A STUDY ON THE ROLE OF SOCIAL MEDIA IN CREATING EMPLOYMENT OPPORTUNITIES

With Special Reference to Malappuram District

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Abstract

In today's technology-driven world, social networking platforms have transformed the employment landscape. Applications such as LinkedIn, Facebook, Instagram, and WhatsApp are now widely used for job searching, professional networking, and employer outreach. This research investigates how social media contributes to employment opportunities in Malappuram district, Kerala. A descriptive research approach was adopted, and data were collected from 100 respondents through structured questionnaires. Statistical techniques, including percentage analysis and the Chi-square test, were applied for interpretation. The results indicate that although social media enhances awareness and accessibility to job information, the duration of time spent on these platforms does not significantly determine employment outcomes. The study highlights the importance of digital skills and strategic engagement in leveraging social media effectively for career advancement.

Keywords

Social Networking, Employment Access, Online Recruitment, Digital Skills, Job Search Behaviour, Malappuram.

Introduction

The expansion of social media has extended far beyond social interaction and entertainment. It now serves as an important medium for recruitment and career development. Across India, both employers and job seekers rely on digital platforms to circulate vacancies, build professional connections, and enhance visibility. In Malappuram district, where educated unemployment remains a concern, social media has the potential to function as a supportive employment channel. This study examines how online platforms influence job search patterns, networking practices, and recruitment processes in the region.

Statement of the Problem

Although social media usage is increasing rapidly, many individuals in Malappuram district struggle to utilize these platforms efficiently for employment purposes. Limited digital awareness, inadequate training, and restricted access prevent job seekers from fully benefiting from online opportunities. This study explores how effectively social media contributes to employment opportunities and what factors influence its success or limitations.

Objectives of the Study

- To evaluate the extent to which job seekers use social media for employment purposes.
- To determine which social media platforms are most effective for job searching.
- To examine the relationship between social media usage and employment outcomes.
- To identify challenges encountered while using social media for career development.

Research Methodology

A descriptive research design was employed to analyze the influence of social media on employment prospects. Primary data were gathered through structured questionnaires, while secondary data were collected from journals and online sources. The study included 100 respondents selected using stratified random sampling. Percentage analysis and the Chi-square test were used for data interpretation.

Limitations of the Study

The research is confined to Malappuram district. Data are based on respondents' opinions and may involve bias. Only selected social media platforms were considered, and rapid technological changes may influence future trends.

Key Findings

- Social media usage among youth is widespread.
- LinkedIn and WhatsApp are commonly used for employment searches.
- Concerns about fraudulent job postings and data privacy exist.
- No strong statistical relationship was found between time spent online and job acquisition.
- Limited digital literacy restricts effective utilization.

Suggestions

- Organize digital skill development programs focusing on professional networking platforms.
- Promote awareness regarding safe and authentic job search practices.
- Improve internet accessibility in rural regions.
- Encourage employers to post verified job vacancies online.
- Integrate career-oriented social media training within educational institutions.

Conclusion

Social media has become a complementary channel to traditional employment methods. While it increases access to job-related information and networking opportunities, the amount of time spent online alone does not guarantee employment success. Effective utilization, digital competence, and professional engagement are the determining factors in achieving positive outcomes.