A Study on the Influence of Characteristics of Online Employment Community on Trust, Immersion, and Job Seeking Behavior

Sin-Bok Lee*, Chanuk Park** and GeonUk Kang***

*College of Liberal Art, Dankook University, Korea,
**Korea Culture & Tourism Institute Korea,
*** IPACT

***Corresponding author: Chanuk Park, Ph.D.

Abstract

In recent years, the online job community has been active, and job seekers who want to work usually experience this community at least once. However, it is doubtful whether the community actually leads to employment. Therefore, there is a need for a way for that job community actually helps employment. This study empirically examined the effects of online job community characteristics on job seeking behavior through trust and immersion. We surveyed the employees and examined causality through structural equation. As a result of the analysis, information gathering activity, job search confidences, job search skills, interpersonal interactivity had a statistically significant effect on trust, and only information interactivity had a significant influence on immersion. In addition, trust does not affect job seeking behavior, but it can be confirmed that immersion has a significant effect on job seeking behavior. As a result of the research, it seems that the online job community should pay more attention to job seeking behavior through immersion than trust.

Key Words: online job community, job seeking behavior, trust, immersion(commitment)

INTRODUCTION

Recently, the youth unemployment rate in Korea has been worrisome. According to the National Statistical Office, the unemployment rate of youth in March 2017 is 11.3%, which is very high considering the average of the youth unemployment rate in March for the last five years was 9.3% (Statistics Bureau 2017). Since the unemployment rate announced by the National Statistical Office does not include non-economically active population, if the potential economic activity population not considered as unemployed is regarded as unemployed and the unemployment rate of young people including those with additional employment related to time is calculated, the figure will rise to 24.1%, and among them, the unemployment rate for people above the university level is 27.2%. (Energy Economy Newspaper, 2017).

In fact, the high unemployment rate of young people is also related to the distrust of the younger generations toward the older generations. It has been accepted that older generations are able to study hard, graduate from a good school, enter a good job and earn happiness by working diligently, but these laws no longer work today. The younger generations who grew up in the midst of slave-laboring baby boomers do not want to live like the old generation anymore. Young people say that their unfortunate present came from old generation, so they cannot trust old generation's values. For example, unlike the past, difficult present to move economic levels and those complaints resulted in neologism such as "Gold Spoon, Soil Spoon" (Kang, In-wook, 2016), and the social leaders committed all kinds of irregularities but stay safe, and even their wealth and authority pass down to their children, so that these situations come with sentences like "Innocence with Money, Guilt without Money" (Kim, Byoung-Soo, 2016). The president tells workers to work as the company is theirs, however if the company becomes difficult, the first thing the president does is to cut down the workforce (Lee, Chang-Gil, 2008). In particular, the generation that experienced the IMF has the disbelief that there is no eternal workplace and they should not lean too much to organization (Kim, Kyung-Jip, 2014).

In fact, a job is a means of maintaining a living, but assuming that most of the day and the best time of life are spent at work, it is more than just a means of livelihood. Many people say that everyone has the right to pursue happiness and that people invest in education to get a better life and happiness (Park, Jung-Yoon, 2014). So, even though young people have been educated and prepared for a great deal of time and money, it is not uncommon for young people to find jobs that are below expectations. The situation is like this, so if the older generations say "It was not like this before." or "Young people do not have enthusiasm." to the younger generations, they will be treated like a GgonDae (A slang word for an old man who has an aggressive attitude) (ref. newspaper article). Although the government has introduced various policies such as job fairs and entrepreneurship education to solve the youth unemployment problem, it is not showing visible results due to

various factors such as population decrease, economic recession and political instability.

If so, what methods should be sought to make the crouching young people voluntarily more challenging and moving? The online employment community, which is recently enjoyed by employees, can be presented as an alternative. It is estimated that the online employment community has been in operation since 2000, and it is estimated that about 1,000,000 units are operating until October 2016 (Kim, Chun-Keun et al., 2017). The online job community is divided into two types, and the first one is that job seekers who are preparing for employment set up an online community spontaneously. These communities share information and know-how based on the same interests of employment and career. In recent years, there has also been an individual community of professional counselors (Kim, Chun-Keun et al., 2017). The other type is a job portal site that provides employment information to provide a community space Lon the company's website for a friendly relationship with the affiliated members. In this job community, there is a positive element such as sharing the latest employment information and voluntary consensus that all the subscribers are preparing to work, encouraging each other.

Therefore, there is a need to examine what characteristics of the online employment community affect the voluntary job search activities of job seekers. For this, we refer to the self-determination theory that deals with human voluntary motivation (Deci and Ryan, 1985; Deci and Ryan, 2000). According to the self-determinism theory, human beings have three basic needs; autonomy, competence and relatedness, and spontaneity is naturally generated when it is filled (Deci and Ryan, 1985; Deci and Ryan, 2000). Therefore, the voluntary motivation of job candidates can be inspired if they provide the relevant functions in the job community.

The purpose of this study is to analyze the effect of job search characteristics and site characteristics on trust, immersion and behavior in online job community. This will provide implications for government officials and people concerned about the youth unemployment issue.

THEORETICAL BACKGROUND

Basic need related to employment: Approach with self-determination theory

According to the self-determination theory (SDT), in order for people to have voluntary motivation, the three basic needs of human beings, autonomy, competence, relatedness, should be met (Ryan and Deci, 2000). The autonomy is the internal tendency to attribute self-actions as voluntary with the belief that self is the subject of action (Chirkov and Ryan, 2001), and confidence can be met when experiencing opportunities to expand and try self abilities in the society (Deci and Ryan,

2000). In addition, relatedness refers to the continuing relationship between myself and the other party, forming and developing groups (Deci and Ryan, 1985).

In the theory of self-determinism, it seems that the voluntary motivation of people comes naturally depending on how much environmental consideration is given to these three factors. Similarly, looking at how well these factors are aligned with the online job community can help determine whether job seekers can increase their willingness to work. Therefore, I would like to examine the various functions provided by the online job community from the viewpoint of the theory of self-determinism as follows.

Participation in the online job community is done autonomously by individual judgment, and the activity of searching and collecting information by entering the site is also based on the individual's autonomous judgment. In the online job community, information is provided by a menu of websites such as job information, part-time job, salary information, employment information, and talent information. This information seems to satisfy the individual's autonomous desire. In other words, these free and rich information characteristics of the online job community are functions that satisfy the need for autonomy of job seekers.

Next, visitors to the online employment community will gain knowledge and skills to find jobs through site visits. The number of job seekers who do not have enough information and know-how and who are uneasy about their job seekers is comparable to those of skilled workers (ref. newspaper article) As a result, job seekers learn and prepare to enter their desired job through various information, knowledge, and know-how. Therefore, the online job community also shows aspects that satisfy the need for competence of job-seekers.

In addition, the various interactions that can be gained through the online job community can motivate job seekers. Because of the generalization of the Internet and mobile smart devices, our lives have changed a lot from the past. Currently, online communication and meeting are also accepted as part of life (Lee, Ho-Gyu, 2011). Users' interactions through websites can be broadly categorized into two types: interactions with information provided by the information system and interactions among the subscribers of the site. These characteristics are aspects that satisfy the need for relatedness of job seekers.

Job seekers' attitudes toward the online job community: trust and commitment

Trust in the online environment is defined primarily in terms of transactions between the business and the individual. Trust is defined by general beliefs about opponents (Gefen 2000) and by combining trustworthiness, integrity, and benevolence, increasing intent by reducing concerns about people's risk

factors (Javenpaa and Tractinsky 1999), concrete belief in competence, integrity, and benevolence (McKnight et al, 2002) leading to the intention to trust the other.

Defining trust in the online context is somewhat different for researchers because it is a field that is developing so rapidly. However, if there is a difference from the offline context, online trust will emphasize the competence of the other party and the ability to solve problems. This is because other characteristics related to competence, capability, and problem-solving are more emphasized (Benamati and Serva, 2007) because it is difficult to communicate emotionally with counterparts due to the nature of online B2C communication through information systems.

There is growing disbelief as the number of sites that provide information is increasing. Although there are many diverse and useful sites that provide information such as job search and part-time job information from marriage information sites, there is a worry that fraudulent information is provided to job seekers (Jeong, Seung-Min, 2008). Online spam ads are basic to subscription information and use a variety of means to get additional information. Because it is not the person who can see the other person in the online transaction than offline, the more the website operator gives the information to the site, the more the customer can trust the site. In addition, the more freed up the job seekers' information gathering activities, the higher the confidence in the site. The following hypothesis will be established.

H1: The more secure online job community the autonomy of job seeker (information gathering activity), the higher the trust in site.

H1-1: The more secure the free information collection activities of the online job community, the higher the trust in the site will be.

If the information provided by the online employment community is useful, job seekers can further strengthen their capabilities through the information provided on the site. By acquiring information related to job hunting, you will gain confidence and make efforts to equip yourself with relevant skills, which results in a stronger capacity for individual job seekers. Thus, if job seekers feel confident through the online job community and feel that their job skills are improved, the credibility of the site will be high. The following hypothesis will be established.

H2: The more the online job community supports jobseeker capacity (job security, job search skills), the higher the trust in the site.

H2-1: The higher the confidence in job search through the online job community, the higher the trust in the site.

H2-2: The higher the job search skills through the online job community, the higher the trust in the site.

Trust in a Web site can be improved in various interactions with a Web site. The evaluation of the site may vary, especially through the response of job seekers who are not stakeholders and are in the same position. In most cases, it is difficult to interact directly with an online or mobile environment. Therefore, if you support interaction between job seekers utilizing web site information-based interactions, comments, and messaging functions, The credibility of job seekers will increase. The following hypothesis will be established.

H3: The more the online job community supports job seeker ties (information interaction, interpersonal interaction), the higher the trust in the site.

H3-1: The higher the information interaction through the online job community, the higher the trust in the site.

H3-2: The more the interpersonal interaction of the online job community is guaranteed, the more trust the site will have.

The various functions of the online job community are likely to make job seekers feel a commitment to the site. This commitment has been studied in a variety of contexts (Gruen et al., 2000), not just between individuals (Arriaga, 2001), online and mobile websites (Bhattacherjee , 2001; Gefen et al., 2003; Li et al., 2006).

Organizational commitment is defined as 'the trust and attachment of a team member to a company's goals or values, its dedication to the company, and its desire to maintain its position as a company member' (Mowday et al., 1982) . In contrast, Allen and Meyer (1990) found that immersion involves a variety of meanings such as attachment, need, and obligation, and classified immersion as affective, continuing, normative commitment. Li et al. (2006) have also distinguished immersion in Web sites from emotional commitment and computational commitment.

The various functions provided by the online employment community can enhance the immersion of job seekers in the site. In particular, the more secure the free information collection activity of job seekers, the greater the immersion in related sites. Activities in the online job community are in fact job seekers themselves, so if you get distracted while searching for the information you want, you will be reluctant to visit the site. Conversely, ensuring that you find enough of the information you want can increase your engagement with the site. The following hypothesis will be established.

H4: As the online employment community ensures the autonomy of the job seeker (information gathering activity), the immersion of the site will be high.

H4-1: The greater the freedom of information gathering activities of the online employment community, the more immersion the site will be.

People are willing to stay in touch with their opponents because of future rewards (Lewicki, 2007). Online job community users have experienced some useful features on the site, which helps them gain job confidence and improve their job skills. As a result, job seekers can feel continuance commitment to the site. In addition, there is a tendency for individuals to engage in transactions with the object (Allen and Meyer, 1990), which means the degree of desire to remain as a counterparty due to opportunity costs if the transaction is interrupted (Jaros et al., 1993). The higher the competence of job seekers, such as job-search confidence and job-seeking skills, that benefits from the online job community, is likely to show a high level of commitment to the site. The following hypothesis will be established.

H5: As the online job community supports job-seekers' capacity building (job-finding confidence, job-seeking skills), they will be more immersed in the site.

H5-1: The higher the confidence in employment through the online job community, the higher the commitment to the site.

H5-2: The higher the job search skills through the online job community, the higher the commitment to the site.

Next, the immersive concept includes the emotional attachment of the members to the organization. Emotional immersive members feel a strong sense of unity in their organization and show an active participation (Gruen et al., 2000). Knater (1968) described emotional commitment as a willingness to voluntarily exercise enthusiasm and loyalty for members of their group (Kanter, 1968) and Mathieu and Zajac (1990) as a desire to associate with the organization. A variety of interactions through various information, experiences, and opinions posted by jobseekers in the online job community increase the engagement of the site by interacting with the individual's feelings or feelings between the website or job seekers. When a particular individual discloses his / her information (self-disclosure), the recipient of the information by the reciprocity effect also discloses more deep information. Interaction with information on online or unspecified multiple job seekers is expected to increase immersion in the site. The following hypothesis will be established.

H6: The more the online job community supports job seekers' ties (information interaction, interpersonal interaction), the greater the commitment to the site.

H6-1: As the information interaction of the online employment community is guaranteed, the immersion of the site will be high.

H6-2: The greater the interpersonal interactions of the online job community, the greater the immersion of the site.

Job Searching Behavior

Eagle and Chaiken (1993) found that through the theory of evaluative-behavioral consistency, humans have a desire to act in accordance with their past attitudes and tendencies. Once you take a position, you feel a sense of psychological burden that you should act in the same direction in the future. It is believed that these theories will also apply to patterns of post-event behavior of users after providing personal information to a particular website. As you trust or engage in the online job community of job seekers, there will be a lot of voluntary behavior, that is, job seeking behavior. The following hypothesis will be established.

H7: The higher the confidence of job seekers in the online job community, the more job hunting will occur.

H8: The greater the commitment of job seekers to the online job community, the more job hunting will take place.

Based on the above discussion, we will construct a research model as shown in <Figure 1>. Specifically, the three items of self-determinism theory influence trust and commitment, which is expected to lead to job seeking behavior again.
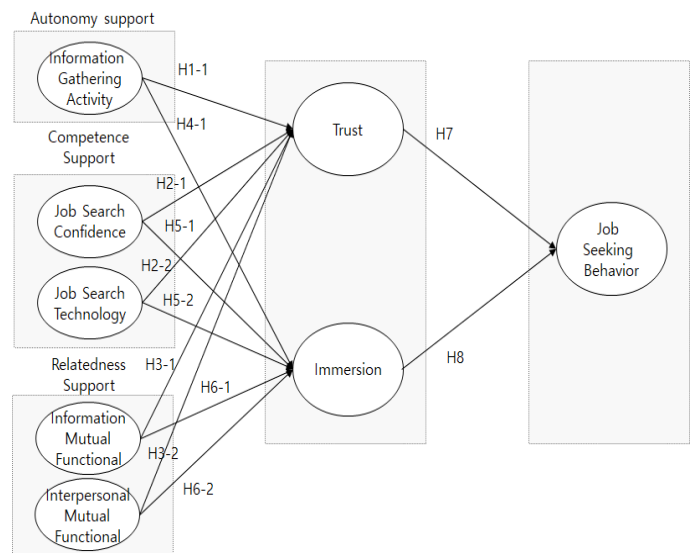

Figure 1. Research Model

METHOD OF STUDY AND INVESTIGATION

Research design and measurement items

This study was conducted to investigate the effectiveness of the proposed research model. For the questionnaire, random sampling was used. The questionnaire was distributed to 350 adult male and female adults and 320 of them were collected. Among them, 303 were used in the analysis except for 17 of them.

The detailed metrics for the constructs are shown in Table 1. The questionnaire to measure each research variable was constructed by modifying the measurement tools used in this study with reference to previous studies. In order to measure autonomy support capability, we constructed the measurement items based on the concept definition of information gathering activities of Han Ji-Hyeon and Jang Jae-Yoon (2005). The measurement items used in the research of Kim Sun-Hee (2010), Lee Jong-Chan and Hong Ah-Jung (2013) were revised to measure the competency support, and for the support for the relationship, the measurement items that were used for the research of Moon, et al.(2017) and Na Eun-Young were revised. In addition, in the study of Park Joon-Cheol (2003), the dependent variable, job-seeking behavior, was revised based on the research of Jang Su-Hyun and Yoo Sung-Kyung (2014) in the study of Gruen et al.(2000). All questionnaires on the concept of each construct through the questionnaire consisted of the Riccart 5 point scale.

Table 1. List of measurement

Division	Research Variable	Measurement Items	References
Autonomy support	Information Gathering Activity	I get a lot of information from the online job community site. I tend to do free information search on the online job community site. I get a lot of corporate information from the online job community site.	Han Ji Hyun & Jang Jae Yoon(2005)
Competence Support	Job Search Confidence	I am more confident in employment than other friends. I tend to overcome difficult situations while doing my job search. I do not want to be in a hurry even if I do not get a job quickly.	Kim Sun Hee (2010)
	Job Search Technology	I can give a good impression when interviewing. I try to develop skills that help my career. I can find a job that fits my personality.	Lee Jong Chan & Hong Ah Jung(2013)
Relatedness Support	Information Mutual Functional	In my online job community, I often have live interview experiences. The online job community I use is easy to find the information I need. The information provided by the online job community that I use is beneficial to me.	Lee Seong Ho et al. (2006)
	Interpersonal Mutual Functional	The posts I posted to the online job community are generally high. I am in contact with members of the online job community through chat or regular meetings. I often talk to members of the online job community about my troubles.	Na Eun Young (2006)
Attitude	Trust	The online job community I use is trustworthy. The online job community that I use provides a good service. The online employment community that I use meets my expectations.	Park Joon Chul (2003)
	Immersion	I want to continue to visit the online job community that I use. I feel attached to the online job community that I use. I feel like I am a member of the online job community I use.	Gruen et al. (2000)
Behavior	Job Seeking Behavior	I have accepted an interview for a job. I have asked a job offerer or a job placement agency to get a job. I have asked the employer or personnel manager about the job.	Jang Soo Hyun & Yoo Sung Kyung (2014)

Reliability and validation of measurement tools

The validity of the measurement model was verified based on the final collected data. Cronbach's α coefficient (0.7 or more) and CR (composite reliability) index (0.7 or more), which are most commonly used in social science research, were used for reliability verification. Reliability measurement results showed that there were no items that hindered reliability.

Table 2. Sample Demographics

Division	Item	Frequency	Percentage
Gender	Man	122	40.3
	Woman	181	59.7
	Total	303	100.0
Age	19~24	80	26.4
	25~30	154	50.8
	31~34	53	17.5
	Over 35	16	5.3
	Total	303	100.0
Entry Route	TV or Radio	121	39.9
	Acquaintance Introduction	150	49.5
	SNS	32	10.6
	Total	303	100.0
Number of Visits (Per Week)	Under 1	37	12.2
	2~3	113	37.3
	4~5	93	30.7
	Over 6	60	19.8
	Total	303	100.0
Period of Job Search	Under 3	119	39.3
	3~6	71	23.4
	6~12	54	17.8
	Over 12	59	19.5
	Total	303	100.0

Also, as shown in Table 3, the t-value of all measurement items was significant. In addition, the discriminant validity is determined by the fact that the square root of the value of AVE in each constituent concept exceeds the correlation coefficient between the constituent concept and the other constituent concepts. As shown in Table 4, Respectively. Next, the fitness of 24 items of 8 potential variables was tested. The FIT is 0.9 or better, the NFI (Normed Fit Index) is 0.9 or more, the Root Mean Square Error of Approximation (RMSEA) is 0.08 or less, the CFI (Comparative Fit Index) is 0.9 or more P value (> = 0.05) was used. As a result of the fit of the measurement model, the fit was found to be more than $x2 =$

271.896 (df = 224, p = 0.016), GFI = 0.931, NFI = 0.934, CFI = 0.987 and RMSEA = 0.027. Although the significance level for the x^2 index is less than 0.05, it can be considered that there is no problem in the fitness because $x2 / df = 1.214$, which is less than 3. This suggests that the measurement model is also suitable for hypothesis testing.

Hypothesis Verification Result

Structural model analysis was conducted to verify the hypotheses of the proposed research model. First, we examined the fit of the structural model. $X2 = 305.588$ (p = 0.001), df = 230, GFI = 0.924, NFI = 0.925, CFI = 0.98, and RMSEA = 0.033. It can be seen that almost all the figures meet the standard values. In addition, the $x2 / df$ value is also 1.329, which suggests that the research hypothesis is sufficient.
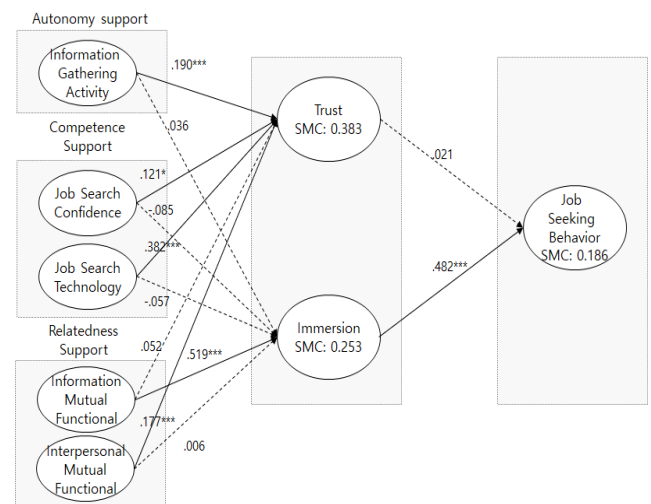

Figure 2. Structural equation results

First, we examined the influence of various characteristics of the online job community, which is an exogenous variable, on the trust and commitment of the parametric group. First, information gathering activities, which are support for autonomy, showed a 5.801 (p <0.01) effect on trust, but did not have a significant effect on commitment. In the support for competence, job confidence and job skills showed a significant effect on trust of 3.517 (p <0.01) and 1.959 (p <0.01), respectively. On the other hand, information interactivity showed an influence of only 6.082 (p <0.01) on commitment, whereas interpersonal interactivity showed influence of trust on only 2.990 (p <0.01).

Comparing the influence of independent variables on the parameters in order of magnitude, trust was influenced by information gathering activities, job security, interpersonal interactivity, and job skills. However, all exogenous variables except for information interactivity have a significant effect on

trust, but not on commitment. In addition, the influence of information interactivity on commitment is the largest of the influences of exogenous variables on parameters. Social imitation refers to the degree of dependence on others who use SNS or information provided by SNS. Continuous solidarity refers to the degree of desire to stay as a member in the current group do. Therefore, this result shows that users who have social imitation motivation continuously use SNS because of opportunity cost when they withdraw from SNS because of high reliance on SNS.

Next, we examined the influence of the parameter group, trust and commitment, on the job seeking activities of the dependent variable group, but the influence of trust was not significant but the commitment had a significant influence of 5.748 (p <0.01). These results provide a clue to understand why users are visiting SNS more often and more often than their global Internet service. Table 5 summarizes the path coefficients and t-values for each hypothesis.

Table 3. Sample Demographics

Variable	Metrics	Standardization factor(β)	Standard Error	Cronbach's α	C.R	AVE
Information Gathering Activity	IGA_1	0.879	0.224	0.928	0.930	0.815
	IGA_2	0.947	0.109			
	IGA_3	0.877	0.219			
Job Search Confidence	JSC_1	0.848	0.213	0.895	0.912	0.777
	JSC_2	0.894	0.193			
	JSC_3	0.843	0.235			
Job Search Technology	JST_1	0.932	0.072	0.920	0.956	0.878
	JST_2	0.883	0.117			
	JST_3	0.855	0.142			
Information Interactivity	Inf_1	0.667	0.358	0.736	0.843	0.644
	Inf_2	0.808	0.148			
	Inf_3	0.645	0.331			
Interpersonal Interactivity	Int_1	0.718	0.663	0.756	0.733	0.483
	Int_2	0.865	0.279			
	Int_3	0.595	0.79			
Trust	Tru_1	0.842	0.287	0.883	0.900	0.749
	Tru_2	0.853	0.208			
	Tru_3	0.847	0.226			
Immersion	Imm_1	0.789	0.19	0.765	0.857	0.668
	Imm_2	0.657	0.306			
	Imm_3	0.725	0.29			
Job Seeking Behavior	JSB_1	0.733	0.259	0.822	0.888	0.727
	JSB_2	0.861	0.153			
	JSB_3	0.752	0.281			

Table 4. Correlations among Constructs

	Variable	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
(1)	Activity	0.903							
(2)	Confidence	.290**	0.881						
(3)	Technology	.324**	.167**	0.937					
(4)	Information	.074	.089	.166**	0.802				
(5)	Interpersonal	.356**	.284**	.197**	.018	0.695			
(6)	Trust	.412**	.280**	.433**	.113	.354**	0.865		
(7)	Immersion	.028	-.050	.014	.341**	-.022	.0720	0.817	
(8)	Behavior	.008	-.007	.038	.414**	.008	.036	.331**	0.853
Average		3.766	3.310	4.120	3.997	3.372	3.514	3.846	4.140
Standard Deviation		0.936	0.836	0.680	0.599	0.912	0.832	0.613	0.665

** $p<.01$, * $p<.05$, number at the diagonal line is average variance extracted(AVE).

Table 5. Hypotheses Testing Results

Path	Route	Path coefficient	t	Result
H1-1	Information Gathering Activity → Trust	0.190***	3.517	Selection
H2-1	Job Search Confidence → Trust	0.121*	1.959	Selection
H2-2	Job Search Technology → Trust	0.382***	5.801	Selection
H3-1	Information Interaction → Trust	0.052	0.621	Dismissal
H3-2	Interpersonal Interaction → Trust	0.177***	2.990	Selection
H4-1	Information Gathering Activity → Commitment	0.036	0.778	Dismissal
H5-1	Job Search Confidence → Commitment	-0.085	-1.590	Dismissal
H5-2	Job Search Technology → Commitment	-0.057	-1.016	Dismissal
H6-1	Information Interaction → Commitment	0.519***	6.082	Selection
H6-2	Interpersonal Interaction → Commitment	0.006	0.114	Dismissal
H7	Trust → Job Search Behavior	0.021	0.407	Dismissal
H8	Commitment → Job Search Behavior	0.482***	5.748	Selection

*:$P<0.1$, **:$P<0.01$, ns: not signigicant

CONCLUSION AND IMPLICATIONS

The purpose of this study is to find an effective way to increase the spontaneity of job seeking as a way to solve the emerging employment problems in our society. Recently, . Based on the theory of self - determinism, the factors that cause spontaneity were derived. Based on these factors, the relationship between attitude and behavior in the online job community could be grasped. The implications of this study are summarized as follows.

First, research shows that information gathering activities have a positive effect on trust. This means that the job seekers themselves find the information about employment more trustworthy than the information provided from the outside, and that the information power is the ability to say that it is the present moment.

Second, research results showed that job-finding confidence and job-seeking skills had a positive effect on trust. This means that if you develop your own abilities, you will have confidence in yourself, and you will believe that you will be able to work naturally.

Third, information interactivity has a positive effect on commitment and interpersonal interactivity has a positive effect on trust. In the process of exchanging information with other people, it means that they can concentrate on information related to them because they can sympathize with what they think is necessary or similar experiences and feelings. In addition, the interaction of interpersonal affects positive trust in trust, which means that it creates confidence through communicating in the process of sharing information and preparing for employment by making studies with nearby people like their own.

Finally, trust did not affect job seeking behaviors, whereas commitment influenced job seeking behaviors. First, trust does not affect job hunting behavior, which suggests that trusting the online job community has no bearing on the outcome of employment. In addition, there are many false advertising ads and illegal job advertisements. On the other hand, immersion affects job-seeking behavior, which means that if one likes or positively concentrates, one day it becomes a job.

This study also has the following limitations. First, this study has limitations of the longitudinal survey. As the online employment community continues to be able to continue to add functionality and develop, it is necessary to study the environment in the future. Second, due to the limitation of the land, the government's policies related to employment were not addressed, and the difference between the characteristics of the online employment community and the information provided by each site was not considered. Despite much interest in the field of study and practice in youth employment, there is still a lack of relevant research. I hope this study will be helpful to those who study the spontaneity of youth employment.

REFERENCES

[1] Allen, N. J., & Meyer, J. P., 1990. The measurement and antecedents of affective, continuance and normative commitment to the organization. Journal of occupational and organizational psychology, 63(1), 1-18.

[2] Arriaga, X. B., 2001. The ups and downs of dating: fluctuations in satisfaction in newly formed romantic relationships. Journal of personality and social psychology, 80(5), 754.

[3] Benamati, J., & Serva, M. A., 2007. Trust and distrust in online banking: Their role in developing countries. Information Technology for Development, 13(2), 161-175.

[4] Bhattacherjee, A., 2001. Understanding information systems continuance: an expectation-confirmation model. MIS quarterly, 351-370.

[5] Chirkov, V. I., & Ryan, R. M., 2001. Parent and teacher autonomy-support in Russian and US adolescents: Common effects on well-being and academic motivation. Journal of cross-cultural psychology, 32(5), 618-635.

[6] Deci, E. L., & Ryan, R. M., 1985. The general causality orientations scale: Self-determination in personality. Journal of research in personality, 19(2), 109-134.

[7] Deci, E. L., & Ryan, R. M., 2010. Self-determination. John Wiley & Sons, Inc..

[8] Eagly, A. H., & Chaiken, S., 1993. The psychology of attitudes. Harcourt Brace Jovanovich College Publishers.

[9] Gefen, D. (2000). E-commerce: the role of familiarity and trust. Omega, 28(6), 725-737.

[10] Gefen, D., Karahanna, E., & Straub, D. W., 2003. Trust and TAM in online shopping: an integrated model. MIS quarterly, 27(1), 51-90.

[11] Gruen, T. W., Summers, J. O., & Acito, F., 2000. Relationship marketing activities, commitment, and membership behaviors in professional associations. Journal of marketing, 64(3), 34-49.

[12] Han, J.H. & Jang, J.Y., 2005. Differences in the individual characteristics and job search behavior among female college seniors who want either male-dominated or female-dominated job. The Korean Journal of Industrial and Organizational Psychology , 18(3), 585-609.

[13] Jang, S.H, & Yoo, S.K., (2014). The Mediating Effect of Career Decision-Making Self-Efficacy on

the Relationship Between Work Purpose/Meaning, Parental Support and University Senior Job Search Behavior. Human understanding, 35(1), 1-17.

[14] Jaros, S. J., Jermier, J. M., Koehler, J. W., & Sincich, T., 1993. Effects of continuance, affective, and moral commitment on the withdrawal process: An evaluation of eight structural equation models. Academy of management Journal, 36(5), 951-995.

[15] Jeong, S.M., 2008. A Study on the Trends and Causes of Internet Frauds. Korean Criminal Psychology Review, 4, 193-225.

[16] Kang, I.W., 2016. Gold Spoon, Soil Spoon. Monthly Samtoh, 78-79.

[17] Kanter, R. M., 1968. Commitment and social organization: A study of commitment mechanisms in utopian communities. American sociological review, 499-517.

[18] Kim, B.S., 2010. The Interim Appraisal of the Civil Participation in Criminal Jury Trial. Korean Criminological Review , 83, 311-348.

[19] Kim, C.H., An, J.S., & Lee, H.Y., 2017. A Study on the Effects of Employment Community Characteristics on Employment Community Commitment, Job Seeking Efficacy, and Job Seeking Behavior. Journal of Employment and Career, 17(1), 49-74.

[20] Kim, S.H., 2010. The Relationship between Leisure Function, Communication Ability, and Self-Expression Behavior of University Students. Journal of Korean Physical Education Association for Girls and Women , 24(1), 11-22.

[21] Lee, C.G., 2008. Analyzing Contending Mechanisms of Global Isomorphism in Public Sector Reform: Downsizing Information Law, and Privatization, Administrative column, 46(4), 1-26.

[22] Lee, H.G., 2011. The Exploratory Study of the Meaning of Facebook: Users' Cognition of Communication Context and the Mode of Communication. Journal of Cybercommunication Academic Society , 28(4), 129-172.

[23] Lee, J.B., Lee, S.B. & Park, C.U., 2015. A Study on Satisfaction and Dissatisfaction Coexistence of Social Network Service. The Journal of The Institute of Internet, Broadcasting and Communication, 15(5), 225-236.

[24] Lee, J.C. & Hong, A.J., 2013. The Influence of University Students' Self-leadership upon Career Preparation Behavior and Mediating Effect of Career

Decision Self-efficacy and Employability. The Journal of Career Education Research , 26(1), 69-92.

[25] Lee, S.B., Park, C.U., & Kang, G.U., 2017. The Influence of Characteristics of Onlin Employment Community on Trust, Immersion, and Job Seeking Behavior, Smart Convergence of Culture Technology Letters(SCCTL) 03, 218, IICCC2017

[26] Li, S. M., & Chung, T. M., 2006. Internet function and Internet addictive behavior. Computers in Human Behavior, 22(6), 1067-1071.

[27] Mathieu, J. E., & Zajac, D. M., 1990. A review and meta-analysis of the antecedents, correlates, and consequences of organizational commitment. Psychological bulletin, 108(2), 171.

[28] McKnight, D. H., Choudhury, V., & Kacmar, C., 2002. The impact of initial consumer trust on intentions to transact with a web site: a trust building model. The Journal of Strategic Information Systems, 11(3), 297-323.

[29] Moon, J.H., Lee, S.B. & Lee, J.B., 2017. Effect of Mobile Advertising Characteristics on the Continuity and Avoidance Intention ofMobile Advertisement, The Journal of The Institute of Internet, Broadcasting and Communication, 17(1), 237-252.

[30] Mowday, R. T., Porter, L. W., & Steers, R. M., 1982. Employee-organization linkage. The psychology of commitment absenteism, and turn over_ Academic Press Inc. London.

[31] Na, E.Y., 2006. Internet Communication: Anonymity, Interactivity and Group Polarization. Communication Theories , 2(1), 93-127.

[32] Park, J.C., 2013. The Effect of Internet Shopping Mall User's Customer Satisfaction on Trust, Commitment, and Customer Loyalty Behaviors., Asia Pacific Journal of Information Systems, 13(3), 131-149.

[33] Park, J.Y., 2014. An Educational Case of Socially Responsible Investing at the Graduate Level. Logos Management Review, 12(1), 103-118.

[34] Ryan, R. M., & Deci, E. L., 2000. Intrinsic and extrinsic motivations: Classic definitions and new directions. Contemporary educational psychology, 25(1), 54-67.

[35] McIlgorm DJ, Lawinski C, Ng S, McNulty JP., "Quality of commercial-off-the-shelf(COTS) monitors displaying dental radiographs", *Br Dent J* (2013).

[36] D. J. McIlgorm, J. P. McNulty, "DICOM part 14: GSDF-calibrated medical grade monitor *vs* a DICOM

part 14: GSDF-calibrated "commercial off-the-shelf" (COTS) monitor for viewing 8-bit dental images", Dentomaxillofac Radiol, (2015) Mar., 44(3).

[37]   Bender S, Lederle K, Weiss C, Schoenberg SO, Weisser G. 8-bit or 11-bit monochrome displays—which image is preferred by the radiologist? *Eur Radiol* (2011) 21: 1088–96.

[38]   Fetterly KA, Blume HR, Flynn MJ, Samei E. Introduction to grayscale calibration and related aspects of medical imaging grade liquid crystal displays. *J Digit Imaging* (2008) 21: 193–207.

[39]   McIlgorm DJ, Lawinski C, Ng S, McNulty JP. Could standardizing "commercial off-the-shelf" (COTS) monitors to the DICOM part 14: GSDF improve the presentation of dental images? A visual grading characteristics analysis *Dentomaxillofac Radiol* (2013).