
COVID-19 Pandemic as an Agent of Change in the Use of Job Recruitment Information Sources by the Generation Born Since 2000

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Abstract:

Purpose: The primary purpose of this paper was to identify, analyze, and diagnose changes, as a result of the Covid 19 pandemic, in the use of job recruitment information sources by the generation born since 2000.

Design/Methodology/Approach: To verify the thesis and answer the research questions, we used literary analysis and criticism, diagnostic survey, and statistical methods. The study was based on a survey questionnaire, before and during the Covid 19 pandemic, on the opinions of 2088 people born in 2000 and 2001, called the 2000+ generation. We were referred to as the 2000+ generation. Purposive sampling was used.

Findings: The empirical exploration indicates that the Covid 19 pandemic resulted in significant changes in the sources of information used by the generation born since 2000 about job recruitment. There has been a substantial increase in the use of sources such as the Internet, friends/family, the employer's website, the organization's Facebook Fanpage, and so-called open days (in-person and/or online).

Practical implications: Practical implications relate primarily to the possibility of using the study results to prepare recruitment campaigns by organizations wishing to recruit into their organization's people born in 2000 and 2001. The survey results also allowed us to determine how the Covid 19 pandemic has changed the sources of information on recruitment by representatives of the 2000+ generation.

Originality/value: This paper diagnoses what sources of job information are used by people born in 2000 and 2001 and how the Covid 19 pandemic changed those sources.

Keywords: Human resource recruitment, job recruitment information sources, 2000+ generation, Covid-19 pandemic.

JEL classification: J24, M12, M15.

Paper Type: Research study.

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1. Introduction

While the global spread of the virus that causes COVID-19 has resulted in enormous damage to the economy and businesses worldwide, hiring is still a top priority for many organizations. Talent acquisition looks a little different now (Grensing-Pophal, 2021a) and requires experimentation and implementation of innovative approaches to employee acquisition (Grensing-Pophal, 2021b). Both in terms of the organization's recruitment efforts and the sources of job recruitment information used by candidates. An agent of change in addition to Covid 19 is generational preferences and their preferred ways of communicating and obtaining job information. A particular area of interest is the generation of people born since 2000, known as the 2000+ generation. This is the digital generation that is just entering the labor market.

However, its importance seems crucial, against the background of the ongoing fourth industrial revolution and the development of the digital world (Volini *et al.*, 2017; Lores Gómez *et al.*, 2019). Especially since the level of digital competence in Poland is not high (European Commission, 2020), even in the young generation (Kupczyk, 2021). ICT substantially changed the shape of the world people were accustomed to. Due to their massive development, different areas of life, e.g., employees' recruitment, get impersonal or virtual. ICT mostly influence the way of life of younger generations (i.e., Y generation or Millennials generation) since they grew up in mutual connection with them and consider them as a natural part of their personal and working life (MačKayová, 2013). But also in ICT, significant changes are taking place in the preferences of the 2000+ generation as to the sources of information retrieval used.

The use of sites such as Google search (59% in 2020, 44% in 2019) or Instagram (47% in 2020, 27% in 2019) is increasing, while the use of Facebook (43% in 2020, 62% in 2019), YouTube (25% in 2020, 31% in 2019), Display ad on a web page (13% in 2020, 20% in 2019), or other social media or blog posts (13% in 2020, 20% in 2019) is decreasing (RNL 2020). Some research indicates that LinkedIn can be a good way to find job candidates interested in remote work and incorporate company content related to remote work into existing profiles and job postings (Grensing-Pophal, 2021). Indeed, it appears that 40% of Generation Z and Millennial professionals want flexibility in choosing where they work (Motus, 2020). A review of the literature indicates a lack of research that can indicate what changes have occurred in the use of job recruitment information sources because of the Covid 19 pandemic.

Thus, an interesting research problem has arisen to answer whether the Covid 19 pandemic has changed the job recruitment information sources used by the 2000+ generation. A knowledge gap has emerged in this area because the generation of people born after 2000 is only just entering the labor market. Hence it is not known where they look for information about job recruitment. Admittedly, one can assume that the 2000+ generation, being digital, is heavily focused on using electronic tools, also for job search. However, the impact of the Covid 19 pandemic on this area is

unrecognized. This premise inspired a study whose main objective was to identify, analyze, and diagnose the changes resulting from the Covid 19 pandemic in the use of information sources for job recruitment by the generation of people born since 2000. In the empirical research preparation phase, the following thesis was adopted (T1): *The Covid 19 pandemic significantly differentiates the sources of job recruitment information used by the generation of people born since 2000.*

2. Literature Review

Authors disagree on defining the term "generation." Mannheim (1952) described generations as social constructions whereby those of a particular age or set of ages are defined by historical and social events. This idea was echoed by Ryder (1965, p. 845), who described a generation more specifically as an "aggregate of individuals who experienced the same event within the same time interval". Kopperschmidt's (2000, p. 66), like Strauss and Howe (1991) and Smola and Sutton (2002) defines a generation as "an identifiable group that shares birth years, age, location, and significant life events at critical developmental stages." Parry and Urwin (2010) highlight intergenerational differences in terms of demographics.

Some researchers confirm that there are significant generational differences in the workplace (Mottaz, 1987; Shapira, 2009; Smola and Sutton, 2002; Landry 2009; Kowske *et al.*, 2010). Others believe that such differences have not been supported by research (Costanza *et al.*, 2012). The premise behind generations is that individuals are influenced by historical events and cultural phenomena that occur during key developmental stages (Noble and Schewe, 2003; Twenge, 2000) and may lead to the formation of impactful collective memories (Dencker *et al.*, 2008).

These historical, social, and cultural effects, along with other factors, have been hypothesized to impact the development of individual's attitudes, values, and personality characteristics (Caspi and Roberts 2001; Caspi *et al.*, 2005). Other researchers have looked at different work-related variables such as work life conflict and spillover (Beutell and Wittig-Berman, 2008), leadership style (Collins *et al.*, 2009) and training (Sayers, 2007). Many scholars continue to take the position that research on generational differences in the workplace faces numerous definitional, conceptual, and methodological challenges and questions (Costanza *et al.*, 2012; Giancola, 2006; Macky *et al.*, 2008b; Parry and Urwin, 2010; Sackett, 2002). These caveats also appear to apply to the as-yet-unrecognized issue of the impact of the Covid 19 pandemic on changes in the use of job recruitment information sources by the generation born since 2000. Nevertheless, the authors undertook to identify this issue.

3. Research Methodology

To verify the thesis T1 and to answer the research questions, we used literary analysis and criticism, diagnostic survey, and statistical methods. Grounded theory

methodology was used to build theory based on collected empirical data (Glaser, Strauss 1967; Glaser 1978). The tools used in the described study were mainly quantitative, based on deductive reasoning, relying on "hard" scientific evidence, generalizing, and using numbers to analyze and present the economic reality under study (Colander, 2000; Holt, Barkley, and Colander, 2010; Spencer, 2013).

The research was conducted based on a survey questionnaire on the opinions of the respondents. The first part of the research was carried out in the second half of 2019 and the first quarter of 2020 on a sample of 1938 people. The second part of the research was carried out during the Covid-19 pandemic, in the third quarter of 2020, on a piece of 150 individuals. All respondents were born in 2000 and 2001, i.e., the 2000+ generation. 84% were students, 7% were college students, and 7% were employed. People with primary education constituted 5.5% and with secondary education 4%.

The largest group of respondents, i.e., 62%, live in medium cities (20-100 thousand), 22% in rural areas, 11% in small towns (below 20 thousand), and 4% in big cities (above 200 thousand). Purposive sampling was used because narrowing the number of cases studied and minimizing the differences between them allows exposing and better recognize the phenomena or processes under study (Hammersley and Atkinson, 2000; Kotler, 2005). The research technique used was a survey questionnaire. The respondents were asked to indicate the sources they use to obtain information about job recruitment. They could choose from such items as the Internet, job fairs, job search portals, advertisements on television, portals with various promotions such as.

They could choose from, the Internet, job fairs, outlets related to job search, TV ads, portals with different ads, e.g., OLX, LinkedIn, employers' websites, through friends/family, Facebook groups, GoldenLine, Facebook fan page of organizations, through lectures at schools and employers (stationary and online), press ads, career offices, radio ads, promotional campaigns in shopping malls, city markets, recreation centers, letters of intent sent to the address of residence, information on bulletin boards, information on cell phones, organizing so-called open days (stationary and online), employment agencies, etc. The respondents had an opportunity to write their answers. They were asked to choose the sources of information about recruitment and rate their use on a Likert scale (Gamst, Meyers, and Guarino, 2008), from 1 to 7, where 1- means I do not use them at all, 2 - I do not use them, 3- I instead do not use them, 4 - I neither use them nor use them, 5 - I instead use them, 6 - I use them, 7 - I use them very often. The survey was aimed at finding answers to the following research questions:

- What sources of job recruitment information did the 2000+ generation use before the pandemic versus during the Covid-19 pandemic? Are these differences statistically significant?

- Did the Covid-19 pandemic change the sources of job recruitment information used by the 2000+ generation?

The study undertook to determine by statistical methods what was more and what was less likely. A value of 0.05 was used as the level of significance (indicated * $p < 0.05$; ** $p < 0.01$). A statistically significant discrepancy was observed between the observed distribution of the variables and the normal distribution based on the Shapiro-Wilk test $p < 0.05$. As a result, non-parametric tests were used. Relationships between variables were examined using the chi-square test for variables measured on a nominal scale (both categorical variables). The U-Mann-Whitney test (for two groups) or the Kruskal-Wallis test (for more than two groups) was used to analyze the relationship between the numerical and categorical variables. For the two numerical variables, Spearman's linear correlation coefficient was used. Column proportions tests were conducted to determine significant differences in responses about the sources of recruitment information used during the Covid-19 pandemic. These allow us to determine the relative ordering of categorical variable categories in the columns by the proportion of flat variable categories in the rows.

The independence test assumes that the variables "job recruitment information sources used" and, for example, "incidence of Covid-19 pandemic" are independent of each other, i.e., the proportions are the same for all columns, and any observed discrepancy is due to random variation. The overall difference between the experimental cell numbers and the expected numbers was measured using the chi-square statistic. The column proportions in all columns were assumed to be equal. It is worth recalling that a more significant value of the chi-square statistic indicates a more considerable discrepancy between the observed and expected cell numbers. This, in turn, provides more evidence that the column proportions are not equal and that the hypothesis of independence of the variables is wrong.

After applying the chi-square test to determine that, for example, the variable "job recruitment information sources used" and the variable "Covid-19 pandemic incidence" are not independent, it is possible to see which rows and columns cause this relationship. Each column variable category was assigned a letter key in the column proportions test table, A (before Covid-19 pandemic), B (during Covid-19 pandemic). For each pair of columns, the column proportions were compared using the chi-square test. Since we have two levels of the variable "before Covid-19 pandemic/during Covid-19 pandemic" in each set of tests, $(2 \times 4) / 2 = 4$ pairs of columns are compared, using Bonferroni corrections to adjust significance values. The category key with the smaller proportion was placed under the category with the larger proportion for each significant pair.

The following terminological determinations were made in this study. A generation was defined (following Kupperschmidt, 2000; Strauss and Howe, 1991; Smola and Sutton, 2002) as "an identifiable group that shares birth years, age, location, and significant life events at critical developmental stages." The 2000+ generation was

understood as those born since 2000, and sources of job recruitment information meant the sources that individuals in the 2000+ generation used to find job recruitment information. Covid-19 pandemic was defined as the Covid-19 infectious disease pandemic caused by the SARS-CoV-2 coronavirus.

4. Results

Respondents were asked what sources of job recruitment information they use, both before and during the Covid-19 pandemic. Respondents' responses are presented in Table 1. Analysis of the data in Tables 1 and 2 indicates that the surveyed representatives of Generation 2000+ before the Covid-19 pandemic very often used such sources of job recruitment information as the Internet, job search portals, through Facebook groups, job fairs (stationary and online), radio, career offices, and friends and family. In contrast, during the Covid-19 pandemic, there was a shift in some of the sources used. The Internet was still the most used, only that it was used more, but also friends/family, employer websites, open days (in-person and online), and Facebook groups. In addition to the Internet, the most significant differences are seen in the use of friends and family, employer websites, and the organization's Facebook Fan page (Table 2).

Table 1. Sources of job recruitment information used during the Covid 19 pandemic and outside the pandemic by people born since 2000 by Likert scale (N=2088).

| What sources of information do you use about job recruitment? | | All | during the Covid 19 pandemic | before the Covid 19 pandemic |
|---|-----------------------|--------|------------------------------|------------------------------|
| | | % of N | % of N | % of N |
| Internet | I'm totally not using | 16,7% | 1,3% | 17,9% |
| | I don't use | 2,0% | 1,3% | 2,1% |
| | I rather not use | 1,30% | 2% | 1,2% |
| | I have no opinion | 7,2% | 7,3% | 7,2% |
| | I rather use | 15,90% | 7,3% | 16,6% |
| | I use | 16,6% | 21,3% | 16,3% |
| | I very often use | 40,30% | 59,3% | 38,8% |
| Career offices | I'm totally not using | 57,4% | 46,7% | 58,3% |
| | I don't use | 7,5% | 14,7% | 7% |
| | I rather not use | 12,2% | 10% | 12,4% |
| | I have no opinion | 14,2% | 17,3% | 13,9% |
| | I rather use | 2,8% | 4,7% | 2,6% |
| | I use | 1,7% | 4,7% | 1,5% |
| | I very often use | 4,2% | 2% | 4,3% |
| Radio | I'm totally not using | 53,7% | 50% | 54% |
| | I don't use | 12,6% | 12% | 12,6% |
| | I rather not use | 9,1% | 12% | 8,9% |
| | I have no opinion | 15,7% | 12% | 16% |
| | I rather use | 3,1% | 8% | 2,7% |
| | I use | 1,4% | 4% | 1,2% |
| | I very often use | 4,5% | 2% | 4,6% |
| Job fairs (stationary and online) | I'm totally not using | 51,8% | 46,7% | 52,2% |
| | I don't use | 6,6% | 11,3% | 6,2% |
| | I rather not use | 4,5% | 10% | 4,1% |
| | I have no opinion | 21,8% | 14,7% | 22,4% |
| | I rather use | 8% | 10% | 7,8% |

| | | | | |
|--|-----------------------|--------|-------|-------|
| | I use | 1,6% | 6% | 1,2% |
| | I very often use | 5,8% | 1,3% | 6,1% |
| Job search portals | I'm totally not using | 36,5% | 39,3% | 36,3% |
| | I don't use | 4,9% | 14,7% | 4,2% |
| | I rather not use | 3,6% | 11,3% | 3,0% |
| | I have no opinion | 11,4% | 14,7% | 11,2% |
| | I rather use | 18,2% | 9,3% | 18,9% |
| | I use | 11,6% | 9,3% | 11,8% |
| | I very often use | 13,6% | 1,3% | 14,6% |
| Employer's website | I'm totally not using | 38,6% | 22% | 39,9% |
| | I don't use | 7,6% | 10% | 7,4% |
| | I rather not use | 8,2% | 3,3% | 8,6% |
| | I have no opinion | 14,3% | 18% | 14% |
| | I rather use | 22,8% | 18% | 23,2% |
| | I use | 3,8% | 13,3% | 3% |
| | I very often use | 4,6% | 15,3% | 3,8% |
| TV | I'm totally not using | 41,4 % | 34% | 42% |
| | I don't use | 5,8% | 12,7% | 5,3% |
| | I rather not use | 12,4% | 8,7% | 12,7% |
| | I have no opinion | 23,5% | 21,3% | 23,7% |
| | I rather use | 11,1% | 13,3% | 10,9% |
| | I use | 2,9% | 8% | 2,5% |
| | I very often use | 2,8% | 2% | 2,9% |
| Portals with various announcements, e.g. OLX | I'm totally not using | 39,4% | 45,3% | 39% |
| | I don't use | 8,9% | 11,3% | 8,7% |
| | I rather not use | 5,1% | 8,70% | 4,8% |
| | I have no opinion | 14,9% | 14% | 15% |
| | I rather use | 9% | 8% | 9% |
| | I use | 12,8% | 6,7% | 13,3% |
| | I very often use | 9,9% | 6% | 10,2% |
| LinkedIn | I'm totally not using | 54,6% | 55,3% | 54,5% |
| | I don't use | 8,4% | 11,3% | 8,2% |
| | I rather not use | 3,4% | 9,3% | 2,9% |
| | I have no opinion | 23,4% | 14,7% | 24% |
| | I rather use | 4,1% | 4% | 4,1% |
| | I use | 5,2% | 4% | 5,3% |
| | I very often use | 0,9% | 1,3% | 0,9% |
| Through friends/family | I'm totally not using | 27,2% | 12,7% | 28,3% |
| | I don't use | 13,3% | 5,3% | 13,9% |
| | I rather not use | 6,3% | 7,3% | 6,2% |
| | I have no opinion | 14,5% | 18,7% | 14,1% |
| | I rather use | 14,5% | 22,7% | 13,8% |
| | I use | 19,2% | 15,3% | 19,5% |
| | I very often use | 5,1% | 18% | 4,1% |
| Through groups Facebook | I'm totally not using | 38,5% | 27,5% | 39,3% |
| | I don't use | 6,9% | 7,4% | 6,8% |
| | I rather not use | 6,4% | 7,4% | 6,3% |
| | I have no opinion | 17,2% | 20,8% | 16,9% |
| | I rather use | 13,4% | 12,8% | 13,4% |
| | I use | 10% | 18,1% | 9,3% |
| | I very often use | 7,7% | 6% | 7,8% |
| Goldenline | I'm totally not using | 53% | 53,3% | 53% |
| | I don't use | 8,8% | 14,7% | 8,4% |
| | I rather not use | 11,6% | 5,3% | 12,1% |
| | I have no opinion | 17,3% | 17,3% | 17,3% |
| | I rather use | 6,7% | 3,3% | 7,0% |
| | I use | 1,5% | 6% | 1,1% |
| | I very often use | 1,1% | 0% | 1,2% |
| | I'm totally not using | 52,1% | 27,3% | 54% |

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|--|-----------------------|--------|-------|--------|
| Organization's Facebook Fanpage | I don't use | 8,4% | 12,7% | 8% |
| | I rather not use | 8,2% | 8% | 8,2% |
| | I have no opinion | 19,6% | 24% | 19,3% |
| | I rather use | 6,8% | 12% | 6,4% |
| | I use | 2,7% | 10% | 2,2% |
| Lectures in schools and at employers | I very often use | 2,2% | 6% | 1,9% |
| | I'm totally not using | 47,6% | 36% | 48,5% |
| | I don't use | 7,2% | 10,7% | 6,9% |
| | I rather not use | 12,3% | 10% | 12,5% |
| | I have no opinion | 19,7% | 18,7% | 19,8% |
| | I rather use | 7,3% | 10,7% | 7% |
| | I use | 3,3% | 10% | 2,8% |
| Press | I very often use | 2,6% | 4% | 2,5% |
| | I'm totally not using | 52,2% | 45,3% | 52,7% |
| | I don't use | 10,1% | 10% | 10,1% |
| | I rather not use | 8% | 8,7% | 7,9% |
| | I have no opinion | 20,3% | 15,3% | 20,6% |
| | I rather use | 3,7% | 11,3% | 3,1% |
| Promotional campaigns | I use | 3,8% | 5,3% | 3,7% |
| | I very often use | 2% | 4% | 1,9% |
| | I'm totally not using | 52,8% | 36% | 54,1% |
| | I don't use | 7,6% | 12,7% | 7,2% |
| | I rather not use | 11,3% | 13,3% | 11,1% |
| | I have no opinion | 17,9% | 20,7% | 17,6% |
| | I rather use | 6,5% | 9,3% | 6,2% |
| Letters of intent sent to your home address | I use | 2,3% | 6% | 2,1% |
| | I very often use | 1,7% | 2% | 1,7% |
| | I'm totally not using | 56,7% | 48% | 57,4% |
| | I don't use | 6,8% | 12,7% | 6,4% |
| | I rather not use | 9,5% | 10,7% | 9,4% |
| | I have no opinion | 21,1% | 16% | 21,5% |
| Information bulletin boards | I rather use | 2,3% | 6% | 2,1% |
| | I use | 2,2% | 3,3% | 2,1% |
| | I very often use | 1,4% | 1,3% | 1,4% |
| | I'm totally not using | 49% | 44% | 49,2% |
| | I don't use | 7,6% | 12% | 7,2% |
| | I rather not use | 15,7% | 11,3% | 16% |
| | I have no opinion | 18,8% | 18,7% | 18,8% |
| Information to cell phone | I rather use | 5,3% | 9,3% | 5% |
| | I use | 2,2% | 3,3% | 2,1% |
| | I very often use | 1,4% | 1,3% | 1,4% |
| | I'm totally not using | 53,7% | 47,3% | 54,2% |
| | I don't use | 7,4% | 12,7% | 7% |
| | I rather not use | 8,4% | 8,7% | 8,4% |
| Organizing open days (stationary and online) | I have no opinion | 17% | 17,3% | 17% |
| | I rather use | 7% | 6,7% | 7% |
| | I use | 4,7% | 5,3% | 4,7% |
| | I very often use | 1,6% | 2% | 1,6% |
| | I'm totally not using | 35,40% | 28,7% | 35,90% |
| | I don't use | 11,20% | 9,3% | 11,4% |
| Employment agencies | I rather not use | 11,90% | 9,3% | 12% |
| | I have no opinion | 21,80% | 16,7% | 22,2% |
| | I rather use | 9,50% | 16% | 9% |
| | I use | 7,40% | 10,7% | 7,1% |
| | I very often use | 2,80% | 9,3% | 2,3% |
| Employment agencies | I'm totally not using | 60,2% | 54,7% | 60,6% |
| | I don't use | 6,2% | 10,7% | 5,8% |
| | I rather not use | 8,6% | 10,7% | 8,5% |

| | | | | |
|--|-------------------|-------|-------|-------|
| | I have no opinion | 19,1% | 14,7% | 19,4% |
| | I rather use | 3,5% | 5,3% | 3,4% |
| | I use | 1% | 3,3% | 0,8% |
| | I very often use | 1,4% | 0,7% | 1,5% |

Source: Own research.

Table 2. Highly used sources of job recruitment information by those born since 2000 before and during the Covid 19 pandemic (N=2088).

| What sources of information do you use about job recruitment? | before the pandemic Covid 19 | during the Covid 19 pandemic | All |
|---|------------------------------|------------------------------|-------|
| Internet | 38,8% | 59,3% | 40,3% |
| Job search portals | 14,6% | 1,3% | 13,6% |
| Through Facebook groups | 7,8% | 6,0% | 7,7% |
| Job fairs (in-person and/or online) | 6,1% | 1,3% | 5,8% |
| Radio | 4,6% | 2,0% | 4,5% |
| Career offices | 4,3% | 2,0% | 4,2% |
| Through friends/family | 4,1% | 18,0% | 5,1% |
| Employer's website | 3,8% | 15,3% | 4,6% |
| TV | 2,9% | 2,0% | 2,8% |
| Lectures at schools and employers (onsite and/or online) | 2,5% | 4,0% | 2,6% |
| Organizing so-called open days (stationary and/or online) | 2,3% | 9,3% | 2,8% |
| Organization's Facebook Fanpage | 1,9% | 6,0% | 2,2% |
| Press | 1,9% | 4,0% | 2,0% |
| Promotional campaigns | 1,7% | 2,0% | 1,7% |
| Information to cell phone | 1,6% | 2,0% | 1,6% |
| Letters of intent sent to your home address | 1,5% | 2,0% | 1,6% |
| Employment agencies | 1,5% | 0,7% | 1,4% |
| Information on bulletin boards | 1,4% | 1,3% | 1,4% |
| Goldenline | 1,2% | 0,0% | 1,1% |
| LinkedIn | 0,9% | 1,3% | 0,9% |

Source: Own research.

To verify the hypothesis that pandemic significantly differentiates the sources of job recruitment information used by the generation born since 2000, column proportions tests were conducted. Using the chi-square statistic, the total discrepancy between the observed cell numbers and the expected numbers was measured, assuming that the column proportions in all columns were equal. After applying the chi-square test to determine that, for example, the variable "sources of job recruitment information used" and the variable "incidence of Covid-19 pandemic" are not independent, it was checked which rows and columns cause this relationship (Table 3).

Table 3. Statistically significant differences between the level of use of job recruitment information sources by the generation born since 2000 during the Covid 19 pandemic and outside the Covid 19 pandemic (N=2088).

| What sources of information do you use about job recruitment? | | During Covid 19/outside pandemic |
|---|------------|----------------------------------|
| Internet | Chi-square | 48,049 |
| | Df | 6 |
| | Relevance | ,000* |
| Career offices | Chi-square | 28,033 |
| | Df | 6 |
| | Relevance | ,000* |

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| Radio | Chi-square | 26,323 |
| | Df | 6 |
| | Relevance | ,000* |
| Job fair | Chi-square | 47,459 |
| | Df | 6 |
| | Relevance | ,000* |
| Job search portals | Chi-square | 84,849 |
| | Df | 7 |
| | Relevance | ,000* ^b |
| Employer's website | Chi-square | 100,120 |
| | Df | 6 |
| | Relevance | ,000* |
| TV | Chi-square | 32,588 |
| | Df | 6 |
| | Relevance | ,000* |
| Portals with various announcements, e.g. OLX | Chi-square | 14,098 |
| | Df | 6 |
| | Relevance | ,029* |
| Linkedin | Chi-square | 24,901 |
| | Df | 6 |
| | Relevance | ,000* |
| Through friends/family | Chi-square | 84,440 |
| | Df | 6 |
| | Relevance | ,000* |
| Through Facebook groups | Chi-square | 17,851 |
| | Df | 6 |
| | Relevance | ,007* |
| Goldenline | Chi-square | 38,460 |
| | Df | 6 |
| | Relevance | ,000* |
| Organization's Facebook Fanpage | Chi-square | 72,950 |
| | Df | 6 |
| | Relevance | ,000* |
| Lectures at schools and employers (onsite and/or online) | Chi-square | 33,675 |
| | Df | 6 |
| | Relevance | ,000* |
| Press | Chi-square | 33,229 |
| | Df | 6 |
| | Relevance | ,000* |
| Promotional campaigns | Chi-square | 26,823 |
| | Df | 6 |
| | Relevance | ,000* |
| Letters of intent sent to your home address | Chi-square | 27,744 |
| | Df | 6 |
| | Relevance | ,000* |
| Information on bulletin boards | Chi-square | 13,010 |
| | Df | 6 |
| | Relevance | ,043* |
| Information to cell phone | Chi-square | 7,517 |
| | Df | 6 |
| | Relevance | 0,276 |
| Organizing so-called open days | Chi-square | 42,655 |
| | Df | 6 |
| | Relevance | ,000* |
| Employment agencies | Chi-square | 19,447 |
| | Df | 6 |
| | Relevance | ,003* |

Source: Own research.

For the variable "sources of job recruitment information used," individual possibilities were assigned consecutive letters A (during the Covid-19 pandemic), B (outside the pandemic). For each pair where the difference was statistically significant, the category key with the smaller proportion was placed under the category with the larger proportion (Table 4).

Analysis of the data in Table 4 entitles us to conclude that during the Covid-19 pandemic, there was a significant change in the sources of recruitment information used by those born in 2000 and 2001. Significantly more information sources were used during the pandemic than before the pandemic, particularly digital sources. Especially more sources of recruitment information were used such as the Internet, friends/family, through Facebook groups, employer websites, through Facebook groups, career offices, radio, employer website, television, Golden line, lectures at schools and employers, the press, Facebook Fan page of organizations, promotional campaigns, letters of intent sent to the address of residence, information on bulletin boards, organizing so-called open days (stationary and/or online) and employment agencies. Before the pandemic, job fairs (stationary and/or online), job search portals, and various advertisements, e.g., OLX, were used significantly more often than during the Covid-19 pandemic.

Table 4. Statistically significant differences between the extent to which job recruitment information sources were used by those in the generation born since 2000 during and before the Covid 19 pandemic based on the chi-square test ($N=2088$).

| What sources of information do you use about job recruitment? | | during a pandemic | before the pandemic |
|---|-----------------------|-------------------|---------------------|
| | | (A) | (B) |
| Internet | I'm totally not using | | A |
| | I very often use | B | |
| Career offices | I'm totally not using | | A |
| | I use | B | |
| Radio | I'm totally not using | | |
| | I rather use | B | |
| | I use | B | |
| Job fairs (stationary and online) | I'm totally not using | | |
| | I don't use | B | |
| | I rather not use | B | |
| | I very often use | | A |
| Job search portals | I'm totally not using | | |
| | I don't use | B | |
| | I rather not use | B | |
| | I rather use | | A |
| | I very often use | | A |
| Employer's website | I'm totally not using | | A |
| | I rather not use | | A |
| | I use | B | |
| | I very often use | B | |
| TV | I'm totally not using | | |
| | I use | B | |
| Portals with various announcements, e.g. OLX | I'm totally not using | | |
| | I rather not use | B | |

| | | | |
|---|-----------------------|---|---|
| | I use | | A |
| Linkedin | I'm totally not using | | |
| | I rather not use | B | |
| Through friends/family | I'm totally not using | | A |
| | I don't use | | A |
| | I rather use | B | |
| | I very often use | B | |
| Through Facebook groups | I'm totally not using | | A |
| | I use | B | |
| Goldenline | I'm totally not using | | |
| | I use | B | |
| Organization's Facebook Fanpage | I'm totally not using | | A |
| | I rather use | B | |
| | I use | B | |
| | I very often use | B | |
| Lectures at schools and employers (onsite and/or online) | I'm totally not using | | A |
| | I use | B | |
| Press | I'm totally not using | | |
| | I rather use | B | |
| Promotional campaigns | I'm totally not using | | A |
| | I use | B | |
| Letters of intent sent to your home address | I'm totally not using | | A |
| | I don't use | B | |
| | I rather use | B | |
| | I use | B | |
| Information on bulletin boards | I'm totally not using | | |
| | I don't use | B | |
| | I rather use | B | |
| Information to cell phone | I'm totally not using | | |
| | I don't use | B | |
| Organizing open days (stationary and online) | I'm totally not using | | |
| | I rather use | B | |
| | I use | | |
| | I very often use | B | |
| Employment agencies | I'm totally not using | | |
| | I don't use | B | |
| | I use | B | |

Source: Own research.

5. Discussion and Conclusions

The overall analysis of the conducted research allows us to formulate the following conclusions: Representatives of the Generation born since 2000 use a wide variety of sources to search for job recruitment information. The overwhelming majority of these are digital tools.

The generation born since 2000 used (in order of preference): the Internet, job search portals, Facebook groups, job fairs (stationary and/or online), radio, career offices, family friends, employer websites. To a small extent they used: TV, lectures at schools and employers (stationary and/or online), so called open days (stationary and/or online), Fan page of organizations on Facebook, press, promotional actions, information on cell phones, letters of intent sent to the address of residence, employment agencies, information on bulletin boards, Goldenline and Linkedin. As a

result of Pandemic Covid-19, there was a significant increase in the use of sources such as the Internet, friends/family, the employer's website, the organization's Facebook Fan page, and so-called open days held in person and/or online. In contrast, this generation's use of sources such as job search portals and job fairs (in-person and/or online) has significantly decreased.

As research has shown, the generation born since 2000 in Poland uses similar digital sources of job recruitment information as the rest of the world, but to a slightly lesser extent (RNL, 2020; European Commission, 2020; Kupczyk, 2021).

The final conclusions of the conducted theoretical and empirical research lead us to consider the T1 thesis adopted by the authors as valid. Covid-19 pandemic significantly differentiates the sources of information on job recruitment used by the generation of people born since 2000.

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