


Virtual identity in social media as a source of information in the recruitment process



<p>Aleksandra Synowiec <i>PhD in sociology, assistant professor</i> <i>E-mail: aleksandra.synowiec@polsl.pl</i> https://orcid.org/0000-0001-8251-2322 <i>Silesian University of Technology,</i> <i>Department of Applied Social Sciences,</i> <i>Roosevelt Street 26, 41-800</i> <i>Zabrze, Poland</i></p>	<p><i>Citation:</i> Synowiec, A. (2021). Virtual identity in social media as a source of information in the recruitment process. <i>Social Communications: Theory and Practice</i>, Vol. 13(2). DOI: 10.51423/2524-0471-2021-13-2-9 Retrieved from https://new.comteka.com.ua/index.php/journal/workflow/index/120 © Synowiec, A. (2021).  Attribution 4.0 International (CC BY 4.0)</p>
--	---

Annotation

Problem: The objective of the study is to reflect on virtual identity in social networking sites as a source of information in the process of recruitment employees. The main aim of this study is to present the current state of the use of social media by enterprises and human resources departments as well as to introduce the phenomenon of cybervetting. Screening social media to find out about a candidate is not a sanctioned technique in human resources management, moreover – it is considered unethical and unlawful. The COVID-19 crisis has also affected the process of searching and recruiting employees. In 2020, due to the unexpected epidemic circumstances, hiring new staff members was possible by use of e-recruitment tools only. Regarding the domination of virtual recruitment in the era of a pandemic, the question of using social networks as a source of information about a candidate becomes even more interesting and worth exploring. As number of research show - social media screening or cybervetting have become a popular practice used by recruiters worldwide. Methodology: The study involved a literature overview, analysis and synthesis. The question of virtual identity in social media as a source of information in recruitment process was posted and analyzed referring to current literature and human resources management practices collected in HR blogs in the Internet. The research question is current and multidisciplinary, and the in-depth study of the issue is needed. Though, findings contribute to the research in communication studies and management. Conclusion: According to recent studies, the use of information from social networking sites in human resource management is increasing despite the ethical concerns that this topic raises. Another issue interconnected with media screening is of ethical concern – whether the use of informal sources about the candidate in the recruitment and selection process is legal and morally accepted. Virtual identities in SNS are valuable information enabling companies to minimize the risk of hiring not appropriate candidates. The results of discussion carried out and the conclusions contained in the paper may constitute the basis for further exploration of the problem.

Key words: social networking sites, recruitment process, cybervetting, social media screening.

Introduction

The problem Facebook is solving is this one paradox. People want access to all the information around them, but they also want complete control over their own information. Those two things are at odds with each other¹.

Presented paper discusses the role that social media play today in recruitment processes. The main aim of this study is to present the current state of the use of social media by enterprises and human resources departments as well as to introduce the phenomenon of cybervetting. Screening social media to find out about a candidate is not a sanctioned technique in human resources management, moreover – it is considered unethical and unlawful. Nevertheless – as numerous polls indicate – it is becoming more and more popular. This issue combines many research problem from the sphere of social media. First of all establishing sharp boundaries of what is private and public and the right to privacy. Second – awareness that the content we share privately may have an impact on our social identity (the way how other perceive our *self*) as well as career development. Third how to protect image and data – as social media users we have the right to know how it is used. Last but not least is – how can the issue be legally regulated?

The sudden outbreak of the COVID-19 global epidemic had a negative impact both on national economies and global market, including significant changes in business performance. The COVID-19 crisis has also affected the process of searching and recruiting employees. In 2020, due to the unexpected epidemic circumstances, hiring new staff members was possible by use of e-recruitment tools only. E-recruitment means organization of the recruitment and selection process by means of the Internet: through social networks and Internet websites for jobseekers.

Regarding the domination of virtual recruitment in the era of a pandemic, the question of using social networks as a source of information about a candidate becomes even more interesting and worth exploring. Social media screening or cybervetting have become a popular practice used by recruiters worldwide. In addition a question arises – if the virtual identity created in social media may influence the result of recruitment process. Another issue interconnected with media screening is of ethical concern – whether the use of informal sources about the candidate in the recruitment and selection process is legal and morally accepted. The objective of this paper is to present the subject of using candidate's virtual identity in social media as a source of information in recruitment process, referring to current literature and human resources management practices collected in HR blogs.

Social media and virtual identity

Internet and mainly social networking sites (SNS) have recently become an object of research studies in many disciplines: media studies, economy, sociology, psychology or management. Many scholars underline that development of Web 2.0 “marked a significant shift in the ways in which the internet could be used, and who was able to use it. In particular, Web 2.0 ‘democratized’ internet usage in the sense that considerably less expertise was required to build web content. This has led to what Jenkins et al. (cited in Beer and Burrows,

¹ John Cassidy, ME Media: How Hanging Out on the Internet Became Big Business, NEW YORKER, at 56 (May 15, 2006), available at http://www.newyorker.com/archive/2006/05/15/060515fa_fact_cassidy.

2007) describe as a participatory culture, ‘where users are increasingly involved in creating web content as well as consuming it’ (Beer and Burrows, 2007: 2.1)” (Fileborn, 2016).

SNS such as Facebook, Instagram, Twitter, LinkedIn significantly improved not only ways of communication (by providing limitless opportunities to stay connected with other people), but also the performance in daily routine. Suzana Flores noted, that “in 2009 Facebook was ranked as the most used social network worldwide” (2014: 37) and continues to maintain its leadership position with more than 2.6 billion monthly active users (Statista.com 2020). “Social media is no longer cutting-edge; it is mainstream. For HR to overlook it today would be like ignoring e-mail 20 years ago” (Segal, 2017). What makes social media attract attention of scholars in many different scientific disciplines, is the fact of their direct or indirect influence on many spheres of social life. As noted by Fileborn (2016), the online world has significantly changed the academic research and mainly the way of recruiting participants of surveys, interviews, or even focus group interviews.

Establishing virtual identity in SNS is one of the current research questions regarding the phenomenon of social media. According to the sociological definitions, an individual's identity is shaped during the course of life, under the influence of various variables; its heyday occurs historically with the development of the phases of life (Doktorowicz, 2015). This process leads to the construction of an integrated identity, which is created along with life experiences and the belief system of individuals. In turn, Internet (virtual) identity “is related to some kind of experiments carried out by constructing and reconstructing one's *Self* on the Internet” (Olechnicki & Batorski, 2007). Virtual identity is consciously used by the user, and accordingly – it is certainly associated with self-presentation and self-categorization of the individual (Soldatova & Pogorelov, 2018). Though internet identity is a kind of social identity, which assumes that the identity of an individual is a structure created by a significant number of social identifications with many social categories. However, not all categories remain active at any given time. It consists of multiple identifications tailored to the particular social context at each point in time (Mazurek, 2006). The common denominator in the various definitions of internet identity, it is actively constructed presentation of the self. Self-presentation is defined as a behavior “that attempts to convey some information about oneself or some image of oneself to other people. It denotes a class of motivations in human behavior. (...). Two types of self-presentational motivations can be distinguished. One (pleasing the audience) is to match one's self-presentation to the audience's expectations and preferences. The other (self-construction) is to match one's self-presentation to one's own ideal self” (Baumeister & Hutton, 1987: 71). Social media users have the ability to decide what will be shared with the world: any information can be edited, posted or hidden if inconvenient for the image.

SNS let users to generate new, alternative, and more friendly reality, where expression of self is easier. Social media allow to avoid discomfort or anxiety caused by direct contact with other people. Self-presentation in SNS evolved into impression management that is understood as conscious or unconscious attempt to control the overall image of a person in social interactions. “These include usage of verbal statements, expressive behaviors, and nonverbal behavior and also in integrated behavior patterns, jointly in modification of one's physical appearance” (Vohs et. Al., 2005).

At this point it is also worth taking a look at Facebook's philosophy: “Users of Facebook may harbor the incorrect belief that other students and intended viewers are the only people able to view their profiles. Facebook's privacy settings state you can ‘control exactly who can see what by including or excluding certain friends or friend lists’, as well as ‘control who can search for you, and how you can be contacted” (Brandenburg, 2008: 601).

Cybervetting and media screening in the recruitment process

One of the most important challenges for contemporary organizations, as Józef Obernotifies (2016) is “finding, hiring and keep the right employees with the right skills, experience and knowledge that are in line with what the company expects” (p. 353). Recruitment is often defined as the initial stage of personnel selection, aimed at informing about the possibilities of employment as well as the requirements and conditions of employment. There are four stages in the recruitment and selection process (Filipowicz, 2018, p. 69):

- specification of the scope of expectations;
- gathering suitable candidates - recruitment;
- verification of candidates' potential in relation to previously formulated expectations - selection;
- selecting the people to whom cooperation is proposed

The effectiveness of this process depends on factors such as:

- recognition and definition of the real human resources needs of the company,
- the accuracy of defining important professional skills and mental characteristics of candidates,
- effectiveness in finding suitable candidates,
- the accuracy of verification and assessment of the skills and characteristics of the candidates,
- making a good decision about selecting the right candidate (Suchar 2009).

Currently, recruitment processes in companies are becoming more and more complex and multi-stage. Employers also often decide to entrust the recruitment process to external recruiting companies. It is obvious that with such complex processes of selecting employees, huge databases about them, such as social media profiles created by the candidates themselves, will not be ignored. Cybervetting occurs when employers acquire information about candidates from informal, non-institutional, online sources such as social media profiles to inform employment decisions (Berkelaar, 2010).

Information available on personal profiles in social media sites is more and more often used by companies in the recruitment process. As noted by Hosain (2021), “particularly since 2005, a new form of information sharing networks popularly known as social media has been influencing the functions of HR professionals to a greater extent than before” (p. 1). These practices are primarily social media screening or cybervetting. Social media screening is a pre-employment search on the applicant background, particularly profiles and activities in SNS, in order to know whether there is something disquieting from the point of employer’s view.

In turn, cybervetting according to the Oxford Research Encyclopedias, “can be described as the acquisition and use of online information to evaluate the suitability of an individual or organization for a particular role. When cybervetting, an information seeker gathers information about an information target from online sources in order to evaluate past behavior, to predict future behavior, or to address some combination thereof. Information targets may be individuals, groups, or organizations. Although often considered in terms of new hires or personnel selection, cybervetting may also include acquiring and using online information in order to evaluate a prospective or current client, employee, employer, romantic partner, roommate, tenant, client, or other relational partner, as well as criminal, civil, or intelligence suspects” (Oxford Research Encyclopedia of Communication, 09 June 2016). It is

worth to keep in mind that profiles created in SNS may vary due to the nature of network to “professional identities” (GoldenLine, LinkedIn) and private ones. Nevertheless recruiters often scan both types of profiles – professional and private. What kind of information may be a subject of scanning? “Traditionally employment screening focusses on criminal records, financial credit scores and civil judgements. Cybervetting, often goes beyond these traditional information sources to include the candidates’ personality, affiliations, likes and dislikes” (Yarbrough, 2018: 9).

According to the research conducted by Lee Hecht Harrison DBM Poland in 2017, 95% of recruiters in Poland use data obtained from social media to search for job candidates. The research revealed that even 77% of headhunters and 35% of internal recruiters do it every day; 62% of HR staff verify the content posted by the candidate on private portals, and 59% verify the opinions of employees and candidates about the company. On average, every third recruiter decided to reject a candidate due to content found on private social networks (www.lhhpolska.pl). In 2017 36% of employers in the United Kingdom rejected a candidate referring to the content shared on their social media profiles (Facebook, Instagram, Twitter, LinkedIn) (Red.com 01.05.2017). Regarding that fact, social media are perceived as a big data for the human resources sphere (www.lhhpolska.pl).

Checking online is often mentioned among other tools of screening a candidate, such as: skills testing, resume screening, cover letter analyzing, reference checking, phone interviews, video interviews etc. (Toggl Hire 10.08.2018). Social media screening has already become a popular instrument in HR. Social media profiles can be searched by the employer himself/herself, by the recruiter or a professional screening agency (Red.com 01.05.2017). Even though it is not a standardized tool, there is a set of categories useful in the analysis: 1) content contesting information enclosed in the CV, 2) derogatory post written about a former employer, 3) inappropriate language, 4) illegal or offensive behavior (Red.com 01.05.2017). In particular, the objective of social media screening can be revealing the cases of hate speech (racist or sexist), trolling or stalking, unlawful activities etc. On the other hand, social media screening provides information about applicant’s network of contacts that could be useful in his or her future business and professional performance.

Social media screening may be significantly improved when the areas of risks in an organization are clearly defined: “Everyone you hire is someone who will represent your brand, influence your customers, and have access to your company’s resources and assets. You need to tailor your social media screening policy toward the areas of most concern for your business. For example, if branding is your biggest area of risk, you want to look at how candidates’ social media activity reflects their ability to be positive ambassadors for your brand” (Sterlingrisk.com).

SNS screening seems to be of legal and ethical concern. “However, new research suggests that hiring officials who take this approach should use caution: Much of what they dig up is information they are ethically discouraged or legally prohibited from taking into account when evaluating candidates” (Harvard Business Review Sept-Oct 2021). Article 221 of the Polish Labor Code specifies a closed catalog of personal data that an employer may request from a candidate in the recruitment process; these are: name and surname, parents’ names, date of birth, place of residence (correspondence address), education and the course of previous employment (Inforfk.pl). The employer is forbidden to request other personal data regarding the recruited person. As underlined by Yarbrough, the fact that “information is easy to access, does not mean it is legal or ethical to use as a basis for hiring decisions” (Yarbrough, 2018). Legal concerns and pitfalls regarding cybervetting practices are as follows:

- right to privacy (Mikkelson, 2010), (Yarbrough, 2018);
- discrimination – “Hiring decisions or adverse employment actions must be based on unbiased legal considerations” (Mikkelson, 2010);
- inaccuracy of information in SNS – “information can be falsified or intentionally misleading. Is it fair for a candidate to lose an opportunity due to inaccuracies of falsified information on the Internet?” (Yarbrough, 2018);
- mistaken or similar identities (Yarbrough, 2018).

It is therefore necessary to refer to all of the above-mentioned doubts about the use of cybervetting.

Right to privacy – this is probably one of the most important question of our performance in worldwide web. As pointed out by Fileborn (2016), “Conceptualizing what terms such as ‘public’ and ‘private’ mean in the context of online space is itself no easy task, and these concepts cannot necessarily be operationalized in the same ways that they would in ‘real life’ (and, indeed, the public/private divide is far from straightforward in the offline world as well). That is, online spaces do not always fall neatly into the categories of ‘public’ and ‘private’”. Facebook has largely contributed to the redefinition of people’s needs regarding being public: in times of raising popularity of SNS worldwide use, the need for anonymity and privacy has been replaced by the need of being public. Performance in SNS itself required to be noticeable, heard, and followed by others, what can influence personalities, relationships, and social behavior. Using Facebook triggers the desire to learn about other users, to share one’s life and personality with others. Accordingly, the higher is the frequency of posting personal content, the higher is the possibility of gaining attention, feedback, or evaluation. The question is how by becoming public one can remain private and which kind of data can be used as a source of information? Is Facebook profile just a way of sharing private opinions and values publicly without consequences? If we consider the objective behind Facebook development – the answer is yes. However, given the function of social networks as a marketing and branding space, the answer may be no. User has a control on shared “vision” of self, in order to predict reactions of the audience. Nevertheless, “even if the candidate is told that a cybervetting process will occur, is the candidate truly comfortable with a review of their personal and private information?” (Yarbrough, 2018: 14). Attempting to answer this question may constitute a contribution to further research on the issue of legal and ethical concerns on cybervetting.

Cybervetting comes with the risk of discrimination. Discrimination is the act of “making unjustified distinctions between people based on the groups, classes, or other categories to which they belong or are perceived to belong. People may be discriminated on the basis of race, gender, age, religion or sexual orientation, as well as other categories” (Discrimination, 2021). Applicants may be discriminated on the basis of political views, disabilities, trade union performance. According to Polish Labour Code, the employer is obliged to treat job candidates equally and not to discriminate against them, inter alia due to sex, age, religion, disability (Article 183a of the Labor Code). In the event of a breach of this prohibition, the employer will have to pay the discriminated person compensation in the amount not lower than the minimum remuneration for work.

The threat of discrimination should be considered from the perspective of two basic functions that FB fulfills. According to Nadkarni and Hofmann (2012), the use of Facebook is associated with two primarily motivational factors: “1) the need to belong, and 2) the need to self-presentation. The need to belong refers to intrinsic drive to affiliate with others and gain social acceptance, and the need for self-presentation to the continuous process of impression management. These two motivational factors can co-exist, but can also each be the single

cause for FB use” (Nadkarni and Hofmann 2012: 245). The need for self-presentation includes the presentation of political views, opinions, current comments on socio-political life. The need to belong can reveal membership in political parties or other groups, taking part or being interested in certain events, sharing memes etc.

Another reason for rejecting information from profiles in the SNS in the recruitment process is a threat of inaccuracy of information, including a case when information can be falsified or intentionally misleading. Identity theft has long ceased to be merely a marginal example of criminal activity on the Internet. In the case of the Internet, *a person* it is usually a set of information such as name, surname, address, e-mail address, image. This type of data can be easily manipulated. Since 2011, identity theft has been classified as a crime in Poland. According to the added art. 190a par. 2 of the Criminal Code, impersonating another person by using their image or other personal data is punishable by up to three years in prison. However, the perpetrator must act to cause harm. A big resonance in Poland was caused by the fact that during election campaign in 2015 one of the leading political journalists quoted the Tweet, which allegedly came from the account of the president's daughter, Kinga Duda, and concerned the awarded by American Film Academy Polish production “*Ida*”. This case clearly showed how easy it is to be manipulated with a fake social media account.

Mistaken or similar identities. Yarbrough (2018) gives an example, that it is possible “that an organization is searching a candidate named Sue Smith but pulls and organizes data on a completely different, unrelated individual named Suzanne Smith. Beyond potentially vetting the wrong individual, it is possible that someone has been the victim of identity theft” (p. 14).

“Most candidates have a social media presence and most employers want to obtain as comprehensive a picture of a candidate as possible prior to hiring. But, it is important that this comprehensive picture is obtained within legal and ethical boundaries” (Yarbrough, 2018: 15). With reference to the list of doubts regarding the efficiency of cybervetting, it should be emphasized that using this tool does not guarantee that reliable and verified information will be obtained. In the light of not only Polish legislation, the social media screening is not only illegitimate, or unfair, but may be also misleading.

Conclusions

The objective of this study was to reflect on the issue of using an applicant’s virtual identity in social networks as a source of information in recruitment process.

Social networking sites have contributed to the redefinition of the concept of social needs. The considerations on self-presentation on SNS can be recapitulated to the symbolic statement that *we are what we post* (Schau & Gilly, 2003). Although the issue of social media screening is current in practical and scientific discussions regarding human resources management, still not many people are aware of that when establishing virtual identities in SNS. For example analysis conducted with sociology students of Silesian University of Technology in 2021 revealed that when posting content on SNS, majority of young people do not pay attention to whether the recruiter or potential employer can verify their profiles in the future². Therefore one thing is to raise awareness of what SNS profiles can be used for and what consequences can it bring for further professional performance. The second thing is that organizations need to recognize an internal ethical position toward social media screening practices (Yarbrough, 2018). Such a position should refer not only to the national law, but

² Collecting data by means of Google Form as a project task for methodology classes.

also to the organizational culture principles, regarding values and goals, and organizational mission.

References

- Baumeister, R.F., Hutton, D.G. (1987). Self-presentation theory: Self-construction and audience pleasing. *Theories of group behavior*, 71–87. B. Mullen, G. R. Goethals, (Eds.), New York, NY, Springer.
- Berkelaar, B.L. (2010). Cyber-vetting: Exploring the implications of online information for career capital and human capital decisions.
- Brandenburg, C. (2008). "The Newest Way to Screen Job Applicants: A Social Networker's Nightmare," *Federal Communications Law Journal: Vol. 60 : Iss. 3 , Article 6*. Available at: <https://www.repository.law.indiana.edu/fclj/vol60/iss3/6>.
- Discrimination. Wikipedia. Retrieved from <https://en.wikipedia.org/wiki/Discrimination>.
- Doktorowicz, K. (2015). *Tożsamość w epoce Internetu i globalnych sieci* [Identity in the Age of the Internet and Global Networks], Wydawnictwo Uniwersytetu Śląskiego, Katowice [in Polish].
- Fileborn, B. (2016). Participant recruitment in an online era: A reflection on ethics and identity, *Research Ethics*, Vol. 12(2) 97–115, DOI: 10.1177/1747016115604150.
- Filipowicz, G. (2018). HR Toolbox czyli narzędziownik menedżera HR [HR Toolbox or HR Manager Toolbox], Infor.pl, Warszawa [in Polish].
- Flores, S.E. (2014). *Facehooked. How Facebook Affects Our Emotions, Relationships, and Lives*, Reputation Books [Polish edition 2017].
- Harvard Business review. Stop screening job candidates' social media, September-October 2021, available online: <https://hbr.org/2021/09/stop-screening-job-candidates-social-media>, access date 01.11.2021.
- Hosain, M.S. (2021). Integration of social media into HRM practices: a bibliometric overview, PSU Research Review Emerald Publishing, <https://doi.org/10.1108/PRR-12-2020-0039>.
- Inforfk.pl, *Jakie dane może pozyskać pracodawca w procesie rekrutacji?* [What data can an employer obtain in the recruitment process?]. 15.07.2020, <https://inforfk.pl/aktualnosci/7771962,Jakie-dane-moze-pozyskac-pracodawca-podczas-rekrutacji.html> access date 20.10.2021 [in Polish].
- Labour Code of the Republic of Poland, <https://isap.sejm.gov.pl/isap.nsf/download.xsp/WDU19740240141/U/D19740141Lj.pdf> [in Polish].
- Lhlpolska.pl, *Social media to big data dla świata HR*, <https://www.lhlpolska.pl/pressroom/social-media-to-big-data-dla-swiata-hr-3/> access date 19.08.2021 [in Polish].
- Mazurek, P. (2006). *Internet i tożsamość* [Internet and identity], Wydawnictwo SWPS [in Polish].
- Mikkelsen, K. (2010). Cybervetting and Monitoring Employees' Online Activities: Assessing the Legal Risks for Employers, 18 *The Pub. Law.*, 5 (2010).
- Ober, J. (2016). Employer branding – strategia sukcesu organizacji w nowoczesnej gospodarce [Employer branding – a strategy for the success of an organization in a modern economy]. *Zeszyty Naukowe Politechniki Śląskiej Seria: Organizacja i Zarządzanie – Scientific Notebooks of the Silesian University of Technology Series: Organization and Management* nr 95, 345–356 [in Polish].

- Olechnicki, K., Batorski, D. (2007). Wprowadzenie do socjologii Internetu [Introduction to the Sociology of the Internet], *Studia socjologiczne – Sociological studies*, 185, ISSN 0039-3371 [in Polish].
- Oxford Research Encyclopedia of Communication. *Cybervetting*, published online 09 June 2016.
<https://oxfordre.com/communication/view/10.1093/acrefore/9780190228613.001.0001/acrefore-9780190228613-e-125>, access date 19.08.2021.
- Red.com, *What is social media screening?* 01.05.2017, Retrieved from <https://www.reed.com/articles/what-is-social-media-screening>, access date 12.09.2021.
- Schau, H.J., Gilly M (2003). We are what we post? Self-presentation in Personal Web Space. *Journal of Consumer Research* 30 (3).
- Segal, J.A. (2017). Legal Trends Social Media Use in Hiring: Assessing the Risks. HR Magazine. Retrieved on June 11, 2017 from: <https://www.shrm.org/hr-today/news/hr-magazine/pages/0914-social-media-hiring.aspx>.
- Soldatova, E.L., Pogorelov, D.N. (2018). The phenomenon of virtual identity: The contemporary condition of the problem. *Obrazovanie i Nauka – Education and Science*, Vol. 20, Issue 5, 105–124 [in Russian].
- Statista.com. *Most popular social networks worldwide as of July 2020, ranked by number of active users (in millions)*. Retrieved from <https://www.statista.com/statistics/272014/global-social-networks-ranked-by-number-of-users/> [access date 20.09.2020].
- Sterlingrisk.com. A practical guide for social media screening: keeping it simple in a complex world, 24.05.2021, Retrieved from <https://www.sterlingrisk.com/blog/a-practical-guide-for-social-media-screening-keeping-it-simple-in-a-complex-world>, access date 11.10.2021.
- Suchar, M. (2009). Rekrutacja i selekcja personelu [Recruitment and selection of personnel], Wydawnictwo C.H. Beck, Warszawa [in Polish].
- Toggl Hire, *10 methods for screening candidates – which is the most efficient?* Retrieved from <https://toggl.com/blog/screening-candidates>, access date 10.09.2021.
- Vohs, K.D., Baumeister, R., Ciarocco, N.J. (2005). Self-regulation and Self-Presentation: Regulatory Resource Depletion Impairs Impression Management (IM) and Effortful Self-Presentation Depletes Regulatory Resources. *Journal of Personality and Social Psychology*, Vol. 88, No. 4, 632–657.
- Yarbrough, J. R. (2018). Is cybervetting ethical? An overview of legal and ethical issues. *Journal of Ethical and Legal Issues*, 11.

Віртуальна ідентичність у соціальних медіа як джерело інформації в процесі найму

Олександра Синовець,

кандидат соціологічних наук, доцент,
Сілезький технологічний університет,
кафедра прикладних суспільних наук
(м. Забже, Польща)

Анотація

Проблема. Метою дослідження є роздуми про віртуальну ідентичність у соціальних мережах як джерело інформації в процесі підбору співробітників. Основна мета цього дослідження – представити сучасний стан використання соціальних медіа підприємствами та відділами кадрів, а також ознайомити з феноменом кіберветингу. Перевірка соцмереж, щоб дізнатися про кандидата, не є санкціонованою технікою в управлінні персоналом, більше того – вважається неетичною й незаконною. Криза COVID-19 також вплинула на процес пошуку й набору працівників. 2020 року через несподівані епідемічні обставини наймати нових співробітників стало можливим лише за допомогою електронних інструментів набору. Щодо домінування віртуального набору в епоху пандемії питання використання соціальних мереж як джерела інформації про кандидата стає ще більш цікавим і заслуговує на вивчення. Як показує ряд досліджень, скринінг у соціальних мережах, або кіберветинг, став популярною практикою, яку використовують рекрутери по всьому світу. Методологія. Дослідження включало огляд літератури, аналіз та синтез. Питання віртуальної ідентичності в соціальних мережах як джерела інформації в процесі підбору персоналу було опубліковано та проаналізовано з посиланням на сучасну літературу та практики управління людськими ресурсами, зібрані в HR-блогах в інтернеті. Питання дослідження є актуальним і багатодисциплінарним, тому необхідне його глибоке вивчення. Висновки сприяють дослідженням у галузі комунікаційних досліджень та менеджменту. Висновок. Згідно з останніми дослідженнями використання інформації із сайтів соціальних мереж в управлінні людськими ресурсами зростає, незважаючи на етичні проблеми, які викликає ця тема. Інше питання, пов'язане з медіаскринінгом, викликає етичне занепокоєння: чи є законним і морально прийнятним використання неофіційних джерел про кандидата в процесі набору та відбору. Віртуальні ідентифікатори в SNS – цінна інформація, яка дозволяє компаніям мінімізувати ризик найму невідповідних кандидатів. Результати проведеного обговорення та висновки, що містяться в роботі, можуть стати основою для подальшого вивчення проблеми.

Ключові слова: соціальні мережі, процес набору, кіберветинг, скринінг у соціальних мережах.

Submitted to the editor – 15.12.2021

Reviewed – 05.01.2022

Accepted for printing – 10.01.2022

Подано до редакції – 15.12.2021

Рецензовано – 05.01.2022

Прийнято до друку – 10.01.2022

