"#Melomerito": a Netnographic Study on Communication in Digital Recruiting

Nicola Carpignano, Concetta Papapicco, Giuseppe Mininni
Università degli studi "La Sapienza" Roma, Università degli studi di Bari "Aldo Moro"

Abstract

The digital revolution has invested various areas of human experience, including that of job search and / or ideal candidate.Thanks to the opportunities of "online visibility" (Morales, 2014), companies prefer to spread their ads on various recruiting sites, in way to "attract" the potential candidate. In this scenario, mediated job advertisements become persuasive means of reaching an ever-wider target. The study, therefore, aims to verify if the structure of an e-recruiting site influences and creates new signification practices for the companies and for the users. Through a netnographic study (Kozinets, 2010), two online recruting spaces were compared: LinkedIn and Employerland. Starting from the results of netnographic analysis, 190 job advertisements of the two sites was analysis with qualitative methodologies, from which it emerged different Socio-Epistemic Rhetoric (Berlin, 1993). The results highlight that, in the drafting of a job announcement, not all the attractive communication strategies are considered. Above all, the presentation of the benefits was not present in the analysis; in particular, no information is provided on the future of the candidate's career and this is in contrast with the promotion that the two spaces make, based on the rhetoric of "playfulness" and "professionalism".

Key-word: *digital recruting, employer branding, mediated job ads, Graphcoll, Socio-Epistemic Rhetoric*

I. INTRODUCTION

The continuous evolution of work has led to a growing need for companies to have a high-level staff, with multi-functional skills, technology literacy, entrepreneurial ability, ability to operate in different cultures, structures and markets.

More and more companies are allocating funds for what has been called "the mark of an employer". Most companies focus more on enlarging and developing branding for corporate products and brands, but the brand is also used in human resource management. The application of the "branding" principles in the management of human resources has been called "employer branding"; "It is clear that the concept implies a mix and the meeting between the fields of marketing and human resources" (Edward, 2010, page 5).The employer branding has two tasks: that of managing and retaining the human capital already hired; and that of attracting new employees with more skills.It is essential for this practice to manage and evaluate some factors on which to set the message of the job offer, trying to motivate the reader to take some form of initiative, including proposing for a job advertisement.

An employer must try to be attractive, so employer branding, in this role, aims to present the company in the most attractive way possible to all potential candidates for a job offer. Communication of benefits can contribute to successful recruitment of candidates: "research suggests that candidates are often confused or have incomplete information on compensation and benefits" (Pourfarhad, 2012). A study carried out by the "American Demography" in 1987 suggested that employees hardly know the nature of the services provided by employers; in addition, the study found that many companies, while listing some benefits, can not name them all.

In addition to the content, the form of a persuasive message is important: it can be very useful to insert short sentences and short paragraphs to convey a message as clearly as possible. After having attracted attention with the language, one must try to encourage the possible candidate to read the entire job announcement, and to do so use captive phrases such as "try to realize your dream"; it is also necessary to create a sense of interest by describing the benefits and the salary; finally the message must push towards a quick response. The style of language in job advertisements is crucial in order to convince job seekers to apply. The "announcements must: attract attention, arouse interest, stimulate desires, create convictions and get action" (Pourfarhad, 2012, page 104). According to Vestergaard and Schroder (1994), scholars of the advertising language, the interest can be obtained with two strategies: use the imperative in the language; use management language acts to encourage people to take a test or ask a question to receive further information.

A job announcement can be transmitted with different means of communication, the greater the wealth of the means that are used, the greater the effectiveness of the message.The World Wide Web has opened new opportunities / affordances (Gibson, 1984) such as disseminating advertising and information, and has changed the way people think about organizations even in an attempt to attract new employees and

provide new signification practices to the recruitment phase. . In a constantly evolving job market, it is essential to have the possibility to use fast, reliable and immediate solutions. Online recruiting becomes a favorable mode for companies for various reasons including higher efficiency, lower recruitment costs, the ability to attract the most qualified candidates. Websites allow companies to quickly acquire large amounts of data on potential job applicants, but in turn the company can communicate a wide range of useful information to candidates for job evaluation. In a very short time the company can publicize its job offer by ensuring that it reaches as many candidates as possible, increasing the likelihood of reaching the most qualified human resources for the task being recruited.

Organizations can choose between two strategies to use the web to attract a pool of candidates: rely on third parties who distribute job advertisements or develop a personal website. The first possibility has the advantage of providing a virtual place for potential candidates, where there are job offers from different organizations in order to meet any need and can potentially reach a geographically diverse group; the second possibility allows a much wider company description. "The total amount of information on an official recruitment website of an organization is much larger than a single job post" (Braddy, Meade, Michael & Fleenor, 2009, page 528). It is critical to evaluate the virtual recruitment environment that is defined to allow companies and candidates to interact with each other.

Indeed, for a recruiting site to work, it is essential that it is attractive and this also depends on the layout of the site, its structure: colors, images, sounds, videos, animations, and interactivity. Web sites provide a dynamic experience, two-way communication that goes well beyond the material of classical methods that rely on passive reception.

Furthermore, it is very important that a user can obtain information efficiently: the usefulness of interactive tools depends on the extent to which their design positively influences users' access to valuable information or usability. Usability is defined as the ease perceived by users to acquire information and to use the website to achieve the desired goals; it is based on the characteristics of the system.

Indeed, there are still very few recruitment methods management studies that have provided knowledge on how online media contribute to the success of recruitment; on the other hand, the information gathered from research on consumer behavior and marketing media, based on the model of the persuasive communication of researchers Petty and Cacioppo (1984), are used; according to which consumption attitudes and the acquisition of

intentions towards a product are based on the central and peripheral way

According to Petty and Cacioppo (1984), the motivation of an individual (interest on a topic or a product) leads the individual to perform different types of data analysis to make a choice: a high level of motivation pushes the individual to perform an elaborate data analysis, while a low motivation develops a low data processing. So depending on the level of motivation you can activate two different ways: the high processing activates the central path, the low motivation activates the peripheral path (Myers, 2008, p. 238).

II. DIGITAL EMPLOYMENT ADVERTISING: A RESEARCH PERSPECTIVE

The job advertisements are texts that are characterized by a short communication, but from which you can draw important clues depending on the layout, from what you want to highlight (for example the company name, the brand or the open position ...). For this reason, it is necessary to consider the job announcement not as a simple text, but as a 'diatest' (Mininni, 1992). The Greek etymology of the word diatesto, that is, from 'dia' through ', makes us understand how it is necessary to detect the sense of a job announcement from the thick plot of intertwining of text and context of enunciation. In fact, there are contexts in which those who write an announcement realize that they can not say things as they are: he feels his condition of "intralocutor" oppressed by conflicting and unacceptable logic deriving from this climate of excessive work flexibility, where the vagueness turns out to be the almost obligatory solution. The vagueness or expressive imprecision (Mininni, 2013) is part of the equivocality of communicating: in fact, on the one hand it represents the man's inability to adapt the planning of intent to linguistic expression; on the other hand, it is an indicator of great cultural productivity and constitutes a great social adaptive value. According to some studies conducted by Bavelas et al. (1990), the vagueness option tends to be used whenever the enunciator finds himself in a situation of conflict "avoidance-avoidance" (avoidance-avoidance conflict). According to the hypothesis put forward by Bavelas et al., The use of communicative ambiguity as the only escape route would depend on the will not to damage the relationship with the recipient, or the vagueness in the job advertisements would depend on the company's willingness to attract the best candidate for the position for which the selection is made. In this climate of job insecurity, however, the discursive ambiguity in job advertisements may not be the most appropriate strategy to attract potential candidates, because due to too much flexibility and a general climate of distrust, participation could be discouraged. of qualified human resources,

decreasing rates of employability (Waterman et al., 1994). In a system where occupational safety is no longer a condition that accompanies placement and job search, there is a shift in importance towards change, in which job insertion or reintegration has a restorative or negative connotation and responsibility. of the worker of his career path: in this perspective, in fact, the organization is no longer responsible for the career advancement of the resource and this means that the individual is solely responsible for his career.

Starting from this hypothesis, the research aims to analyze how web recruiting sites and companies are able to use some strategies associated with employer advertisin, in particular those that allow a company to attract an increasingly larger pool of candidates and of higher quality, focusing on certain characteristics of the source, specific contents and channels of the message and characteristics of the receiver. The study, therefore, has as main objectives those of: evaluating and comparing the strategies used by the two recruitment means to attract a large pool of candidates; analyze the opportunities that the two sites provide; highlight the reasons that push a company or a user to prefer one or the other site.

III. THE METHODOLOGICAL FRAMEWORK

The research analyzes two virtual recruitment spaces: Employerland, an Italian application for mobile devices (smartphones and tablets) that allows contact and knowledge among registered users and companies; LinkedIn, a social network designed for the world of work considered an excellent tool for very specific or highly qualified professionals. The main objective of the study is to: evaluate and compare the strategies used by the two recruitment tools to attract a large number of candidate pools; analyze the opportunities that the two sites provide; highlight the reasons that push a company or a user to prefer one or the other site. To pursue these goals a netnography (Robert Kozinets, 2010) of both media was carried out. The goal of netnography is to diverify if job advertisements neglect elements that make communication more effective; if the differences, detected in the netnography, between Employerland and LinkedIn, influence the drafting of job advertisements on the sites themselves; to establish if the size of a company is a conditioning factor for the drafting of a job advertisement. We analyzed 50 ads of Employerland and 140 Ads by LinkedIn, the difference between the number of the two samples is due to the amount of job offers on the sites: LinkedIn, being a much better known social network, counting approximately 11 million users only in Italy, presents a number of most relevant offers. The 190 "mediated" ads, ie taken from third-party sites that mediate the contact between the company and the user, but also that were mediated by a computer screen, without any direct contact between the person in charge of recruiting a company and a potential employee.

The 50 Employerland announcements were collected randomly; some of them, although they represent different job offers, concern the same company, this is due to the difficulty of finding a sufficient number of ads, each of which comes from a different company; in addition, some companies create their own profile with their own description without, however, inserting job offers. In the search for job advertisements, Employerland makes it possible to distinguish "on top" ads, from those searched through "location" or "job title or keyword": the first announcements were searched among the "on top" ones, while the subsequent ones "Location" by including the larger Italian cities like Rome and Milan. Out of 50 ads analyzed, two are in English. The 140 job advertisements were collected on LinkedIn. In the search for job advertisements, LinkedIn focuses on proposing offers based on user profile preferences: initially we focused mainly on offers related to the roles of managers or marketers; subsequently, on the other hand, various job offers were sought. In order to compare job offers of companies of different sizes, it was decided to divide the sample into four sub-samples, evaluating the variable "company size" (information given by LinkedIn itself). The four subsamples are: companies with less than 200 employees; from 201 to 1000 employees, from 1001 employees to 5000 employees and from 5001 employees up. The search for company announcements for "less than 200 employees" and "5,000 employees up" samples was very simple, as opposed to the "1001-5000" sample, for which the difficulty was significant. Of the 140 ads examined, 49 are in English and 2 are in Spanish.

On these textual data a Content Analysis was carried out through the "GraphColl" software: a tool that builds corpora collocation networks, allowing to obtain important information on semantic relations. The syntactic-semantic vicinity of the ad words is calculated by the software based on the selection of the "node" analyst.

In the research the nodes used were: "company", "work", "benefit", "personality", "skills".

The "benefit" node was used to assess the attractiveness of the source, it is able to give us information on the 5 dimensions of the Empat scale (value of interest, social value, economic value, development value and possibility of future work; possibility of using what has been learned previously); in addition, '"American Demography" in 1987 confirmed the importance of employees knowing the nature of the benefits provided by employers. It is important to remember that the benefits are both traditional (health insurance, pension funds ...) and non-traditional ones (flexible

work agreements, company kindergartens ...). The "**work**", "**company**", "**skills**" and "**personality**" nodes were selected starting from an existing taxonomy used in the research of Allen, Van Scotter and Otondo (2004). According to the authors, the difference in the perception of a message depends on five factors: quantity of information, the potential for two-way communication, personal attention, social presence and symbolism.

The "amount of information" has been translated with the "work" node (because it is the main theme of the ads) and "company" (the authors, in the same research, emphasize the importance of the source in influencing the perception of a message). The "personal attention" (the perception of receiving personal information) and "social presence" (perception of interpersonal warmth) have been translated with "skills" and "personality".

IV. RESULTS

From the netnographic analysis it was possible to detect many differences between the two platforms. Employerland is an application for mobile devices that offers a possibility of contact between users, who have a working profile, and various entrepreneurial, business and commercial realities that interact through the application itself. To use this app you need to download it through the enabled marketplaces and install it on your disposal. This procedure is sufficient to use the basic functionalities, while to participate in the business challenges and initiatives organized by the different business entities that use the application, the user will have to register through their e-mail or Facebook and Linkedin services. During this procedure the user must necessarily fill in some fields of his profile. Subsequently, you can always integrate your personal and work profile, inserting further information related to your curriculum and your career.

The factor on which the site aims more to attract users is the 'playfulness'. With Employerland you have the opportunity to participate in competitions: the user can accumulate a score by participating in a certain number of games (on average 50) by answering questions about the company; users who have the highest score have the opportunity to carry out a job interview with the organizing company. These competitions attract users, driven by the tempting idea of winning a job interview simply by answering questions from a quiz (through a game); and because the winner of the highest score is underlined the concept of meritocracy, in fact, the hashtag that is used to publicize these events is #MELOMERITO.

The application also tries to provide a lot of information about companies, useful for a possible job interview with them. The application is very schematic and simple even if it is a bit inconvenient

because it is not purely autonomous, in fact, it provides some services relying on LinkedIn and YouTube; this also makes limited bidirectional communication. LinkedIn was born in the living room of its co-founder Reid Hoffman in 2002. Its official launch took place on May 5, 2003. In December 2016, the acquisition of LinkedIn by Microsoft was officially completed, establishing the union between the world leader of corporate cloud services and the leader of professional social networks.

It is a social network created specifically for the world of work: it is an excellent tool for highly qualified professionals, who want to extend their network of contacts or get contacted by potential recruiters. It is also a significant means of communication for companies, which can gain great visibility and reach many users interested in a specific sector. The site allows you to create a company page and link it to the professional profiles of employees, whose icons also appear on the corporate page at the top right; it also provides a space to present its products and services, allowing, among other things, to create up to 10 window pages, each connected to the parent page.

Opening a company page is the first fundamental step, but this is not enough: to get a good indexation, it must also be optimized for search engines, define an editorial program to publish updates and keep it constantly active to increase ranking. To create the company page, you must indicate the company name and a valid email address that contains it. The next step is to insert the profile and cover images, and fill in the various sections, providing the most accurate data possible; the "company description" section must give a very broad vision of its mission, the products or services it offers. It is good to then fill in all the fields related to the type and size of the company: the more information there is, the easier it is for users to understand what they are looking at. To increase indexing locally, it is useful to enter addresses for all locations (if more than one), and telephone / fax numbers. Finally, we proceed with completing the skills section: these will appear under the description and will be used as keywords. At this point, all that remains is to create the different pages: one for products and services, one for employee profiles, one for job offers.

LinkedIn is a site with a high degree of authority, so it has a high ranking in search results; this means that a page on LinkedIn has potentially great visibility, but you need to use some optimization techniques for results to write in this sample.

The "work" node is at the center of the chart and presents many links, underlining the importance that the concept of work has in ads, and the tendency of companies, which insert job offers on LinkedIn to

describe in an increasingly precise way. and complete the proposed offer and the tasks that the future employee will perform ("information", "description". "functions", "activities", "area", "times", "details", "location", "location", "transfers"). The words "opportunity", "training" and "internship" characterize job offers that allow a personal and professional growth of the candidate. It can also be noted that many words are not directly related to the job description, but to that of the company and the ideal candidate. With "services", "sector" and "resources" the company can indicate its own area of interest and the tools it makes available. The offers are mainly for expert users who do not need training ("years", "experience", "seniority", "senior", "degree", "master"), who have certain characteristics ("problem solving", " knowledge "," ability "," predisposition "," management "," availability ") and able to work in groups (" group "," group "," team ").

Finally, the four files with the ads were divided into four sub-groups, producing four different graphs.

In the analysis of the graphs representing the sub-samples we can see that the results on the "company" and "job" nodes, even if with a much lower number of links, do not differ much from those found in the overall analysis of LinkedIn. The "work" node has remained at the center of the graph and is the one that forms the most links, the only aspect to underline is that in all the graphs the number of words connected to the node is very similar, except for the "1- 200 "where more links are created. The "company" node is associated with a very similar number of words in all groups, except "5000 up" where they are greater. The "personality" and "benefit" nodes remain solitary and without associations. The significant difference between the subsamples and the main graphs is given by the "skills" node: it is possible, in fact, to observe that the links have almost disappeared, in the sub-samples "0-200", "1000-5000" and "5000 in "The" skills "node connects with" requirements "and" author "(probably the description is present, but there are no frequently repeated competences).

It is interesting to note that each sub-sample chart is more complex than the Employerland chart, this indicates that the difference between the general chart of LinkedIn and that of Employerland does not depend on the quantity of ads inserted, but on the actual drafting of the same.

Qualitative analysis found that the main objective of a job advertisement is to describe, in the most attractive way possible, a job offer, in such a way as to positively influence potential candidates towards the ad itself.

Companies not only describe the characteristics of the work, but tend to present themselves in such a way as to seem more attractive than their competitors and to communicate the characteristics of the ideal

candidate (this makes it possible to draw the attention only of a specific target).

LinkedIn allows a quick and easy search for ads. The right layout of the site allows the user to obtain information easily and companies to insert images and descriptions useful to attract a large pool of candidates and that reflects the right target.

The company's description, and therefore of the source of the message, has a fundamental role on the effectiveness of communication. In the analysis it was found that there are some features that are most associated with companies:

1) under development and growth, the predisposition towards the future and development is a feature that appears in the presentation of many companies, so it is proposed the possibility of working in a company that will become bigger and bigger and will allow the future employee to grow with it (offers positive future possibilities);

2) medium-large companies emphasize the possibility of working for international companies and "leaders" in their sector;

3) some companies focus on offering training opportunities to future employees by offering (internships, coaching);

4) many companies focus on the quality of life in the workplace (for example, a youthful, fun corporate climate where teams work and where there is cohesion);

5) propensity towards the client, expressed through the interest of satisfying his needs.

The offer of benefits allows an increase in attractiveness of the advertisement (it is important, however, to describe only the real ones); they may appear to be present various ways, but are hardly described, indicating, probably, that are details of which recruiters prefer to discuss live. The characteristics of an ideal candidate most requested are: knowledge of English language, computer skills, competence in problem solving. These data are very interesting to understand the type of work within the various companies.

The knowledge of the English language (in some announcements is also required the knowledge of a third language) reflects the immersed work inserted in a globalized society, in which it is often necessary to contact or work with people of different nationalities. The use of technology is fundamental, and all companies require a good level of computer knowledge, which is now considered indispensable in the workplace.

Competence in problem solving is very important today, where employees are always placed in highly

variable work environments, unpredictability and turbulence. For this reason a candidate is required who can make an intelligent assessment of the situation, in order to deal with it in the appropriate manner; there has been an evolution from the idea of a rigid task, since workers have been left with discretion and autonomy.

Personality is little considered: the only dimension we often find is extroversion, and the propensity to work in a team is associated with it. Even if the job requires an interdisciplinary knowledge, it is increasingly going towards specialization, so as to be competent above all in a specific sector, this often leads to the need to create working groups, so that all the skills of the employees are added to accomplish a complete job: this is why it is important to know how to work in groups.

On LinkedIn the work is well described: all the tasks with their characteristics are defined. It is interesting to note that the assumption is very complicated, this can be explained by the data collected, in fact almost all the offers:

1) are characterized by the request for experiences ranging between 5 and 15 years;

2) are fixed-term job offers with the expiry date of the contract;

3) proposals for internships or training courses.

Most job offers offer a managerial or marketing management role, but this is due to sampling: the offers offered by Likedin reflect the credentials included in the creation of the profile.

The most relevant differences in the comparison between the sub-samples are the length of the ads and the language used, the sub-samples "1000-5000" and "greater than 5000" have: much longer and more complex ads and most of the 51 ads that are not written in Italian. This can indicate the attention that medium-large companies employ in the preparation of an interesting and complete job offer; in addition, it emphasizes that the largest companies are international, in fact they publish many ads in English, probably because they use the same ad in all the countries in which they live.

Employerland also allows a very simple search for job offers. Most of the announcements begin with the description of the job, its tasks and the characteristics required of an ideal candidate; it is also possible to find a small presentation of the company. At the end of the announcement there are some schematized information that the application offers to facilitate the evaluation of the offer: city, type of contract, professional field, salary and deadline.

The ads on Employerland are short and essential, there are few companies that organize a verbose draft.

A very interesting difference with LinkedIn is that there are fewer ads that require experience. This is probably due to the difference in the targets Employerland aims for: setting up a job search as if it were a game and presenting advertisements where years of experience are hardly required, suggests that the target audience is represented by young people.

Indeed, regarding the communicative aspect of these two virtual spaces of digital employment advertising, we can find several shared repertoires that emerge from the contrast between the Socio-Epistemic Rhetoric (Berlin, 1993) of "playfulness", Employerland's mission and the "professionalism", typical of the Linkedin. This aspect also emerges from the communicative creativity of the slogans present exclusively in employerland.

E.g. **"Would you like to find the job of your dreams?" With Employerland it's a breeze "**

In this example emerges the persuasive idea of achieving one's dreams as if it were child's play ("breeze"). Almost in opposition to the semantic sphere of "lightness" and "fun" in the search for work, Employerland takes on the task of promoting meritocracy through the launch of the **#MELOMERITO** hashtag.

On the contrary, the rhetoric of "professionalism" also emerges in Linkedin in the slogan **"Connecting the world's professionals to make them more productive and successful".** In this case, the professionalism emerges from the concept of "network" ("connecting"). The different slogans and rhetoric confirm the attractiveness of different user pools. with the rhetoric of playfulness and the realization of signi, Employerland is aimed at younger users, human resources at the first work experience or who are entering the world of work, unlike Linkedin.

V. CONCLUSION

Netnographic analysis revealed various differences between Employerland and LinkedIn; probably due to different objectives and a different target of interest.

Employerland is an application that focuses on simplicity and playfulness, two very important elements to attract a good number of users. The application is mainly intended for young people who want to enter the world of work: thanks to this medium, they can meet new companies and discover their mission and vision (very useful for a possible job interview), they can participate in "competitions" "In which, in a meritocratic way, you can win an interview. Companies have the opportunity to make themselves known, advertised (both directly through the app, and through organized events), to offer jobs and to meet new possible candidates, not selected

through a curriculum, but through a competition, so based more on the qualifications or skills that a candidate should have based on his / her training, but on the company's knowledge.

Employerland, in part, upsets the vision of job search, proposing innovative and interesting ideas.

There is, however, to underline the not complete independence of the application, or the need to reconnect to LinkedIn, YouTube, Facebook, or to the personal sites of companies; also to be able to have information on the proposed initiatives. Employerland was born recently, but the initiatives proposed by it are increasingly numerous: probably this continuous development and enlargement will in the future give the opportunity to refine some factors and make improvements.

LinkedIn is a well-developed social network, which has experienced considerable growth over the years, releasing various versions ("LinkedIn Premium"). It is one of the most used e-recruiting media in the world: it has 500 million users worldwide, of which 11 million in Italy; achieving a high level of "technological trust".

LinkedIn has good usability; offers the possibility to insert multiple information through a rich medium (it allows the publication, in fact, not only of texts, but of images and video) and opportunities for good bi-directional communication between user and company.

Users can choose from a large number of job offers; easily contact the employees of a company or employees to recruit it; create their own network of contacts and expand their training with video on-demand courses.

Companies have the opportunity, not only to seek, among millions of users, the ideal candidate for their job offer, but also to make themselves known by advertising (doing so companies can increase their customers and find any collaborators or investors) .

LinkedIn is a very professional social network that is able to attract users with good work experience as well as international companies and leaders in their field.

The quantitative and qualitative analysis of job announcements allowed to confirm the differences detected in the netnographic analysis.

LinkedIn presents much more complex graphics, this shows that the companies that use it evaluate it as a social center focused on job offers, with the main task of putting companies in contact with potential candidates.

The high network of links with the "skills" node, the presence of words such as "leader", "degree",

"experience", "years" and a high number of announcements in English indicates that, among the companies present on LinkedIn, you can find many large companies, some even international ones, that require experienced, well-trained employees with certain qualities. The results, however, also see the presence of words such as "opportunities" and "training" that attract less experienced users and still in training.

Employerland analysis presents a not very complex graph, indicating the simplicity of job advertisements. A very important fact is the absence of words such as "experience", underlining the tendency of Employerland and its users to address job advertisements to young people. The absence of links with the "company" node is a result that does not reflect one of the site's objectives, that is to inform users about the characteristics of the companies. This can be explained by qualitative research: the ads do not provide a large presentation of the company because the application gives the possibility, at the bottom of the job offer by clicking on "company", to connect to the company's private profile and receive all the information necessary for the user

The absence of links with the "personality" and "benefit" nodes is common to both sites, demonstrating that recruitment workers often do not use some useful elements to increase the attractiveness of the job offer.

In today's world of work, where a very high level is presented In today's world of work, where there is a very high level of job instability, inserting information regarding the future of an individual's career is a very useful element in attracting potential candidates. Giving a sense of continuity to the future employee and providing information, which can allow development and career growth, can be useful to create a strong foundation for any work relationship. Individuals, especially in Italy where there is a major labor crisis, seek a job stability that will allow them to also find personal stability. We could say that one of the most persuasive elements, but little used, is the description of the benefits focused mainly on the future possibilities of the candidate.

With the analysis of the 190 announcements it is possible to make an assessment of today's business world. Globalization and the ever-increasing development of technology have led to the application of candidates with good computer and language skills in the workplace. The evolution of work, which has made it increasingly dynamic and flexible, implies the needs of candidates with high problem-solving skills and of working in a team.

Many job offers are with deadlines or internship proposals.

The analysis of the sub-samples found that the ads of the "1-200" sample focus on the description of the work, probably because, being a smaller company, to attract interest, it aims to highlight every minimal feature of the proposed work; while in the subsample "5000 up" the opposite happens, that is, companies tend to dwell a lot on the company's description.

The "skills" node in the general graph presents many links, while in the subsamples they are almost absent: the frequency with which the words are connected to the node is not very relevant in the individual subsamples, but increases in the general sample. An explanation could be that the skills required in the announcements of the various sub-samples are very similar, so once a single file has been formed, they will appear more frequently.

The main differences are due to the length of the ads and the amount of offers in foreign languages, in fact in the samples "1000-5000" and "5000 up" there are most of the 51 ads in foreign language and the draft is much more wordy. Companies with multiple employees are often international and publish equal English ads in all the cities in which they reside; in addition they have experts who are interested in formulating a precise and complete announcement to attract a pool of candidates with a good professional level, such as to be able to remain leading companies in their sector.

Based on these results, therefore, it becomes important to take into account during the emplyment advertising the interweaving of persuasion and technology, so that the management of such means can be useful in attracting the attention of various users, especially if Candiati suitable for the future selection process.

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