

The Impact of Social Media on People with Disabilities, as Well as a Tool for Effective Communication for the Corporate Implementation Policy of New and Existing Employees

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ABSTRACT

Social media is all around us, talking to us every step of the way and pulling us into the centre of the action. They control the masses of people, change attitudes to life, globalize and internationalize the entire planet. This research answers for following questions: What is the place of a person with disabilities in this huge global group? Is it possible to use social media to connect people with disabilities to the world and bring them closer to other groups of people in society? Can a company reach and effectively integrate people with disabilities through social networks? The primary data was collected based on research conducted through in-depth interviews that addressed 12 respondents from 4 corporations, 2 focused on the provision of security services, and 2 private healthcare facilities. The data has been processed in accordance with the ESOMAR Code of Conduct 2016. The results were complemented by a questionnaire survey with 303 people with disabilities integrated into work and leisure time teams. The results of the survey show a strong influence on social media on all team members with health impairments and are an effective implementation tool for communication.

Keywords: social media, people with disabilities, influence, power of implementation

INTRODUCTION

Social media can be characterized in different ways. Someone understands under this term typical social networks of today (Facebook, YouTube, Instagram, Twitter, etc.), someone on the contrary the term media within the social point of view imagines rather any communication tool in the form of, for example, television, online news, etc. The authors Pospíšil and Závodná (2012) define

social media as “a virtual place – a server where hundreds of thousands of users often meet, whose primary interest is to share personal information. An important aspect is that users want to share personal data and information with other community users using their profiles.” Janouch (2011), on the other hand, considers it a kind of “online media where content is (co-)created and shared by users”. According to him, social media is constantly changing as its content changes (more and more are added more and more) and also as new features are added all the time. It could be argued that nowadays that in the Czech Republic, almost every person aged 12 and over has their own mobile phone and a social network in it, which they use to daily supply new information from various surrounding parties. It is therefore undoubtedly clear that social media will always be here and will be used more and more in private life and in work (Janouch, 2011).

As French author Marcellini (2018) states in his study/article, “physical and athletic practices are part of the social history of people with disabilities that has gradually become visible, but still little explored”. Specifically, this is a development since the 1980s, when it was the decade for people with disabilities and when sport has also become accessible and possible for people with disabilities. I. e. according to this Claims currently made by people with disabilities or disabilities if they have possibilities and are physically adapted to it through their health limitations (within hearing, sight, musculoskeletal system), then they also spend their time maintaining their fitness through various sports (e. g. swimming, cycling, walking, hiking, etc.).

For example, in cycling, which is a very popular sport for people with disabilities disadvantage, the problem of safety for people without health restrictions is very often solved, let alone for people with disabilities. This is mainly due to the fact that cycling instructors They have limited training and resources for this type of people, so they can't provide them with more time for training, training and possible resources to improve the situation. (Berent et al, 2021)

In an international/global comparison, e. g. in the United Kingdom, persons with health disadvantages of sports or at least participation in public sports centres does not contribute too much. According to the study (Kung, Taylor, 2014), these people make up a really small proportion sports participants in English public sports centres where persons can socially include and share their homes, successes and failures. According to Carroll et al. (2021): “Disabled young people have in a number of areas, including sports activities, lower levels of participation in community life than peers without disabilities, which has profound implications for health, well-being and life opportunities.” Therefore, there is a chance to reach people with disabilities into work, social, sports and other teams using social media and to effectively integrate them, thanks to universal communication channels of social networks. Research (Benešová, 2016) or a study (Adamčák, 2016) conducted on comparing the physical requirements of children with different social status in society in the Czech Republic focuses on the range of physical and sports activities of primary school pupils in their free time and the motivation to do them themselves.

METHOD

Research area

The research was applied in two Czech, one Slovak and one Hungarian companies. Company names and survey responses have been anonymised and translated into a single language. The

results of the in-depth investigation were written in a free transcript and evaluated by descriptive statistics. Thanks to the ability to conduct in-depth interviews, there was a 100% return on the investigation and none of the questions were rejected for answers. For the research survey, the possibilities of in-depth interviews with 12 employees with disabilities were used, which were created semi-structured and conducted in 4 corporations from the service sector, namely in two companies providing security services and two private healthcare facilities. One company in the sector has an active inclusion policy and the other does not. These are companies actively employing workers with disabilities of at least 25% of the total number of employees and across corporate positions. The pilot project was carried out on two employees with health disadvantages in a Czech company, who subsequently did not participate in the survey, it was carried out in order to verify the correctness of the questions for a group of people with disabilities.

Primary research

The primary data was collected based on research conducted through in-depth interviews that addressed 12 respondents from 4 corporations, 2 focused on the provision of security services, and 2 private healthcare facilities. In-depth interviews were semi-structured and evaluated using descriptive statistics. It was supplemented by a questionnaire survey at the level of companies, sports and leisure time groups of people with health disadvantages, when 301 respondents with health disadvantages were addressed. The full text of the questions and the deciphered abbreviations are in the annex document of the article and are available on request. Secondary data were used for a literature review on disability processing and social networks, see. List of sources.

Processing of primary research

The data was handled in accordance with the ESOMAR Code of Conduct from 2016. The survey was descriptive and conceptual with demoscopical elements. On the results of this research. In the questionnaire survey, a non-parametric Kruskal Wallis test was used for individual companies to test the differences in answers that were on the ordinary (ordinal) scale and then post-hoc tests to assess which pairs of companies showed statistically significant differences. The tests were evaluated at a 10% significance level, to detect more significant differences). Most of the questions are categorical and have only two options, the independence test in the pivot table was performed after the K-W test. Pearson's chi-squared independence test in a pivot table was used to assess the dependence of individual questions depending on the company. The tests were evaluated at a 10% significance level.

Coding in research

However, the pivot table does not clearly show the order of companies for evaluating the question. Supplemented by graphs from ANOVA below. Deficiencies were found in ANOVA due to discontinuous variables in most questionnaire survey questions, where the questions are scale or binary 1 and 0. To evaluate the questionnaire survey, quantitative signs were assigned to qualitative characteristics and abbreviations were used for possible processing in the statistical program, the list is given in the appendix of the thesis. The concept of femininity was introduced, which determines the degree of femininity of the work/sports/leisure time group at 3 levels, namely female, mixed, masculine. When the highest point is for the highest degree of femininity and that is 3.

RESULTS

From the below table and the assigned subjective values, it follows that we confirm the zero hypothesis. Interesting is the fact that the examined sample almost copies the results of EUROSTAT for 2021. The above results in full will be discussed in more detail in the article application using social media for the relationship between a worker with a disability and an employer firm. For corporate communication, it is effective to recruit and strengthen relationships with employees with disabilities through social media.

Table 1. Descriptive evaluation of in-depth interviews (subjective evaluation, 1 confirms the suitability of social networks for communication between the employee and the company, 0 does not confirm) own source

DESCRIPTIVE EVALUATION OF IN-DEPTH INTERVIEWS		
Wording of the question	Answers	VALUES of subjective evaluation
Are you male/female/neutral? Your age?	8x woman, 4x man median 35, modus 43 Modus-5 years	1, age group of people fully according to EUSTAT, CSU active on social networks 16–72 years
How long have you had a recognized disability status? From what event, describe?	Median-3.5 years After injury 4 times, from adulthood 5 times, after long-term illness 2 times, consequence of demanding treatment 1 time	Cannot be rated
Did you work before being disabled?	Yes 9x, 3x no-I don't need	
Do you have social networks, or what? How often do you use them, which do you prefer? If not, why don't you have them when more than half of the Czech population does?	Twitter Facebook Instagram Youtube Messenger	1
For what purposes do you have social networks? Private, work, etc.?		1
How do you rate social networks as a job search tool?		

What sites do you use?		
How would you like companies to offer jobs? How did they communicate with new or existing employees? Through social networks or otherwise?	Facebook, twitter, práce.cz, messenger	1
Do job offers pop up on social networks? What?	Yes 8 times, 4 x no Invalidavpraci, miscellaneous, brigade	1
Have you ever found a job offer through social networks and what kind of job offer? What kind of job and how do you evaluate it?	Ne 12x	0
Sum of values (probability level)		0,714
I confirm/reject the zero hypothesis		We confirm

Employee-level questionnaire survey evaluated using pivot tables and ANOVA test

To test the differences between the average values of numerical indicators (value of part-time work, hourly wage, etc.) for individual firms in groups (Disability yes x no), two sample t-tests were used. The assumption of normality was met in groups, the assumption of homogeneity of scatters in all groups was not satisfied. Depending on this, a variant of the test for homogeneous or non-homogeneous variances was used. Tests were evaluated at a 10% significance level. A ten percent significance level for this group of tests was chosen due to the small sample size.

In the questionnaire survey, a nonparametric Kruskal-Wallis test was used for individual companies to test the differences in answers that were on the ordinary (ordinal) scale and then post-hoc tests to assess which pairs of companies showed statistically significant differences. The tests were evaluated at a 5% significance level.

DISCUSSION

The topic of disability is also a very frequently addressed topic, not only through the sources of funding for these people and issues dealing with possible forms of how to help them via (Edwards & Nash, 2022; Friedman, 2022 etc.) But also, through the fact that within the political and social system this problem does not always need to be solved as it should. Therefore, there are a number of people in the world who deal with this issue through social media, such as Facebook and Facebook groups (Jeanette Purkis, Lisa Cox, Talya Goding, Otway Healt), Twitter or especially and probably the most widespread various blogs (Carly Findlay 2022 or Mayo Health 2022).

Based on the results of the survey, it is clear that these issues could be addressed by society and companies thanks to the connection via social media directly with the actors of events, namely people with disabilities.

The division of social media can be according to different ways, there are already a number of them nowadays. Among the best known and at the same time the best clear division can be ranked, for example, the division according to Urgerman (2014), where social media consists of social networks (e. g. Facebook), various blogs (e. g. Twitter), discussion forums or portals (e. g. Yahoo!), shared multimedia (Youtube) or even possible virtual worlds (socially based game The Sims, etc.). All these types of social media represent a certain tool within the communication channel. Yet, the most used and known various withocial networks, such as: facebook, twitter, instagram, youtube, tiktok and a bunch of other options, currently have (regardless of their preferences, popularity and functionality, style of use) the same essence, and that is the sharing of information between users and to other people possibly to the wider public.

Social media is a cornerstone for today's society, whether it is media used through communication between individuals (messenger, whatsapp, viber, instagram) or communication and information exchange across society. Especially withocial networks, they currently provide a large space for creating a profile not only for individuals (younger or older), but also for companies or various projects, see, for example, a study through the Czech Statistical Office (Burešová, Wiechetová, 2022). The increasing trend of the use of social networks and media in general by citizens in the Czech Republic within the time horizon of the past few years (specifically from 2017 to the current year 2022) can be seen in comparison with the values from 2010.

These figures show that the use of social media is still increasing. On average, this is an increase of 3 percentage points each year. However, comparing 2010 to 2017, this is already an increase of almost 35% overall, especially for people aged 16 to 24. For this age group, it is understandable that in adolescence and placement in the labor market, the media and sharing all their feelings or information with others are also starting to be used more. This fact is confirmed, for example, by the German data company Statista, which it mentions (Spěvák, 2022), because in its findings Statista claims that every person at the age of 16 currently has at least one social network, dominated by Youtube, TikTok or Facebook. However, most people retain this habit or habit of using various media over time and it can be seen that the growing tendency has continued in recent years also in older age groups from the age of 25 and over, where it is also seniors after retirement age. See also (Cieslar, 2022) or (ceskenoviny.cz, 2022).

In addition to the age groups of users of social networks in the Czech Republic, it is also possible to notice the division according to education or economic activity of individual persons, which also includes, in addition to employed people and women in the household, students, seniors and people drawing disability pensions (people with disabilities). Educated people according to the results in the table are apparently more prone to using various social networks than other groups in this category. The reason for this may be the intentional acquisition and sharing of various information to influence others with their experiences, opinions, etc. Or, however, it may also be a consequence of technological development at work, in education – people through progress and modern times must use some information channels through communication in companies (MS Teams, Outlook, zoom and others). However, what is very interesting is the fact that compared to 2010, the percentage of social media use by students and housewives has gradually increased rapidly by 2017. Students are clearly using it to study and they cannot do without social media

nowadays. However, this trend of growth in recent years is not as rapid as it is for housewives, where it is a steadily increasing trend to a greater extent even after 2017. A big jump also appeared in the category of people with some health disadvantage receiving any range of disability pension (I., II. or even III. degree), because for these people social media represent a kind of safety rope (thanks to social networks they can connect with their loved ones, friends or even employer when they cannot reach them through disabilities or walk themselves (MyCareSpace, 2022).

In comparison with other EU countries, the Czech Republic for 2021 with a total share of 62% of persons aged 16-74 was above the EU average, which was only 57%. On the other hand, the highest number of social network users was in Denmark, where 85% of the country's total population used social networks, especially such as Facebook, YouTube, Instagram or Twitter.

Employment of people with disabilities

People with health disadvantages, so-called "handicapped", have difficulty in finding a new job in the Czech Republic, because their health restrictions often do not allow them to perform any work (mostly physically demanding work) or not every company is adapted to provide them with a sufficient environment for their work. This problem usually occurs especially in manufacturing companies where employees stand for hours at the production line, assemble various components, or the production environment is so narrow and even dirty that it is not realistic for these people with disabilities to work in such an environment.

This problem of the placement of people with disabilities has long been addressed by both the Labour Office and the Ministry of Labour and Social Affairs (MoLSA), which is constantly inventing possible ways to change this situation for the better in the Czech Republic. In 2013, for example. The Further Education Fund of the Ministry of Labour and Social Affairs implemented a two-year project "Education of employees with disabilities", which was co-financed from the European Social Fund, in order to increase the possibility of employing this group of people in the labour market. The content of this project were activities aimed at: financial support for the education of employees from the ranks of OZP / OZZ, trained for HR specialists and company management, audits of suitable job positions for PWD / OZZ and consultancy on employment issues or various workshops and breakfasts for employers. The purpose of the project was to show employers, HR workers and companies in general that there is nothing wrong with employing people with disabilities and offering them vacancies. (European Social Fund in the Czech Republic, 2015)

For the company, employing this group of people has several advantages, such as an income tax credit of CZK 18,000 for each employed person with a disability, in the case of OZZ, it is already a discount of CZK 60,000 for each person. Furthermore, the possibility of the employer paying this person only the minimum wage without the obligation to give more. However, in addition to the above-mentioned financial benefits for the company, employing PWD and OZZ also benefits society through the public or corporate culture. (pruvodcepodnikanim.cz, 2020). It has never been easier for employers to find this type of people than at present, as there are already a number of websites where these people register and register with a job demand in their home or near their home. For example, these are pages: www.pracovnitrziste.cz, www.ozpprace.cz, www.prace.cz/nabidky/ozp and others.

In 2018, there were approximately 1,152,000 people in the Czech Republic with various disabilities, of which more than half were seniors over the age of 65 and more often were women. (CZSO, 2018)

In 2020, there were already 1.5 million people in the Czech Republic who had some kind of health disability or disability and were thus limited in part or most of the content of their work. The majority of these people therefore receive either a disability pension or at least contributions from the state to make up for this income difference. However, some more severely handicapped individuals will not be able to do their life without the help of someone else, and in such cases, it is unrealistic that the individual will ever be able to work or do the work alone.

In cases where handicapped people and their relatives no longer have financial reserves because they have already exhausted them or did not even have them, do not and do not receive contributions from the state in a sufficient amount to cover all the necessary costs with care, etc. of their disabled family member, then various non-profit organizations helping these people, for example, play a big role here. One of the well-known non-profit organizations is the worldwide helping humanitarian and development organization ADRA (2023), which already operates in more than 100 countries around the world. This non-profit organization was founded in 1992 and its goal is to help not only during various natural disasters (flood, tsunami, tornado, ...), but also to help people in difficult life situations in various ways and generally improve the living conditions of people living in poverty. Volunteer centers are deployed all over the world and in every country to connect volunteers (i. e. people willing to help others) with those who need help for the elderly, the disabled, the abused, etc.

CONCLUSION

Social media and their influence are still growing in popularity, both through communication between people of different types with each other, and also in terms of contact, for example, between companies and their customers. Companies use social networks in order to keep their customers, not to lose them, and at the same time to get more awareness of them or to attract more new customers (promotion of the company). Social media is already a tool that moves the world today, so it's an ideal vehicle for companies to get the word out. Some companies use different types of social media, or specifically social networks, to find out what is more important to customers, what they want, what the business should improve or stop producing or start, etc.

Demonstrating a high level of use of social networks thanks to the survey and its importance in a wide spectrum of use for the target group across gender and age policy brings further scope for reaching a large group of people with disabilities not only in leisure activities, but also in sports groups and work teams. As this study shows, it is a universal tool across age groups, regardless of team gender composition and disadvantage. In addition, it is evident from the obtained results that it is possible to use social networks to connect different types of people, i. e. people with disabilities, to the surrounding world and to bring it closer to other groups of people in society, as social networks today bring everyone together and connect everyone and everything with everyone. I. e. even organizations and companies of different types can reach their potential customers through social networks or even integrate them effectively.

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