

### The study on the usage of on-line matching of care service and the users' attitude on digital recruitment process D. Kim

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**Purpose** It is assumed that the recruitment of care workers would be shifted into on-line as the environment surrounding the elders in need has been changing. As demographic changes have led the shortage of care workers, and care-work is considered as a hard labor in Korea, the shortage of care workers are already being handled in Long Term Care (LTC) service area. (Lim, 2018). Besides, the mismatch between service beneficiaries and care workers leads to frequent job quits for the part of care workers and dissatisfaction for the part of service takers. (Park, 2016). Joincare, LTD, has experimented with GIS based online matching service to improve the matching rate and increase satisfaction of both the care workers and the care takers. This study inspects the usages of experimental service and the users' attitude on digital recruitment processes. 302 cases have tried the service and 1/3 of the cases (102) have found their care workers through the service. Yearly matching rate is 1.5%, which is interpreted either to be low, but considering it is a new technology, it can be assumed reasonably high rate by perspective. **Method** The methods applied in this study include: (1) Two years of matching service data have been analyzed on the access route, using style, and personal background of the users. (2) The users and (sampled) non-users were surveyed about attitudes in using the on-line service and their satisfaction and dissatisfaction. **Results and Discussion** Concerning the access route of service, service is mostly through SNS (95%), and the rest are through articles and reports (3%). 16% of the service users can use the online service without offline help (written explanation or by phone) but 84% needed offline help. It means the users are not familiar with the online service, but according to the monthly data, more people accessed to the online service by themselves. Concerning the satisfaction and dissatisfaction, the care takers liked the online service because: 1) The service quality done by care workers was satisfactory, 2) They saved time for recruiting people because care workers are recommended based on personal information and location. It decreased the failure rate. On the other hand, the expressed dissatisfaction was: 1) There were cases where they assumed not to find a qualified candidate in the specific area, 2) There were alternatives including the public service, 3) Difficulty in the process, such as login and acquiring membership, and concerns of personal information misuse. For care workers, the satisfaction has been: 1) To be able to find a job at the nearest location from their accommodation, which is the characteristics of GIS based recommendation of the Joincare online system, 2) Membership which gave them special status and made them behave appropriately by service recommendations and service quality feedback, which leads to a higher service quality. Their dissatisfactions have been: 1) Rare chance of getting employed, 2) Difficulties in getting membership because they have to go through an online identification process. Our experiment shows that a digital recruitment service may be able to increase matching rate between the care givers and care takers despite of some dissatisfaction. However, to be used by more people, it has to focus on improving digital literacy for both of them. Besides, the online service has to be supplemented by offline help.

#### References

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