

Crowdsourcing Recruitment: Sourcing of Talents for Print Media via Effective Use of Internet and Social Media

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Abstract— Companies are trying to hunt the best talents to support their business. While traditional methods serves a better method of recruitment strategy and the managers are expecting to utilize the talents in every way (both internal & external). This article explains how the print media can acquire the talents from social media. This method ensures new ideas and new approaches with low cost sometimes no fee. The findings are obtained from data collected by questionnaires. This study elaborates how print media uses crowdsourcing to find innovative ideas and maintain their uniqueness.

Keywords: Crowdsourcing, Innovation, Recruitment, Organizational Task, Platform, Internet

I. INTRODUCTION

Jeff Howe defines the term “crowd sourcing in his article published in wired magazine. Crowd sourcing is a sourcing model where organization use mainly advanced internet technologies to benefit from the efforts of a virtual crowd for accomplishing organisational task”.

Crowd sourcing is a method by which an organisation outsources the work to a large network of people by an open call. It involves the requestor and participant. This is also gathers the knowledge from various people via internet. Crowdsourcing work allows companies to save time and money while tapping into people with different skills or thoughts from all over the world.

Crowd sourcing recruitment means, instead finding talent through conventional means, like – Job Boards, Cold Calling, and Career Sites, etc., the “crowd” is finding talent for hire.

The sole purpose is to acquire internal and external referrals using social networks to do the work. In crowd sourcing, several recruiters work parallel to find the best talent for the organization. For instance, an independent recruitment group consists of professionals including – agencies, organizational employees, recruiters and individuals with the particular skill sets.

Crowd sourcing is a method by which an organization outsources the work to a large network of people by an open call. Crowd sourcing consist of two types namely, the requestor who requests the work and the crowd worker or participant who completes the work requested.

Crowd sourcing platforms like Amazon’s Mechanical Turk (AMT) acts as a middle agent between them. It gets the request from requester, splits the work into manageable small units and assigns each work unit to the appropriate crowd worker, by following certain criteria. Each of the self-identified volunteers or part-time workers contributes their efforts to complete the small portion of work assigned to them

A. Types of Crowdsourced Recruitment

Open Crowd sourcing. Here the general public is requested to make the referrals fill the open job position. Employee-Based. In this method, present employees of an organization refer the candidate to fill an open job position.

B. Challenges Faced By Participants

1) Privacy:

Participants should make sure that the information provided by them is secure and used by the intended organization only. This includes both personal and financial information. The sites visited by participant should have the SSL certificate to be active, and should not be redirected to the unknown URLs.

2) Reputation

Participants should make sure that the organization is an authentic and a transparent one. Participants are recommended to work with reputed organizations. So being aware of who is running an online engagement makes sense.

3) Intellectual Property

Participants should contribute their own ideas and comments. Ideas are open to everyone to contribute but some sites allow you to contribute product ideas that might have a financial reward associated with them and misrepresentation can create trouble.

C. Challenges Faced by Organizers

1) Needs should be Explicit

Some of the biggest companies like NOKIA, DELL and IBM rely on crowd sourcing. They used crowd sourcing in different ways and attained success. Some of the greatest innovations are introduced by the crowds. In order for crowdsourcing to work, the crowd should be aware of what the organization expects from them and the need of the project should be focused.

2) Idea Theft

Ideas are only ideas until they are executed. Sometimes an organization may not have the resources to execute the ideas. While some companies will modify ideas to put their own spin on them in order to make them a reality.

3) Ensuring Confidentiality

There is a risk of confidential information getting into the organization’s competitor’s hands. In task description details about the problem, your business intentions, or the technology must be kept hidden. There is only certain amount of confidence on the large and anonymous group of crowd. So there is a need to hold back, important information that could otherwise help them to solve the organization’s problem – and this negatively affects the quality and scope of solutions which you receive.

D. Objectives of the study

- To know how crowd sourcing helps to recruit talents available outside.

- To understand how crowd sourcing helps to promote innovative ideas that support the growth of the organisation.
- To identify the sources with multiple talents engaged in other employment but have interest in media works (writing articles, poems etc.).
- To acquire internal and external referrals using social network to support our media work.
- To increase the chances of employers finding their dream and most qualified candidates.
- To make recruitment effectively, at low cost and with less time through social network.

II. CROWDSOURCED RECRUITMENT

A company or an organization dealing with a problem at hand broadcasts it on Social Networking sites like Twitter, Facebook etc. inviting help from the pool of talent waiting for the right opportunity to unleash their innovative business ideas. Thus not only does the company gets a solution sourced from a number of business aspirants, prospective employees also bag a chance of getting a direct entry into the organization's database! Managers can incidentally choose from the vast database during jobs and not to forget that this time they have more choices. Thus people often have the chance of actually getting recruited directly through Social Networking platforms.

Recruiting is a tough business, particularly in a tight job market. The economy is improving and hiring is on the increase, meaning that companies are in need of high quality candidates for their openings. In response, professional recruiters are tasked with the tremendous task of filling corporate and technical positions. To fill these positions, professional recruiters must network effectively with decision makers and qualified candidates.

It just empowers organizations to locate talent and work in collaboration with recruiters who are finding the candidates. It is realized that Crowdsourcing became a strong way to find resources and HRMS (Human Resource Management System) can provide the base to do so.

A company's Human Resources (HR) department's being responsible for procurement of new employees is the typical example of this. The typical one who recruits people reviews average 200 resumes to fill a single position at the middle level; for a very desirable position they receive resumes ten times this number. Technology, can aid in the search process to find thousands of online resumes but still they would not be able to make a subjective assessment of sufficient resumes for a job in exchange for an inadequate resume.

The task of hiring mid-level and top employees is often supplied by outsourcing from authoritative research companies. These external hiring companies generally receive approximately one third of the new employee's annual base salary as payment. Therefore, employers can benefit from a cheap method of viewing resumes or if this activity can be done effectively, external hiring companies significantly lower costs.

III. CROWDSOURCING PROCESS

Crowd sourcing is defined as a distributed problem-solving model and the problem is presented to the crowd through an open call; people come to the platform, work on tasks and submit their solutions and receive incentives offered on that platform. Crowdsourcing architecture consists of three main components: platform, applications and crowd. Platform will be the stage where the crowd sourcing is applied; application includes all the tasks that are led to the crowd and the crowd represents the people who will contribute to the solution of the problem.

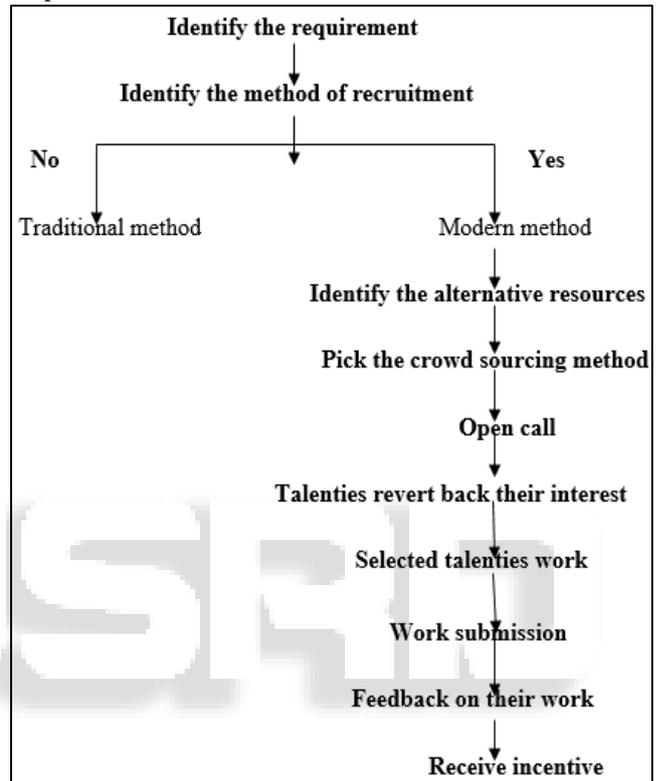


Fig. 1: Crowd sourcing Process

A. Research Methodology

Research methodology is a way to solve systematically the research problem. It explains the various steps generally adopted in studying research problems. It is necessary for the researchers to know not only the research methods/techniques but also methodology. The research design is descriptive in nature as the researcher has made attempts to describe characteristics as it is.

Data required for the study have been obtained from workers. The primary data was collected through questionnaire. Both primary and secondary data methods are used to collect data.

Statistical tools applied

To analyze the data and infer the results, the statistical tools and test used for this study are.

- Simple percentage analysis
- One-way ANOVA
- Correlation

1) SPSS:

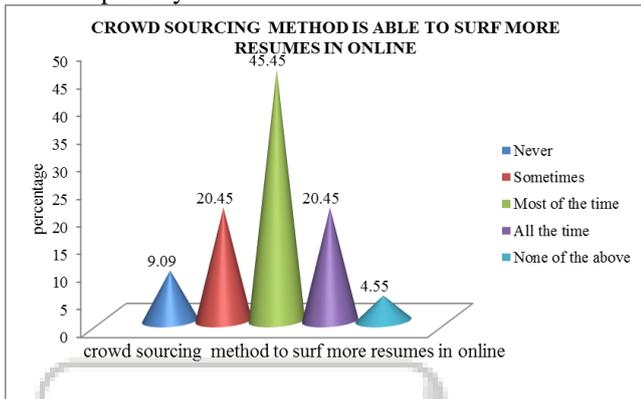
The statistical Package for Social Science (SPSS) was used to calculate the ANOVA and correlation analysis.

IV. DISCUSSIONS, RESULTS AND CONCLUSION

Analysis of crowd sourcing method is able to surf more resumes in online

S.no	Particulars	No.of respondents	Percentage
1	Never	20	9.09
2	Sometimes	45	20.45
3	Most of the time	100	45.45
4	All the time	45	20.45
5	None of the above	10	4.55
Total		220	100

*Source: primary data



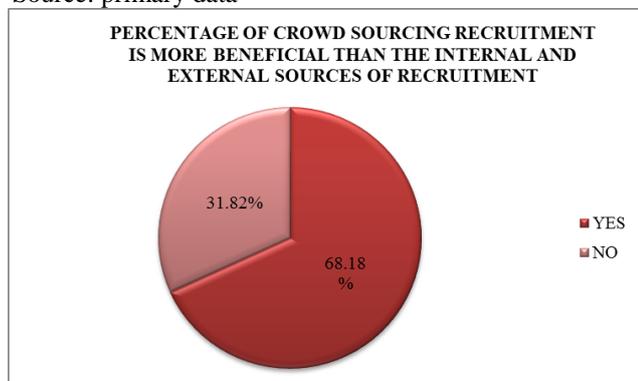
A. Inference:

The above table shows that the 45.45% it is easy to surf more resumes in online for crowdsourcing method, 9.09% of the respondents says that crowd sourcing method never able to surf more resumes in online, 20.45% respondents says that sometimes and 4.55% of the respondents choose none of the above.

Analysis of crowd sourcing recruitment is more beneficial than the internal and external sources of recruitment

S.no	Particulars	No.of respondents	Percentage
1	Yes	150	68.18
2	No	70	31.82
Total		220	100

*Source: primary data



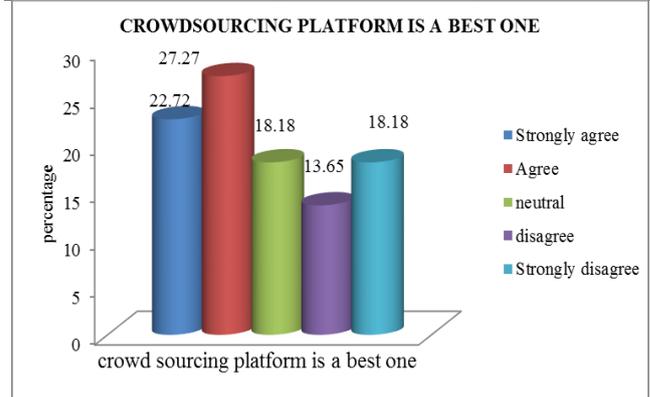
B. Inference:

The above table shows that 68.18% of the respondent says that crowd sourcing recruitment is more beneficial than the internal and external source of recruitment and 31.82% of the respondent says that Crowd sourcing recruitment is not more

beneficial than the internal and external sources of recruitment.

Analysis of crowd sourcing platform is a best one

S.no	Particulars	No.of respondent	Percentage (%)
1	Strongly agree	50	22.72
2	Agree	60	27.27
3	Neutral	40	18.18
4	Disagree	30	13.65
5	Strongly disagree	40	18.18
Total		220	100



C. Inference:

The table shows that 22.72% of the respondents strongly agreed that crowd sourcing platform is a best one, 27.27% of the respondents were agreed, 18.18% of the respondents were neutral, 13.65 of the respondents were disagreed, 18.18 % of the respondents were strongly disagreed.

Analysis of the challenges faced by the crowd sourcing method

S.no	Particulars	No.of respondent	Percentage (%)
1	Privacy	70	31.82
2	Reputation	50	22.72
3	Intellectual property	40	18.18
4	Lack of communication	30	13.64
5	All the above	30	13.64
Total		220	100

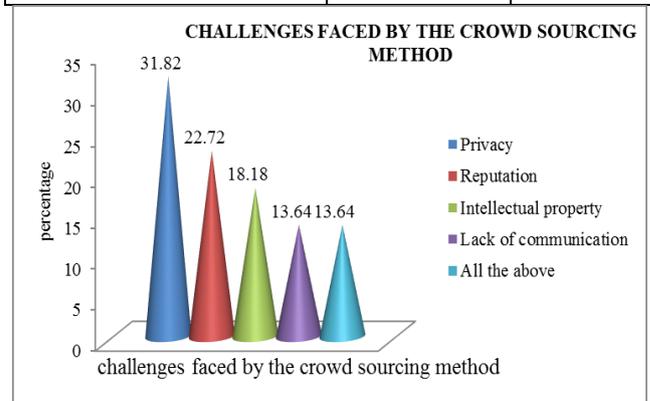


Chart: 4.1.16 challenges faced by the crowd sourcing method

D. Inference:

1) Anova

To run this ANOVA test, I am considering variables from my questionnaire. Thus the variables taken are length of the

service and crowd sourcing platform is a best one for recruitment.

2) Interpretation

crowd sourcing is a best one

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
less than 5	50	1.00	.000	.000	1.00	1.00	1	1
6-10	60	2.00	.000	.000	2.00	2.00	2	2
11-15	70	3.43	.498	.060	3.31	3.55	3	4
16-20	30	5.00	.000	.000	5.00	5.00	5	5
above 20	10	5.00	.000	.000	5.00	5.00	5	5
Total	220	2.77	1.415	.095	2.58	2.96	1	5

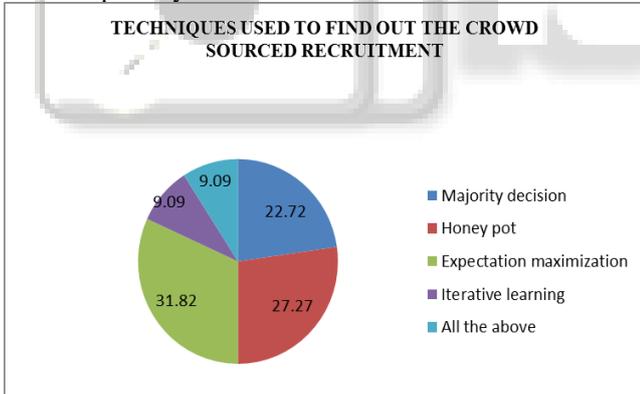
Table: Descriptive statistics for length of the service and crowd sourcing platform is a best one

The table shows that 31.82% of the respondent face the challenge of privacy,22.72%of the respondent were facing the challenge of reputation,18.18% of the respondent were facing the challenge of intellectual property,13.64% of the respondent facing the challenge of lack of communication and 13.64% of the respondent were all the above.

Analysis of techniques used to find out the crowd sourced recruitment

S.No	Particulars	No.of respondent	Percentage (%)
1	Majority decision	50	22.72
2	Honey pot	60	27.27
3	Expectation maximization	70	31.82
4	Iterative learning	20	9.09
5	All the above	20	9.09
Total		220	100

*Source: primary data



E. Inference:

The above table shows that 22.72% of the respondent were using majority decision technique,27.27% of the respondent were using honey pot technique,31.82% of the respondent were using expectation maximization technique,9.09% of the respondent were using iterative technique and 9.09% of the respondent were using all the above.

crowd sourcing is a best one

	Sum of Squares	df	Mean Square	F	sig
Between Groups	421.494	4	105.373	1.322E3	0.000
Within Groups	17.143	215	.080		
Total	438.636	219			

The above table gives the result of the analysis of crowd sourcing method. The results are given in three rows. The first row labelled between groups gives the length of the service. The second row labelled within the groups gives the crowd sourcing platform is a best one and the third row gives the total. Here, the F value is 1.322 and the corresponding P-value is given as <0.000. Therefore we can safely reject the null hypothesis and conclude that the length of the service is not as same as the crowd sourcing platform is a best one. The result will be reported as:

There is a significant difference between the length of the service and the crowd sourcing platform is a best one.

$$F(4,215) = 1.322, P < 0.05$$

F. Homogeneous Subsets

Tukey HSD

crowd sourcing is a best one	N	Subset for alpha = 0.05			
		1	2	3	4
strongly agree	50	4.00			
agree	60		2.00		
neutral	40			3.00	
disagree	30				3.00
strongly disagree	40				1.25
Sig.		1.000	1.000	1.000	1.000

Means for groups in homogeneous subsets are displayed.

Table: Homogeneous Subsets for length of service
The same result is also shown in another form in the above table. In this table; the groups are arranged in the increasing order by the mean value. The length of service 16- 20 have the least mean value than others. The crowd sourcing is a best platform is strongly agreed has the highest mean value.

V. CORRELATION

To run this CORRELATION test, I am considering the variables from my questionnaire. Thus the variables taken are open innovation method to recruit large people with best ideas and crowd sourcing method is more beneficial than student reporter's scheme.

A. Interpretation

	Mean	Std. Deviation	N
open innovation method to recruit large people with best ideas	1.45	.499	220

crowd sourcing method is more beneficial than student reporters scheme	2.45	1.342	220
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Table: Descriptive Statistics for open innovation method to recruit large people with best ideas and crowd sourcing method is more beneficial than student reporter’s scheme.

		open innovation method to recruit large people with best ideas	crowd sourcing method is more beneficial than student reporters scheme
open innovation method to recruit large people with best ideas	Pearson Correlation	1	.849**
	Sig. (2-tailed)		.000
	N	220	220
crowd sourcing method is more beneficial than student reporters scheme	Pearson Correlation	.849**	1
	Sig. (2-tailed)	.000	
	N	220	220

** . Correlation is significant at the 0.05 level (2-tailed).

Table: Correlations for open innovation method to recruit large people with best ideas and crowd sourcing method is more beneficial than student reporter’s scheme.

In each cell of the correlation matrix, we get Pearson’s correlation coefficient, P-value for two-tailed test of significance and the sample size. From the output, we can see that the correlation coefficient between open innovation method to recruit large people with best ideas and crowd sourcing method is more beneficial than student reporter’s scheme is 0.849 and the P value for 2-tailed test of significance is 0.000 which is less than the significance value ($\alpha = 0.05$).

From the table, we can conclude that there is a strong positive correlation between open innovation method to recruit large people with best ideas and crowd sourcing method is more beneficial than student reporter’s scheme and that is the correlation is significant at the significance level of 0.05.

VI. FINDINGS OF THE STUDY

- Majority of the respondent says that crowd sourcing method able to recruit the efficient candidate.
- Maximum of the respondent says that crowd sourcing recruitment is more beneficial than the internal and external source of recruitment.
- Majority of the respondents strongly agree that crowd sourcing recruitment method is able to recruit candidate at low cost.
- High number of respondents accepts that the crowd sourcing recruitment can be able to recruit large people with best ideas.

- Commonly agreed points of the respondents were yes for the reporters can be recruited by crowd sourcing method.
- Majority of the respondents says Types of users in crowd sourcing method were requestors.

A. Suggestion and Recommendation

- Having a crowd-sourcing program will make you more visible but it won’t automatically make your firm more attractive to top talent, they have to search for it.
- This crowd sourcing method outsources the work to a large group, it should splits the work into small units and assign each work unit to the appropriate crowd worker by following certain criteria.
- To win the competition of other recruitment process, they are requires the best use of inner and outer ideas.
- The candidates cannot be motivated themselves to do the work, the organisation can give the rewards and incentives in order to motivate their employees to do the work
- Eg: Wikipedia is involved with self-interested volunteers.
- The recruitment should be made through all the social network so that it can reaches people easily.
- As all the categories of Print Media does not follow the method of crowd sourcing, it is recommended to follow which is being very useful in recruiting the required talent.
- Like student reporter scheme, many schemes can be brought to utilize the talents in other groups (Eg: housewife, working people etc.)

VII. CONCLUSION

This study was carried out to determine recruitment process through crowd sourcing in Print Media. The objective of the study is to recruit the available talents outside through this method. This method is required to recruit the efficient candidate and the knowledge and skills are being utilized correctly.

Even though Print Media are following the various recruitment techniques like student reporter scheme, referrals, word of mouth this crowd sourcing method will be much beneficial in recruiting the best talent for their organization.

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