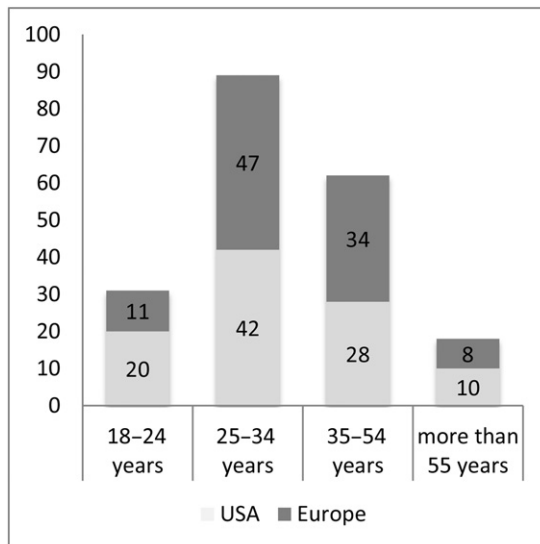


Appendix C

Survey of Job Seekers

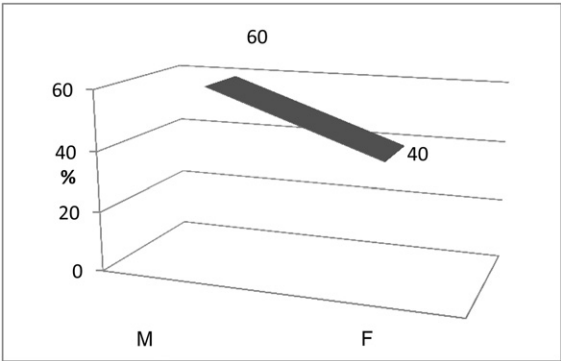
Graphic 1 *How old are you?*

Age	USA (%)	Europe (%)
18–24 years	20	11
25–34 years	42	47
35–54 years	28	34
More than 55 years	10	8



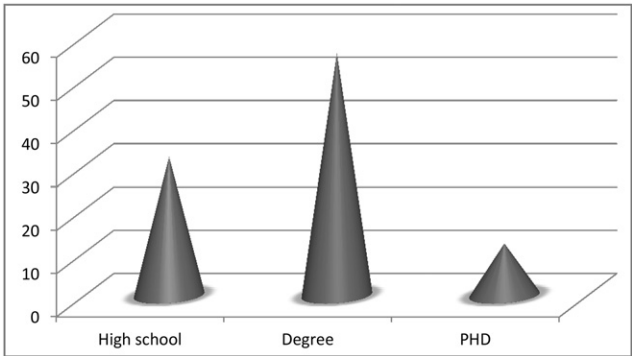
Graphic 2 *What is your gender?*

<input type="checkbox"/> M	60%
<input type="checkbox"/> F	40%



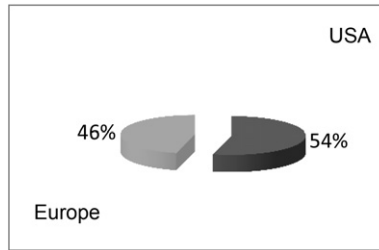
Graphic 3 *What is the highest level of education you have completed?*

High school	32%
Degree	56%
PHD	12%

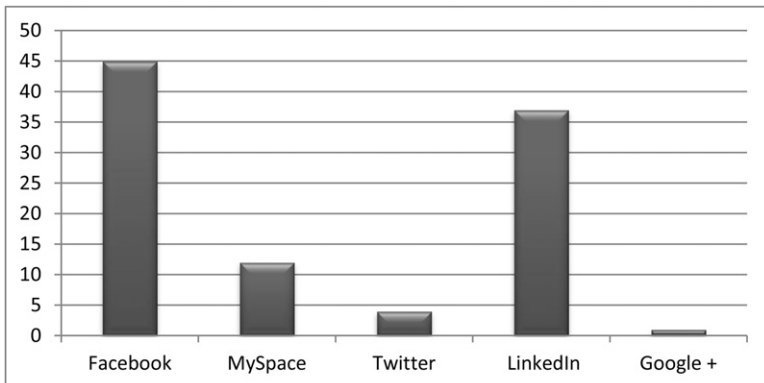


Graphic 4 *What country are you citizen of?*

USA	54%
Europe	46%

**Graphic 5** *What are the social networks that you often use?*

Facebook	45%
MySpace	12%
Twitter	4%
LinkedIn	37%
Google +	1%



Graphic 6 *Have you added the information on your profile with accuracy?*

Medium Value in %					
	Not important	Low	Moderate	High	Very high
Personal data	10	15	9	45	21
Educational level	8	4	54	27	7
Personal informations	4	21	15	57	3
Job skills	7	14	28	35	16
Hobbies	5	6	20	67	2

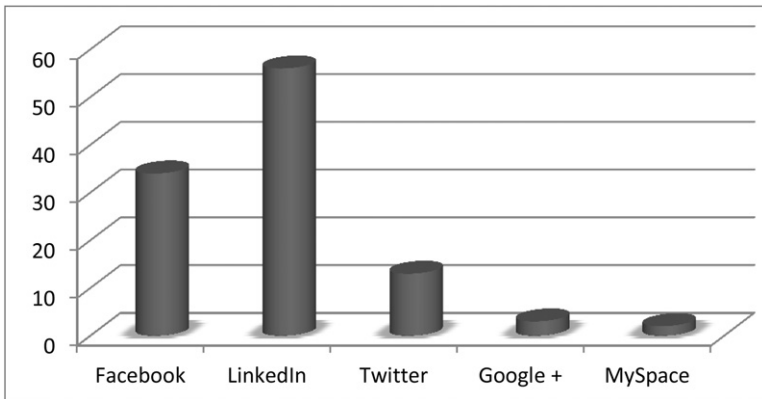
1 = not important; 2 = Low; 3 = Moderate; 4 = High; 5 = very High.

Graphic 7 *Have you ever use Facebook for job searching ?*

Medium Value in %				
Never	Rarely	Occasionally	Frequently	Very Frequently
5	4	34	45	12

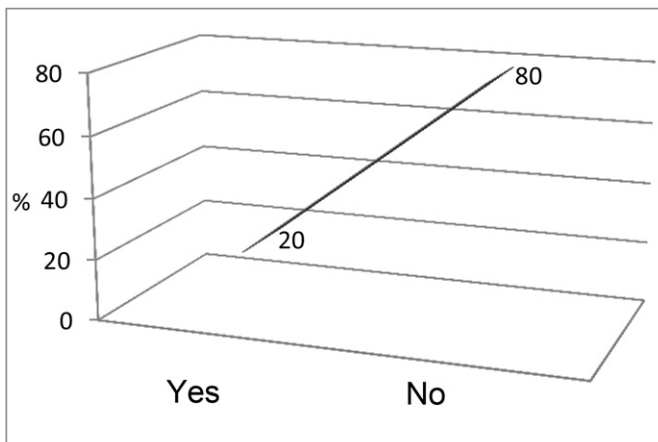
Graphic 8 *What are the social networks that you have used?*

Facebook	34%
LinkedIn	56%
Twitter	13%
Google +	3%
MySpace	2%



Graphic 9 *Have you ever thought to change your job?*

YES	20%
NO	80%



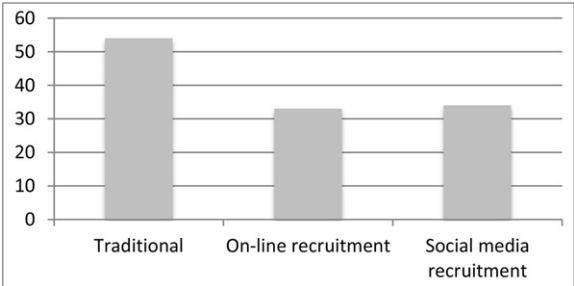
Graphic 10. *Have you looked for a job in the last two years?*

YES	63%
NO	37%



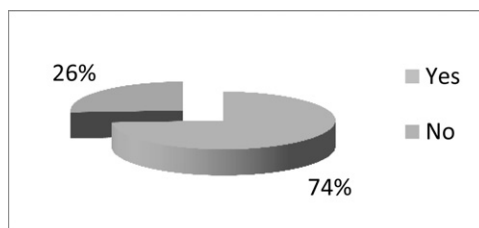
Graphic 11 *Which kind of recruitment systems have you used?*

Traditional	54%
On-line recruitment	33%
Social media recruitment	34%



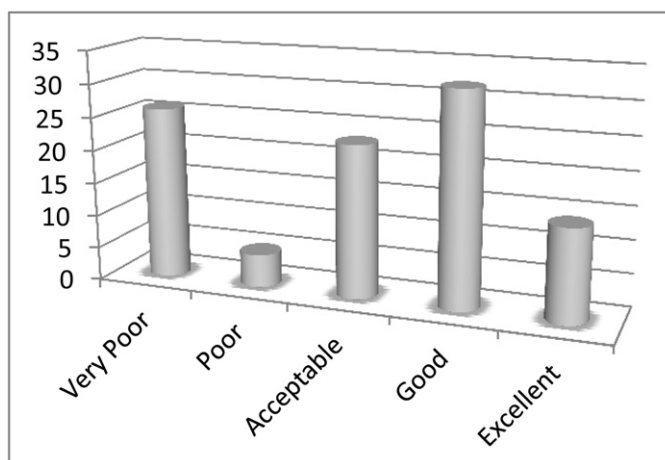
Graphic 12 *Do you think that social media can offer you new job opportunities?*

YES	74%
NO	26%



Graphic 13 *How much can they help you?*

Very Poor	26%
Poor	5%
Acceptable	23%
Good	32%
Excellent	14%



Graphic 14 *Would you be disposed to only use social networks for job opportunities?*

YES	34
NO	66

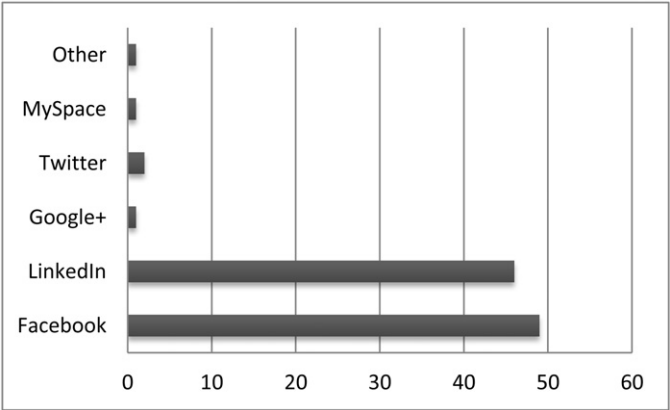


Graphic 15 *Give reasons for your answer*

Firms are not ready

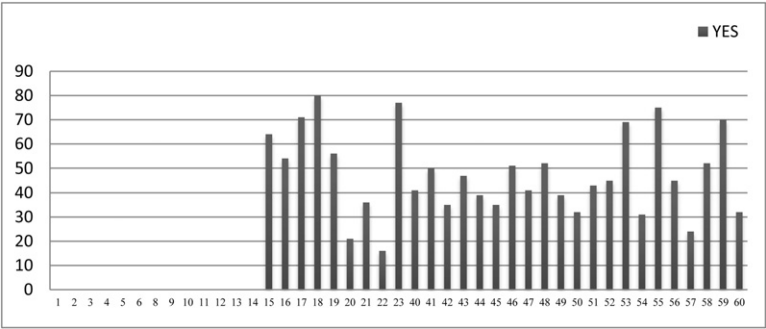
Graphic 16 *In your opinion, which social network is able to satisfy your research?*

Facebook	49%
LinkedIn	46%
Google +	1%
Twitter	2%
MySpace	1%
Other	1%



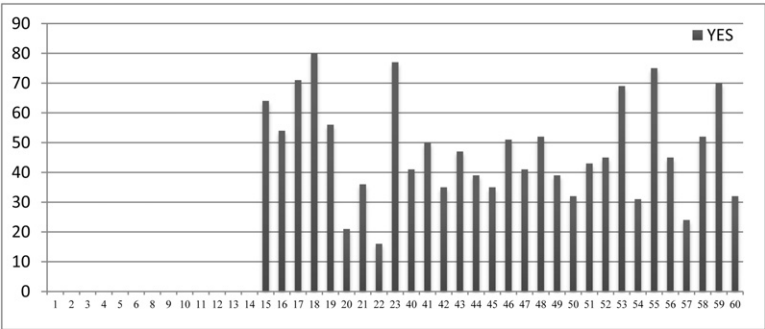
Graphic 17 Please, visit the following sites. Is their Home Page, simply?

Value in %						
SITE 1	—	—	—	SITE 60		
YES	o YES	o YES	o YES	o YES		
NO	o NO	o NO	o NO	o NO	o NO	o NO



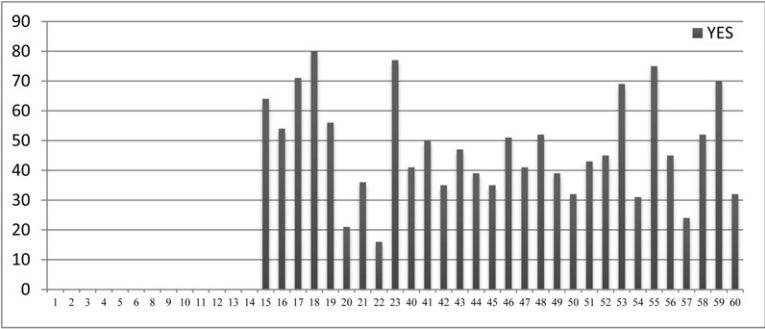
Graphic 18 *Is information redundant?*

Value in %						
SITE 1	—	—	—	SITE 60		
o YES	o YES	o YES	o YES	o YES		
o NO	o NO	o NO	o NO	o NO	o NO	o NO



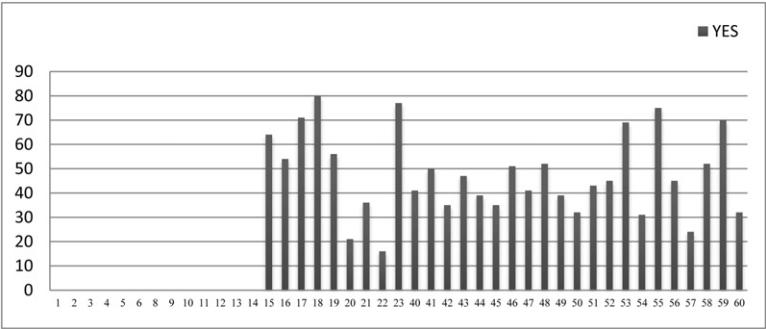
Graphic 19 *Is the position of elements clear?*

Value in %						
SITE 1	—	—	—	SITE 60		
o YES	o YES	o YES	o YES	o YES		
o NO	o NO	o NO	o NO	o NO	o NO	o NO



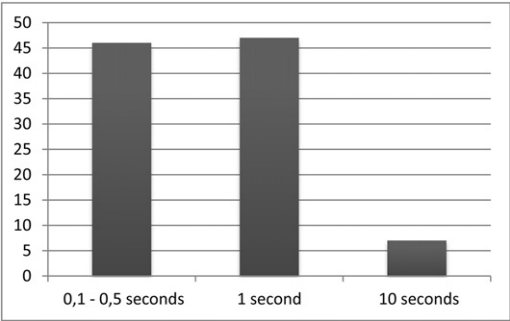
Graphic 20 *Is the upload of links or videos fast?*

Value in %							
SITE 1				SITE 60			
o YES	o YES	o YES	o YES	o YES			
o NO	o NO	o NO	o NO	o NO	o NO	o NO	



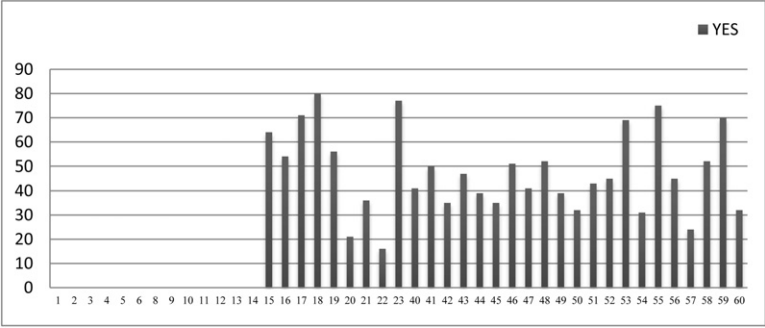
Graphic 21 *How long does it take in seconds?*

Medium Value in %	
0.1–0.5 seconds	46%
1 second	47%
10 seconds	7%



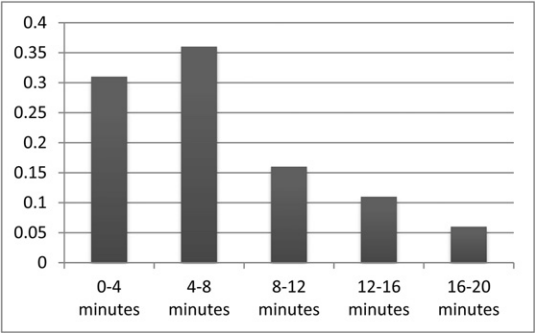
Graphic 22 *Have you found the information?*

SITE 1		—	—	—	SITE 60	
<input type="radio"/> YES	<input type="radio"/> YES	<input type="radio"/> YES	<input type="radio"/> YES	<input type="radio"/> YES		
<input type="radio"/> NO	<input type="radio"/> NO	<input type="radio"/> NO	<input type="radio"/> NO	<input type="radio"/> NO	<input type="radio"/> NO	<input type="radio"/> NO



Graphic 23 *How long does it take in minutes?*

Medium Value in %				
0–4 minutes	4–8 minutes	8–12 minutes	12–16 minutes	16–20 minutes
31%	36%	16%	11%	6%
Value 1 = 16–20 minutes	Value 2 = 12–14 minutes	Value 3 = 8–12 minutes	Value 4 = 4–8 minutes	Value 5 = 0–4 minutes



Graphic 24 *Do you positively evaluate the presence of these elements in recruitment procedure in the web page of each firm?*

Logit Regression					
	SITE 1		–	SITE 60	
Spontaneous Application	<input type="radio"/> YES	<input type="checkbox"/> NO		Spontaneous Application	<input type="radio"/> YES <input type="checkbox"/> NO
C.V.	<input type="radio"/> YES	<input type="checkbox"/> NO		C.V.	<input type="radio"/> YES <input type="checkbox"/> NO
Covering letter	<input type="radio"/> YES	<input type="checkbox"/> NO		Covering letter	<input type="radio"/> YES <input type="checkbox"/> NO
email confirm	<input type="radio"/> YES	<input type="checkbox"/> NO		email confirm	<input type="radio"/> YES <input type="checkbox"/> NO
Direct interview	<input type="radio"/> YES	<input type="checkbox"/> NO		Direct interview	<input type="radio"/> YES <input type="checkbox"/> NO
Interview via Skype	<input type="radio"/> YES	<input type="checkbox"/> NO		Interview via Skype	<input type="radio"/> YES <input type="checkbox"/> NO
Contact us	<input type="radio"/> YES	<input type="checkbox"/> NO		Contact us	<input type="radio"/> YES <input type="checkbox"/> NO

Graphic 25 *Do you positively evaluate the presence of these elements in career opportunities in the web page of each firm?*

Logit Regression						
SITE 1			—	SITE 60		
Location	<input type="radio"/> YES	<input type="checkbox"/> NO	Location	<input type="radio"/> YES	<input type="checkbox"/> NO	
C.V.	<input type="radio"/> YES	<input type="checkbox"/> NO	C.V.	<input type="radio"/> YES	<input type="checkbox"/> NO	
General Conditions	<input type="radio"/> YES	<input type="checkbox"/> NO	General Conditions	<input type="radio"/> YES	<input type="checkbox"/> NO	
Description	<input type="radio"/> YES	<input type="checkbox"/> NO	Description	<input type="radio"/> YES	<input type="checkbox"/> NO	
Application form	<input type="radio"/> YES	<input type="checkbox"/> NO	Application form	<input type="radio"/> YES	<input type="checkbox"/> NO	

Graphic 26 *Do you positively evaluate the presence of these elements of identity in the web page of each firm?*

Logit Regression					
Mission description	<input type="radio"/> YES	<input type="checkbox"/> NO	–	Mission description	<input type="radio"/> YES <input type="checkbox"/> NO
Video presentation	<input type="radio"/> YES	<input type="checkbox"/> NO		Video presentation	<input type="radio"/> YES <input type="checkbox"/> NO
Thematic policy	<input type="radio"/> YES	<input type="checkbox"/> NO		Thematic policy	<input type="radio"/> YES <input type="checkbox"/> NO
Thematic policy	<input type="radio"/> YES	<input type="checkbox"/> NO		Thematic policy	<input type="radio"/> YES <input type="checkbox"/> NO
Worker identity	<input type="radio"/> YES	<input type="checkbox"/> NO		Worker identity	<input type="radio"/> YES <input type="checkbox"/> NO
Storelling	<input type="radio"/> YES	<input type="checkbox"/> NO		Storelling	<input type="radio"/> YES <input type="checkbox"/> NO

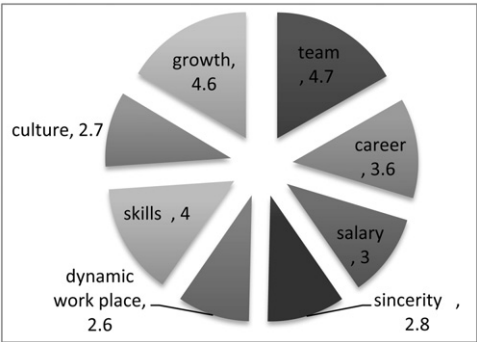
Graphic 27 *Do you positively evaluate the presence of these elements in the Facebook page of each firm?*

Logit Regression						
SITE 1			–	SITE 60		
Career opportunities	<input type="radio"/> YES	<input type="checkbox"/> NO	Career opportunities	<input type="radio"/> YES	<input type="checkbox"/> NO	
Events	<input type="radio"/> YES	<input type="checkbox"/> NO	Events	<input type="radio"/> YES	<input type="checkbox"/> NO	
Mission	<input type="radio"/> YES	<input type="checkbox"/> NO	Mission	<input type="radio"/> YES	<input type="checkbox"/> NO	
Storelling	<input type="radio"/> YES	<input type="checkbox"/> NO	Storelling	<input type="radio"/> YES	<input type="checkbox"/> NO	
Report	<input type="radio"/> YES	<input type="checkbox"/> NO	Report	<input type="radio"/> YES	<input type="checkbox"/> NO	

Graphic 28 *Do you positively evaluate the presence of these values in each firm?*

Medium Value of All Answers						
Team	Career	Salary	Sincerity	Dynamic Work Place	Skills	Culture
4.7	3.6	3	2.8	2.6	4	2.7

1 = Very poor; 2 = Poor; 3 = Average; 4 = Good; 5 = Excellent.



Graphic 29 Do you think that they reflect your values?

Medium Value of All Answers						
Team	Career	Salary	Sincerity	Dynamic Work Place	Skills	Culture
78%	65%	32%	34%	37%	62%	37%



Graphic 30 *Would you work in this company?*

SITE 1	—	—	SITE 60		
	o YES	□ NO		o YES	□ NO

