

Effectiveness of Social Media and Online Methods in the Application for Cadetship of Maritime Students

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Abstract - *The study evaluates the effectiveness of social media and online methods in the application for cadetship of maritime students. The researchers assessed the effectiveness of social media and online methods in the application for cadetship of maritime students. The study utilized descriptive research method with 285 maritime students, 229 were BS Marine Transportation students and 59 were BS Marine Engineering Students chosen through stratified random sampling. A self-made questionnaire was used in gathering data. The results showed that social media and online methods are effective in the application for cadetship of maritime students and the program shows significant difference on the effectiveness of social media and online method in the application of cadetship when grouped according to program. The researchers recommend to further improve effectiveness of social media and online methods in the application for cadetship of maritime students, providing more resources for more information needed may be enforced by professional instructors, to implement programs that will let BSMT students know more about effectiveness of social media and online methods in the application for cadetship of maritime students and its benefits for maritime students, devise plans or seminars to make the maritime students know more about effectiveness of social media and online methods in the application for cadetship of maritime and to use studies which may be conducted by future researchers using different variables.*

Keywords - *Social Media, Online Methods, Effectiveness, Cadetship*

INTRODUCTION

Online networking is progressively turning into space where proficient life happens. Furthermore, numerous associations have made their own particular pages on Facebook and offer data to different clients. That is the reason its impact on enrollment develops quickly. While employers are building their profile pages via web-based networking media, particularly on LinkedIn, Facebook and twitter which are the most prominent sites utilized by an expert, spotters are additionally utilizing those tips to approach employee for a job. In fact, surprisingly, 83% of recruiters used or make social media as a tool for getting new employees. Also, selection representatives are utilizing online networking to assemble data about the activity searchers since it is quick and ease. Thus, on how selection representatives discover worker is a worldwide pattern now, which implies that online networking is utilized amid enrollment process anyplace whenever. From this pattern, it can see that it is fundamental for those activity searchers, as students who are prepared to enter the general public and searching for an occupation, to utilize online

networking as one of the instruments for pursuit of employment and application (Nigel Wright Recruitment, 2011).

Even the company called the representatives following a week and afterward dismissed giving the worker a position since they checked the data by means of online networking and found those irritating photographs and remarks. In any case, it is stunning that they even check substance of presents on observing our relational abilities. In this manner, the fact of the matter is that work should be extremely watchful about web based social networking pages, even how to state something when we are applying for a job (Negative Impact of Social Networking Sites on Job Applicants, 2010).

Social networking websites are currently being used regularly by millions of people. The Internet is more than just a means of seeking information. People used internet to connect with other people, whether for business or commercial purpose, for making new friends, and connecting with old friend, families and relatives. The use of social networking sites has been well-known that they have caught the attention of

academic and industry researchers. Social networking sites are now being investigated by numerous researchers, and an increasing number of academic professionals are becoming more and more interested in social networking services, because of their probable impact on job seeking (Admin, 2010).

While the social networking sites have the same key aspects, the cultures and responses around them are varied because of different types of people around the world. Most sites help strangers connect with others based on shared personal interests, political and economic views, or simply recreational activities, and some sites accommodate distinct viewers, while others attract people based on similarities, such as common languages or shared religious, racial, sexual or nationality-based identities. Nonetheless, social networking sites have only one common goal, it is to encourage new ways to communicate and share information (Ellison, 2007).

More improved recruitment programs do increase the number and quality of applicants to enter into maritime education and training. They also expand the capacity and learning of the courses available at maritime academies and the availability of training placements. These measures can improve the availability of seafarers (Nigel Wright Recruitment, 2011).

The social networking sites are gaining a lot of popularity these days with almost all of the educated youth using one. These have played a crucial role in bridging boundaries and crossing the seas and enabling them to communicate on a common platform. It has become a popular and a potential mean for them to stay with the existing friends and to grow up their social circle at least in terms of friends (Ellison, 2007).

Entering the area of demonstrable skill, many individuals figure out how to associate with others, share data about their interests, end up plainly inspired by discourses about new themes, particularly news about slanting points on various Social Networking Sites. Adolescents now depend most from Internet for their day by day exercises and data gathering, contrasted with more seasoned ages who utilized assets like the TV or daily paper. College students have great interest in social media. For the purpose of this study, social media was defined as Facebook, YouTube, Blogs, Twitter, MySpace or LinkedIn. In spite of the fact that, giving an itemized understanding via web-based networking media use among college students and focusing that such use can produce both positive and negative consequences, according to a Nielsen Media Research study, in June 2010, almost 25 percent

of students' time on the Internet is now spent on social networking websites Facebook is the most used social network by college students, followed by YouTube and Twitter (Wasserman, and Faust, 2010).

Many reasons exist that explain why students love to spend time socializing. A few researches investigate and examining the subject under survey are observed to be extremely recent. Since the greater part of the inventive highlights offered by online networking stages like Facebook, Twitter, LinkedIn and numerous others are not that old and the wonder of the utilization of these media has helped as of late with the presentation of progressive highlights and stages, a volume of late research on its impacts on work looking for these is accessible. The vast majority of the investigations picked have been distributed in the previous four to five years (Jacobsen, &Forste, (2011).

In spite of these negative sides, the dominant part of participants in marine professions does remain though, in any event, the prior phases of vocation change. Of the individuals who later surrender nautical, a greater part will discover vocation in the maritime students. Along these lines, appropriate interest in preparing and vocations at prior stages will profit the maritime students as long as ways for profession advancement do exist (Kord, 2008).

Haroon and Zia-ur-Rehman (2009) showed that preference that was given to the small company that was compared to large company in the terms of using internet recruitment. They also showed that large company had their own websites and use them for recruitment as they compared to the small company. They also revealed that online recruitment became a new way that was going to replace the other traditional sources of recruitment because online recruitment offered reduced recruitment costs; time saving capability, quick response features in checking application status, and online resume development (Admin, 2010).

In online networking sites, many people keep on sharing and posting general information, that's why several studies was undertaken to examine the reason why and to what degree they are excited about posting their private data, sharing pictures and recordings, and demonstrating their religious affiliations, conjugal status, and political introductions on the internet. Those netizens socialize with others and sometimes trade data about their interests, effectively examined about new points, takes after news about inclining subjects on various Social Networking Sites. Young people now utilize the Internet for the daily share of their day by day exercises and data gathering, when contrasted with

more established ages who utilized assets like the TV or daily paper. College students have great interest in social media. For the purpose of this study, social media was defined as Facebook, YouTube, Blogs, Twitter, Myspace or LinkedIn (Wasserman, & Faust, (2010).

Despite the fact that, giving an itemized point of view via web-based networking media use among college under their studies and centering that such a web utilize can create both positive and negative results, as indicated by a Nielsen Media Research study, in June 2010, right around 25 percent of under the studies' opportunity on the Internet is presently spent on informal communication sites Facebook is the most utilized interpersonal organization by undergrads, trailed by YouTube and Twitter. Besides, Facebook alone has more than 500 active million clients, half of the user on consistently. Moreover, as indicated by an investigation by Online PhD, understudies spend around 100 minutes for each day on Facebook. In 2007, immense number of understudies utilized Facebook as of now: 92 percent of undergrads had a record. By 2008, 99 percent of understudies had a record on Facebook. That is a significant huge change in the number of inhabitants in Facebook clients considering the administration was just opened in 2006 to everybody (Jacobsen, & Forste, 2011).

The regularly developing use of Social Networking Websites has turned into a global issue in the previous quite a while. That began as a diversion for some computer educated individuals has turned into a social standard and lifestyle for individuals from everywhere throughout the world. Teenagers and young adults using those sites used as a way to connect with their friends, share information, improve their personalities, and showcase their social lives. Through advancement of technology used for communicating with others and the popularity of the Internet, "Social Networking" has become an activity that is done primarily on the Internet, with sites like Myspace, Facebook, Bebo, Friendster, and Xanga (Archive Final Research, Social Media (2012).

A necessary tool for job application is through social media but it also can make lose opportunities. So, every job seeker must know how to use social media when searching and applying for a job. First here is how to prevent negative impacts (Archive Final Research: Social Media, 2012).

In any case, as innovation transforms from being an extravagance to the need of user, the chasm between the execution of low-pay students and their more affluent associates is going under considerably more

noteworthy examination. Advocates say the tech development is further compounding the effectively extensive accomplishment hole; in instruction circles, this phenomenon is dubbed the "connectivity gap" or the "digital divide." Disparities exist among schools and crosswise over regions, however they likewise spread to individual students, huge numbers of whom live in homes without adequate network. Overcoming this problem some districts has adopted creative ways. In California's high-poverty Coachella Valley locale, for example, school transports are being furnished with wi-fi hotspots and set in a close-by vehicle stops so students can approach outside of the classroom. Washington state's Kent School District, which serves a large refugee population is introducing wi-fi stands in broad daylight developing improvements so students and their parents can get on the web. All things considered, these endeavors are little more than stopgaps. As research appears, lower-pay schools are as yet lingering long ways behind in the race to get on the rapid framework (Ross, 2015).

Among all potential intelligent linkage, organizations can straightforwardly collaborate with or get inquire about outcomes from scholastic foundations, financially support academic research, and contract students, graduates, and specialists and so forth to advance their development abilities (Ellison, 2007).

A few enterprises have shared liberally their organization assets to impart learning, abilities and furthermore work esteems to at work students of the college of Marine transportation in LPU for the past several years. The preparation and experience conveyed by the organizations to the students have added to the improvement of their attributes to become true seafarers and professionals in the real work environment for one year (Ellison, 2007).

Lima Shipboard Training Office consists students in job seeking or provides cadetship for students. This office was created by virtue of CHED Memorandum Order No.13 Series of 2005 policies, Standards and Guidelines for maritime Education under Sections 16, 17 and 26, LIMA Shipboard Training Office was first established and shall be responsible for the administration and coordination of activities and requirements of students who will undergo Shipboard Training. This office shall execute and perform the following functions. Additionally, this office is task to arrange for and facilitate embarkation of cadets, assist students for shipboard training that coordinate with the ship owner or operator, conduct briefing for embarkation to coordinate the briefing and assessment

of cadets after Shipboard Training, and to keep update records of approved companies, records of result of assessment and records of graduates (Elison, 2007).

Maintaining records of monitoring, providing guidance and assistance as to on-board welfare, personal and professional concern when necessary. Conduct debriefing, validation of the TRB and the seagoing service and assessments of cadets/students after disembarkation. Keep records of the linkages and partnership with shipping companies and manning agencies that the maritime HEI that has established the result of cadets/student's assessment as well as the validation of the TRBs and other pertinent records relating to seagoing service such as onboard training agreement or employment contract (Jacobsen, &Forste, 2011).

Recruiters report that over 50 percent of applicants for a typical job fail to meet the basic qualifications for that job (Wall Street Journal). Part of the reason for that high "not-qualified" rate is because when an individual is looking at a job opening, even though they report that they spend 10 minutes reviewing in detail each job which they thought was a "fit" for them, we now know that they spend an average of just 76 seconds (and as little as 50 seconds) reading and assessing a position description that they apply for (TheLadders). Most of that roughly 60-second job selection time reviewing the position description is actually spent reviewing the narrow introductory section of the description that only covers the job title, compensation, and location.

As a result of not actually spending the necessary time reviewing and side-by-side comparing the requirements to their own qualifications, job applicants end up applying for many jobs where they have no chance of being selected. Consequently, social media and online methods are whoever you may be, a job seeker, a professional recruiter or an organization looking to hire, and wondering if social media can help you hire, another advantage of using social media tools is their global potential (ERE MEDIA, 2017).

This investigation is important for this is to make necessary plan for the results of this study based on the effectiveness of the social media and online application for seeking job. The rationale behind this research is to assessed the effectiveness of social media and online application for the maritime students to evaluate the level of affectivity of online methods of application for the cadetship training of the maritime students which gives importance on Shipboard training following the required requirements for the cadetship training and promote a more effective online application especially for the maritime students. Thus, this research was

undertaken to also benefit the future maritime students and Seafarers for the reason that they were engaged in one of the well-known maritime school in the country.

OBJECTIVES OF THE STUDY

This study aimed to assess the effectiveness of social media and online methods in the application for cadetship of Maritime Students.

Specifically, (1) to describe the profile of respondents in terms of age, program, social media utilized and the number of hours their spent through it, (2) to determine the effectiveness of social media and online methods in the application for cadetship of maritime students, (3) to test the significant difference on the effectiveness of social media online methods when grouped according to profile.

METHODS

Research Design

This investigation utilized the descriptive method to explore. Descriptive research is a fundamental research methodology that takes a gander at the situation, as it exists in its present state. It incorporates unmistakable verification of characteristics of a particular wonder in perspective of an observational preface or the examination of the connection between no less than two phenomena. In connecting with observational premise, correlational, formative framework, observational investigations, and study inquire about are used (Williams,2007).

Participants

The study had a total of 285 participants. The respondents were the 56 Bachelor of Science in Marine Engineering students and 229 Marine Transportation students of Lyceum International Maritime Academy who are applying for cadetship training. The data gathering of efficient were conducted to cadets taken into this course.

Instruments

The researcher utilized a-2-part questionnaire. Part I includes the demographic profile consisting of program, social media utilized, age and gender. Parts II are effectiveness of the online application and the social media in the cadetship training. A self-made research questionnaire was used in data gathering. The following arbitrary gathered from the instruments collected in items in terms of effectiveness of social media; the reported data of the BSMarE and BSMT students in the effectiveness of the social media in the

application for cadetship training are, 3.50-4.00 = strongly agree, 2.50-3.49 = agree, 1.50-2.49 = disagree, 1.00-1.49 = strongly disagree.

Procedure

Upon the approval of the title and research problem, the researchers immediately searched for literature and references to have a greater knowledge of the subject of the study. Upon acquiring sufficient information, the researchers prepared the first draft of the data as a gathering tool. It was submitted to the research adviser for further recommendations. In order to insure the validity of the questionnaire the researcher sought the help of some university experts, particularly the professional subject professors.

Data Analysis

The needed data were tallied, and encoded interpreted using different statistical tools such as frequency distribution, weighted mean and analysis of variance (ANOVA). In addition, all data were treated using a statistical software, PASW version is to further analysis the result of the study.

RESULTS AND DISCUSSION

Table 1. Percentage Distribution of the Respondents' Profile

Courses	f	%
BSMT	229	80.40
BSMaRE	56	19.60
Hours Spent In Using Social Media		
Less Than 1 hour	40	14.00
1-2 Hours	83	29.10
3-4 Hours	79	27.70
More Than 5 Hours	83	29.10

Table 1 presents the percentage distribution of the respondents' profile. As seen from the table, majority of the respondents are BSMT students with a frequency of 229 or 80.40%. This is because most of the respondents asked were BSMT students. Further, BSMaRE last with a frequency of 56 or 19.60%.

In terms of hours spent in using social media by the maritime students, more than 5 hours is seen to have dominated the number of hours using social media with 83 or 29.10% while 3-4 hours got only a frequency of 79 or 27.70%, 1-2 hours got only a frequency of 83 or 29.10% and less than 1 hour got only a frequency of 40 or 14.00%. Most of the people today rely in using social media instead of reading articles in the newspaper, like

in finding job in early times people used the newspaper in seeking a job but today there's a lot of job website where people can apply online, that's why most of the people today are fond of using social media. Wasserman, and Faust, 2010 conclude that adolescents now depend most from internet for their day by day exercises and data gathering, contrasted with more seasoned ages who utilized assets like the TV or daily paper. College students have great interest in social media.

Table 2. Effectiveness of Social Media in the Application for Cadetship of Maritime Students

Indicators	WM	VI	Rank
1. Can be used as a tool for hiring new employees.	3.47	Effective	1
2. Can help in gathering information about candidates since it is fast and low cost.	3.28	Effective	9
3. Can help the maritime students to find a job.	3.42	Effective	3
4. Can get direct access to a global community of maritime.	3.33	Effective	8
5. Can have more connection which means more opportunities.	3.46	Effective	2
6. Can apply to different companies at one time.	3.24	Effective	10
7. Can help you better search for potential jobs, and you can use that keywords on your social media profile.	3.35	Effective	7
8. Can be an opportunity to learn about companies they are interested in.	3.36	Effective	6
9. Can connect with current and former employees	3.38	Effective	4
10. Can hear about job openings instantaneously, among other things.	3.37	Effective	5
Composite Mean	3.37	Effective	

Legend: 3.50 – 4.00 = Highly Effective; 2.50 – 3.49 = Effective; 1.50 – 2.49 = Less Effective; 1.00 – 1.49 = Not Effective

Table 2 presents the effectiveness of social media in the application of cadetship. Based from the composite means of 3.37, indicates that the respondents considered it effective. All items were rated effective and item such as it can be used as a tool for hiring new employees, can have more connection which means more opportunities and can help the maritime students to find a job got the highest weighted mean score of 3.47, 3.46 and 3.42 respectively. Because in all aspects of life advance technology like using social media have a great effect in the daily living especially in seeking job that may arises the confident through socializing and gives more connection to the people in different

companies. Kar and Bhattacharya, 2011 directed a comparative report. They decided that the elements that could add to the effectiveness of the activity portal and the components of the activity portal that could help expand the clients' fulfillment on the utilization of a portal. Tess (2013) presents a complete writing audit paper in regards to the part of online networking in advanced education virtual and genuine classes. The survey has counseled practically every mainstream look into database around the globe to make this audit rich regarding covering practically every part of clarifying the part of various online networking in advanced education classes. This examination observes Facebook to be the most prominent long range informal communication site among students as revealed by a few analysts and it has achieved a one billion client base in October 2012. Myspace is another SNS which began in 2003 and got prominent among individuals around 2009. In any case, it isn't that prominent among instructive setups. LinkedIn with more than 35,000,000 clients has been accounted for as the third most well-known SNS yet for the most part utilized for proficient systems administration. Likewise, this examination discovered Blogs, Social Impact, and Twitter among the other prominent long range interpersonal communication locales (Lewis, 2008).

On the other hand, the least items are can get direct access to a global community of maritime (3.33), can help in gathering information about candidates since it is fast and low cost (3.28) and can apply to different companies at one time (3.24) though rated effective. Since social media have been greatly effective in job seeking especially in the cadetship application of the maritime students for the reason that mostly of the student's lifestyle now mostly depend on social networking. According to Nigel Wright Recruitment, 2011, Online networking is progressively turning into space where proficient life happens. Furthermore, numerous associations have made their own particular pages on Facebook and offer data to different clients. That is the reason its impact on enrolments develops quickly. While employers are building their profile pages via web-based networking media, especially on LinkedIn, Facebook and Twitter which are the most popular sites used by hiring professionals, recruiters are also using those tips to approach employee for a job.

Table 3 presents the effectiveness of online methods in the application for cadetship of maritime students. Based form the composite means of 3.35, indicates that the respondents considered it effective. All items were rated effective and item such as can save time and

money in applying walk in method and can help the maritime students to update their classmate to find available employment offered, can serve as a data base for a future application got the highest weighted mean score of 3.46, 3.41 and 3.40 respectively. This is because most students better choose the online method of application instead of travelling to the companies where they are going to apply. Additionally, sharing can also be done online which enable the cadet to tag or inform others to the recent hiring or application.

Table 3. Effectiveness of Online Methods in the Application for Cadetship of Maritime Students

Indicators	WM	VI	Rank
1. Can save time and money in applying walk in method.	3.46	Effective	1
2. Can research the crap out of the company.	3.26	Effective	10
3. Can reach out to someone in the company.	3.34	Effective	5
4. Can make sure their resume is well written and optimized for ATS (Applicant Tracking Systems)	3.36	Effective	4
5. Can filter through all the noise by matching them to their best fit jobs according to their unique skills.	3.32	Effective	7
6. Can apply to different companies at one time.	3.30	Effective	8
7. Can prepare more for the final interview in case of being passing the initial interview.	3.33	Effective	6
8. Can apply through the websites that allow getting interviews in Yelp, Snapchat and several startups.	3.28	Effective	9
9. Can help the maritime students to update their classmate to find available employment offer.	3.41	Effective	2
10. Can serve as a data base for a future application.	3.40	Effective	3
Composite Mean	3.35	Effective	

Legend: 3.50 – 4.00 = Highly Effective; 2.50 – 3.49 = Effective; 1.50 – 2.49 = Less Effective; 1.00 – 1.49 = Not Effective

Nigel Wright Recruitment, (2011), concluded that also, selection representatives are utilizing online networking to assemble data about the activity searchers since it is quick and ease. Thus, on how selection representatives discover worker is a worldwide pattern now, which implies that online networking is utilized amid enrolment process anyplace whenever. From this pattern, it can be seen that it is fundamental for those activity searchers, as students who are prepared to enter the general public and searching for an occupation, to utilize online networking as one of the instruments for pursuit of employment and application.

On the other hand, the least items are can apply to different companies at one time (3.30), can apply through the websites that allow getting interviews in Yelp, Snapchat and several startups (3.28) and can research the crap out of the company though rated effective. Since students choose to apply online methods they have the opportunities to apply more as many times as they want because they are not tired of applying walked in for finding suited companies for their cadetship training. Nigel Wright Recruitment, 2011 conclude that online networking is progressively turning into space where proficient life happens. Furthermore, numerous associations have made their own particular pages on Facebook and offer data to different clients. That is the reason its impact on enrolments develops quickly.

Table 4. Difference of Responses on the Effectiveness of Social Media and Online Method in the Application for Cadetship of Maritime Students When Grouped According to Profile

	F-value	p-value	I	F-value	p-value	I
Program	2.321	0.021	S	2.048	0.042	S
Hours Spent In Using Social Media	1.207	0.308	NS	1.005	0.391	NS

Legend: Significant at p-value < 0.05

As shown from the result, only program shows significant difference on the effectiveness of social media and online method in the application of cadetship when grouped according to program. This was observed since the obtained p-values of 0.021 and 0.042 were less than 0.05 alpha levels. This means that the effectiveness varies as to program and it was found out that BSMT assessed the effectiveness higher compared to BS MarE. This is because that more

number of respondents was assessed to the effectiveness of social media and online methods of cadetship application. This is also the effect of having more time in using social media by the maritime students both BSMT and BSMaRE, they get more information especially about the cadetship training in the LPU- LIMA Batangas. According to Ellison, (2007), a few enterprises have shared liberally their organization assets to impart learning, abilities and furthermore work esteems to at work students of the college of Marine transportation in LPU for the past several years. The preparation and experience conveyed by the organizations to the students have added to the improvement of their attributes to become true seafarers and professionals in the real work environment for one year.

CONCLUSIONS AND RECOMMENDATIONS

The respondents are mostly BSMT students who have spent 1-2 hours and more than 5 hours of social media usage. The Effect of social media on job application were rated effective by the respondents as they experienced all the given indicators. The effectiveness varies as to program and it was found out that BSMT assessed the effectiveness higher compared to BSMaRE. A plan of action was proposed to improve the considered effectiveness of social media and online methods in the application for cadetship of maritime students.

It is recommended that the LIMA dean may suggest seminars/fieldworks to training centers that will let maritime students know more about the different effects of social media and online methods of cadetship application.

The shipboard training center and MIS personnel and instructors may devise plans or seminars to make the maritime students further realize the effectiveness of social media and online methods in the application for cadetship of maritime students.

The Shipboard Training Office may create any online groups for maritime cadets per batch to properly and fully disseminate the information regarding job hiring/application.

LIMA is coordinating with the MIS may tie-up with shipping companies to enhance the cadetship application.

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