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Influential Factors of Behavioral Intention of Network Job Seekers —— Grounded Theory Based on Social Media Discourse

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Abstract: *The rapid development of the information technology era makes the network platform gradually become one of the important application media of human resources. Many online job seekers seek employment opportunities through the network platform to obtain the effective information of the employer, but the employment effectiveness of the network job seekers still needs to be improved. In this paper, We chat, MicroBlog, and Zhihu discourse about the intention of online job seekers' employment behavior in social media are collected as data sources, and grounded theory is used to sort out and analyze. From the perspective of Theory of Planned Behavior, the influencing factor model of online job seekers' behavior intention is obtained, and its specific mechanism is analyzed.The results show that there are three factors that influence the behavior intention of online job seekers: job-seeking attitude, personal subjective norm and self-efficacy. These three factors are composed of cognition, demand, guiding norm, exemplary norm, internal factor and external factor, which further affect the behavior of online job seekers.*

Key Words: *Online job seekers,Job seeking behavior, Grounded analysis, Theory of Planned Behavior*

Introduction

Research background

With the rapid development and popularization of the Internet, the population of China using the Internet has increased sharply, and its development has entered a new period.China Internet Information Center (CNNIC) mentioned in the report that as of December 2018, the number of Internet users in China reached 829 million, the penetration rate has reached 59.6, and the scope of the Internet has been further expanded. 1The Internet provides a new form for job search, the cost of online job search platform is low and the effect of job search is high, more and more people tend to seek job online.With the wide use of network media, almost all kinds of industries in the real society can find their own online service project platform in the network media, which also provides more performance opportunities for talents.2

Purpose of study

Compared with traditional job search methods, online job search often has the advantages of higher information, more convenient recruitment, and breaking through the limitation of time and place.However, the network platform also has problems such as the authenticity of information, the imperfect service system provid-

ed by the job search platform, and the low technical level can not meet the needs of the network job seekers. The researchers analyzed the data about the Internet speech fit the actual discourse freedom, so as to feedback the real data results of the online job seekers affecting the intention of job search behavior.The main function of the employment platform is that registered users have the function of filling out resumes and applying for positions. Company users have the function of modifying company information, viewing applicant information and certifying HR.3Based on social media discourse, this paper studies the influencing factors of online job seekers' behavior intention,

obtains the influencing factors, avoids the problems that affect the job search intention, and puts forward countermeasures to help online job seekers improve their success rate.

Structure of the paper

Under the background of the rapid development of the Internet, what factors affect the behavior intention of online job seekers? How to avoid the problem of effective job search? What are the reasonable countermeasures? What's the point? In order to explain these questions, this paper studies the topic of "the influencing factors of online job seekers' behavior intention —— the grounded analysis based on social media discourse ", and carefully consults and collects the relevant data of online job search behavior in recent years. To understand the current situation of job seekers at home and abroad, to collect Weibo WeChat's views on online recruitment, and to use grounded theory to model data and draw conclusions.On the basis of planning behavior theory, the influencing factor model of network job seeker's behavior intention is obtained, and the factors affecting network job seeker's behavior intention are obtained by analyzing its influence mechanism.

Literature Review

Conceptual definitions

Online job search is an important way for job seekers to find a job, also known as "net application "; finding a job on the Internet has become a necessary way for job seekers. Through the collection of data and information, the network job search platform can comprehensively understand the employees, and use the post matching mechanism to screen out the most suitable positions for employees. Such technical support makes online job hunting convenient and efficient. And the network job seeker, refers to this group that seeks a job through the network.4

Job search behavior is a process in which individuals actively collect information about the target occupation and make efforts to achieve the goal. Later, western scholars regarded job search behavior as a process of information search.5

the Ajzen theory of planned behavior (see figure 1) is more representative of many theories about job-seeking behavior. the theory of planned behavior also became the TPB theory. the theory of planned behavior holds that behavior influences behavior intention through three variables: behavioral attitude, subjective norms and perceptual behavior control, which leads to actual behavior (see figure 1).TPB theory synthesizes all kinds of

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factors that affect behavior, in which behavior attitude shows individual internal reflection and association, subjective norm embodies the function of external environment, and perceptual behavior control expresses individual perception of behavior characteristics.6 Therefore, the theory can better understand and predict the individual's behavior intention and their sense of self-efficacy and control, and significantly improve the interpretation of behavior by people's specific attitude.7

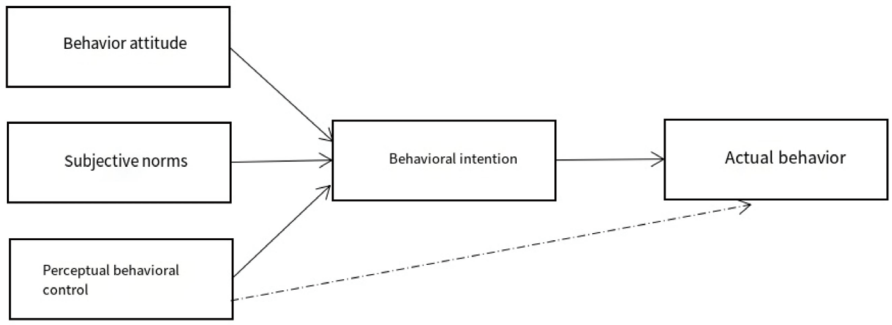


Figure 1 Planning Behavior Theory

Status of research

The present situation of foreign network job search research.8So far, the use of web2.0 and the rapid popularity of the network has made the recruitment website gradually mature and the emergence of large recruitment sites such as Monster,Careerbuilder, job search users are also increasing. Sven Laumer Andreeas Eckhardt Tim Weitzel9 believe that the past decade, corporate recruitment has undergone fundamental changes. The emergence of the network on the recruitment of enterprises has a major impact. These include the shift of personnel marketing budgets from offline to online to take advantage of the wider range and lower costs associated with online recruitment advertising.10Dr.Umesh B Patwardhan think these commercial recruitment sites are often called job portals. work portal, also known as placement portal. These sites serve as clearing houses for potential job seekers and cross-organizational search positions meet their needs. It helps to find job seekers in a timely manner by allowing recruiters to track individual candidates and narrow the scope of work.

Domestic network job search research status.Guo Lin11 mentioned in the study that at present, China's network recruitment industry has a good momentum of development, the future of the domestic network recruitment industry will be "survival of the fittest, comprehensive integration, to the international" development, recruitment website will be towards the development and innovation of service functions, began to gradually expand the market scale and development space, towards maturity. According to Yao Haihui's12 analysis, according to the current needs of job seekers and the market, the next stage of online recruitment will be characterized by returning to its fundamentals, paying attention to the effectiveness of services and the innovation of recruitment products. Provide more detailed classification and professional services to customers. Fang Yuquan13 believes that with the continuous influx of foreign resources and the rapid popularity of the Internet in China, China's online recruitment market has been in a rapid development stage, which has a strong impact on the traditional recruitment industry.Hu Jin and Zhang Xin14 believe that the high-educated people are the main body of online job seekers. According to the survey report of Ai Rui consultation, the distribution of

academic qualifications of online job seekers in China has changed little, the educational structure is relatively stable, and the educational structure may be more balanced in the future. The highly educated people are familiar with the network recruitment and have strong adaptability. Online job search can break the space and location restrictions, so that enterprises and job seekers information exchange process more smooth.

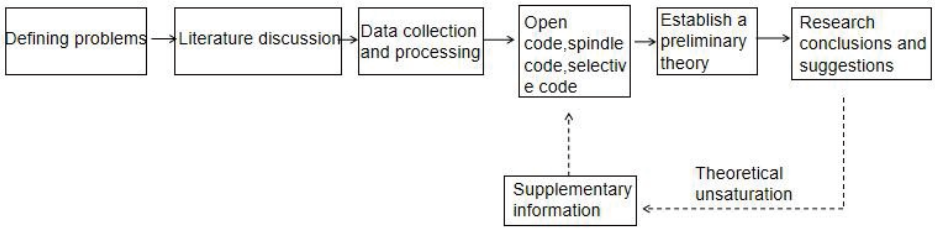
Research Design

Research methodology

This paper adopts literature research method, grounded theory and other research methods, in which the emphasis is on the grounded theory research method. The grounded theory research method is a qualitative research method which uses systematic procedure to develop and induce the rooted theory according to a certain phenomenon. There are three steps of open coding, spindle coding and selective coding. This study is carried out according to the general research steps of rooted theory (see figure 2), and the conclusion obtained by this method is more scientific and reasonable.

Data collection

Figure 2 Flowchart of grounded theory



This research platform is Weibo, Zhihu, WeChat three kinds of social software, through the three kinds of network social platform to collect the network job seekers about the network job search platform related views and so on, collected the network job seeker application network platform related speech 161 as the raw material, of which 128 comments are used for modeling and 20 for the final test.

Data processing

After Weibo, Zhihu, WeChat three kinds of social media collect network job seeker behavior intention related speech, adopted the grounded theory research method, according to the speech data source divides it into three kinds, namely WeChat, Weibo, Zhihu. After classification, all data are sorted and processed according to the steps of open coding, spindle coding and selection coding.

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Empirical Analysis and Results

Open code

Open coding is to define the relevant concepts, to separate the collected original data, to develop the concept, to refine the category, in order to further compare and analyze, I will collect every statement in the original order.Table 1 is obtained by open coding.

Table 1: Scope of Open Coding Formation

Number	Category	Specific content (part)
1	Regulation	To ensure the safety of online recruitment, regulators should strengthen supervision and severely crack down on false information publishers. See two girls job trafficking incident, network security can not be ignored. It is hoped that the relevant supervisory departments will take measures to stifle cybercrime in the cradle. Or how to find a job online.
2	Impact of typical events	BOSS direct employment is that 985 college students Li Wenxing to the pyramid marketing organization killed the recruitment platform, no longer need! Afraid!
3	Legal safeguards	If the recruitment information released by the network platform is put on record in the human resources and social labor security department, so that it can be queried, it can avoid the trap of online recruitment, and the online recruitment will be safer, more open and transparent, and more reassuring. Just now an insurance company said that as long as you have a resume online, we will have it, so now insurance companies can get a resume and delivery.Is there a legal guarantee to make a law?
4	Spiritual needs	Internet job search want to learn a little thing to do.
5	Stereotypes	I am this year's graduates, want to find a good job online, to achieve their value. Now the recruitment website is getting more and more unreliable, feel 50% of the positions are false! !!
6	Platform issues	58.com! No complaints! False position information is everywhere! Harassment calls are endless! Open a look is all false information! To sell users' personal privacy! Users are harassed and miserable!How to use recruitment sites to lock companies close to home, see a lot of website pages are not easy to understand. I have used three websites, feel the most reliable or 51 job, now the job is looking for here.
7	Attitude responses	After a few weeks of continuous revision of the resume, perfect. Online query related company information, understand and record a number of interested and appropriate positions, and finally actively submit resumes, now received the final notice, it is not easy ah. Four years, I will go to the website to see the major enterprises publicity, see not their favorite suitable position.
8	Social risk perception	As a fresh graduate, I think the most effective way to recruit is online recruitment, because of the wide range of online recruitment, which improves the universality of online recruitment, and most senior talents can also find their ideal positions in this process. The feeling of looking for an internship on the recruitment network makes me feel like I'm going to be cheated, afraid of being confused.
9	Characteristic pressure	Please ask why to send a resume to ask for gender, why to be discriminated against by gender! I think we can advocate not to fill in the gender on the job resume, and that companies that fill out the job application form online should remove the gender one, because this is not the information that recruiters need to get to make decisions.
10	Psychological orientation	My job is found through the network, I and my classmates were optimistic about the network job search, the massive information of enterprise recruitment can be chosen for everyone, from which to screen out suitable jobs; on the other hand, contact is also convenient.

Spindle Code

Next, the spindle coding is to discover and establish the relationship between the categories, so as to show the organic correlation before the data, connect the independent categories, and reintegrate the decomposed data content. Select the parts related to the study to form the main category.

Through the spindle analysis, I find that there is a certain category classification and causality between the search speech. The study finds that the use of planned behavior theory can be used to classify these categories. And in the following selective coding, we can clearly show the process of job-seeking behavior, from attitude to intention to behavior.

The theory of planned behavior (TPB) is put forward by Ajzen, in which five elements are attitude, subjective norm, perceptual behavior control, behavior intention, behavior, that is, the individual influences the behavior intention and then produces the actual behavior through the three important variables of attitude, subjective norm and perceptual behavior control. Therefore, the main categories of spindle coding formation through this theory are shown in Table 2.

Table 2: Main domains formed by spindle coding

Number	Main categories	The Relationship of Influence Category	Category
1	Job-hunting attitude	Cognition	Attitude responses
		Demand	Spiritual needs
2	Subjective norms	Guiding norms	Sector Regulation; Legal Protection; Stereotype; Social Risk Perception
		Model norms	Impact of typical events
3	Self-efficacy	Internal factors	Characteristic pressure;
		External factors	Recruitment platform
4	Intention to Job Search	Psychological orientation	Psychological orientation

Among them, job-seeking attitude can be divided into cognitive and demand, subjective norms can be divided into two parts: guiding norms and exemplary norms. These three affect the intention of job-seeking behavior, and finally make practical job-seeking behavior under the guidance of job-seeking behavior intention.

Selection code

Finally, the data analysis synthetically considers all the categories involved, reorganizes the main line and collates the core category, and connects and displays the central category and its related categories by line segment, which is the process of selecting coding.

The two core categories of "the formation of the intention of seeking employment" and "the formation of the actual behavior of seeking employment" are defined as the core categories discussed in this paper.

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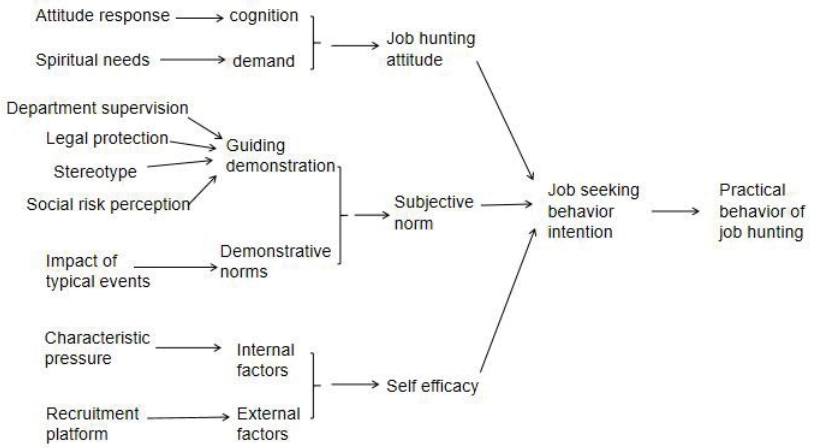

Figure 3: Model of Influencing Factors of Online Jobseeker's Behavioral Intention

Network job seekers in the application of the network platform for job hunting, the first will produce a job-seeking attitude, the behavior of the basic identification, whether to apply for a job, a higher job awareness will promote the determination of job-seeking attitude, Make job preparation state, set up correct job-seeking concept. Strong risk perception ability makes it have a good job-seeking attitude. On the basis of cognition, economic needs and spiritual needs also have a normal impact on job-seeking. On the premise of good job-seeking attitude, the more firm the job-seeking attitude is, The greater the possibility of forming job-seeking behavior intention.

Theoretical Saturation Testing

After the completion of the model, the saturation test was carried out, and the remaining 20 statements were coded and analyzed according to the same method, no new categories were produced, and the results were in line with the "study of influencing factors of online job seekers' behavior intention ". Therefore, the model can be considered saturated.

Research Conclusions and Prospects

From the above model section, we can draw the following conclusion that the behavior intention of online job seekers is affected by three kinds of factors: online job search attitude, personal subjective norm and self-efficacy, and there are some small factors that make up these three kinds, and then affect the job search behavior of online job seekers.

Formation of online job search intentions

In the theory of job hunting attitude and planned behavior, behavior attitude refers to the internal reflection and correlation of the individual, which is exactly the attitude of the individual to the behavior. The analysis of this study shows that the attitude of online job seekers to online job search can be divided into self-cogni-

tion and self-demand. From the cognitive point of view, the attitude of online job search is mainly affected by attitude reaction. Through the analysis of the online job search on social software, it is found that when the online job seeker is more active in the job search, the personal job search preparation will be more adequate, and the attitude towards the job search will be more firm. In addition, demand is the attitude of online job seekers who want to realize economic and spiritual needs. Online job seekers are generally able to think independently about living independently, on the basis of which economic needs will be generated. Through the generation of economic income to meet economic needs. Based on the economic needs can be satisfied, online job seekers to achieve self-worth is very important.

Subjective norm, subjective norm means that the subject is influenced by the outside world, which reflects the influence of social factors on the subject, and the influence of other organizations or departments on the subject. Previous scholars believe that subjective norms include organizational system, expectations of others, leadership advocacy and so on. Based on this, this study divides subjective norms into guiding norms and exemplary norms. Guiding norms refer to the opinions, support and protection of the outside world when the network job seeker applies the network to carry out this behavior, which has a certain guiding role, which is divided into four aspects: departmental supervision, legal security and social impression, and social risk perception. In the social scope, due to the supervision responsibility of the department, the legal guarantee is not perfect, the recruitment information is false, the information audit of the recruitment platform is not strict, and the network fraud and other problems need to be strengthened, which leads to the problems of the network job seekers.

The exemplary standard refers to the influence of the online job seekers to understand the relevant job search events that other job seekers use the job search platform, and through the broadcast of various media, on the behavior intention of other online job seekers. For example, the previous "Li Wenxing incident ", which caused widespread concern in the news media and the public through BOSS direct employment to find a job, weakened the behavior intention of online job search. On the contrary, once more positive online job search events, job intentions will be greatly enhanced.

Therefore, the relevant management of relevant departments, network supervision in place, more understanding of online job search time to avoid stereotypes, news media broadcast positive news will strengthen the intention of online job search behavior.

Self-efficacy and self-efficacy refer to the degree of individual perception of behavioral characteristics, that is, the degree of difficulty in perceiving a certain behavior, and the relationship between self-efficacy and job-seeking behavior is normal. According to the previous scholars' research on perceptual behavior control, that is, the self-efficacy of this paper, the factors affecting self-efficacy are divided into internal factors and external factors. Internal factors refer to the confidence of job-seeking actors in their own skills, knowledge and other factors. Personal gender and personality stress may affect the self-efficacy of online job-seeking. The higher the academic level, the better the degree of college graduation, the more certificates obtained, the stronger the skills mastered, the greater the sense of self-efficacy. Online job-seeking individuals will also have more confidence, and then produce higher job-seeking behavior intention, otherwise, it will weaken job-seeking intention.The external factors mainly depend on the job search platform. If the recruitment enterprise propagandizes carefully on the job search platform, it will greatly improve the attraction of the job seek-

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er, and its intention of seeking employment behavior will be strengthened.Some job-seeking platforms have poor supervision, resulting in false information, and even disclose the privacy of online job seekers, causing trouble for the life of online job seekers. Another problem is the use of job-seeking platform, the degree of use of online job seekers, the information of recruiters will also improve the job-seeking intention, otherwise it will hinder the online job-seeking behavior.

Formation of practical behaviour in seeking employment

The behavior intention of online job seekers is influenced by three kinds of factors: cognition (attitude response) and demand (economic demand, spiritual demand). Subjective norms are divided into guiding norms (departmental supervision, legal security, stereotype, social risk perception) and exemplary norms (typical event influence). Self-efficacy is composed of internal factors (characteristic pressure) and external factors (job search platform), which have an impact on them, and finally form the final actual job search behavior.

Theoretical and practical significance

Theoretical significance, the theoretical significance of this paper is that the collected social media about the behavior intention of online job seekers as a data source, using systematic grounded theory research method to study the influencing factors of online job seekers behavior intention. It provides data for overall data research, fills the gap of current online job search data and provides ideas for subsequent research. Using the theory of planned behavior to study its specific mechanism and obtain the influencing factors of the behavior intention of online job seekers is a further confirmation of the existing research content. This study is from the perspective of job seekers, and put forward a relative solution for effective employment of online job seekers, and most of the previous studies are based on the perspective of enterprise network recruitment, which enriches the perspective of research.

Practical significance.Job seeker angle: the attitude of online job search fundamentally determines whether to carry on the network job search extremely strong, therefore, the network job seeker should adapt to the preparation in advance, recognize the self-positioning, make the appropriate job search goal, Adjust the psychological state in time to better meet different expected challenges. The law is the most effective way for citizens to protect themselves. At present, many illegal enterprises try to seek loopholes to defraud job seekers of their legitimate rights and interests. Therefore, online job seekers should learn more about the relevant laws and regulations to protect themselves and resist infringement. Illegal acts should also be promptly called for help and dealt with in time.

Government regulators: in a sense of self-efficacy, the external environment needs regulators to restrain, and the information on job sites should be open and true. Government regulators have the responsibility to ensure the authenticity of recruiters' information and to protect citizens' personal information privacy.

Platform angle: Chen Junliang and Tang Yijing think that the security of information in the era of mobile Internet is very important, and the major employment platforms should perfect the information security authentication system. First of all, the platform should improve its own security system to ensure the privacy

and security of user input information,. Secondly, real name authentication should be carried out to ensure the authenticity of information between the two sides so as not to cause unnecessary losses. Finally, there should be a platform as a third party unified management to ensure the security of funds.15

Insufficient conclusions

To sum up, as the mainstream people who use the Internet, online job seekers prefer to use more convenient and efficient job search methods, which are not limited by time and region, and are gradually chosen by more people.The online job-seeking behavior is influenced by three kinds of factors: online job-seeking attitude, personal subjective norm and self-efficacy, which are influenced by several specific small factors, and then affect the intention of job-seeking behavior, and finally produce the actual job-seeking behavior. It is expected that this paper can provide some help for future scholars to carry out follow-up research, and through this paper, job seekers can understand the influencing factors of job hunting behavior when using the network platform. And then can help job seekers to improve the success rate of online job search. The deficiency of the article lies in the lack of literature review, especially the data theory of effective job search at home and abroad in recent years, and the lack of data comparison of the results of this study, and the rigor of the article needs to be strengthened.

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