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ABEGAIL V. DE VEGA

THE CREDIBILITY OF SOCIAL MEDIA FOR JOB SEARCH AND
JOB APPLICATION AS PERCEIVED BY FILIPINO OVERSEAS JOB SEEKERS

Thesis Adviser:

BENJAMINA PAULA G. FLOR, Ph.D.
Faculty of Information and Communication Studies

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ABEGAIL V. DE VEGA

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Acceptance Page:

This paper prepared by **ABEGAIL V. DE VEGA** with the title: **"THE CREDIBILITY OF SOCIAL MEDIA FOR JOB SEARCH AND JOB APPLICATION AS PERCEIVED BY FILIPINO OVERSEAS JOB SEEKERS"** is hereby accepted by the Faculty of Information and Communication Studies, U.P. Open University, in partial fulfillment of the requirements for the degree Program.

BENJAMINA PAULA G. FLOR, Ph.D.   _____
Chair, Thesis Committee   (Date)

MELINDA DP. BANDALARIA, Ph.D.   _____
Member, Thesis Committee   (Date)

SERLIE BARROGA-JAMIAS, Ph.D.   _____
Member, Thesis Committee   (Date)

DIEGO SILANG S. MARANAN, Ph. D
Dean
Faculty of Information and Communication Studies

JUNE 2022

Biographical Sketch

Abegail V. De Vega is a journalism graduate from Bulacan State University and a licensed secondary teacher. She specializes in public affairs and communications and has been in the government service for almost eight years now. She is currently an Information Officer III at the Information and Education Division of the Philippine Overseas Employment Administration (POEA), the lead agency tasked to manage the Philippine labor migration program.

Ms. De Vega advocates for ethical and safe labor migration and for strengthened protection of Filipino migrant workers. Her works are primarily focused on increasing public awareness on the rules and regulations of overseas employment through strategic communications. She has always been an active member of her agency on intensifying its social and digital media presence to end illegal recruitment and human trafficking.

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Dedication

To my family, for the love and inspiration, and

for every Filipino migrant worker —our Bagong Bayani, our unsung heroes.

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ABSTRACT

Social media is widely used as source of job information and recruitment platform in the digital age. The convincing job offers and advertisements shared in an online networking environment influence job seekers' actual motivation to apply to a certain job post.

This study examined how 350 Filipino overseas job seekers perceived social media for job search and job application through the lens of the Elaboration Likelihood Model (ELM) Theory. It was revealed that interactivity as the top heuristic cue is crucial to the credibility assessment of social media, specifically on how job seekers evaluate the job information. It suggests that the more responsive the recruiter on the platform, the more it is perceived as credible by the jobseekers. Further, the research found a positive and significant relationship between the job seekers' perceived credibility of social media and their motivation or job pursuit intentions using the platform. This suggests that the more motivated the job seeker is, the higher the tendency that the person will engage in the effortful elaboration of the job offer.

Significantly, this study presents a model of initial principles and attributes of credible sources that could help job seekers in evaluating credible job offers on social media platforms, and equally guide reputable recruitment agencies in producing credible job postings in an online networking environment.

Chapter I

INTRODUCTION

Background of the Study

Social media in today's digital age have undeniably redefined the way people communicate and have opened doors for interactive engagement and opportunities. Particularly, it drastically changed the recruitment landscape with its time-saving and cost-effective advantages over traditional recruitment methods in reaching potential employees (SHRM, 2016; Dinesh & Kumar, 2015; Rani, 2016). Likewise, social media has been an effective platform for job seekers in their job search (Walters, 2016; Rani, 2016), including the way they seek information about job vacancies and offers with the objective of landing decent employment.

In the Philippines, unemployment remains a problem, which has worsened due to the COVID-19 pandemic. There are 4.2 million unemployed Filipinos in January 2021 according to PSA Labor Force Survey who are looking for jobs and better career opportunities. News and social media were cited as the top sources of job information and vacancies among Filipino job seekers (Domingo, 2017). This makes social media an advantageous platform for the recruiting party to advertise job offers, considering the high penetration of job seekers who turned to social media as a source. In fact, in the Digital 2020 Reports of We Are Social and Hootsuite, Filipinos were cited as the world's most "social" people with the highest time spent online of 9 hours and 45 minutes a day, of which 4 hours are spent in social media platforms.

Trivei & Muduli (2020) suggested that credibility has a major influence on job seekers' perceptions of social media recruitment, particularly in their attraction and acceptance to apply for the job. They revealed that job seekers perceived the

information and job advertisements from social media as more credible than the information they received from a certain company's website because of the realism and completeness of the information it provides. This includes issues on job seekers' culture, compensation, and security of the job offer.

However, in this time of digital age, where anonymity is obtainable and deception transpires, job information on social media is vulnerable to certain reliability risks which can sometimes lead to manipulation and fraud (Mauchi et al., 2011). For instance, Cable et al. (2000) noted that job seekers' attraction to job offers on social media does not always lead to positive outcomes, specifically if the applicant is misguided by the high capability of the hiring party to communicate positive information than accurate job information.

Given the stance, job seekers must find ways on how to evaluate credible job information on social media to prevent being victimized by the unscrupulous hiring party that takes advantage of the platform to recruit workers, specifically to scam overseas job seekers who are susceptible to online illegal recruitment schemes. Metzger et al. (2010) attested that only a few Internet users are engaged in the evaluation of information online, and argued that determining the credibility of online content and information depends on the motivation or the information-seeking context of the user. It was argued that high motivation leads to more rigorous online information evaluation and lower motivation equates to less effort in evaluating the credibility of the information. Rieh & Danielson (2007) also noted that users of an information system make decisions as to whether accept or reject information based on their relevant judgment of own information seeking. Also, given the broad audience and ease of information dissemination through new media sources, evaluation of online information is necessary as it plays a strong predictor of one's further action (Li

& Suh, 2015). As such, the job seekers' own evaluation of the job advertisements on social media dictates further action on whether to ignore or apply to a certain job offer. In 2020, the Philippine Overseas Employment Administration assisted 19,947 victims of online illegal recruitment, as well as conducted constant precautions in avoiding online illegal recruitment schemes. However, some of the unfiltered social media interactions among recruiters and job seekers continue to somehow result in illegal recruitment and trafficking among Filipino overseas workers.

Several researchers have already studied the application of social media in the modern recruitment process yet mainly are focused on the perspective of the recruiting party in attracting potential applicants. Little research has been conducted about the topic from the perspective of the job seekers, specifically in their views on the credibility of the job information during their job search. Thus, it is noteworthy to investigate the perceived credibility of the job seekers on the job information and opportunities on social media, which can influence the recruitment outcomes (Carpentier et al., 2019), including one's job pursuit intentions.

The topic is worth investigating, as it will benefit job seekers, the government, and authorized hiring agencies and employers with a shared goal of decent employment provision, and preventing illegal recruitment and human trafficking among OFWs.

The Elaboration Likelihood Model, which entails two routes, the central and peripheral, of information evaluation can provide a solid theoretical ground to explain one's perceptions of information credibility, which affects one's further behaviors.

Statement of the Problem

The drastic change in the traditional recruitment landscape brought by technological advances has changed the way job seekers look for information and opportunities. Evidently, social media has become a major source of job information, wherein hiring employers can easily advertise job offers. Hence, job seekers can easily search for their preferred job vacancies and cost-effectively apply for the job. However, social media as a double-edged sword can be used by illegal recruiters to entice unsuspecting job applicants abroad.

Consequently, overseas job seekers must be mindful of job offers on social media by evaluating the job information to avoid being victimized by unscrupulous hiring entities that take advantage of the platform for their illegal recruitment schemes. Evaluating the credibility of social media for job search and job application is pivotal as it can influence one's job pursuit intentions and motivation.

Therefore, this study in general, aimed to answer the question: What makes social media a credible platform for job search and job application as perceived by OFWs?

Specifically, the study attempted to answer the following questions:

1. What is the respondents' perceived credibility of social media for job search and job application?

2. How motivated were the respondents in applying for a job advert on social media?

3. What route (central or peripheral) do they take in deciding to apply to job adverts on social media?

4.   What is the relationship between the respondents' perceived credibility of social media and their motivation to apply for a job advert?

Objectives of the Study

The study, in general, aimed to determine what makes social media a credible platform for job search and application as perceived by OFWs.

Specifically, the study sought to:

1.   Determine the perceived credibility of the respondents on social media for job search and job application;

2.   Determine how motivated the respondents are in applying for a job advert on social media;

3.   Determine what route (central or peripheral) do they take in deciding to apply for a job advert on social media; and

4.   Determine the relationship between the respondents' perceived credibility of social media and their motivation to apply for a job advert on social media.

Significance of the Study

Social media has been studied in various fields, of which the majority are focused on its relevance to diverse users. Other research has explored the disadvantages and risks it carries, while some studies have focused on its growing impact on society. Considering the high unemployment rate of Filipinos, who were also

cited as the most active social media users in the world, research on the application of the platform in the actual job search is a noteworthy concern for the Philippines.

This study will contribute to the growing body of research on social media recruitment, specifically in understanding Filipino overseas job seekers' perceived credibility of the platform in their job search and application.

Specifically, the findings of the study will redound to the benefit of government agencies, such as the Philippine Overseas Employment Administration (POEA) and its authorized recruitment agencies. As such, the research findings can be the basis of the POEA communication practitioners, in cooperation with its partner agencies in leading job seekers to credible hiring employers, as well as improve their overall information communication campaign in promoting ethical overseas recruitment. This research also intends to contribute to the proper introduction of social media recruitment, as well as its responsible utilization in the field of overseas employment, all for the benefit of overseas Filipino workers. Likewise, Filipino overseas job seekers will be guided on how to evaluate job information and job offers on social media during their job search to avoid being scammed by illegal recruiters.

More importantly, the future researchers, who want to further investigate the same topic, can be guided throughout their studies and be able to explore other critical gaps that needed to be answered in reference to the research outcomes, specifically in the assessment of the credibility of job information and advertisements in social media, and in determining the information processing route people take in discerning the information.

Scope and Limitations of the Study

Specifically, the study only focused on determining the perceived credibility of social media for job search and job application as perceived by Filipino overseas job seekers.

The study only covered 350 overseas job seekers who have created their e-Registration accounts with the POEA during April 2020. The e-Registration is a mandatory requirement set by the POEA for Filipino applicants aspiring for overseas employment. Hence, those who have not registered but are also applying for jobs on various social media platforms will not form part of the study. As well, the study did not consider the nature of the sites in terms of legitimacy.

Chapter 2

REVIEW OF RELATED LITERATURE

Social Media

Social media as defined by Kaplan & Haenlein (2010) is internet-based applications that allow the creation and exchange of user-generated content. In other words, social media is a set of web-based applications that allows interaction and networking among its users who freely co-create and share information and multimedia content. Among the popular social media sites, including Facebook, YouTube, and LinkedIn, which according to Subramanian (2017), have become the most preferred medium of communication in the digital age.

In addition, the general concept of social media has been interchangeably linked with the term social networking sites (SNSs) considering its ability to provide interactive engagement among its users (Kuss & Griffiths, 2017). However, Bright et al. (2014) pointed out that social media has a variety of specific sites which are classified based on the accessibility of the users in the production and consumption of content. For instance, some social media sites are focused on information provision like Wikipedia, while some sites are made for networking like Facebook, which requires an account that connects users within a community of the same interest. Likewise, some social media sites are made for a specific type of social interaction based on the users' interests.

Social media and the modern recruitment

Social media with its ability to integrate innovative mixed media and bidirectional communication among its users (Dinesh & Kumar, 2015), has

dramatically changed the recruitment landscape. In particular, social media has been considered an effective platform for e-recruitment (Sharma, 2014), which is defined by Maurer & Liu (2007) as an online environment, wherein employers and job applicants interact with each other for possible employment relations. Similarly, e-recruitment is known as the use of information and communications technology (ICT) to speed up the process of recruitment (Tong & Sivanad, 2005), which according to Galanaki (2002) implies the formal sourcing of job information online.

According to Lee (2005), online recruiting or e-recruitment started with the traditional posting of job vacancy information on the web with instructions on the job application process. As such, business organizations often use their online websites and social media for a job posting to allow job seekers to easily access their job vacancies.

Khan et al. (2013) state that e-recruitment, specifically the utilization of social media to recruit potential employees, emerges as an advantageous method over traditional recruitment (job advertisement in newspapers, wanted posters, the conduct of jobs fair, face-to-face networking), as it is cost-effective and shortens the recruitment process. Sills (2014) supported the claim, noting that social media undeniably shortens the application process as potential employees are quick to respond to the adverts online.

In particular, social media recruitment has become a global phenomenon for human resource professionals in reaching job seekers, likewise for job seekers in looking for job opportunities. Based on the recent study by Society for Human Resource Management (SHRM, 2016), 84% of the 410 surveyed employers in the United States recruit via social media, and 43% of them screen job candidates through

social networks and search engines. On the other hand, in a survey conducted by Walters (2016), with 896 job seekers from 25 countries, it was revealed that only one in every twenty job seekers does not have any social networking profile. Also, respondents perceived social media as an acceptable recruitment channel wherein nine over ten candidates are happy to apply for jobs via LinkedIn, and over 80% of the total respondents would apply for a relevant job that appeared on their feed.

Melanthiou et al. (2014) supported the notion by claiming that social media is proven to be an effective job advertising medium considering the high penetration of job seekers who turned to social media in looking for job opportunities. Sills (2014), also attested that social media shortens the job application process and enables the organizations' human resource management to communicate easily to the job applicants and reassure the potential employee of the integrity of the company.

Besides, Rani (2016) noted that job seekers turned to the Internet, particularly to social media, where they can find job advertisements, which they perceived as a time-saving and cost-effective method of job searching. Similarly, in a study conducted by Almaiah et al. (2019), it was revealed that the majority of the 200 college graduates-respondents in Bangladesh use social media for both personal interest and job search. Facebook was noted to be the most used social media site among the respondents followed by LinkedIn. Also, 83.7% of the respondents apply for the job through job advertisements posted on social media.

In a phenomenological study conducted by Priyadarshini et al. (2017), in India, the final year job-seeking students from New Delhi and Hyderabad perceived social media, such as the company's Facebook page, LinkedIn, and YouTube videos, as useful tools for gathering information about their prospective employers. Specifically,

the majority of the respondents opined on their familiarity with social media in pursuit of information for job search, specifically in comparing employers with each other. Also, it was found that the availability of multimedia content on social media such as videos and images makes the respondents' job search interesting. Unfortunately, the research was only focused on the subjective experience of job seekers on the use of social media recruitment under the perspective of assessing the overall employer attractiveness.

Significantly, job information and offers on social media may suffer a lack of credibility and content manipulation, which have a significant impact on the job seeker's eventual preference to apply for the jobs.

However, Banerjee & Tiwari (2013) attested that job seekers have little reliance on job-related information online and have preferred traditional media to seek job information because of the possibility of content manipulation. The notion is also similar to the findings of Carpentier, Van Hoye, & Weng (2019) in their between-subjects experimental study on the manipulation of informativeness and social presence on recruiting organizations' social media. It was found that organizations can manipulate informativeness, such as the job information's relevance, which in turn was positively related to the source credibility. This is a major shortcoming of social media recruitment, which may have a significant impact on the job seeker's eventual preference to apply to the job offers online.

Credibility

The abundance of information brought by the Internet, specifically via social media platforms has also brought concerns on its information quality and credibility. Li & Suh (2015) asserted that information on social media is flooded with unverified information, and Callister (2000) argued that information credibility breaks down in cyberspace.

Credibility, which is one of the major variables in the process of communication is often used interchangeably with the concept of trustworthiness and accuracy of information (Hellmueller & Trilling, 2012). The notion is attached to objects of assessment in terms of its source, medium, and the message itself, of which assessment of credibility may be based on the type of one's focus of evaluation (Rieh & Danielson, 2007; Eisend, 2002; Kiousis, 2001). In other words, the core dimensions of credibility in terms of its source, media, and message are primarily interlinked and influence one another. For instance, credible information can be produced by a credible source or can be disseminated through a credible platform.

Further, Wathen and Burkell (2002) noted that the source, receiver, and message are treated as the same thing in the assessment of the credibility of information disseminated via traditional media. However, it was argued that the credibility of information on the web is "iterative", which means various evaluation must be done simply because the information online is non-linear and can suddenly change and be modified. It was argued that at first, users judge the credibility of online information based on the site's surface characteristics, such as its appearance, interface design, and interactivity. Then, will evaluate the source competence vis-à-vis the overall content of the message. Similarly, Danielson (2005) noted characteristics of the web that complicate the assessment of its credibility, including

the lack of gatekeeping mechanism, its interface attributes, its source ambiguity, and the novelty of the web as a medium with a lack of evaluation standards.

On the other hand, Metzger (2007) argued that the assessment of the credibility of online information depends on the individual information-seeking content, which deals with one's ability to process the information. Under Metzger's proposed dual processing model of credibility assessment, it was suggested that higher motivation leads to rigorous information evaluation while low motivation results in reliance on heuristic or peripheral cues.

Generally, the assessment of the credibility of social media for job information search and application can be based on three dimensions as suggested by the reviewed literature. The source, the message, and the medium.

Table 1. Factors Influencing Credibility Assessments of Social Media

	Credibility Assessment		Receiver (User)
SOURCE	Source Competence (Trustworthiness & Expertise)	Cognitive qualities	Existing knowledge about the topic
MESSAGE	Argument Strength Information Quality		Motivation
			Information processing ability
MEDIUM	Usability Interactivity	Technical qualities (User experience)	Expertise with the platform

Significantly, various researchers in the field of interpersonal and mass communication, and information processing and evaluation have attested credibility as a multidimensional construct (Rieh & Danielson, 2007; Metzger et al., 2010; Tseng & Fogg, 1999). Particularly, Tseng & Fogg (1999) suggested two dimensions of

assessing the credibility of information systems, trustworthiness, and expertise.

Source Competence (Trustworthiness and Expertise)

Trustworthiness captures the elements of perceived truthfulness and unbiased source. According to Fogg and Tseng (1999), trust translates to one's positive belief in reliability, dependability, and confidence in a certain person, object, or process. In the context of persuasive digital marketing, Cugelman et al., (2009) argued that an increase in trust means increased behavioral impact, noting the heightened willingness of the consumer to online purchases considering the high trust given to the website interfaces.

Further, the trustworthiness of the information in terms of its content, source, intent, and meaning is critical as it can impact one's behavior (Rieh & Danielson, 2007) as it is related to the credibility of the communicator, to tell the truth (O'Keefe, 2002). It was also said that perceived trust means that the source is perceived to be honest.

On the other hand, expertise demonstrates the knowledgeability and experience of the user as the receiver of the information. Fogg and Tseng (1999) defined expertise through the words – knowledgeable, experienced, and competent, which generally capture the perceived knowledge and skill of the source. Similarly, Treu (2009) referred expertise to as "competence", to which a communicator is perceived as a source of valid assertions. For instance, a professional chef would be generally deemed as being a more valid source of relevant information on cooking techniques than someone who merely cooked in few times.

The two dimensions of credibility noted that the more believable and communicator, the more it is likely to influence the judgment of the receiver of the information. As such, the receiver of the information's reliance and acceptance of the

information and platform can serve as the assessment and evaluation of credibility, which may vary from time to time. For instance, credible sources are seen as likely to produce credible messages and credible messages are seen as likely to have originated from credible sources (Fragale & Heath, 2004).

Argument Strength

Argument strength is a crucial concept in persuasive communication. The idea is defined as the quality, strength, and persuasiveness of the arguments as perceived by the receiver of the message (Zhao et al., 2011). In other words, argument strength refers to how convincing the presented argument or information is to the audience.

Petty, Cacioppo, & Goldman (1981) noted that argument strength can be judged as either strong or weak. Petty and Cacioppo (1986) later argued that strong and high-quality arguments are likely to persuade the receiver of the message and will generate favorable thoughts, while a weak message generates unfavorable or ambivalent thoughts. Thus, strong messages are more likely result to a favorable response from the receiver of the message, who will then experience attitude change based on the recommended message or behavior. Significantly, it was noted that the receiver of the message, to consider message arguments must have a high level of motivation and ability for the careful processing of the idea presented.

Further, Li and Suh (2015) proposed that argument strength can be evaluated by the completeness and the logic of the message, while Zhao et al. (2011) noted that evaluation of argument strength must focus on the receivers' reactions to the persuasive message.

Based on the stated literature, we can argue that argument strength is a crucial basis in determining the credibility of social media for job information search and

application. Specifically, a social media user who encounters strong arguments through the platform is likely to be persuaded by the idea and will later consider the recommended behavior.

Information Quality

Information quality, which is used synonymously with the concept of data quality, is broadly defined by the literature as to how the information is "fit-for-use" for the user's satisfaction (Huang, Lee & Wang, 1999; Tayi & Ballou, 1998; Kandari, 2010). Similarly, the notion is referred to the relevance of the information for the user's expectation (Kahn & Strong,1998). In the context of information systems, information quality is defined as useful data that increases one's knowledge for decision-making (Huang, Lee & Wang, 1997). In other words, information quality may be generally referred to as the usefulness and relevance of the information for the user's satisfaction, which can build up knowledge for one's judgment.

Significantly, the dimensions of information quality as postulated by Huang, Lee & Wang (1999) cover four categories, (i) intrinsic, (ii) accessibility, (iii) contextual, and (iv) representational data quality. The intrinsic covers the accuracy and objectivity of the information, while the accessibility is about the information's access security. On the other hand, contextual refers to the relevance and completeness of the information, and the representational comprises how the information can be easily understood or how concise and consistent is the provided information.

Further, other scholars in the field of information system management postulated similar dimensions or characteristics for the analysis of information quality. Shankar & Watts (2003) suggested that believability, relevance, completeness, accuracy, and timeliness are the core factors for information quality assessment. Klein

(2002) proposed five key dimensions of information quality in the context of the web, including information's accuracy, amount of data, relevance, and timeliness.

Based on the literature, information quality can be analyzed through core dimensions such as the information's accuracy, objectivity, and completeness of the information.

Usability and Interactivity

Generally, the acceptance and adoption of social media have been attributed to the concepts of its usability and interactivity. Both concepts are associated with the user experience and are often measured from a technical perspective, such as in the studies of new media and information systems.

Usability

Usability refers to the effectiveness, efficiency, and satisfaction of the user in the context of their usage of a certain product, service, or system (ISO, 2018; Interaction Design Foundation). The concept of usability is also based on the perceived ease of use and perceived usefulness as introduced in the Theory of Reasonable Action by Fishbein and Ajzen (1975), and in the Technology Acceptance Model (TAM) by Davis (1986), on the acceptance and usage of people on certain information technology.

In addition, Nielsen (2012), classified usability together with utility under the sub-category of the concept of usefulness. Utility refers to the features or functions offered by the system, while usability refers to how easy and pleasant these features are being used by the user. Thus, usability is associated with the idea of effortless usage of a certain system that makes it more useful for the user's satisfaction.

In a study by Lane & Coleman (2012) on the ease of use of social networking media, it was noted that higher perceived ease of use, which refers to usability, leads to higher perceived usefulness and more intensity in the use of social media platforms. Researchers in the field of acceptance of technology and information systems also noted that perceived ease of use and perceived usefulness have a direct link to the individual's perceived beliefs, behavioral intentions, and actual system usage (Venkatesh and Davis, 2000). This is because of the idea that free-of-effort usage of an information system will prove to be more useful for the user.

Interactivity

The definition of interactivity varies in different conceptualized and operational concepts but scholars in the field have agreed that interactivity is an important element in the communication process and plays a vital role in influencing the success of communication exchange (Ariel & Avidar, 2015; Gleason, 2009).

Kiousis (2002) suggested that interactivity is both a media and psychological factor that varies across principal domains of technological properties, communication context, and user perceptions. He explains that communication technology, such as the world wide web, can create a mediated virtual environment, in which users participate in the reciprocal message that refers to the user's perceived experience or feedback. The said idea was rooted in the Cybernetic theory by Wiener (1948), wherein communication is a dynamic and interdependent process. This is similar to Williams et al.'s (1988) definition of interactivity which states a mutual discourse among participants in the communication process. This also resonates with the idea of Ariel & Avidar (2015) on interactivity being a process-related variable that exists when there's an active response from the participants who further encourage further

interaction.

In addition, scholars theorized dimensions that may clearly define the concept of interactivity. Wu (1999) proposed two dimensions of interactivity, the internal-based efficacy, which refers to perceived user control, and the externally-based system efficacy, which refers to perceived responsiveness. In other words, the user or the participants in the technology-mediated communication process have control over the computer-mediated communication and experience. Hence, types of response or messages can be distinguished whether it is non-interactive, reactive, and interactive responses (Rafaeli,1988; Avidar, 2013). Further, Mcmillan and Hwang (2002) identified three overlapping constructs of interactivity, the direction of communication, user control, and time. This explains that interactivity is a two-way communication process, a human-to-computer controlled interaction, and influenced by the speed at which messages can be delivered.

In 2015, Moghaddam et al. conducted a study examining job seekers' perception and behavioral intention toward online recruitment in Malaysia, being the college graduate students as the respondents. Interactivity, alongside ease of navigation, emerged as among the top attributes of online websites that make the respondents turn to online job applications and recruitment portals.

Job Search Behavior

In a study conducted by Kanfer, Wanberg, & Kantrowitz (2001), job search behavior was operationalized as a dynamic and self-regulatory process that starts with identification and commitment to pursuing an employment goal, which is followed by search behavior for the achievement of the goal. It is determined based on one's effort and intensity of job search and persistence, which is associated with employment

success (Kanfer et al., 2001). Hoye (2017) further explored the concept and proposed that job search behavior is a multidimensional construct that is based on the specific job search activities engaged in, and the intensity and quality of the job search.

Further, Schwab, Rynes, & Aldag (1987) proposed that job search involves two concepts, such as the sources used to acquire information about job vacancies, and the intensity with which such information is pursued. Similarly, Barber et. al, (1994), noted three critical dimensions of job search which include sources used, search intensity, and the nature of the information sought and acquired via search, which can change throughout the job search.

Several studies have revealed that job seekers, particularly the new entrants or individuals who seek out employment after education, appeared to use formal sources of job information such as job postings, college placement services, or employment agencies (Boswell, et. al 2011; Tziner, Vered, & Ophir, 2004; Blömer, 2015) in the early stages of their job search. According to Turban et al. (2009), new entrants have less knowledge of job information and labor market conditions, which made them seek formal sources and then turn to job alternatives or informal sources. Informal job information sources include private intermediaries such as friends, family, colleagues, or social networks (Turban et al., 2009; Blömer, 2015), including social media networking sites (Nikoalou, 2014). It was also believed that the usage of more job information sources, whether formal or informal would lead to more job opportunities and employment (Saks, 2006).

On the other hand, job search intensity may be referred to as the frequency of job seekers' effort and time devoted to job search. Kanfer et al., (2001) noted a significant positive relationship between high job search effort and intensity in finding employment, which according to Saks & Ashforth (2000) is significantly associated

with job seekers' self-esteem and self-efficacy. The notion is also similar to the proposition of Schwab et al. (1987) emphasizing that self-esteem and self-efficacy are predictors of job search intensity that should increase motivation to pursue the job opportunities during the job search.

In addition, in a longitudinal study conducted by Wanberg et al. (2005), it was revealed that individuals' job search intensity changes over time, emphasizing a high intensity at the beginning of the job search and a slight decrease in the middle, and later renewed with higher intensity of job search. The findings are similar to the propositions of Barber et al. (1994) noting that job seekers are likely to change their job search behavior toward more-planning related activities, which includes job information gathering and finding potential leads (Barber et al., 1994; Saks & Ashforth, 2000). The study also revealed that job search intentions mediate the relationship between subjective norms and job search self-efficacy in predicting job search intensity (Wanberg et al. (2005). For instance, Saks (2006) attested that job seekers with low self-efficacy have lower confidence in conducting a job search and settle to accept early job offers, while job seekers with high self-efficacy are likely to continue to search for the best job opportunity. Saks & Ashforth (2000) also attested that job search self-efficacy is significantly related to the use of informal sources, considering the higher confidence in dealing with intermediate parties such as the means of networking.

Overall, job search behavior, such as the actual act of applying for a job offer can be observed through the job seeker's own motivation or job pursuit intentions and job search efficacy.

<center>**Theoretical Framework**</center>

Elaboration Likelihood Model Theory

The Elaboration Likelihood Model (ELM) introduced by John Cacioppo and Richard Petty in the 1980s explains how human beings process persuasive messages in two different types of elaboration. Elaboration refers to the extent of critical thinking that an individual gives to a certain persuasive message. This theory in persuasive communication has been widely applied in understanding attitude change through ways of elaboration of source, message, and other contextual variables that can impact one's judgment (Kitchen et al., 2014).

The ELM theory describes two ways of elaboration, the (a) central route, which requires careful evaluation of the presented ideas or message, and the (b) peripheral route, which involves a less cognitive effort of message evaluation, wherein the individual only relies on irrelevant cues for judgment (Petty & Cacioppo, 1986). The theory also assumes that the individual's motivation and ability affect the likelihood of the message being elaborated. Motivation is about the relevance of a topic to an individual to consider the message arguments, while the ability refers to the skills of the individual to attend to the message even with present distractions (Petty, Barden, & Wheeler, 2009). Figure 1 illustrates the ELM.
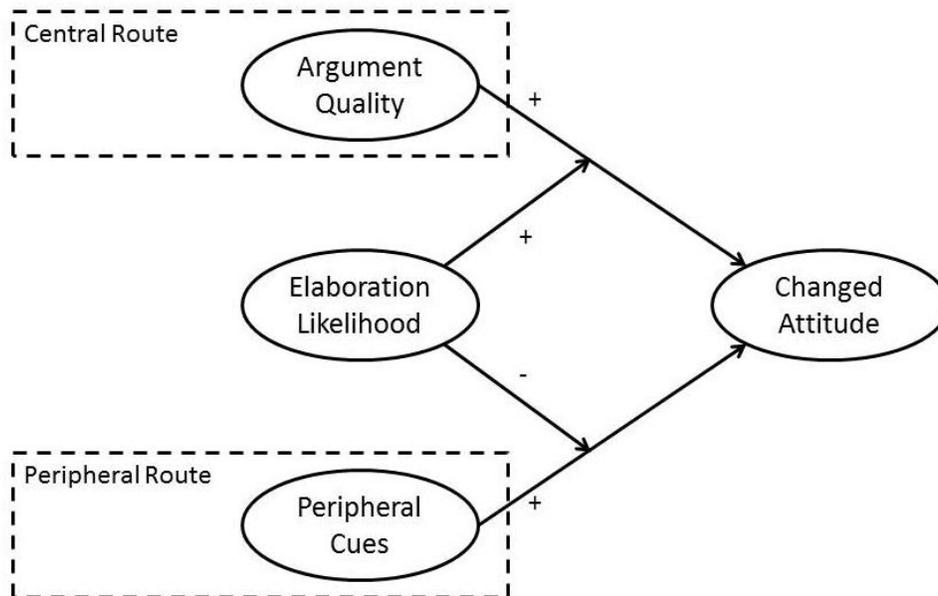
Figure 1. The Elaboration Likelihood Model (Petty & Cacioppo, 1986)

Central processing route

According to Petty & Cacioppo (1986), the central processing route entails a high level of elaboration of the message, which can be biased or objective. This is because people who engage in persuasive communication attempt to relate the presented information to their pre-existing knowledge (Stoltenberg & McNeill, 1984). In other words, people will process the message based on their thoughts, whether to perceive it as favorable or unfavorable based on the strength and quality of the presented information. This path of cognitive processing demands effortful elaboration in terms of argument strength and quality.

Argument strength, which is also linked to argument quality, is categorized into strong and weak messages (Petty & Cacioppo, 1986). A strong message generates favorable thoughts from the receiver of the message, while a weak message

generates unfavorable or ambivalent thoughts. Hence, strong messages are more likely result to a favorable response from the receiver of the message, who will then experience attitude change based on the recommended message or behavior.

Further, the receiver of the message, to consider message arguments must have a high level of motivation and ability for the careful processing of the idea presented.

Peripheral route processing

This route involves less cognitive effort in evaluating the message, which is known as mental shortcuts in persuasion. Petty & Cacioppo (1986) assume that aside from the effortful argument processing, simple cues in the persuasion context affect attitude change. In other words, this route considers less evaluation of the message content and relies on peripheral cues, such as the style and format of the message, and the credibility of the source. Petty et. al., 2009 also believe that the peripheral route is based on one's reliance on heuristics, particularly on the credibility of the source, and likableness. People who take this route of information processing tend to focus on simple cues, including source attractiveness. In addition, Hocevar et al., (2014) attested that the majority of online information seekers rely on heuristic cues as they spend less time on critical evaluation of the contents on the web.

Table 2: Comparison of central route processing and peripheral route processing (Petty & Cacioppo, 1986)

	Central route processing	**Peripheral route processing**
Elaboration	High	Low
Information processing	Effortful evaluation of the message content	Less evaluation of the message content and focus on heuristics (e.g. source credibility, attractiveness)
Attitude	Will change or be reinforced based on message characteristics such as the strength of argument and relevancy	Might change or be reinforced based on the effectiveness of factors other than the message
Strength of attitude formed/reinforced	More enduring and less subject to counterarguments	Less enduring and subject to change through future persuasive messages

Motivation

According to ELM (Petty & Cacioppo, 1986), motivation refers to the desire to process the message or the presented ideas. It was argued that highly motivated people are more likely to scrutinize or engaged in careful evaluation of information compared to people with low motivation, who are more likely to focus on the heuristic cues. In other words, the motivation of the information seeker will influence or dictate the elaboration likelihood of the presented information.

Metzger (2007) attested to the idea and proposed that determining the credibility of online information depends on one's information-seeking or motivation. As such, it was argued that Internet users with high motivation are more likely to engage with rigorous information evaluation than information seekers with low motivation.

Conceptual Framework

To answer the research questions on the credibility of social media for job search and job application, existing factors and modified concepts of the Elaboration Likelihood Model (ELM) Theory were applied. Fogg and Tseng's (1999) two dimensions of credibility – perceived trustworthiness and perceived expertise were the main tenets in the adoption of the ELM, which included existing factors as attested in the literature on credibility and usage of information systems.

The first dimension captures the central processing route, wherein factors such as the source trustworthiness and expertise, argument strength, and information quality were derived and included. The central processing route captured a high level of elaboration and judgment of the user as the factors comprise the credibility of the source, medium, and message.

On the other hand, the second dimension was focused on the users' experience as the receiver of the message or as the user of the platform. As it involved user experience, this dimension covered the concept of social media's usability or ease of use, and the interactivity of the platform. In this study, usability and interactivity were under the peripheral route since both concepts involved the technical qualities of the platform.

Both processing routes were assumed to determine the quality of social media whether high or low perceived credibility for job information search and application, based on their judgment or elaboration of the respondents (Figure 2).
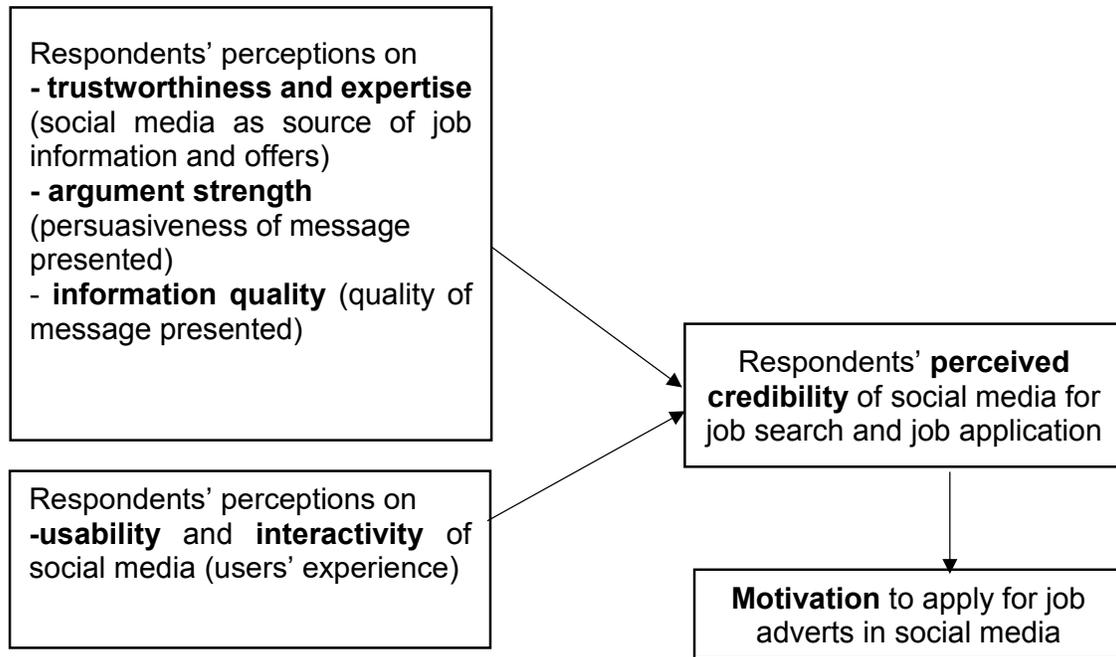
Figure 2. Perceived credibility of social media
for job search and job application

Table 3 below shows the study variables and relationships that were measured,

the method of measurement, and the indicators.

Table 3. Variables to be measured

Variables and relationships	Method of measurement	Indicators
Source trustworthiness and expertise	Five-point Likert scale with assigned values: 5= Strongly Agree 4= Agree 3= Uncertain 2= Disagree 1= Strongly Disagree	Level of agreement towards statements measuring perceived source competence

Argument strength	Five-point Likert scale with assigned values: 5= Strongly Agree 4= Agree 3= Uncertain 2= Disagree 1= Strongly Disagree	Level of agreement towards statements measuring perceived persuasiveness of the message presented
Information quality	Five-point Likert scale with assigned values: 5= Strongly Agree 4= Agree 3= Uncertain 2= Disagree 1= Strongly Disagree	Level of agreement towards statements measuring perceived accuracy and relevance of the message presented
Level of Evaluation	Five-point Likert scale with assigned values: 5= Very Like Me 4= Like Me 3= Uncertain 2= Not Like Me 1= Very Not Like Me	Level of likelihood towards statements measuring the level of job information evaluation
Usability	Five-point Likert scale with assigned values: 5= Strongly Agree 4= Agree 3= Uncertain 2= Disagree 1= Strongly Disagree	Level of agreement towards statements measuring perceived effectiveness and efficiency of social media
Interactivity	Five-point Likert scale with assigned values: 5= Strongly Agree 4= Agree 3= Uncertain 2= Disagree 1= Strongly Disagree	Level of agreement towards statements measuring perceived interactivity of social media
Perceived credibility	Five-point Likert scale with assigned values: 5= Strongly Agree 4= Agree 3= Uncertain 2= Disagree 1= Strongly Disagree	Level of agreement towards statements measuring perceived credibility

Motivation	Five-point Likert scale with assigned values: 5= Very Like Me 4= Like Me 3= Uncertain 2= Not Like Me 1= Very Not Like Me	Level of likelihood towards statements measuring the level of motivation to apply to a job advert
Relationships between study variables	Correlation	

Operational definition of terms

Source trustworthiness and expertise – refers to the expertise and trustworthiness of social media as a source of job information and was measured by a 5-point Likert scale ranging from "strongly agree" to "strongly disagree".

Argument strength – refers to how convincing or valid the presented argument or job information is in social media and was measured by a 5-point Likert scale ranging from "strongly agree" to "strongly disagree".

Information quality   – refers to the accuracy, objectivity, and completeness of the job information in social media and was measured by a 5-point Likert scale ranging from "strongly agree" to "strongly disagree".

Level of Evaluation   – refers to the level of probability or chance that the respondents will do the proposed ideas concerning job information evaluation and was measured by a 5-point Likert scale ranging from "very like me" to "very not like me".

Usability   – refers to the effectiveness, efficiency, and satisfaction of the user in using social media for job information search and application. This was measured by a 5-point Likert scale ranging from "strongly agree" to "strongly disagree".

Interactivity   – refers to the interactivity of social media which allows users to engage

in a reciprocal message, particularly in receiving feedback. This was measured by a 5-point Likert scale ranging from "strongly agree" to "strongly disagree".

Perceived Credibility – refers to the reliance, trustworthiness, and expertise of social media based on the users' perceptions. This was measured based on the level of agreement on statements describing the five identified dimensions or indicators on credibility assessments by a 5-point Likert scale ranging from "strongly agree" to "strongly disagree".

Motivation – refers to the desire to process the proposed message and take action about it. This will be measured based on the respondents' likelihood towards the statements measuring their job search intensity and job search efficacy. This was measured by a 5-point Likert scale ranging from "very like me" to "very not like me".

Hypotheses

The following hypotheses were tested:

1. Perceived credibility influences the respondents' job information evaluation in social media;

2. Perceived credibility influences the motivation or job pursuit intentions of the respondents in social media;

3. Perceived credibility is positively related to how motivated the respondents are in applying for the job adverts on social media and how they evaluate the presented job information.

Chapter III

METHODOLOGY

Research Design

The study employed a one-shot survey research design as the appropriate approach to investigating the topic under study. Survey research is one of the widely used techniques employed in social sciences and communication research. According to Creswell (2013), survey research design provides a quantitative description of trends, attitudes, or opinions of a population by examining the sample of that certain population. In other words, only a part of the population is studied and the data collected describes some aspects or characteristics of the population, such as their attitudes and opinions.

Locale of the Study

The study was carried out in Mandaluyong City, Philippines, and focused on land-based Filipino overseas jobseekers or would-be OFWs. The research was limited to job seekers who have created their e-Registration account with the POEA for April 2020. The e-Registration account is a mandatory requirement set by the POEA for Filipino applicants aspiring for overseas employment.

Respondents and Sampling Procedures

The respondents of the study were land-based Filipino overseas job seekers who have created their e-Registration account with the POEA for April 2020. Random sampling was employed, which is a type of probability sampling technique that involves choosing respondents with an equal probability of being chosen. For the month of April 2020, a total of 3,835 overseas job seekers have created their e-Registration accounts with the POEA. Since the target population is large, the selection of random respondents was a computer-generated process.

To determine the sample size, the researcher used Slovin's formula with a confidence level of 95% given a margin of error of 5%.

$$n = \frac{N}{1+Ne^2}$$

$$n = \frac{3,835}{1+(3,835)(0.05)^2}$$

$$n = \frac{3,835}{11.0025}$$

$$n = \textbf{350}$$

Therefore, a total number of 350 overseas job seekers formed part of the study.

Research Instrument

The survey questionnaire was pre-tested to 35 OFWs with e-Registration accounts with the POEA who were not part of the actual survey to gather feedback for the improvement of the instrument. From the results of the pre-test, Cronbach's alpha was applied for internal reliability and validity of the survey scales. Reliability refers to the consistency across the parts of a measuring instrument (Huck, 2011), while validity refers to the extent to which a measure indicates what it intends to measure (Muijs, 2004).

The refined survey in form of Google Forms was then sent via email to the respondents.

Socio-demographic profiling was also applied to validate and conceptualize the insights of the respondents.

a. Age bracket

b. Sex

c. Educational Attainment

d. Skills Category

To measure the perceived credibility, respondents were asked about their level of agreement or disagreement to a set of statements using a five-point Likert scale. The researcher adapted and modified the model measurement of Li and Suh (2015) in understanding the construct of argument strength, information quality, and interactivity.

For the source competence, the source credibility measures of McCroskey & Teven (1999) were adapted and modified to fit this study, while the measurement for the construct of usability was adapted and modified from the study on technology

acceptance by Venkatesh and Davis (2000).

Also, all statement items were assigned with a 5-point Likert-type scale with numerical scores with descriptions based on the measured response as follows:

Credibility of Social Media for Job Information Search and Job Application

(Cronbach's Alpha = 0.8002)

Source Trustworthiness and Expertise (Cronbach's Alpha = 0.9487)
(i)   The source of the job information and job offers on social media are accredited and legal.
(ii)   The source of the job information and job offers on social media is trustworthy and knowledgeable.
(iii) The source of the job information and job offers on social media is ethical.
(iv)   The source of the job information and job offers on social media is understanding.

Argument Strength (Cronbach's Alpha = 0.7681)
(i)   The job information and job offers on social media are believable.
(ii)   The job information and job offers on social media are convincing.
(iii) The job information and job offers on social media are compelling.
(iv)   The job information and job offers on social media are logical.

Information Quality (Cronbach's Alpha = 0.6717)
(i)   The job information and job offers on social media are accurate.
(ii)   The job information and job offers on social media are objectively presented.
(iii) The job information and job offers on social media are easy to understand.
(iv)   The job information and job offers on social media are sufficiently timely.

Interactivity (Cronbach's Alpha = 0.8934)
(i)   Social media provides a responsive platform for my job information search and application.
(ii)   I receive immediate feedback from my prospective employer during my job application.
(iii) My social media experience in my job information search and application is engaging and interesting.
(iv)   I feel that I was in control of my interaction with my prospective employer.

Usability (Cronbach's Alpha = 0.9902)
(i)   Social media makes my job information search and application easy and stress-free.
(ii)   Social media for job information search and application is flexible and easy to use.

(iii)   Searching for job information and job vacancies is effortless and enhances my effectiveness in my job search.

(iv)   With social media, I can quickly find the job information and offers I'm looking for.

To predict the route of elaboration of the respondents on the job information and job offers in social media, respondents were asked about their level of likelihood towards a set of statements measuring the level of job information evaluation. Five-point Likert-type scales were also used with numerical scores and descriptions based on the measured response below:

Route of Elaboration on job information/job adverts in social media
(Cronbach's Alpha = 0.9786)

(i)   I evaluate and validate job advertisements on social media and research relevant information about the offer before applying for the job.

(ii)   I verify the legitimacy of the job advertisements on social media before I proceed to submit my online application.

(iii)   I ask my prospective employers/hiring agencies on social media for complete information about the job offer.

(iv)   I use search engines to compare the provided job information to me with other similar job offers.

(v)   I examine the social media websites of my prospective employers/hiring agencies to secure additional information.

(vi)   I still validate the job information provided to me even when the hiring party seems credible and reputable.

(vii)   I am more interested in the information completeness of the job offer than the attractiveness of the social media sites of my prospective employer/hiring party.

(viii) I don't immediately apply for a job offer on social media without validating the job information first.

(ix)   I don't apply for a certain job offer on social media without even questioning the job information provided by the hiring agencies.

(x)   I still take time and exert extra effort in knowing other relevant information about the job offer on social media.

To measure the job pursuit intention or motivation, respondents were asked about their level of likelihood towards a set of statements measuring the level of motivation to apply for a job advert on social media. Five-point Likert-type scales were also used with numerical scores and descriptions based on the measured response:

Job Pursuit Intention/Motivation
(Cronbach's Alpha = 0.9854)

(i)   I spend extra time and effort on my job search and job application on social media.
(ii)   I don't stop looking for job advertisements on social media until I found my preferred job offer to submit my application.
(iii)   I don't stop evaluating a job offer until I know that it is legit and legal.
(iv)   I don't immediately submit ng job application until I know the legitimacy of the job offer.
(v)   I am driven to apply for a job post when the job information provided to me is relevant and complete.
(vi)   I use various social media sites for my job search and application because it would lead me to more job opportunities and possible employment.
(vii)   I still search and apply for the best job opportunity even when I have settled to accept early job offers.
(viii) I'm confident that social media will enhance my ability to evaluate the legitimacy of job offers.
(ix)   I can find the best job offer and evaluate its legitimacy with my ability.
(x)   I am not interested to apply for a job offer on social media when I saw bad comments or bad reviews of the hiring party from my family, friends, and colleagues.

Data Gathering Procedures

The data gathering was carried out through a self-administered online survey using Google forms. After the pre-test, email addresses of the aspiring OFWs to the POEA Information and Education Division were solicited for the direct sending of the online survey. Also, to ensure a high level of participation, survey forms were sent to replacements to meet the desired sample size.

Voluntary participation among the respondents was observed, as well as the confidentiality of the gathered information. For ethical consideration, the respondents were asked for informed consent before participating and can disengage at any time without violation.

Data Analysis

After the data gathering procedure, the collected data were analyzed using the appropriate data analysis methods and statistical treatment.

First, the socio-demographic profile of the respondents was analyzed through descriptive or univariate statistics, which involved looking at the respondents' variables such as their age, sex, civil status, educational attainment, and skills category.

Frequency and percent distribution analysis were conducted by applying this formula:

$$P = \frac{f}{n} * 100$$

Where in: P = Percentage
f = Frequency number of response
n = Total no. of respondents
100 constant factor

The following formula was employed in determining the numerical index of the average score in the distribution or the weighted mean.

$$\bar{x} = \frac{\sum fx}{n}$$

Where in: f = Frequency of sample
            x = Weight of responses or scale
            n = Total number of responses

In measuring the identified variables, a 5-point Likert type scale, which shows the degree, numerical values, and verbal interpretation was employed

Table 4. 5-point Likert-type scale for level of credibility of social media for job information search and application

Verbal Interpretation	Degree	Numerical Values	Description
Strongly Agree	5	4.5-5.0	Very credible
Agree	4	3.5-4.49	Credible
Uncertain	3	2.5-3.49	Uncertain
Disagree	2	1.5-2.49	Not credible
Strongly Disagree	1	1.0-1.49	Not credible at all

Table 5. 5-point Likert-type scale for level of credibility of social media for job

information search and application as perceived by the respondents

Verbal Interpretation	Degree	Numerical Values	Descriptions				
			Cognitive Qualities			Technical Qualities	
			(ST&E)	(AS)	(IQ)	(U)	(I)
Strongly Agree	1	4.5-5.0	Very trustworthy	Very convincing	Very accurate	Very effective	Very responsive
Agree	2	3.5-4.49	Trustworthy	Convincing	Accurate	Effective	Responsive
Uncertain	3	2.5-3.49	Uncertain	Uncertain	Uncertain	Uncertain	Uncertain
Disagree	4	1.5-2.49	Not trustworthy	Not convincing	Not accurate	Not effective	Not responsive
Strongly Disagree	5	1.0-1.49	Not trustworthy at all	Not convincing at all	Not accurate at all	Not effective at all	Not responsive at all

Table 6. 5-point Likert-type scale for the level of the likelihood for
job information/advert evaluation in social media

Verbal Interpretation	Degree	Numerical Values	Description
Very Like Me	5	4.5-5.0	Very high
Like Me	4	3.5-4.49	High
Uncertain	3	2.5-3.49	Uncertain
Not Like Me	2	1.5-2.49	Low
Very Not Like Me	1	1.0-1.49	Very low

Table 7. 5-point Likert-type scale for the level of intention/motivation
to apply to job adverts on social media

Verbal Interpretation	Degree	Numerical Values	Description
Very Like Me	5	4.5-5.0	Very motivated
Like Me	4	3.5-4.49	Motivated
Uncertain	3	2.5-3.49	Uncertain
Not Like Me	2	1.5-2.49	Unmotivated
Very Not Like Me	1	1.0-1.49	Very unmotivated

Spearman Correlation was used to determine the correlation between the study variables. The following formula was used to calculate the Spearman rank correlation:

$$r_s = 1 - \frac{6 \sum D^2}{n(n^2 - 1)}$$

Table 8. Ranging System for Spearman's rho Correlation Coefficient

Ranges	Verbal Interpretation
0.00 – 0.19	Very Weak
0.20 – 0.39	Weak
0.40 – 0.59	Moderate
0.60 – 0.79	Strong
0.80 – 1.00	Very Strong

Chapter IV

RESULTS AND DISCUSSION

Socio-Demographic Profile of the Respondents

Almost half (174 or 49.71%), of the respondents, were from the age bracket 25 to 31 years old. The youngest user was 18 years old while the oldest was 40. This implies that respondents were in the age of establishing or developing their careers being composed of millennials and Gen Zers.

As well, a little more than the majority (188 or 53.71%) were females. It can be deduced that job seekers abroad were female-dominated.

On the other hand, a great majority (253 or 72.29%) of the respondents were college graduates. This implies that respondents were educated and the reason why a big majority (278 or 79.43%) fall under the skilled or professional category (Table 8).

Table 9. Socio-demographic profile of respondents

Item	Category	Frequency (Ratio)	Percentage
Age Bracket	18-24 years old	60	17.14
	25-31 years old	174	49.71
	32-39 years old	61	17.43
	40 years old and above	55	15.71
Sex	Female	188	53.71
	Male	158	45.14
	Prefer not to say	3	0.86
Educational Attainment	High School	28	8.0
	College Undergrad	4	1.14
	College	253	72.29
	Technical-Vocational	34	9.71
	Post-Graduate	31	8.86
Skills Category	Skilled/Professional	278	79.43
	Low/Semi-Skilled	72	20.57

Social Media Usage

The majority (241 or 57.71%) of the respondents use Facebook as their source of job information and platform in their job search. This was followed by LinkedIn with less than half (60 or 17.14%) of the total respondents using the platform to look for job opportunities.

Table 10. Social media sites used by the respondents

Social Media Sites	Frequency (Ratio)	Percentage
Facebook	202	57.71
LinkedIn	60	17.14
YouTube	41	11.71
Job Street	39	11.14
Others	6	1.71

On the other hand, almost half (157 or 44.86%) of the respondents revealed to have a high average of time spent on their job search on social media with around 3-5 hours a day.

Table 11. Time spent on social media for job search

Time spent in job search per day	Frequency (Ratio)	Percentage
More than 9 hours	12	3.43
6-9 hours	99	28.29
3-5 hours	157	44.86
1-2 hours	78	22.29
Less than 30 minutes	5	1.43

Credibility of Social Media for Job Information Search and Job Application

The findings showed that respondents perceived social media as a credible platform for job information search and job application *(M= 3.73, SD=.82)*. The respondents displayed positive responses in terms of their perceived trust in social media on its cognitive and technical qualities.

In terms of the source trustworthiness and expertise, the majority of the respondents agreed with the statements that the source of the job information and job offers in social media is trustworthy and knowledgeable because they are accredited and legal (M= 3.81, SD=.79). This implies that respondents are likely to perceive social media as credible because of the perceived authority of the source to advertise job vacancies online. This echoed the insights of Fragale & Heath (2004) on credible sources being seen as likely to present credible messages. The result is something to be considered as social media as a double-edged sword can still be a potential platform to propagate job misinformation that can misguide jobseekers. Also, perceived trust in social media as a credible source and platform in job searching and job application requires various thorough evaluation as communication is non-linear. Bian et al. (2009) support this claim, noting that trust in social media is hard to detect as it is a transient property in network relationships.

Table 12. Respondents' perceived credibility of social media in the construct of source trustworthiness and expertise

Statements	Mean	SD	Response	Verbal Interpretation
The source of the job information and job offers on social media are accredited and legal.	3.81	.79	Agree	Trustworthy
The source of the job information and job offers on social media is trustworthy and knowledgeable.	3.57	.80	Agree	Trustworthy
The source of the job information and job offers on social media is ethical.	3.66	.80	Agree	Trustworthy
The source of the job information and job offers on social media is understanding.	3.75	.75	Agree	Trustworthy

For the construct of argument strength, the results showed that respondents perceived job information and advertisements presented on social media as convincing (M=3.99, SD=.82) because it provides strong arguments. As such, the job adverts on social media provide complete and logical job information that the respondents perceived as convincing, which will likely influence one's job search behavior. The result resonates with the study of Li & Suh (2015), noting that argument strength has a significant positive influence on information credibility in online platforms.

Table 13. Respondents' perceived credibility of social media in the construct of argument strength

Items	Mean	SD	Response	Verbal Interpretation
The job information and job offers on social media are believable.	3.66	.86	Agree	Convincing
The job information and job offers on social media are convincing.	3.99	.82	Agree	Convincing
The job information and job offers on social media are valid.	3.59	.71	Agree	Convincing
The job information and job offers on social media are logical.	3.55	.72	Agree	Convincing

Moreover, the results of the study showed that respondents perceived the information quality of the job adverts on social media as accurate and relevant to their job search (*M=3.65, SD=.16)* based on the evaluation of the content integrity and completeness, its rationality, and its timeliness. The results translate to how the respondents sensed the job offers on social media as objectively presented and sufficiently timely, but uncertain in terms of the accuracy of the information quality presented.

Table 14. Respondents' perceived credibility of social media in the construct of information quality

Items	Mean	SD	Response	Verbal Interpretation
The job information and job offers on social media are accurate.	3.30	.89	Uncertain	Uncertain
The job information and job offers on social media are objectively presented.	3.58	.87	Agree	Accurate
The job information and job offers on social media are easy to understand.	3.82	.82	Agree	Accurate
The job information and job offers on social media are sufficiently timely.	3.9	.72	Agree	Accurate

Further, the results reaped a positive response or high level of perceived credibility of social media in terms of its technical qualities or the user's experience using the platform for job search and job application.

In terms of interactivity, the results revealed that social media is interactive and provides a responsive platform for the respondents in their job search and job application (*M=3.95, SD=.20).* This means that communication in social media provides a fast exchange of information or response from both the job seeker and employer. In the study of Moghaddam et al. (2015), interactivity of online platforms, such as social media emerged as among the attributes that made job seekers turn to online platforms in their job search. Previous findings from related literature also indicate that a high level of interactivity is associated with the high trust of the user in the presented information.

Table 15. Respondents' perceived credibility of social media in the construct of interactivity

Statements	Mean	SD	Response	Verbal Interpretation
Social media provides a responsive platform for my job information search and application.	3.81	.85	Agree	Interactive
I receive immediate feedback from my prospective employer during my job application.	3.58	1.04	Agree	Interactive
My social media experience in my job information search and application is engaging and interesting.	3.83	.82	Agree	Interactive
I feel that I was in control of my interaction with my prospective employer.	3.31	.90	Agree	Interactive

In terms of usability, the findings showed that social media is an effective platform *(M=3.63, SD=.17)* for job information search and job application. This means that the respondents agreed to the idea that social media provides effortless usage for their job search satisfaction. Previous literature noted that the higher the perceived ease of use of an online system, the higher its credibility (Zhuang, 2010; & Lane & Coleman, 2012).

Table 16. Respondents' perceived credibility of social media in the construct of usability

Statements	Mean	SD	Response	Verbal Interpretation
Social media makes my job information search and application easy and stress-free.	3.91	.85	Agree	Effective
Social media for job information search and application is flexible and easy to use.	4.04	.74	Agree	Effective
Searching for job information and job vacancies is effortless and enhances the effectiveness of my job search.	3.89	.82	Agree	Effective
With social media, I can quickly find the job information and offers I'm looking for.	3.95	.77	Agree	Effective

Table 17. Respondents' perceived credibility of social media

Credibility Construct	No. of Items	Mean	SD	Verbal Interpretation
Source Competence	4	3.70	.11	Trustworthy
Argument Strength	4	3.70	.07	Convincing
Information Quality	4	3.65	.16	Accurate
Interactivity	4	3.95	.20	Interactive
Usability	4	3.63	.17	Effective
	20	3.73	.82	**CREDIBLE**

Overall, the results showed that the respondents perceived social media as a credible source and platform for job searching and job application. It can be noted that the respondents perceived social media as a trustworthy, convincing, and accurate source of job information and job offers, and viewed it as an interactive and effective platform for job searching and job application online.

It can be noted that interactivity has the highest weighted average response (*M=3.95)* from the respondents, which indicates high agreement with all interactivity statements. Interactivity is one of the attributes of social media that enables two-way communication, allowing users to have control over computer-mediated communication and experience. This resonates with the findings of De Silva & Buddhika (2019), noting that the higher the perceived interactivity of an online system, the higher its perceived credibility. Thus, in this study, interactivity emerged as the top heuristic cue of the jobseekers in determining the credibility of the job adverts on social media, which later on can influence their job search behavior and motivation to apply for the job.

On the other hand, respondents were uncertain about the quality of the job information and job adverts they found on social media as they were uncertain about

its accuracy (*M=3.30, SD=*.89) even though they perceived the message as objectively presented and sufficiently timely. This means that respondents have doubts about whether the job offer is reliable or not. This explains the results of the study of Cable et al. (2000), noting that attraction to job offers on social media does not always lead to positive outcomes, specifically if the job seekers are misguided by the high capability of the hiring party to communicate positive information than accurate job information.

Level of Evaluation: Central and Peripheral Route

The findings showed a high level of elaboration (M=4.32, SD=.64) among the respondents on evaluating the job information and job adverts on social media. This denotes that the respondents take the central route of elaboration or higher cognitive processing of the job information and job adverts on the platform. This means that respondents are concerned with the authenticity and reliability of the sources of the job offers as they verify its legitimacy and don't immediately apply for it without validating the job information first. This resonates with the idea of Metzger et al. (2010), noting that Internet users tend to evaluate the information they encounter online to establish its credibility.

Table 18. Evaluation of job information on social media

Statements	Mean	SD	Response	Verbal Interpretation
I evaluate and validate job advertisements on social media and research relevant information about the offer before applying for the job.	4.36	.66	Like Me	High Level of Evaluation
I verify the legitimacy of the job advertisements on social media before I proceed to submit my online application.	4.4	.63	Like Me	High Level of Evaluation

I ask my prospective employers/hiring agencies on social media for complete information about the job offer.	4.17	.69	Like Me	High Level of Evaluation
I use search engines to compare the provided job information to me with other similar job offers.	4.27	.69	Like Me	High Level of Evaluation
I examine the social media websites of my prospective employers/hiring agencies to secure additional information.	4.34	.70	Like Me	High Level of Evaluation
I still validate the job information provided to me even when the hiring party seems credible and reputable.	4.27	.65	Like Me	High Level of Evaluation
I am more interested in the information completeness of the job offer than the attractiveness of the social media sites of my prospective employer/hiring party.	4.32	.61	Like Me	High Level of Evaluation
I don't immediately apply for a job offer on social media without validating the job information first.	4.36	.60	Like Me	High Level of Evaluation
I don't apply for a certain job offer on social media without even questioning the job information provided by the hiring agencies.	4.30	.62	Like Me	High Level of Evaluation
I still take time and exert extra effort in knowing other relevant information about the job offer on social media.	4.43	.58	Like Me	High Level of Evaluation
Overall	**4.32**	**0.64**	**High Level Of Evaluation**	

Responses were coded as 5=Very Like Me, 4=Like Me, 3=Uncertain, 2=Not Like Me, 1=Very Not Like Me

Motivation/Job Pursuit Intention in Social Media

The findings showed that the respondents are motivated in pursuing to apply to the job adverts on social media in terms of the respondents' efforts to evaluate job offers and time devoted to their job searching (M=4.23, SD=.73). This may be attributed to their age profile considering that majority of the respondents are in the age bracket of 25 to 31 years old, wherein they are in the stage of establishing or developing their careers. This age group is also considered a highly computer-savvy generation who have grown up with the rise of technological advancements, such as the access to instant information through ICTs.

Drawn to the lens of ELM, the respondents being digitally savvy and educated have the ability to harness the advantages of social media for their job search and application. Likewise, they are motivated to use the platform in looking for better employment opportunities within their social network. This relates to research conducted in the United States by Jobvites in 2021, noting that 82% of young workers from the surveyed job seekers are likely to click on a job opportunity they found on their social media networks. Also, Filipinos being cited as the world's most "social" people with the highest time spent online of 9 hours and 45 minutes a day, of which 4 hours are spent on social media platforms, is something to be considered about as their job search behavior is associated with their intention to pursue the job. This supports the notion of Saks (2006) noting that job seekers with low self-efficacy have lower confidence in conducting a job search and settle to accept early job offers, while job seekers with high self-efficacy are likely to continue to search for the best job opportunity. Saks & Ashforth (2000) also attested that job search behavior is related to the use of intermediate parties such as the means of networking, like the use of social media.

Table 19. Respondents' motivation to apply to job adverts on social media

Statements	Mean	SD	Response	Verbal Interpretation
I spend extra time and effort on my job search and job application on social media.	4.26	0.73	Like Me	Motivated
I don't stop looking for job advertisements on social media until I found my preferred job offer to submit my application.	4.23	0.77	Like Me	Motivated
I don't stop evaluating a job offer until I know that it is legit and legal.	4.45	0.68	Like Me	Motivated

I don't immediately submit ng job application until I know the legitimacy of the job offer.	4.38	0.64	Like Me	Motivated
I am driven to apply for a job post when the job information provided to me is relevant and complete.	4.25	0.70	Like Me	Motivated
I use various social media sites for my job search and application because it would lead me to more job opportunities and possible employment.	4.38	0.73	Like Me	Motivated
I still search and apply for the best job opportunity even when I have settled to accept early job offers.	4.03	0.82	Like Me	Motivated
I'm confident that social media will enhance my ability to evaluate the legitimacy of job offers.	4.06	0.79	Like Me	Motivated
I can find the best job offer and evaluate its legitimacy with my ability.	4.16	0.65	Like Me	Motivated
I am not interested to apply for a job offer on social media when I saw bad comments or bad reviews of the hiring party from my family, friends, and colleagues.	4.13	0.77	Like Me	Motivated
Overall	**4.23**	**0.73**	**MOTIVATED**	

Responses were coded as 5=Very Like Me, 4=Like Me, 3=Uncertain, 2=Not Like Me, 1=Very Not Like Me

Correlation of the Study Variables

Overall, the findings revealed a positive and significant correlation between the study variables in terms of the respondents' perceived credibility, the level of how they evaluate job information and job adverts on social media, and the level of how they are motivated to apply for the adverts through the platform. (See Table 12)

Table 20. Summary of the measured variables

	Mean	SD	Interpretation
Perceived Credibility	3.73	0.82	Credible
Level of Elaboration	4.32	0.64	High Evaluation
Level of Job Pursuit Intention	4.23	0.73	Motivated

Table 21. Correlation of study variables

Variables	Level of Motivation to Apply to Job Adverts in Social Media		
	Spearman's rho Coefficient	p-value	Relationship
Perceived Credibility of Social Media for Job Search and Application	0.155	0.004	*Significant relationship**
Level of Evaluation of Job Information found on Social Media	0.607	0.001	*Significant relationship**

*Correlation is significant at the 0.01 level (2-tailed)

The table shows a positive and significant relationship between the respondents' perceived credibility of social media for job searching and application and their level of intention/motivation to apply for these jobs offered through social media channels. It was also shown that respondents' level of evaluation of the job information they found on social media has a strong positive and significant relationship with their level of motivation to apply to the job adverts on social media.

Furthermore, the results of the correlation tests proved the validity of the hypothesis of the study. Thus, we can argue that the respondents' perceived credibility

of social media for job search and job application is positively related to how motivated they are in applying for the job adverts on the platform and how they evaluate the job information. The findings echoed the notion that credibility can affect one's motivation and perform effortful cognitive information processing based on own information seeking (Griffith, Nolder, & Petty, 2018). For instance, a job seeker who is highly motivated to look for a preferred job and apply for it is more likely to scrutinize or evaluate the credibility of the job advertisements until he or she found the job offer that suits the job seeker's personal interest. This idea was drawn to the ELM of Petty & Cacioppo (1986), noting that if the person is motivated and carefully evaluates the message, he or she will follow the central route to persuasion. In addition, the respondents' high tendency to evaluate job information and job offers on social media is positively related to how motivated they are in looking for the best employment opportunities within their social networks.

In this study, the results made a stand that apart from evaluating the cognitive qualities of social media, its technical qualities, such as its interactivity and usability supplement the credibility assessments in an online networking environment. Specifically, the source and job information are critical to the credibility of social media for job searching and job application as these cognitive heuristics serve as the primary basis of one's credibility judgments. Similarly, the technical qualities of the platform, such as its interactivity and usability have a positive effect on the motivation and ability of the job seekers in their job searching and job application experience.

Overall, the study can attest that the cognitive effort of jobseekers to evaluate the credibility of social media is significantly associated with their motivation and ability to process the job information and job offers on the platform for their own satisfaction, which is looking for the best job opportunity and applying for it.

Chapter V

SUMMARY, CONCLUSION, AND RECOMMENDATIONS

Summary of Findings

This study examined how 350 Filipino overseas job seekers perceived social media for job search and job application through the lens of the Elaboration Likelihood Model (ELM) Theory. The credibility of social media was examined under the three dimensions (source, message, medium) as suggested by the related literature in credibility assessments. The dimensions were then assessed under two tenets of central and peripheral processing routes of the ELM. The central route captured the source's trustworthiness and expertise, argument strength, and information quality, while the peripheral route focused on the user experience that covers the attributes of usability and interactivity. The correlation of the research main variables was also determined to provide comprehensive results on the credibility of social media in relation to the motivation of the job seekers to apply to the job offers on the platform.

The findings showed that most of the respondents who are in the stage of establishing or developing their careers perceived social media as a credible source and platform for job search and job application. These sites include Facebook, LinkedIn, YouTube, JobStreet, and other corporate websites of employers. The interactivity of the sites was the top heuristic cue of the respondents in acknowledging the credibility of these platforms. It was revealed that the more responsive the recruiter on social media, the more it is perceived as credible by the job seekers. Evidently, the fast exchange of messaging creates a personal connection and builds trust between the job seeker and the recruiting party.

Further, the research found a positive and significant relationship between the job seekers' perceived credibility of social media and their motivation to evaluate the job post, and further engage in the actual job application. Even if the respondents perceived the cognitive qualities (e.g. overall information quality) of the job posts on social media as credible, they still exert effortful evaluation of the job offer to make sure that it is legit. Considering that majority of the respondents are educated, the ability to exert a high level of mental effort is present and can be noted. Likewise, the motivation of the respondents to apply for the job post on social media is influenced by the way they scrutinize the credibility of the job information based on their information-seeking intentions.

Conclusion

The study concludes that social media, with its interactive feature, is a crucial attribute that makes it credible for job search and job application. The user-control it provides to the job seekers in the process of job searching, including how they scrutinize the job information, creates a sense of trust and reliability that necessitates the motivation or job pursuit intentions of the job seekers in using the platform. Interactivity as the top heuristic cue of the respondents in the assessment of the credibility of social media also influences the trustworthiness, persuasiveness, and overall information quality of the job posts in an online networking environment. Interestingly, the surveyed job seekers engaged themselves in the effortful evaluation of job advertisements on social media as they take advantage of the interactivity feature of the sites.

Based on the research results, this study proposes a social media credibility model that will aid in further research on credibility assessments in an online networking environment.
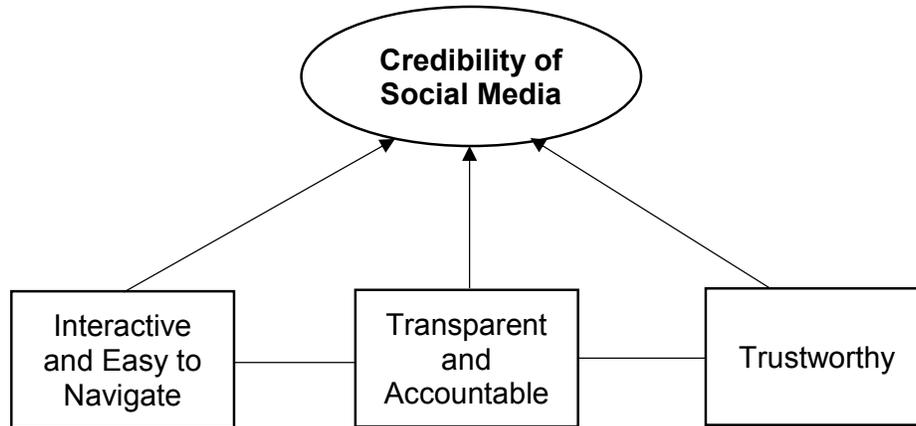

Figure 3. Attributes of a credible social media platform for overseas job search

Interactive and easy to navigate. A credible social media platform creates a personal interaction between the job seeker and the hiring party through the responsiveness and interchange in the messaging. An interactive platform enables job seekers to have user control in the process of the job search and application, especially if the site is easy to navigate, which allows the user to quickly search for the available job orders, and ask for feedback on their job application. (Credibility of the medium)

Transparent and accountable. The site provides the complete details of the recruitment or manning agency, including the recruiter's license number, contact details, and location. Likewise, it should provide clear recruitment specifications of the approved job orders. (Credibility of the message)

Trustworthy. A credible social media site for job search is a reliable platform that can be trusted by the job seekers with their personal information, likewise, a reliable source of legit job information and job vacancies to apply for. A trusted site that provides

accurate job information and legal provisions on overseas recruitment will help the agency in building its credibility. (Credibility of the source)

This model can be a useful basis for job seekers in knowing the credibility of the social media sites they turned to for their job searching and actual job application. Likewise, this can help authorized recruitment and manning agencies in improving their online presence by leveraging a credible site to attract job seekers.

Implications

Given the high penetration of job seekers in social media, one must be literate in evaluating job offers to avoid the consequence of manipulation. This is the mere reason why job seekers must know how to evaluate credible job information and job adverts on social media to prevent being victimized by the unscrupulous hiring party that takes advantage of the platform to recruit workers. At worst, these illegal recruiters use social media to scam overseas job seekers who are susceptible to online illegal recruitment schemes.

First, this study examined how job seekers perceived social media as a credible source and platform for their job search and job application. As interactivity of social media emerged as the top heuristic cue in this credibility assessment, one must understand that interactivity, alongside usability, is a technical quality of new media that describes the user experience with the platform. This attribute belongs to the dimension of credibility assessment of the medium but not necessarily to the credibility of the source and the message itself. For instance, an interactive social media site that is perceived as credible may not provide credible job information at all. Thus, in an online networking environment, one must be able to discern what is credible job offers

and what is not based on cognitive information evaluation.

Secondly, some limitations of the ELM must be raised for the development of further research on information evaluation and credibility assessment. The objective cues in the credibility assessment do not necessarily fall under a certain information processing route, as the central and peripheral cues are collaborating, which can lead to similar attitude change. Significantly, central processing must first occur for a higher assessment of credibility. The peripheral heuristics of social media and any digital medium must be also considered as intervening cues in information evaluation. This research can be a basis for further research on the factors and other credibility constructs that influences one's information-processing and evaluation, particularly with the use of social media platforms.

Recommendations

In relevance to the research findings, the following recommendations are suggested to further aid communication practitioners in leading job seekers to credible hiring employers, as well as in the further exploration of the topics on social media for job searching and job application:

For future studies:

- The study did not examine a particular social media site to assess its overall credibility for job search and job application. Future studies may focus on specific social media sites like Facebook or carry out a content analysis of the existing corporate websites of recruitment agencies.

- The study only explored the perceived credibility, the route of elaboration, and motivation of the respondents on social media for job searching and job

application. Future studies may look into how other moderating factors, such as one's social heuristics and ability, influence the information processing of the contents on social media platforms.

- The study only focused on the dimensions of trustworthiness and expertise in determining the respondents' perceived credibility of social media. Thus, future studies may consider looking into underlying dimensions of credibility for a more comprehensive assessment of information and contents in social media. As such, further research can examine the features of social media and the experience of the users that may affect one's credibility judgments.

- The study only covered 350 land-based overseas Filipino job seekers with prior registration with the POEA. Future studies may cover a much larger population and may include job seekers who are not yet registered with the POEA.

For policy recommendations:

- The POEA, as the lead agency tasked with managing the labor migration program of the Philippines, may include social media literacy in its current pre-employment overseas seminar for aspiring OFWs. Since social media is highly interactive and perceived to be a credible source and platform for job search, it is necessary for job seekers to critically evaluate job offers they found online. Since the study revealed that job seekers evaluate the legality of the job adverts on social media, the POEA's responsiveness in the validation of the jobseekers' verification query plays a crucial part in the actual job search and application of the jobseekers.

- Likewise, the POEA, together with its licensed recruitment agencies, can leverage social media to further improve its overall information communication

campaign against illegal recruitment by the regular posting of how to avoid fake job advertisements. As such, it would be best to come up with a standard recruitment specification of the approved job orders for social media posting as it will help job seekers in their careful evaluation of the job advertisements online.

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Appendices

CONSENT FORM

Title of the Study:	**The Credibility of Social Media for Job Search and Job Application as Perceived by Filipino Overseas Job Seekers**
Researcher:	**Ms. Abegail V. De Vega**
	Faculty of Information and Communication Studies
	University of the Philippines Open University
	Information Officer III
	Information and Education Division, Planning Branch
	Philippine Overseas Employment Administration

The purpose of this study is to determine what makes social media a credible tool for job information search and application as perceived by OFWs. As one of the chosen respondents for this research, your sincerest answers would be a great help in the accomplishment of the study.

If you agree to participate, you will be asked to compete a survey about your views about social media's credibility on your job search and job application. Rest assured that your personal information will be kept confidential and will note in any circumstance be disclosed to the public.

Answering the questionnaire will only take 8-10 minutes of your time.

Your participation in this study is completely voluntary and you have the right to disengage any time.

By proceeding, you are giving consent to participate in this study.

Thank you.

RESEARCH INSTRUMENT

ONLINE SURVEY QUESTIONAIRRE

I.   DEMOGRAPHIC PROFILE

Name (Optional):

_____

Age: (1) 18-24   (2) 25-39   (3) 40-60   (4) 60 and above
Sex: (1) Male   (2) Female
Educational Attainment:
      (1) Elementary
      (2) High School
      (3) College
      (4) Post-Graduate
      (5) Technical-Vocational

Skills Category: (1) Skilled/Professional   (2) Low/Semi Skilled

II.   CREDIBILITY OF JOB INFORMATION/ADVERTISEMENTS IN SOCIAL MEDIA

Directions: Below are statements which describe the credibility dimensions of social media for job information search and application. Choose your level of agreement or disagreement for each statement.

Items	Strongly Agree (5)	Agree (4)	Uncertain (3)	Disagree (2)	Strongly disagree (1)
1. The source of the job information and job offers on social media is accredited and legal.	5	4	3	2	1
2. The source of the job information and job offers on social media is trustworthy and knowledgeable.	5	4	3	2	1
3. The source of the job information and job offers on social media is ethical.	5	4	3	2	1
4. The source of the job information and job offers on social media is understanding.	5	4	3	2	1
5. The job information and job offers on social media are believable.	5	4	3	2	1
6. The job information and job offers on social media are convincing.	5	4	3	2	1

	5	4	3	2	1
7. The job information and job offers on social media are compelling.	5	4	3	2	1
8. The job information and job offers on social media are logical.	5	4	3	2	1
9. The job information and job offers on social media are accurate.	5	4	3	2	1
10. The job information and job offers on social media are objectively presented.	5	4	3	2	1
11. The job information and job offers on social media are easy to understand.	5	4	3	2	1
12. The job information and job offers on social media are sufficiently timely.	5	4	3	2	1
13. Social media provides a responsive platform on my job information search and application.	5	4	3	2	1
14. I receive immediate feedback with my prospective employer during my job application.	5	4	3	2	1
15. My social media experience in my job information search and application is engaging and interesting.	5	4	3	2	1
16. I feel that I was in control of my interaction with my prospect employer.	5	4	3	2	1
17. Social media makes my job information search and application easy and stress-free.	5	4	3	2	1
18. Social media for job information search and application is flexible and easy to use.	5	4	3	2	1
19. Searching for job information and job vacancies are effortless and enhances my effectiveness on my job search.	5	4	3	2	1
20. With social media, I am able to quickly find the job information and offers I'm looking for.	5	4	3	2	1

III. ROUTE OF ELABORATION: SOCIAL MEDIA FOR JOB SEARCH AND JOB APPLICATION

Directions: Below are statements people consider in the evaluation of job advertisements in social media. Choose your level of likelihood for each statements.

Items	Very Like Me (5)	Like Me (4)	Uncertain (3)	Not Like Me (2)	Very Not Like Me (1)
I evaluate and validate job advertisements on social media and research relevant information about the offer before applying for the job.	5	4	3	2	1
I verify the legitimacy of the job advertisements on social media before I proceed to submit my online application.	5	4	3	2	1
I ask my prospective employers/hiring agencies on social media for complete information about the job offer.	5	4	3	2	1
I use search engines to compare the provided job information to me with other similar job offers.	5	4	3	2	1
I examine the social media websites of my prospective employers/hiring agencies to secure additional information.	5	4	3	2	1
I still validate the job information provided to me even when the hiring party seems credible and reputable.	5	4	3	2	1
I am more interested in the information completeness of the job offer than the attractiveness of the social media sites of my prospective employer/hiring party.	5	4	3	2	1
I don't immediately apply for a job offer on social media without validating the job information first.	5	4	3	2	1
I don't apply for a certain job offer on social media without even questioning the job information provided by the hiring agencies.	5	4	3	2	1
I still take time and exert extra effort in knowing other relevant information about the job offer on social media.	5	4	3	2	1

IV.   JOB PURSUIT INTENTIONS IN SOCIAL MEDIA

Directions. Below are statements which describe one's motivation to search and apply for a job offer in social media. Choose your level of likelihood for each statements.

Items	Very Like Me (5)	Like Me (4)	Uncertain (3)	Not Like Me (2)	Very Not Like Me (1)
I spend extra time and effort on my job search and job application on social media.	5	4	3	2	1
I don't stop looking for job advertisements on social media until I found my preferred job offer to submit my application.	5	4	3	2	1
I don't stop evaluating a job offer until I know that it is legit and legal.	5	4	3	2	1
I don't immediately submit ng job application until I know the legitimacy of the job offer.	5	4	3	2	1
I am driven to apply for a job post when the job information provided to me is relevant and complete.	5	4	3	2	1
I use various social media sites for my job search and application because it would lead me to more job opportunities and possible employment.	5	4	3	2	1
I still search and apply for the best job opportunity even when I have settled to accept early job offers.	5	4	3	2	1
I'm confident that social media will enhance my ability to evaluate the legitimacy of job offers.	5	4	3	2	1
I can find the best job offer and evaluate its legitimacy with my ability.	5	4	3	2	1
I am not interested to apply for a job offer on social media when I saw bad comments or bad reviews of the hiring party from my family, friends, and colleagues.	5	4	3	2	1

V.   SOCIAL MEDIA USAGE

Directions: Please check the box that corresponds your answer.
1. What kind of social media sites you are using for job search?
- ☐ Facebook
- ☐ LinkedIn
- ☐ Twitter
- ☐ Instagram
- ☐ Job Street
- ☐ Others (Please specify): _____

2. Do you use other recruitment/job searching methods other than social media?
- ☐ No.
- ☐ Yes. If yes, please indicate:
    - ☐ Newspaper
    - ☐ Television
    - ☐ Radio
    - Others (Please specify): _____

3. How much time do you spend on social media for job searching?
- ☐ More than 9 hours
- ☐ 6-9 hours
- ☐ 3-5 hours
- ☐ 1-2 hours
- ☐ Less than 30 minutes