

A New Recruitment Model: Live Video Recruitment

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Abstract: With the outbreak of COVID-19 in China, a series of ‘labor shortage’ and ‘employment difficulty’ have appeared in Chongqing’s labor market. By innovating the method of connecting job supply to job demand, the ‘Live Video Recruitment’ is replacing the traditional offline recruitment, which not only enables young people to scan QR code for employment in the Cloud computing, but also builds a ‘cloud’ bridge between job seekers and employers, and also, helps employees and employers get in touch in a timely manner. However, in terms of the current situation, there are still problems in the Live Video Recruitment, such as unequal information and the professionalism of anchors needs to be improved, which shows that there are some defects in the Live Video Recruitment system of organizations in Chongqing. This study points out the significance of Live Video Recruitment, and also puts forward corresponding solutions for the existing problems, hoping to promote the development of Live Video Recruitment system in Chongqing.

1. Introduction

The outbreak of the global epidemic has had a certain negative impact on the income, investment and foreign economy and trade of Chinese residents. Many regions of China have adopted sealing and control management, resulting in many people unemployed at home, which greatly restricted the sustainable and healthy development of China society and economy. At the same time, it also leads to the difficulty of college graduation season, campus recruitment and labor market recruitment in recent years [1]. In view of such a situation, many enterprises have carried out the innovation of the brand new recruitment mode: Live Video Recruitment. The Live Video Recruitment refers to a new recruitment method in which the employer enters the broadcast room to introduce the position and answer the questions concerned by the job seeker, so as to achieve the purpose of accurate link between the employer and the job seeker, which can greatly help companies meet their hiring goals. With the help of big data, 5G, AI and other technologies, live-streaming recruitment brings a lot of convenience to employers and workers. But every coin has two sides, as well as brings new problems and disadvantages.

2. The Research Significance of Live Video Recruitment

Live Video Recruitment is a new recruitment mode generated with the development of the times and society, and a new trend of the development of the times. It replaces traditional recruitment to

help enterprises solve the difficulties of recruitment during the epidemic period, and has achieved better results. However, there are still many problems in Live Video Recruitment as a new thing. This study takes all age-appropriate job seekers in Chongqing, analyzes the current situation and existing problems of Live Video Recruitment in this place, and provides a series of targeted problem solving strategies for these problems. It also provides practical guidance and direction reference for major enterprises in this city to implement Live Video Recruitment, reduce the cost of trial and error, increase the competitiveness of enterprises, improve the acceptance and recognition of Live Video Recruitment, and promote the structure and content of relevant system of live broadcast platform, so as to realize a win-win situation among three parties.

3. Status Description

3.1. The Live Video Recruitment Platform System is not Perfect

According to the data released by Chongqing Human Resources and Social Security Bureau on June 24, in the two years since the opening of the online recruitment service ‘Chongqing Talents · You Come’, a total of 104 Live Video Recruitment events have been carried out, and a total of 676 enterprises and public institutions have provided 140,000 jobs to visit the broadcast room, attracting 40.56 million viewers[2]. It can be seen that the development speed of Live Video Recruitment is very fast, but such speed also brings corresponding problems.

First of all, the Live Video Recruitment platform is not perfect for the privacy protection system of job seekers[3]. Most of the live broadcast platforms have the problem that when job seekers share personal interview information to enterprise recruiters in the live broadcast room, there are problems that foreign personnel can steal job seeker information and competitors of recruitment enterprises also steal excellent talent information of recruitment enterprises through the live broadcast platform as a reserve of talent resources. According to the data of 278 valid questionnaires recovered, 75% of respondents believe that the credibility of the recruitment information of Live Video Recruitment cannot be guaranteed, and nearly 60% of respondents believe that there may be privacy leakage, indicating that there are still many concerns about Live Video Recruitment among job seekers, and the platform’s privacy protection system for job seekers still needs to be improved and perfected.

Secondly, the professional audit mechanism of the Live Video Recruitment platform for enterprises and job seekers is not perfect. Most live broadcast platforms have problems such as job seekers fabricating false name photos for identity verification, enterprise mailboxes being purchased through Taobao, and false business licenses being audited, which greatly reduces the credibility of Live Video Recruitment. At the same time, according to the data of the valid questionnaires collected by us, as shown in Figure 1, nearly 80% of job seekers believe that there is a certain risk that the legal compliance of recruitment enterprises cannot be verified, which confirms that the Live Video Recruitment platform has incomplete information review mechanism for enterprises and job seekers.

The system of solving sudden problems by the Live Video Recruitment platform is not perfect. At present, the Live Video Recruitment platform involves the explanation and introduction of labor contract contents such as salary, five insurance and one fund, employee welfare treatment, etc., which are all in the exploratory stage[4]. When there is an employer exaggerating the publicity of salary and salary, resulting in labor disputes, or someone deliberately maliciously denigrates and discredits the enterprise in the live broadcast room, the solutions that the platform should take still need to be improved and perfected.

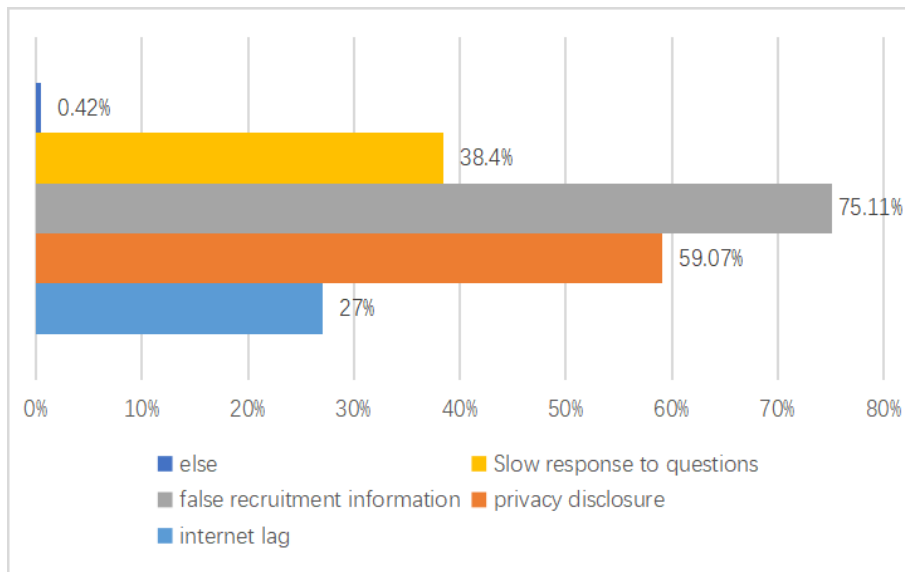


Figure 1: The biggest worry for job seekers.

3.2. The Enterprise Live Video Recruitment System is not Perfect

In hundreds of thousands of recruitment live meetings, the enterprise all kinds of propaganda, most of them focus on explaining the enterprise culture and development, but these are not enough for job seekers, and for the content of the job requirements, treatment and labor contract information is not detailed, the introduction time is not enough. This has led to the unclear positioning of the company's Live Video Recruitment, increasing the difficulty of recruitment, not only increasing the time cost, but also missing some of the best job seekers.

3.3. The Professionalism of Live Broadcast Recruiters needs to be Improved

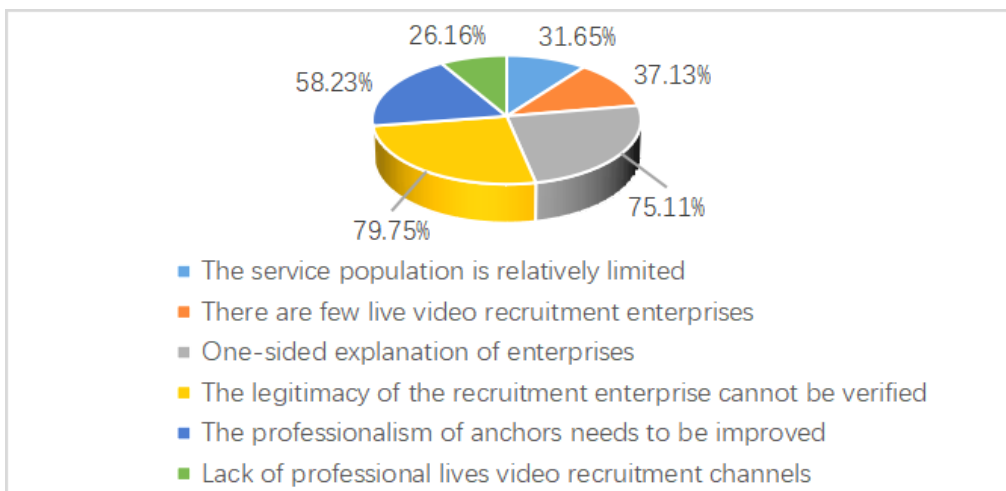


Figure 2: The most important problem to be solved in live video recruitment.

According to the questionnaire survey data, as shown in Figure 2, nearly 60 % of job seekers think that the first problem to be solved in Live Video Recruitment is the professional degree of the anchor. The professional degree of the anchor is reflected in the natural, logical and clear introduction of the post when facing the camera. At the same time, it interacts with job seekers to solve the problem of job seekers and maintain a good recruitment atmosphere of live broadcast[5].

However, many Live Video Recruitment anchors do not understand the position and the company, and cannot logically and clearly introduce the position and answer the relevant questions of the job seeker, and the form of one (anchor) to many (viewers) communication, communication efficiency is low, affecting the intention to apply. Therefore, the requirements for live broadcast recruiters are higher.

3.4. The Time and Information of Live Video Recruitment are not Equal

There are job seekers with different job-hunting intentions in different time periods, but the enterprises conduct Live Video Recruitment in a relatively specific time period, and the two are missed due to the reason of Live Video Recruitment time, so there is no way to make a correct match.

Moreover, the number of Live Video Recruitment posts published on the official website of many enterprises is not clear, vague job information and other problems. Job seekers cannot accurately obtain the recruitment information of enterprises, but can only blindly participate in the job competition, resulting in low efficiency of person-post matching. Job seekers are reluctant to share their private information with anchors because of the one-to-many communication mode of Live Video Recruitment. Private information here refers to the information required by the post, so that enterprises can only rely on public information to make judgments, resulting in recruitment bias and low efficiency of person-post matching.

3.5. Live Video Recruitment Increases the Cost of Recruitment and Selection

The Live Video Recruitment tape itself focuses more on sales promotion, aiming to get more job seekers to submit resumes, which will result in companies receiving uneven resumes or even a publicity advertisement, which increases the cost of manual screening resumes.

In the offline interview, the interviewer helps the enterprise to dig and judge the personal qualities of the interviewees to a certain extent by analyzing the facial expression and body language of the interviewees, and select the employees with high compatibility. However, in a single interview on the Internet, the interviewer is unable to detect the potential information of the interviewees, which increases the difficulty of screening, and raises the cost of manpower, time and capital.

3.6. The Coverage of Live Video Recruitment is not Large Enough

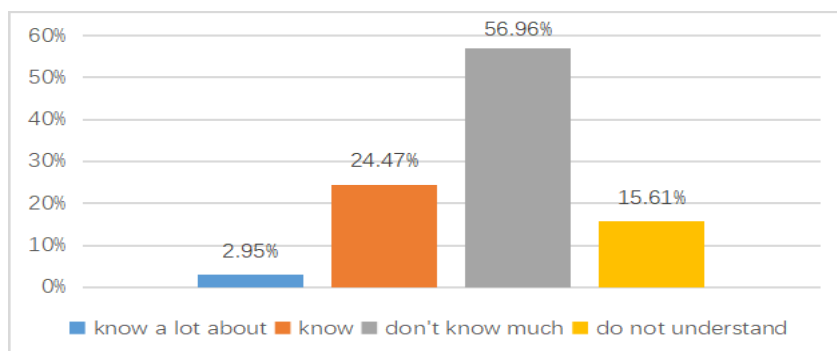


Figure 3: How well job seekers know about live video recruitment.

According to the data collected by our questionnaire survey, as shown in Figure 3 and Figure 4, more than 60% of the respondents do not know or know much about Live Video Recruitment, and only 16.03% of the respondents have participated in Live Video Recruitment, which proves to some

extent that the scope of influence and coverage of Live Video Recruitment.

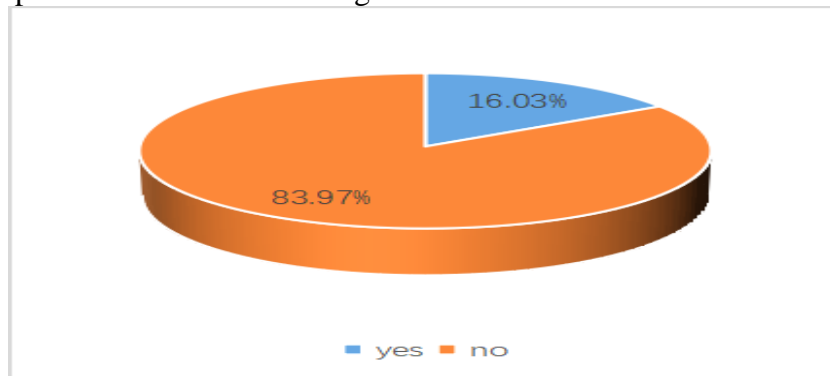


Figure 4: Have you participated in live video recruitment.

4. Solution Strategy

4.1. Improve the System Related to Live Video Recruitment Platforms

Firstly, improve the Live Video Recruitment platform to establish a comprehensive audit mechanism, not only to accurately and rigorously verify enterprise information, but also to a certain extent for job information verification. Secondly, improve the privacy protection mechanism of Live Video Recruitment platforms to protect the personal and job hunting information as well as the information of enterprises, so as to prevent competitors from engaging in unfair competition by obtaining the information of job seekers and enterprises through Live Video Recruitment of enterprises, casting recruitment is not large enough[6]. Thirdly, improve the problem solving system of Live Video Recruitment platform to solve the problem of malicious comments attacking the broadcast room due to salary or treatment, or labor disputes caused by exaggerated propaganda of employers.

4.2. Strengthen the Supervision of Live Video Recruitment

The government has taken active measures to strengthen the examination of the qualifications of recruitment enterprises, establish a blacklist system for enterprises to manage trust-breaking enterprises in an orderly manner. At the same time, it is also necessary to strengthen the supervision of Live Video Recruitment platforms, and supervise the Live Video Recruitment platforms to ensure that they do not disclose information of job seekers and enterprises, so as to prevent unfair competition.

4.3. Improve the Enterprise Live Video Recruitment System

First, clarify the enterprise's own positioning, clearly introduce the content of the recruitment position, treatment and labor contract information. Second, make clear the main tasks, responsible persons and time spent in the Live Video Recruitment process and each link of the enterprise, so that the Live Video Recruitment process is clear and smooth, and the responsibility is implemented to people. Thirdly, establish a feedback mechanism for enterprises' Live Video Recruitment, collect and sort out the problems in the Live Video Recruitment, and provide information for the improvement of the Live Video Recruitment.

4.4. Training Live Video Recruitment Anchors

Solicit or cooperate with bloggers who have certain influence on the recruitment platform, train the Live Video Recruitment with posting ability, and let the anchors know the company situation and recruitment information [7]. Conduct Live Video Recruitment recruiter training for insider of the enterprise, and become a professional anchor who can recruit excellent talents for the enterprise.

4.5. Sign Relevant Agreements and Flexibly Choose the Time of Broadcast

Information mismatch is caused by both job seekers and enterprises. Enterprises should publish the job information and the number of jobs on the official website, and solve the problem of unequal information caused by fuzzy information; Sign relevant agreements with Live Video Recruitment platforms to ensure the authenticity of corporate communication information and solve the problem of information inequality caused by false information; Investigate the viewing time of most job seekers, and choose the viewing time flexibly, so as to make the viewing time of job seekers coincide with the broadcasting recruitment time of enterprises to the greatest extent, so as to solve the problem of unequal time.

Besides, candidates should be authenticated by their real names and sign relevant agreements, responsible for the information required for job hunting, and ensure the authenticity of information, realize the real and effective transmission.

4.6. Develop Small Programs to Screen Unqualified Resumes

Job seekers who participate in Live Video Recruitment send resumes to the sea because they are eager to find jobs or do not know the job information. Although such behavior increases the number of resumes received by enterprises, it also increases the screening work of enterprises. Enterprises can develop screening procedures to conduct preliminary screening, reduce the number of HR interviews and reduce recruitment costs [8].

4.7. Intensify Live Video Recruitment Publicity

Under the epidemic situation, traditional recruitment is difficult to carry out and talent flow is fast, so Live Video Recruitment comes into being. However, Live Video Recruitment is not widely used, and many enterprises have not used Live Video Recruitment, which also indirectly restricts posts and industries, resulting in limited objects to be served. The government or the society can make reasonable use of resources to publicize Live Video Recruitment, introduce and promote Live Video Recruitment [9], make Live Video Recruitment fully exposed to the public, and expand the influence of Live Video Recruitment[10].

5. Conclusion

As a new way of employment, Live Video Recruitment has gradually developed into a kind of daily professional service work, which has enriched the new forms of employment to a certain extent. Even in the near future, there may be a new occupation such as ‘Live Video Recruitment recruiter’. From the perspective of work practice, whether the effect of live broadcasting is good or not, whether the anchor staff can drain the amount of tape, whether the enterprise can accurately ‘get customers’, how many actual recruitment success rate, the ratio of ‘cost input-output’ is cost-effective, are all tests of the sustainable development of this new work service mode, and also the test of staff ability.

Although the practice of live streaming has achieved good results, there are also some problems and deficiencies in some aspects. Overall, live video recruitment still has a long way to go before achieve its goal of a more mature, scalable and sustainable model of employment services in the context of the COVID-19 pandemic.

In conclusion, based on the research of Chongqing Live Video Recruitment, this study uses the survey data to explore the problems existing in Live Video Recruitment, and proposes solutions according to the actual situation. Therefore, this research helps enterprises to cope with the existing problems during the live video recruitment, and at the same time makes a contribution to the field of Chinese enterprises' recruitment transformation and the development of new trends.

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