao Ping and Fang Liu (2021): Cross-cultural Differences in Adopting Social Cognitive Career Theory at Student Employability in PLS-SEM: The Mediating Roles of Self-Efficacy and Deep Approach to Learning. *Front. Psychol.* 12: 586839.

SOURCES

Datareportal (2022, January 26): Digital 2022: Global Overview Report. Accessible at <https://datareportal.com/reports/digital-2022-global-overview-report>, 25. 05. 2023.

Datareportal (2023, January 26): Digital 2023: Global Overview Report. Accessible at <https://datareportal.com/reports/digital-2023-global-overview-report>, 25. 5. 2023.

Fertig, Arnie (2013, July 16): 6 Ways Recruiters Use LinkedIn to Headhunt. *U.S. News*, 16. 7. 2013. Accessible at <https://money.usnews.com/money/blogs/outside-voices-careers/2013/07/16/6-ways-recruiters-use-linkedin-to-headhunt>, 30. 5. 2023.

Jobvite (2019, November 14): How to Reach Candidates on the Top Social Platforms. Accessible at <https://www.jobvite.com/blog/recruiting-process/how-to-reach-candidates-on-the-top-social-platforms/>, 30. 5. 2023.

Kosovo Agency of Statistics (2022, January 11): Labour Force Survey for 2021. Accessible at <https://ask.rks-gov.net/>, 30. 5. 2023.

Regional Cooperation Council (2023): Balkan Barometer 2023. Accessible at https://www.rcc.int/balkanbarometer/inc/get_indic.php?id=241andcat_id=2, 25. 8. 2023.