ISCTE Business School
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ONLINE JOBSEEKING PLATFORMS

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1. Acknowledgements

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2. Summary

2.1. English

Online jobseeking platforms are now widespread, but little research has been done so far on what drives them, what they are required for and what their success depends on, as well as how they influence the success of individual jobseekers. This dissertation includes a study on various aspects that potentially affect jobseeking success and pertain to online jobseeking platforms. This dissertation aims to investigate how the use of jobseeking platforms impacts the success of a job search, as well as how the success of that job search is affected by a site's usability. These aspects were investigated through a jobseeking habits survey answered by 73 participants and analysed to draw conclusions on the sample and wider world. Due to the nature of the sample, a more qualitative approach was also taken, with individual respondents' answers to an open-ended question also taken into account. The survey respondents were classified into three types: generalist users, specific users and youthful users, and further analysed to obtain a more accurate idea of their jobseeking habits and subsequent success. It was concluded that a higher educational level can be a strong precursor to job search success. Moreover, the use of jobseeking platforms does, in fact, impact the success of a job search, in this case positively.

2.2.Português

A utilização de plataformas de procura de emprego online são uma prática corrente. No entanto, pouca investigação foi realizada até ao momento sobre o que as impulsiona, para que são necessárias, assim como qual a maneira que influenciam o sucesso de indivíduos que se encontram à procura de emprego. Esta dissertação inclui um estudo sobre os vários aspetos que podem afetar o sucesso na procura de emprego e que dizem respeito às plataformas de procura de emprego online, tendo como objetivo investigar como a utilização de plataformas de procura de emprego online influencia o sucesso dessa procura de emprego, assim como a maneira que esse sucesso é influenciado pela facilidade de utilização dos sites. Estes aspetos foram investigados através de um questionário sobre hábitos de procura de emprego, preenchido por 73 participantes, e analisado para se poder apurar conclusões sobre a amostra e sobre o mundo em geral.

Devido à natureza da amostra, foi também adotada uma abordagem mais qualitativa, em que foram consideradas respostas fornecidas a uma pergunta aberta. Os participantes do questionário foram classificados em três tipos: generalistas, específicos e jovens. De seguida, estes participantes foram analisados mais a fundo para obter uma ideia mais precisa dos seus hábitos no que diz respeito à procura de emprego e respetivo sucesso. Foi concluído que um nível de formação mais elevado pode levar ao sucesso na procura de emprego. A utilização de plataformas de procura de emprego online também influencia o sucesso de uma procura, neste caso de forma positiva.

3. Executive Summary

Little research was found that attempted to link website usability and job search success, or even the use of job search websites and subsequent success, leading to the interest in exploring this particular topic. Most research on job search success tended to link it to psychological or psychosocial factors such as social gratification, motivation and self-efficacy.

Many factors were found throughout the literature to influence job search success. A Kuhn and Skuterud (2000) study investigated the possibility of a 'digital divide' in the area of Internet job search, and found that there was indeed a divide, albeit less pronounced, in those who were employed at the time of the study. Interestingly, the divide was found to be on racial and/or ethnic lines, with gender not having a particular influence on online job search rates. Other studies, such as that of Farfagalia, Peters, Dekkers and Park (2005) discovered differences in the type, and not quantity, of Internet use between men and women.

Two separate hypotheses were created for the purpose of this study: that the use of jobseeking platforms impacts the success of a job search, and that the success of a job search is affected by a site's usability (ease of use). A questionnaire was created in order to obtain ideas about respondents' jobseeking experiences and rate how important they found certain characteristics of jobseeking platforms. All of these characteristics were then measured as independent variables in the study. A variety of other questions about what other methods/websites respondents had used in the past, as well as their personal success rating for their most recent job search, among others, were also included, to gain a more accurate picture of the sample and the connections between variables.

Then the information obtained was analysed, starting with a characterization of the sample, with the most relevant characteristics for analysis being basic markers such as age, sex and educational level. Further analysis included classifying respondents into three types: generalist, specific and youthful users [of online jobseeking platforms]. Each type was analysed futher in order to obtain a more accurate idea of their individual jobseeking habits and success by type.

What this thesis shows is that a higher educational level can be a strong precursor to job search success. Moreover, the use of jobseeking platforms does, in fact, impact the

success of a job search, in this case positively. This could be a reflection on the nature of the participants and the lives they lead, as the sample skewed young, female and highly educated. Another key finding of this study is that the highly educated are equally or more likely to use generalist platforms to search for jobs, rather than industry-specific or location-specific ones. Moreover, the study indicated that younger users are more likely to use university/youth platforms or social networks to look for jobs. In terms of usability, one key finding of this study was that outdated information and other such errors on job search sites contributed to a more negative user experience on these platforms, with these issues being classified as annoying/lacking aspects.

In terms of the limitations of this study, surveys are a common breeding ground for human error, and despite every effort being taken to make the survey used for the study easy to navigate, and questions within it easy to understand and answer, people are shaped by their individual life experiences, education and training, families and social circles, and, more relevant in the case of this study, job search experiences, levels and types of internet use, gender, age, field of study and work, among many other diverse factors. Other limitations included a small sample size of 73 participants, which made data harder to process, especially given the fact that the sample, once again skewed young, female and highly educated.

4. Literature Review

4.1. Internet use and job seeking

The Internet itself has raised the fraction of employed workers who are looking for a new job in the economy (Kuhn and Skuterud, 2000). With increased access to a wealth of information on different and better employment opportunities, the Internet was bound to become a way out of less-than-ideal work situations for many people. On the one hand, increased Internet access and use brought a wealth of change and benefit to both recruiters and jobseekers. According to Krueger (2000), the [rise of] the Internet was even back at the start of the century rapidly changing the way workers search for jobs and employers recruit workers (…) [bringing] significant changes to unemployment, pay and productivity. On the other hand, many researchers, including Stevenson (2008), recognize and admit that very little is known about how the Internet has impacted job search and employment (Stevenson, 2008). Indeed, this lack of research can be due to many factors. The omnipresence of the Internet in daily life is undeniable, however, and the fast pace at which it moves does not help in the research domain.

4.2. Wider uses and habits viz. the Internet

According to Stafford, Stafford and Schkade (2004), mass communications researchers overlooked the Internet and the entirety of computer-mediated communication, focusing instead on the traditional broadcast and print media. Indeed, although the breadth of job search methods covers both of these categories, it can be said that job search website research has been lacking in recent years. Many of the main sites used for this purpose were established after 2000, and have not been studied to the same breadth and depth as more traditional job search mediums, identified by Kuhn and Skuterud (2000) as being: contacting an employer directly, contacting a public employment agency, contacting a private employment agency, contacting friends or relatives, contacting a school employment center, sending resumés/ filling out applications, checking union/ professional registers, placing or answering ads and using other active search methods.

Research carried out by Lin (2010) reinforces the idea that there has been a lack of attention paid to issues in online job search sites in academia. This researcher states that

despite the emerging interest among information system researchers in what she describes as the Internet recruiting phenomenon, the understanding of online job seeker behavior is limited and fragmented. Moreover, individuals' motivations for using e-recruitment services have seldom been addressed.

Kuhn and Skuterud (2000) recognised that there was a possibility of overlap between the traditional job search methods and methods that involved use of the Internet. Furthermore, Fountain (2005) indicated that the Internet is becoming an increasingly important source of information about jobs, being at least as important as any single offline method.

Kuhn and Skuterud (2000) identified more than 2000 Internet job search sites existing at the time of their study, but little was known about their effects on labour markets. Considering this and the findings of other researchers, one can conclude that there is a significant gap in the Internet job search literature and in the reasons and motivations of individual users.

Coming to the gender differences on Internet usage, Farfagalia, Peters, Dekkers and Park (2005), in their cross-cultural study in the USA, Netherlands and South Korea, determined that there exist differences among men and women regarding Internet use and gratification, a concept explored in more depth in the other papers cited. Men and women differed in their motivations towards Internet use viz. social gratification, information motives and self-efficacy. There are also studies that found no differences between genders regarding computer use (Howard and Smith, 1986; Panasuraman and Igbana, 1990). But, Weiser (2000) identified several gender differences in preferences for specific Internet applications. His results showed that males use the Internet primarily for two reasons viz. entertainment and leisure, whereas women use it mainly for interpersonal communication and educational assistance. They also found that some gender differences were moderated by differences in age and Internet experience. Teo and Lim (1997) identified gender differences in terms of perceived ease of use, perceived usefulness and perceived enjoyment. On all three dimensions, males reported significantly higher mean scores on all the items measuring the above mentioned dimensions.

4.3. Motivations for Internet use & the 'digital divide' and its implications on online jobseeking

Papacharissi and Rubin (2000) used their Internet usage scale and identified five primary motivations for using the Internet, namely interpersonal utility, to pass the time, information seeking, convenience and entertainment.

Working before Internet job seeking was widely established, Kuhn and Skuterud (2000) raised the question of whether there was a 'digital divide' along racial, ethnic or gender lines in Internet job searches. They found that this divide did in fact exist, as within the scope of the study, only 7% of unemployed Hispanic jobseekers looked for jobs online in December 1998, compared with 9% of blacks and over 16% of whites. The study also found, however, that the divides are less pronounced among people who are employed, with online search rates reaching 4 for Hispanics, 6 for blacks and 7 for whites. The same study found that among the unemployed, internet job search rates were about 15% for both men and women, showing that the digital divide in online job seeking is set mainly along racial and/ or ethnic lines.

The rapid growth of the Internet, coupled with its inherent higher level of interactivity than other traditional mass media, has led to the application of the **uses and gratifications theory** to understand the motivations of Internet use (Ruggiero, 2000). Severin and Taknard (1997) state that the uses and gratifications theory is a psychological communication perspective that focuses on individual use and choice by asserting that different people can use the same mass medium for very different purposes. The primary objective of the uses and gratifications theory is to explain and understand the psychological needs which shape peoples' reasons for using the media and the reasons which motivate them to engage in certain media use behaviours for gratifications that fulfill their inherent needs (Rubin, 1994).

Kargaonker and Wolin (1999) applied this theory to improve the understanding of web usage by exploring web users' motivations and concerns. They obtained seven different factors: social escapism, transactional security and privacy, information, interactive control, socialization (non-transactional), privacy and economic motivation. Luo (2002) further extended the Internet uses and gratifications studies and explored the effects of Internet usage motivations on attitude towards the website and satisfaction.

Recently, Stafford et al. (2004) empirically derived the dimensions of consumer Internet U&G among customers of a prominent Internet Service Provider (ISP). The study identified three main dimensions related to consumers' use of the Internet: process gratifications, content gratifications and social gratifications. The gratification factors "wide exposure" and "career opportunities" were grouped as "content gratification" for the purposes of the study conducted by Roy (2009), as per the definition provided by Stafford et al. Song et al. (2004) uncovered seven gratification factors specific to the Internet: virtual community, information seeking, aesthetic experience, monetary compensation, diversion, personal status and relationship maintenance.

4.4. Job search website position and placement among other jobseeking dimensions

Kuhn and Skuterud also found that, perhaps unsurprisingly, Internet job search is more common among unemployed jobseekers than among any other labour force status group[1], that is, unemployed workers who are not "on layoff". However, it is also substantial among the employed.

4.5. Individuals' uses and desires in job search sites

According to Werbel (2000), the job search process is a central issue in career research. This study examined the job search process in an abstract sense, developing a framework proposal of job search based on a seminal article by Schwab et al. (1987) that describes job search intensity as a function of motivation. Although the study examines different aspects of the process in abstract ways, the model used and findings obtained can certainly be applied to concrete motivations, mediums and outcomes. The overt simplicity of the model and its tenets, based on the assumption that job search intensity is a part of the active job choice process, allows one to better understand how the Self-Exploration and Environmental Exploration variables are motivators of job search intensity and later lead to Job Satisfaction and Initial Compensation.

[1] Other labour force status groups in the study: "Employed at work", "Employed absent", "Not in the labour force – retired", "Not in the labour force – disabled" and "not in the labour force – other".

4.6. The 'usability' variable

In Lin's (2000) study on the *Applicability of the Extended Theory of Planned Behavior in Predicting Job Seeker Intentions to Use Job-Search Websites*, a research model, described above, was developed to empirically examine certain factors affecting job seeker intentions to use job search sites. The results of the study showed that besides perceived usefulness and perceived ease of use showing a significant effect on attitude, perceived ease of use and self-efficacy also showed a significant effect on perceived behavioural control.

According to Davis (1989), perceived usefulness is defined as the extent to which users believe that using a given system will enhance their task performance. Davis et al. (1989) also put forward the idea that the attitudes of the user towards using the system are bound to change as their evaluation of the behavioural outcomes change. However, Lin (2010) does make a distinction in her paper between perceived usefulness and perceived ease of use. The latter is defined as the extent to which users believe that using the system will be free of effort. Indeed, the research model used includes both variables, as hypotheses, within the context of subjects' attitudinal belief structures. Furthermore, the perceived ease of use variable led to the formulation of the further hypothesis *"Perceived ease of use positively affects perceived behavioral control related to using job search websites."*

The study ultimately found that job seekers' attitudes, subjective norms and perceived behavioral control significantly affected intentions to use job search websites (Lin, 2010). In terms of the usability variable, both perceived usefulness and perceived ease of use showed a significant effect on attitude, interpersonal influence on subjective norm, and perceived ease of use and self-efficacy on perceived behavioural control. (Lin, 2010).

5. Conceptual Reference Framework

A number of issues were presented in the literature review that serve as bases for the conceptual reference framework of this dissertation. The review took an outside-in approach, starting with a more general view on Internet use, job seeking and related paradigms, and ending with a more thorough exploration of the concept of 'usability' and its relation to job seeking habits. A number of studies and theories were mentioned in the review, along with the variables studied within them. This reference framework aims to explore the main variables and theories from the literature review that relate the most to the research question. Therefore, the focus will mainly be on the usability variable, how it relates to job searching in general, and job search sites in particular, with closer attention being paid to instances where the usability variable is linked to measures of job search success.

5.1. Job search site use, usability and job search success

Lin (2010) described an 'Internet recruiting phenomenon' in her research on the Extended Theory of Planned Behavior to predict job seeker intentions in the use of job search websites. Job search site use in general is relevant to this dissertation; in order to understand what impacts the success of an individual's search for employment, a general idea of that individual's job seeking habits must be obtained. Within the context of exploratory research especially, obtaining background information on which to base findings is crucial, both for the validity of the research itself and for the results it provides.

Hsiu-Fen Lin's, 2010, study on the applicability of the Extended Theory of Planned Behavior in predicting the intentions of jobseekers to use job-search websites developed a research model that empirically examined these intentions. Despite being on a different plane to issues explored in this dissertation, the study is of relevance in that its results showed that the variables perceived usefulness and perceived ease of use had a significant effect on the attitudes of participants. Moreover, perceived ease of use and self-efficacy also showed a significant effect on perceived behavioural control. Lin's

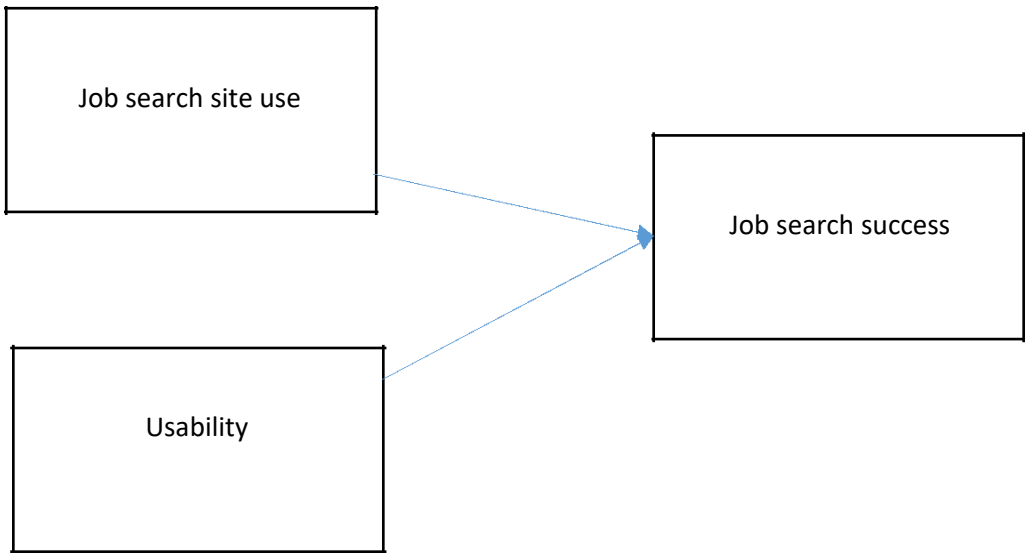
study is useful in the context of this dissertation; while the dissertation examines how the use of online job search sites impacts the success of a search itself, Lin's study examines the background intentions of users in using the online job search sites in the first place. Moreover, the usability variable plays a vital role in both the theories behind and results of the study, lending more credence to the theory that underpins the second issue being examined in this dissertation: how job search success is affected by a site's usability.

Many factors were found throughout the literature to influence job search success. Kuhn and Skuterud's 2000 study investigated the possibility of a 'digital divide' in the area of Internet job search, and found that there was indeed a divide, albeit less pronounced in those who were employed at the time of the study. Interestingly, the divide was found to be on racial and/ or ethnic lines, with gender not having a particular influence on online job search rates. Other studies, such as that of Farfagalia, Peters, Dekkers and Park (2005) discovered differences in the type, but not quantity, of Internet use between men and women.

Little research was found to attempt to link website usability and job search success, or even the use of job search websites and subsequent success, however, leading to the interest in exploring this particular topic. Most research on job search success tended to link it to psychological or psychosocial factors such as social gratification, motivation and self-efficacy.

The main issues examined in this dissertation are explained through the figure on the next page.

Summary figure



6. Methodology

6.1. Research question

Given all the questions explored in the literature review, as well as the relative 'gap' in the literature available on the topic, the following research question was created:

How does the use of online job search sites impact the success of a job search, and how is that success affected by a site's usability (ease of use)?

6.2. Hypotheses

Based on the research question and the variables under study, two hypotheses can be created:

1. The use of jobseeking platforms impacts the success of a job search;
2. The success of a job search is affected by a site's usability (ease of use).

Although little research has been made thus far attempting to link the use of jobseeking platforms to job search success, as mentioned before, it would be natural to assume that frequent use of these sites will lead to job search success, assuming, of course, that a job seeker applies to the jobs featured on said websites. When compared with job seekers who do not use these platforms, one would assume that given the prevalence of the Internet today, job seekers who go online to satisfy their jobseeking needs will be more successful than those who don't.

In terms of the second hypothesis, once again one would assume that the easier a site is to use, the more candidates and recruiters will flock towards it. Given basic rules of logic and probability, the more candidates and job postings there are on a site (assuming they are there as a semi-direct consequence of the site's high degree of ease of use), the more successful a job seeker will be in their search (and, of course, the more successful a job poster will be in finding candidates).

6.3. Data collection/Research instruments

A 15-point online **questionnaire** was created using Google Forms technology. The questionnaire itself was simply titled 'Jobseeking Habits' in order not to place too much focus on the variables and aspects under study, thus minimizing the chances of unintentional influence and bias on respondents. Moreover, the design of the questionnaire was basic, using block colours and the Google Forms default font.

The types of questions used were varied albeit specific, and care was taken in order to use simple language easily understood by most levels of English speakers. It was assumed beforehand that most respondents were unlikely to be native speakers of English, due to the fact that the study was taking place in the greater Lisbon area in Portugal, and the researcher is a native and resident of that area. Thus, explanations for certain questions were also provided when the meaning of the question could be deemed unclear. Moreover, an e-mail address was provided at the top of the webpage for respondents to use if they had any doubts about the questionnaire or the wider study.

The first five questions were designed to characterize the sample, in order to get a general idea of who the respondents were and what their background was. The first five questions asked for the respondent's age, gender, educational level, and mother's and father's educational level.

The next six questions were mainly about the respondent's jobseeking experience, with the first question in this group inquiring about the respondent's previous methods used in searching for jobs. The next question asked the respondent to name all online jobseeking platforms he/ she had used in the past. Then, the respondent was asked to rate the success of their most recent job search on a 4-point Likert scale. This question measured the dependent variable in this study. The next question was also a rating question, where the respondent was required to rate how important they found a variety of characteristics in jobseeking platforms. These characteristics comprised usability/ ease of use, quantity of available jobs, quality of available jobs, average pay of available jobs, industry/ area of studies of available jobs, type of jobs (full time, part time, or internship) and geographical location of available jobs. All of these characteristics were then measured as the independent variables in this study. Next, there was a question about undesirable characteristics in online jobseeking websites, with the respondent being invited to select which were the issues that annoyed them/ they found lacking in

online platforms in their last job search. The last question in this group was open-ended and optional, with a text box where respondents were invited to elaborate on any experiences they had had in the past related to the issues brought up in the questionnaire.

The last four questions were mainly about the questionnaire itself, with one question asking how the respondents found out about or accessed it, another asking them to indicate whether they were willing to be contacted individually at a later date to elaborate on their answers, and the last one requesting the respondent's e-mail, in case they would like to be contacted. This section also included a question on where the respondents would ideally be working at the time they were completing the questionnaire (possible answers: "In or near my hometown", "Elsewhere in my home country", "Abroad" and "Other" (with a space to elaborate on this last answer)).

6.4. Pretesting the questionnaire

Before releasing the questionnaire to the general public, it was sent to a group of six Master's students in a similar situation to that of the researcher. This allowed for them to try out the questionnaire and point out any parts that could potentially be misinterpreted or otherwise deemed unclear by the participants.

6.5. Assessing Reliability and Validity

Care was taken in order to assure the quality of the study in all its forms, including internal and external quality.

According to Dean Brown (2000), **construct quality** can be defined as *the degree to which a test measures what it claims, or purports, to be measuring*.

In order to assure the construct quality of the study, survey questions were made to be simple and unsurprising, similar to survey questions seen in many others before. Degrees of satisfaction or lack thereof were measured on a simple Likert scale, adapted to each question.

Internal quality can be defined as the assurance that a study follows the principles of cause and effect.

In order to assure this, the Cronbach's alpha test was done for each question that was measured on a scale. This test revealed a reliable degree of satisfaction that these questions display internal consistency.

External quality can be defined as the ability to apply conclusions obtained from the study to other groups and situations.

Although the sample of respondents to the study was not in any way a truly random one, the conditions in which the questionnaire used in the study was put together and disseminated allowed for the questions within to be adequate for all kinds of individuals. The questions were debatably easy to read and follow, and the answering methods simple and on a relatable scale.

6.6. Ethical concerns

Issues of joblessness, (under)employment and education levels can be classified as sensitive information for most respondents. Care was taken in order to make the questionnaire as unbiased as possible. Moreover, it is also completely anonymous, and unless respondents chose to be contacted, tracing a questionnaire back to its original participant is virtually impossible.

6.7. Research paradigm

Given that the field of human resources is greatly inclusive in that it encompasses a variety of theories from many different fields, it cannot be considered an exact science in any meaningful sense. However, this dissertation's research question and subject matter lend itself to mixed research methods including questionnaires/surveys and face-to-face interviews. As such, a methodology encompassing different approaches such as positivism and pragmatism would be appropriate.

6.8. Sample

The type of sample that is most appropriate for this dissertation is a convenience sample. The questionnaire taken by each individual in the sample was encouraged but completely voluntary, and no financial or other incentive was given for participation. The questionnaire was open to any and all individuals, whether they had work and/or job search experience or not. The variety of questionnaire respondents was unintentionally influenced by the researcher and her immediate circle of friends and acquaintances, and wider network.

6.8.1. Descriptive statistics: characterization of the sample

A total of 73 people completed the survey in mid-2016. A copy of the survey used can be found in the appendices. A breakdown of the answers to the questions in the survey can be found below.

In order to better visualize the results of the first question regarding respondent age, the answers were further broken down into categories from the original numbered ages, generating the table below (Table nº1).

Most of the sample subjects are in the middle category, signalling a majority in prime working age. Despite this, there is a reasonable distribution between the three age groups, with over one-third being under-25s, reflecting the dissemination of the survey among people in the researcher's immediate network and University. Even so, respondents in this middle age bracket may possibly not accurately reflect recent jobseeking habits – this bracket is more likely than the one below it to be more settled in their current job situation, and less likely to be currently jobseeking.

Table nº1 – Distribution of sample by age category

Age category	**Frequency**	**% of total answers**
0-25	26	35.6
26-50	44	60.3
51+	3	4.1
Total	**73**	**100.0**

New variables were created based on suitable groupings of key variables such as age, level of qualification and job search success. These groupings and their respective keys can be found in the appendices. Tables detailing the breakdown of the sample according to these groupings can be found below.

Most respondents are between the two end age groups, and 41,1% (n=30) are between ages 25 and 34. However, many also belonged to the other groups, with 21 being part of the younger (ages 18 to 24) group and 22 being part of the older (ages 35 and above) group.

Table nº2 – Distribution of sample by new age category

Second age category	**Frequency**	**% of total answers**
18-24	21	28.8
25-34	30	41.1
35+	22	30.1
Total	**73**	**100.0**

As can be seen in Table nº3 below, most subjects are female. This may be a reflection of the researcher's own gender and network. In terms of the results obtained, the fact that most survey respondents are female may reflect on general Internet use habits, as explained earlier in the literature review regarding gender differences in Internet usage through the study of Farfagalia, Peters, Dekkers and Park (2005). Other studies referred to in the literature review, however, found no differences among genders regarding computer use, which naturally, by extension, would include Internet use.

Table nº3 – Distribution of sample by gender

Gender	**Frequency**	**% of total answers**
Male	13	17.8
Female	60	82.2
Total	**73**	**100.0**

Most subjects (27.4%) were attending a Master's degree at the time of completion of the survey. However, similarly large portions of the sample were comprised of people with completed postgraduate degrees and people with completed bachelor's degrees who were not attending further education at the time.

Table nº4 – Distribution of sample by educational level

Educational level	**Frequency**	**% of total answers**
High school (completed not currently attending further education)	2	2.7
Bachelor degree or equivalent (currently attending)	7	9.6
Bachelor degree or equivalent (completed, not attending further education)	19	26.0
Master's degree (currently attending or incomplete)	20	27.4
Master's degree (completed, not attending further education)	19	26.0
Doctoral degree (currently attending or incomplete)	3	4.1
Doctoral degree (completed)	3	4.1
Total	**73**	**99.9**

Over half of respondents (53.4%) had a completed Bachelor's degree, whether they were in the process of obtaining a Master's degree or had already finished their studies. In contrast, 12,3% had a high school education (completed) or below, whether they were in the process of obtaining a Bachelor's degree or did not continue their studies past high school. Moreover, only 4.1% of respondents had a completed doctoral degree.

Table nº5 – Distribution of sample by qualification group

Educational level	**Frequency**	**% of total answers**
Up to end of Bachelor's degree	9	12.3
Doing (incomplete Master's degree	39	53.4
Doing (incomplete) PhD	22	30.1
PhD	3	4.1
Total	**73**	**100.0**

In general, most subjects' mothers have high educational levels, with 30 (41.1%) having a high school education, 20 (27.4%) a bachelor's or equivalent degree, 9 (12.3%) a Master's or equivalent degree and 7 (9.6%) a doctoral degree or equivalent.

Table nº6 – Distribution of sample by mother's educational level

Mother's educational level	**Frequency**	**% of total answers**
Primary school education or below	7	9.6
High school education	30	41.1
Bachelor degree or equivalent	20	27.4
Master's degree or equivalent	9	12.3
Doctoral degree or equivalent	7	9.6
Total	**73**	**100.0**

Fathers' educational levels followed a similar pattern to those of their female counterparts, with 26 (35.6%) of them having a high school education, 21 (28.8%) a bachelor degree or equivalent, 15 (20.5%) a Master's degree or equivalent, and 7 (9.6%) a doctoral degree or equivalent.

Table nº7 – Distribution of sample by father's educational level

Father's educational level	**Frequency**	**% of total answers**
Primary school education or below	4	5.5
High school education	26	35.6
Bachelor degree or equivalent	21	28.8
Master's degree or equivalent	15	20.5
Doctoral degree or equivalent	7	9.6
Total	**73**	**100.0**

The most popular methods chosen by the sample to look for jobs were internet jobseeking platforms and websites (89% of respondents using this method), word of mouth/personal recommendations (78.1%) and networking events (37%). Given the current jobseeking and digital climate, these results are expected. They are even more expected given the age and educational backgrounds of the surveyed individuals.

Table nº8 – Distribution of sample by previous jobseeking methods

Method	**Frequency**	**% of respondents that used this method**
Print media ('classifieds' sections in newspapers and magazines)	23	31.5
Internet job seeking platforms and websites	65	89.0
Generalist 'classifieds' websites (e.g. OLX, Gumtree, Craigslist)	22	30.1
Networking events	27	37.0
Word of mouth/personal recommendations	57	78.1
None of the above	2	2.7
Other:_____	6	8.2
Total	**n/a**	**n/a**

The platforms that proved to be most popular within the sample were other platforms not included in the answers (42.5% of respondents), Monster.com (32.9%) and Indeed (31.5%). Among the other platforms, respondents named Talent City, LinkedIn, Reed.co.uk, Apec.fr and Kijiji, among others. These results can be expected given the huge variety of online platforms currently available, many for free and with no signup required. Despite the lack of previous research in this area, this survey and study by extension further shows the current wealth of ways there are to search for jobs online.

Table nº9 – Distribution of sample by online platforms used in the past

Platform	**Frequency**	**% of respondents that used this platform**
IBSNetworking	15	20.5
AIESEC	4	5.5
ERASMUSINTERN.org	2	2.7
Net-Empregos	16	21.9
Indeed	23	31.5
Carreiras Internacionais	5	6.8
OLX	7	9.6
Expresso Emprego	5	6.8
SAPO Emprego	13	7.8
Bolsa de Emprego Público (BEP)	4	5.5
Carga de Trabalhos	3	4.1
EURES	3	4.1
EuroBrussels	1	1.4
Monster.com	24	32.9
CareerBulider	15	20.5
I have never used online platforms/I have never searched for jobs/I have never needed to search/etc.	4	5.5
Other:_____	31	42.5
Total	**n/a**	**n/a**

Most respondents considered their last job search to have been successful, with 39.7% being fully successful, 32.9% being fairly successful, and 12.3% being mildly successful. Given that the vast majority of respondents had used online jobseeking platforms in the past, these values reflect very well on the efficacy and success rates of online jobseeking platforms in general.

Table nº10 – Distribution of sample by personal success rating of most recent job search

Rating	**Frequency**	**% of total answers**
Fully successful ("I am now gainfully employed in a job I enjoy and am paid adequately")	29	39.7
Fairly successful ("I am employed but not at the hours/pay/area I would prefer")	24	32.9
Mildly successful ("I am waiting on interviews and the future looks good"/"I am about to start working"/etc.)	9	12.3
Unsuccessful ("I am still unemployed"/"I got a job through other means"/etc.)	8	11.0
Obligatory other ("I have never used online platforms"/"I have never searched for jobs"/"I have never needed to search"/etc.)	3	4.1
Total	**73**	**100.0**

The vast majority of respondents (53 out of 73) were fully or fairly successful in their job search. 9 respondents each were mildly successful or unsuccessful (selected "Unsuccessful" or "Obligatory other" in the questionnaire).

Table nº11 – Distribution of sample by new success rating category

Rating	**Frequency**	**% of total answers**
Other/Unsuccessful	11	12.3
Mildly successful	9	15.0
Fairly/fully successful	53	72.6
Total	**73**	**99.9**

Few respondents found jobseeking platform usability unimportant, with only two out of 73 giving it a 1 or 2 level of importance out of 5. 13 respondents attributed an 'average' (3/5 rating) level of importance to this issue, and larger portions of the sample considered usability to be very (4/5 rating) or extremely important (28 and 30 respondents, respectively).

Table nº12 – Distribution of sample by attributed level of importance to ease of use in online jobseeking platforms

Attributed level of importance	**Frequency**	**% of total answers**
1 (not important at all)	1	1.4
2	1	1.4
3	13	17.8
4	28	38.4
5 (extremely important)	30	41.1
Total	**73**	**100.1**

In a similar fashion to the last issue (usability/ease of use), respondents found the quantity of available jobs on a jobseeking platform to be more important than not. 43.8% thought this issue was extremely important, while only 4.1% (each) gave it 1/5 or 2/5 levels of importance.

Table nº13 – Distribution of sample by attributed level of importance to quantity of available jobs in online jobseeking platforms

Attributed level of importance	**Frequency**	**% of total answers**
1 (not important at all)	3	4.1
2	3	4.1
3	10	13.7
4	25	34.2
5 (extremely important)	32	43.8
Total	**73**	**99.9**

Most respondents found the quality of available jobs issue to be extremely important, giving it the maximum rating of 5/5. 44 out of 73 respondents answered in this way. In contrast, only one attributed the lowest level of importance to this issue, and none attributed the second lowest level of importance. Few respondents (11%) were 'middle of the road' (attributing a 3/5 level of importance) as well.

Table nº14 – Distribution of sample by attributed level of importance to quality of available jobs in online jobseeking platforms

Attributed level of importance	**Frequency**	**% of total answers**
1 (not important at all)	1	1.4
2	0	0.0
3	8	11.0
4	20	27.4
5 (extremely important)	44	60.3
Total	**73**	**100.1**

Most respondents were ambivalent about the average pay of available jobs on jobseeking platforms, with 3 and 4 out of 5 being the most popular scores for this issue. Close to half (49.3%) of respondents attributed a 4 and 28.8% a 3.

Table nº15 – Distribution of sample by attributed level of importance to average pay of available jobs in online jobseeking platforms

Attributed level of importance	**Frequency**	**% of total answers**
1 (not important at all)	1	1.4
2	4	5.5
3	21	28.8
4	36	49.3
5 (extremely important)	11	15.1
Total	**73**	**100.1**

The most common scores for this issue ware 4 (31 respondents) and 5 (25 respondents) out of 5, indicating that within the sample, industries/areas of studies were considered very to extremely important.

Table nº16 – Distribution of sample by attributed level of importance to industry/area of studies of available jobs in online jobseeking platforms

Attributed level of importance	**Frequency**	**% of total answers**
1 (not important at all)	1	1.4
2	2	2.7
3	14	19.2
4	31	42.5
5 (extremely important)	25	34.2
Total	**73**	**100.0**

This issue also tended towards the extreme in terms of the importance attributed to it. 38.4% of respondents considered the type of jobs available on jobseeking platforms to be an extremely important issue, with 37% considered it to be very important, giving it a 4/5 rating. Only one respondent (1.4% of total answers) believed this issue was not at all important.

Table nº17 – Distribution of sample by attributed level of importance to type of jobs (full time/part time/internship) in online jobseeking platforms

Attributed level of importance	**Frequency**	**% of total answers**
1 (not important at all)	1	1.4
2	3	4.1
3	14	19.2
4	27	37.0
5 (extremely important)	28	38.4
Total	**73**	**100.1**

The responses to the issue of geographical location of available jobs followed exactly the same pattern as the previous one, type of jobs.

Table nº18 – Distribution of sample by attributed level of importance to geographical location of available jobs in online jobseeking platforms

Attributed level of importance	**Frequency**	**% of total answers**
1 (not important at all)	1	1.4
2	3	4.1
3	14	19.2
4	27	37.0
5 (extremely important)	28	38.4
Total	**73**	**100.1**

The online platform issues that affected the most respondents in the sample were lacking information (31 respondents), quality of available jobs (28 respondents) and outdated information and lack of ability to sort jobs according to criteria (26 respondents each).

Table nº19 – Distribution of sample by annoying/lacking issues in online jobseeking platforms (limitations of online jobseeking platforms)

Issue	**Frequency**	**% of respondents who had this issue**
Quantity of available jobs	19	26
Quality of available jobs	28	38.4
Lack of ability to sort jobs according to criteria	26	35.6
Poor general website usability	15	12.5
Lack of company background checks on the part of the platforms (e.g. jobs seeming 'fishy'/'too good to be true'/multi-level marketing or pyramid schemes, etc.)	23	31.5
Outdated information (job advertisements staying up indefinitely, etc.)	26	35.6
Lacking information (contacts, job descriptions, working conditions, etc.)	31	42.5
Other	11	15.1
Total	**n/a**	**n/a**

Most respondents (56.2%) prefer to work in or near their hometowns. 26% would prefer to work abroad, with 13.7% preferring to work elsewhere in their home countries (not in their hometowns) and 4.1% preferring another option.

Table nº20 – Distribution of sample by ideal work location

Location	Frequency	% of total answers
In or near my hometown	41	56.2
Elsewhere in my home country	10	13.7
Abroad	19	26.0
Other	3	4.1
Total	**73**	**100.0**

6.9. Research design/Variables

A correlational study was designed in which the dependent variable was determined to be job search success, measured through the questionnaire to be disseminated, in a specific question or questions (a breakdown of each question and what it measures can be found in point 6.6). The independent variable was determined to be the usability of a (jobseeking) website. This variable was also to be measured through a question or questions in the same survey. Other independent variables measured in the questionnaire were quantity of available jobs, quality of available jobs, average pay of available jobs, industry/area of studies of available jobs, type of jobs (full time, part time, or internship) and geographical location of available jobs.

7. Further Analysis

In order to obtain accurate conclusions about the first issue to be explored in this dissertation, namely how the use of jobseeking platforms impacts the success of a job search, answers to the most relevant questions were extracted. The two variables considered for this purpose were jobseeking platform use and job search success. The questions that aimed to measure these variables were *6. Which of the following methods have you used in the past to search for jobs?* (to measure the former) and *8. How would you rate the success of your most recent job search?* (for the latter).

As can be seen in the questionnaire, the possible answers to question 8 were the following:

- Fully successful ("I am now gainfully employed in a job I enjoy and am paid adequately")
- Fairly successful ("I am employed but not at the hours/pay/area I would prefer")
- Mildly successful ("I am waiting on interviews and the future looks good"/"I am about to start working"/etc.)
- Unsuccessful ("I am still unemployed"/"I got a job through other means"/etc.)
- Obligatory other ("I have never used online platforms"/"I have never searched for jobs"/"I have never needed to search"/etc.)

As can be observed in the possible answers above, respondents had the possibility of selecting an “obligatory other” as an answer to the question.

7.1. Types of job search sites vs job search success

Taking into account question 7, *Which of the following online platforms have you used when searching for jobs?*, the different answers given were classified according to the type of sites used. The classification is shown in the following table:

Table nº21 – Examples of jobseeking websites by category

Site classification	**Examples of sites**
General 'classifieds' sites	OLX
	Kijiji
Industry-specific sites	Carga de Trabalhos
	The Bookseller
	Jobs4tourism.be
	Mytraveljob.be
	Freelancer
	Upwork
	TES
	TeachGeorgia
Generalist jobseeking platforms	Net-Empregos
	Indeed
	Expresso Emprego
	SAPO Emprego
	Monster.com
	CareerBuilder
	Seek
	Talent City
	Vacature.com
	Reed.co.uk
Location-specific	EURES
	USAJobs
	Recruit Ireland
	Carreiras Internacionais
Social Networks	LinkedIn

University/youth websites	IBSNetworking
	AIESEC
	ERASMUSINTERN.org
	Ratemyplacement

Since the classifications of various sites were debatable and arbitrary, tests were carried out to determine the relationships between the usage of sites from two of the classification groups at a time and the job search success of the participants. A Principal Components Analysis with Varimax Rotation and Kaiser Normalization was performed to identify such groups. This analysis was carried out to find out the three main types of platforms used.

Table nº22 – Rotated Component Matrix for created jobseeking website categories

Rotated Component Matrix[a]			
	Component		
	1	2	3
GeneralistPlatforms	.842	-.123	-.297
NoPlatforms	-.840	-.156	-.265
IndustrySpecific	-.020	.837	-.246
LocationSpecific	.052	.783	.268
UniWebsites	.041	-.124	.741
SocialNetworks	-.049	.119	.626
Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization.			
a. Rotation converged in 5 iterations.			

The Rotated Component Matrix above identifies three components: one that includes only generalist platforms and no platforms, another that includes industry specific and location specific platforms, and a third component that includes social networks and university/youth-based platforms.

It is worth noting that in the first component mentioned, one first indicator of reliability is that the numbers obtained are near opposites, with the matrix having indicated 0.842 for generalist platforms and -0.840 for no platforms (the variable signalling participants who had not used any platforms at all in their job searches, or who had never searched for jobs). Based on this, the component was named generalist users.

For the second component, that included industry specific and location specific platforms, a reliability analysis was carried out that indicated a Cronbach's Alpha statistic of 0.509, which indicates limited but acceptable internal consistency. Based on this, the component was named specific users

For the last component, that included university/youth websites and social networks, a Cronbach's Alpha statistic of 0.067 was obtained, which is almost certainly influenced by the small sample size and very low amount of respondents indicating in the questionnaires that they used these kinds of platforms. Based on this, the component was named youthful users.

Then, two new variables were created which were the reverse scored versions of the 'no platforms' and 'social' variables. This variable inversion allows for a type of confirmation of the consistency and clarity of the questions and possible answers. A further two variables, General and Specific, pertained to whether users used more general or more specific platforms in their job search. For both variables, a null value indicates that the participant did not use any of the jobseeking platforms classified, 0,5 (in the case of specific platforms) indicates that the participant used either location specific or industry specific platforms, but not both. A value of 1 indicates the participant used both location specific and industry specific platforms.

Table nº23 – Distribution of sample by use of general jobseeking platforms

Use general jobseeking platforms?	Frequency	% of total answers
No	18	24.7
Yes	55	75.3
Total	**73**	**100.0**

Table nº24 – Distribution of sample by use of specific jobseeking platforms

Use specific jobseeking platforms?	Frequency	% of total answers
None	55	75.3
One	13	17.8
Both	5	6.8
Total	**73**	**100.0**

7.2. Factor 1 – Generalist users

This factor included users that used generalist platforms or no platforms at all (had never looked for jobs online). 59 out of 73 participants, or 80.8% of the total, fall under this classification.

Table nº25 – Distribution of Factor 1 by gender

	Male	Female	Total
GeneralistUsers	10	49	59

From those 59 generalist users, 10 are male and 49 are female.

Table nº26 – Distribution of Factor 1 by age category

	18-24	25-34	35+	Total
GeneralistUsers	15	26	18	59

Generalist users fall mainly within the 25-34 age category, indicating a medium age range.

Table nº27 – Distribution of Factor 1 by educational category

	Up to end of Bachelor's degree	Doing (incomplete) Master's degree	Doing (incomplete) PhD	PhD	Total
GeneralistUsers	9	30	18	2	59

Most generalist users were in the process of obtaining their Master's degree, with a significant proportion also in the process of obtaining a PhD.

The typical generalist user of jobseeking websites is a 25 to 34 year old female, currently undertaking a Master's degree. As can be seen in the tables, the 59 total users are particularly well distributed among age groups, with a peak at the 25-34 age group,

and troughs on either side, namely in the 18-24 and 35+ categories. This is not unexpected for platforms such as Net Empregos, Monster.com or CareerBuilder, that contain a variety of job advertisements, including but not limited to internships, freelance work, temporary contracts and casual work, among others. Therefore, there are jobs that appeal to all age groups and career phases. In terms of the educational level of these users, the distribution is similar, with a peak in the middle category, but also a significant number (18 out of 59 generalist users) undertaking a PhD. This fact would not be as expected, since Portugal (where the researcher is from) does not have as many PhD candidates as other countries such as Germany, Switzerland or the UK. Moreover, since most PhD candidates/graduates work mostly in higher education institutions, usually in teaching or research, and not in companies, it would not be expected that they seek work on generalist websites. In fact, in the second factor extracted (Specific Users), that includes industry specific as well as location specific jobseeking websites, only 8 PhD candidates and 1 PhD graduate had used these kinds of sites in the past. Given the nature of the categories, it would be expected that more participants involved in PhDs would favour industry-specific platforms over generalist ones. Moreover, the industry-specific platform category includes sites such as TES and TeachGeorgia, which would be expected to attract more PhDs and others in the academic field.

7.3. Factor 2 – Specific Users

This factor included users that used location specific platforms or industry specific platforms or both. 18 out of 73 total participants in the survey fell under this classification.

Table nº28 – Distribution of Factor 2 by gender

	Male	Female	Total
SpecificUsers	6	12	18

12 out of 18 specific users, or 66.7%, were female.

Table nº29 – Distribution of Factor 2 by age category

	18-24	25-34	35+	Total
SpecificUsers	1	10	7	18

10 out of 18 specific users were in the 25-34 age range.

Table nº30 – Distribution of Factor 2 by educational category

	Doing (incomplete) Master's degree	Doing (incomplete) PhD	PhD	Total
SpecificUsers	9	8	1	18

The typical specific user of a jobseeking platform is a 25-34 year old female, currently undertaking a Master's degree. Although the typical user of this kind of platform may be the same as the previous (generalist one), it can be inferred that more generalist and more specific platforms attract similar types of users. Indeed, the nature of generalist platforms makes it so that any kind of job can be posted on it, and so it has the potential to attract all kinds of users in a whole breadth of situations. In fact, generalist platforms overwhelmingly top lists of most used and most popular jobseeking platforms, both on a local/national and global scale. In fact, very little research has been done so far on individual online jobseeking platforms, but the content of the platforms themselves offer a variety of clues as to who they seek to attract.

7.4. Factor 3 – Youthful users

This factor included users that used university/youth websites or social networks or both.

Table nº31 – Distribution of Factor 3 by gender

	Male	Female	Total
YouthfulUsers	8	21	29

Table nº32 – Distribution of Factor 3 by age category

	18-24	25-34	35+	Total
YouthfulUsers	12	11	6	29

Table nº33 – Distribution of Factor 3 by educational category

	Up to end of Bachelor's degree	Doing (incomplete) Master's degree	Doing (incomplete) PhD	Total
YouthfulUsers	2	19	8	29

The typical youthful user of a jobseeking platform is an 18-24 year old female currently undertaking a Master's degree. The main difference between this typical user and that of the other factors is the younger age of this user. This is to be expected given the nature of the platforms involved. Social networks are a fairly recent and youthful phenomenon, and the ability to post and reply to job advertisements therein even more so. LinkedIn, considered a social network due to the ability for users to create personal profiles and connect with others, is increasingly being used as a jobseeking platform, as well as a place for recruiters to find ideal candidates. Moreover, due to the rise in the use of mobile applications to carry out all kinds of daily activities, such as banking, budgeting, health and fitness or education, it makes sense that social networks could play a part in making looking and applying for jobs a mobile activity.

7.5. Cross-tabulations

Cross-tabulations, commonly known as crosstabs, were generated in order to obtain a general idea of correlations and links between variables.

7.5.1. Qualification level vs job search success

Table nº34 – Cross-tabulation of created educational level and success rating categories

		Success Rating Category						Total	% of total answers
		Obligatory other/ Unsuccessful	% of total answers	Mildly successful	% of total answers	Fairly/ fully successful	% of total answers		
Educational level	**Up to end of Bachelor's degree**	2	2.8%	1	1.4%	6	8.5%	9	12.7%
	Doing (incomplete) Master's degree	5	7.0%	5	7.0%	28	39.4%	38	53.5%
	Doing (incomplete) PhD	2	2.8%	3	4.2%	16	22.5%	21	29.6%
	PhD	0	0.0%	0	0.0%	3	4.2%	3	4.2%
Total		**9**	**12.7%**	**9**	**12.7%**	**53**	**74.6%**	**71**	**100.0%**

In terms of the correlations possibly evidenced by the crosstab above, that crosses participants' qualification and success levels, the category that applied to more participants was one that exemplified the second highest level of qualification with the highest level of success. Indeed, these types of results are not surprising given the overall results of the survey and trends in answers to the specific questions on individual qualification levels and perceptions of success.

7.5.2. Job search success vs job site category

Table nº35 – Cross tabulation of industry specific site users with success rating category

		Success Rating Category						Total	% of total answers
		Obligatory other/ unsuccessful	% of total answers	Mildly successful	% of total answers	Fairly/ fully successful	% of total answers		
Industry Specific	No	9	12.7%	9	12.7%	45	63.4%	63	88.7%
	Yes	0	0.0%	0	0.0%	8	11.3%	8	11.3%
Total		**9**	**12.7%**	**9**	**12.7%**	**53**	**74.7%**	**71**	**100.0%**

For industry-specific job search sites, including but not limited to Upwork, Freelancer and TES, respondents who had used them in the past appeared to be overall more successful, with all 8 who used them having been fairly to fully successful in their most recent job search. In the case of respondents who had not used such sites, the success rate is slightly more modest, at 45 out of 63, or 71.4%, having been fairly to fully successful, and 9 respondents each having been classified as unsuccessful or only mildly successful (14.2% each).

Table nº36 – Cross-tabulation of general classifieds site users with success rating category

		Success Rating Category						Total	% of total answers
		Obligatory other/ unsuccessful	% of total answers	Mildly successful	% of total answers	Fairly/ fully successful	% of total answers		
General Classifieds	No	7	9.9%	7	9.9%	48	67.6%	62	87.3%
	Yes	2	2.8%	2	2.8%	5	7.0%	9	12.7%
Total		**9**	**12.7%**	**9**	**12.7%**	**53**	**74.6%**	**71**	**100.0%**

Most respondents in the sample had not used sites classified as General Classifieds (e.g. OLX or Kijiji) in the past. However, of the 9 total that had, 5 had been fairly to fully successful in their most recent job search, with 2 each having been classified as unsuccessful or mildly successful.

Table nº37 – Cross-tabulation of generalist platforms site users with success rating category

Generalist platforms	Success Rating Category						Total	**% of total answers**
	Obligatory other/unsuccessful	**% of total answers**	Mildly successful	**% of total answers**	Fairly/fully successful	**% of total answers**		
No	3	4.2%	3	4.2%	10	14.1%	16	22.5%
Yes	6	8.5%	6	8.5%	43	60.6%	55	77.5%
Total	9	12.7%	9	12.7%	53	74.6%	71	100.0%

Unlike in the previous category, most respondents had used generalist platforms, including but not limited to Net-Empregos, Monster.com and CareerBuilder, in the past. In both the groups that had and had not used these kinds of platforms, most users were fairly to fully successful in their most recent job search, with 10 out of 16 (62.5%) for those who had not used generalist platforms and 43 out of 55 (78.2%) for those who had.

Table nº38 – Cross-tabulation of location specific site users with success rating category

Location Specific	Success Rating Category						Total	**% of total answers**
	Obligatory other/unsuccessful	% of total answers	Mildly successful	% of total answers	Fully successful	**% of total answers**		
No	9	12.7%	8	11.3%	40	56.3%	57	80.3%
Yes	0	0.0%	1	1.4%	13	18.3%	14	19.7%
Total	9	12.7%	9	12.7%	53	74.6%	71	100.0%

Most respondents had not used location specific platforms in the past, with most (40 out of 57 in the “no” group) having classified themselves as fully successful in their most recent job search. Of those who had used location specific platforms in the past (14 individuals), 13, or almost all, were fully successful in their most recent job search, with only one individual having been mildly successful.

Table nº39 – Cross-tabulation of social networks site users with success rating category

Social Networks	Success Rating Category						Total	**% of total answers**
	Obligatory other/ unsuccessful	**% of total answers**	Mildly successful	**% of total answers**	Fully successful	**% of total answers**		
No	9	12.7%	7	9.9%	42	59.2%	58	81.7%
Yes	0	0.0%	2	2.8%	11	15.5%	13	18.3%
Total	9	12.7%	9	12.7%	53	74.6%	71	100.0%

For the respondents who had used social networking sites to search for jobs in the past, thirteen in total, 11 had experienced full success in their most recent job search, and only 2 had experienced mild success. Of the respondents who had not used such websites, 58 in total, 42 were fully successful, 7 mildly successful and 9 were classified as unsuccessful.

Table nº40 – Cross-tabulation of university websites site users with success rating category

Uni Websites	Success Rating Category						Total	**% of total answers**
	Obligatory other/ unsuccessful	**% of total answers**	Mildly successful	**% of total answers**	Fully successful	**% of total answers**		
No	6	8.5%	6	8.5%	39	54.9%	51	71.8%
Yes	3	4.2%	3	4.2%	14	19.7%	20	28.2%
Total	9	12.7%	9	12.7%	53	74.6%	71	100.0%

Of the part of the sample that had used university websites in the past to look for jobs, 14 out of a total 20 were fully successful, which reflects very well on the success rate of these kinds of platforms. However, most of the sample (51 out of 71 users) had not used these sites in the past, with 39 of those also having been fully successful in their most recent job search.

7.6.. Qualitative Analysis - Interviews

7.6.1. Influence of gender, age and educational level on job search success

It was determined that due to the small size of the sample, a multiple regression could not be computed to a sufficient degree of accuracy. Given that the regression would not obey a series of assumptions necessary to its interpretation, an alternative qualitative route was taken in order to obtain high quality conclusions. The last question of the questionnaire distributed in mid-2016 (in appendix) asked respondents to offer their email address if they were open to being contacted further. Given that 32 out of 73 (43,8%) of respondents were open to being contacted at a later date, this reinforced the fact that a more qualitative approach to this part of the study would be more effective. Moreover, an open-ended, optional question in the survey was reserved for this possibility. This question (seen in the survey in appendix) invited respondents to elaborate on any jobseeking issues they deemed to be relevant.

First of all, the individual answers to the question were analysed, to see if there were any more pertinent or recurring issues from the survey respondents. These answers will be elaborated on below:

1. *In my job, I help low-skilled workers apply for jobs. Online platforms are their only real option any more, and that's a great disservice to them. Not everyone has access to the same education and tech resources.´*

The answer above establishes a clear relationship between educational level and job search success. Given that not everyone has access to the same educational resources, it can be inferred that a lower educational level makes job search success harder to achieve. A link can also be established with age, as older people who grew up in a time where Internet access was limited or nonexistent will be at a disadvantage in this regard.

2. *My father was made redundant a few years ago and I had to help him look for a job. We had no luck online. He had worked in the same job for over 20 years (taxi driver), hated computers, and did not even have a CV. He ended up finding his current job through former coworkers.*

The answer above brings up some of the same issues. Indeed, online jobseeking platforms are not the only option, with physical job listings and networking, personal contacts and word of mouth as alternatives. In this case, the subject of the comment achieved job search success through other means.

7.6.2. Job search success vs usability

In the open-ended question in the survey where participants had the chance to elaborate on jobseeking issues, a series of issues related to usability were elaborated on, and will be discussed below.

1. *Outdate information and job advertisements is a huge issue on online platforms. In my most recent search for employment there were ads still up from 2014!*
2. *Frustrating when positions are filled but remain on a platform*
3. *Jobs that were advertised were not accurate at time of interview.*
4. *Good overall but some application processes are extensive and have little or no potential to result in a successful outcome. Maybe a section should be created to show the length of the whole process on a scale.*
5. *I think job posting sites should require that the listed job include salary or at least an accurate range.*

Outdated information is clearly a significant issue in the use of jobseeking platforms, and one that affects usability. This is further supported by the fact that 26 of those surveyed (35.6%) found *Outdated information (job advertisements staying up indefinitely, etc.)* to be an annoying/lacking issue in jobseeking platforms, or otherwise a limitation.

8. Conclusions

Given the small sample size and the exploratory nature of the study, the ability to find strong correlations in the data was limited. However, a variety of information characterizing the sample can be obtained and used to infer useful qualitative conclusions.

Despite having a relatively low number of questions, the distributed questionnaire (see appendix), albeit simple in its design, collected a wealth of information on participants' jobseeking preferences and habits. The ninth question in the survey, for example, allowed for the collection of a significant amount of information that did not require the participant to think or write extensively. The use of a Likert scale for participants to rate the importance they attributed to a variety of issues in jobseeking platforms was especially significant as it meant that a participant was not required to have a strong opinion on any of the topics, or even an opinion at all.

Through the crosstabs generated from the data obtained, a variety of conclusions were reached. In Table nº34, namely the crosstab that crossed created educational level and participants' success rating categories, most participants were concentrated towards the bottom right corner on the table, indicating that at least within the sample, a higher educational level led to higher job search success. The next crosstab, linking whether participants had used industry-specific platforms with their job search success, showed that of the eight participants that had used industry-specific platforms (e.g. Carga de Trabalhos, The Bookseller or jobs4tourism.be), all of them had considered their last job search to be fairly to fully successful. In terms of the success of the last job search of the users who had used other kinds of platforms, overall, the response was overwhelmingly positive. However, for those who used generalist platforms or university/youth websites, a number of people also indicated that their last job search had been mildly successful to unsuccessful.

Referring back to the initial hypotheses, reproduced below for reference:

1. The use of jobseeking platforms impacts the success of a job search;

2. The success of a job search is affected by a site's usability (ease of use).

The first hypothesis can be accepted, as without fail in every category, most participants used jobseeking platforms, and most users obtained success in their job search. This could be a reflection on the nature of the participants and the lives they lead, as the sample skewed young, female and highly educated.

One key finding of this study is that the highly educated are equally or more likely to use generalist platforms to search for jobs, rather than industry-specific or location-specific ones. This supports the results obtained by Severin and Taknard (1997) in their discussion of the uses and gratifications theory as a psychological communication perspective that focuses on individual use and choice by asserting that different people can use the same mass medium for very different purposes. Adapting this assertion to the context of this study, and the context of today's globalized, Internet-heavy world, as well as considering a generalist jobseeking platform as a mass medium, one can conclude that through these individual uses and choices, jobseekers who go to generalist platforms will use these platforms very differently depending on their educational level. Given that generalist platforms contain a variety of job advertisements, including but not limited to internships, freelance work, temporary contracts and casual work, among others, it makes sense that the uses and gratifications theory will come into play here, with users matching their educational level and/or job experience to career opportunities that make the most sense to them. However, it should be noted that this study extends the internet jobseeking platform research to a more recent, well-educated Portuguese sample and thus indicates that that the main findings in the literature cannot be blindly applied to this new sample.

Another key finding in this study is that younger users are more likely to use university/youth platforms or social networks to look for jobs. In a way, this supports Kargaonker and Wolin's (1999) findings of internet use, where they observed seven factors of users' motivations and concerns in this domain: social escapism, transactional security and privacy, information, interactive control, socialization (non-transactional), privacy and economic motivation. Adapting this theory to the study and to the current experience, the use of social networks can be considered today to be a tool for all of these things, and looking for jobs would fall under the economic motivation factor.

In terms of usability, one key finding of this study was that outdated information and other such errors on job search sites contributed to a more negative user experience on

these platforms, with these issues being classified as annoying/lacking aspects. This would support Lin's (2000) study on the *Applicability of the Extended Theory of Planned Behavior in Predicting Job Seeker Intentions to Use Job-Search Websites*, a research model that was developed to empirically examine certain factors affecting job seeker intentions to use job search sites. It supports Lin's model in that the results of their study showed that perceived usefulness and perceived ease of use showed a significant effect on attitude [of the users]. On the other hand, this finding can also be contradicted by Lin's other conclusion of perceived ease of use and self-efficacy showing a significant effect on perceived behavioural control. This in turn suggests that users' internal motivations and sense of self-efficacy have more of a bearing on their user experience than the platforms themselves.

8.1. Limitations

In *Research Limitations and the Necessity of Reporting Them* (2004), Price and Murnan defined the limitations of any given study as being those characteristics of design or methodology that impacted or influenced the interpretation of the findings from (…) research. Taking this definition into account, one should consider that this study had a substantial amount of limitations, albeit normal ones given its nature. Some of these limitations are common in all social science investigations, as well as all investigations that investigate people, their individual behaviours and attitudes, and, to some extent, wider social issues. Surveys are a common breeding ground for human error, and despite every effort being taken to make the survey used for the study easy to navigate, and questions within it easy to understand and answer, people are shaped by their individual life experiences, education and training, families and social circles, and, more relevant in the case of this study, job search experiences, levels and types of internet use, gender, age, field of study and work, among many other diverse factors.

The smaller sample size to extract conclusions in this study was also an obvious limitation. Despite the survey mentioned above being open to the public, it was not easy to collect many answers in the time allotted to data collection in the investigation. Within the sample itself, respondents skewed young, and consequently their experiences and types of jobseeking platforms used were limited. Given the prevalence of the Internet today, and most likely the fact that the survey was disseminated online, it was

more likely that the vast majority of the sample would be somewhat heavy Internet users. In fact, according to the results of the disseminated survey (in appendix), the vast majority of respondents (68 out of 73 total) found it through social media, with the remaining five having had it sent to them via email.

Moreover, the survey included a final question on whether respondents were willing to be contacted individually at a later date to elaborate on their answers in this questionnaire or on their jobseeking habits. Although many were open to being contacted via email, most were unwilling to be contacted and this opportunity was not used to its full potential in the study. This missed opportunity could be a limitation, in that valuable information that is not captured via a simple survey could have been missed. However, to counteract this, the survey did include an open-ended simple text box question where respondents could elaborate further on any issues they considered relevant, or any experiences they had had in the past related to the issues brought up in the questionnaire. Many users used this opportunity, with some good information on the use and usability of certain jobseeking platforms having been gleaned and used in parts of the study.

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10. Appendices

10.1. Questionnaire

Jobseeking Habits

Thank you for completing this questionnaire. All answers will be treated in strict confidence and used only for my dissertation - a requirement for completion of an MSc in Human Resources Management at ISCTE Business School.

Ana Pinto - amspo@iscte.pt

1. Please indicate your age (in years). *

2. Please indicate your gender. *

- ○ Male
- ○ Female

3. Please indicate your educational level. *

- ○ High school (currently attending or incomplete)
- ○ High school (completed not currently attending further education)
- ○ Bachelor degree or equivalent (currently attending)
- ○ Bachelor degree or equivalent (completed, not attending further education)
- ○ Master's degree (currently attending or incomplete)
- ○ Master's degree (completed, not attending further education)
- ○ Doctoral degree (currently attending or incomplete)
- ○ Doctoral degree (completed)

4. Please indicate your mother's educational level. *

- ○ Unknown
- ○ Primary school education or below
- ○ High school education
- ○ Bachelor degree or equivalent
- ○ Master's degree or equivalent
- ○ Doctoral degree or equivalent

5. Please indicate your father's educational level. *

- ○ Unknown
- ○ Primary school education or below
- ○ High school education
- ○ Bachelor degree or equivalent
- ○ Master's degree or equivalent
- ○ Doctoral degree or equivalent

6. Which of the following methods have you used in the past to search for jobs? *

- ☐ Print media ('classifieds' sections in newspapers and magazines)
- ☐ Internet job seeking platforms and websites
- ☐ Generalist 'classifieds' websites (e.g. OLX, Gumtree, Craigslist)
- ☐ Networking events
- ☐ Word of mouth/personal recommendations
- ☐ None of the above
- ☐ Other:

7. Which of the following online platforms have you used when searching for jobs? *

Please indicate all online platforms you have used in the past.

- ☐ IBSNetworking
- ☐ AIESEC
- ☐ ERASMUSINTERN.org
- ☐ Net-Empregos
- ☐
- ☐ Carreiras Internacionais
- ☐ OLX
- ☐ Expresso Emprego
- ☐ SAPO Emprego
- ☐ Bolsa de Emprego Público (BEP)
- ☐ Carga de Trabalhos
- ☐ EURES
- ☐ EuroBrussels
- ☐ Monster.com
- ☐ CareerBulider
- ☐ I have never used online platforms/I have never searched for jobs/I have never needed to search/etc.
- ☐ Other:

8. How would you rate the success of your most recent job search? *

Please rate the success of your most recent job search using online platforms.

- ○ Fully successful ("I am now gainfully employed in a job I enjoy and am paid adequately")
- ○ Fairly successful ("I am employed but not at the hours/pay/area I would prefer")
- ○ Mildly successful ("I am waiting on interviews and the future looks good"/"I am about to start working"/etc.)
- ○ Unsuccessful ("I am still unemployed"/"I got a job through other means"/etc.)
- ○ Obligatory other ("I have never used online platforms"/"I have never searched for

jobs"/"I have never needed to search"/etc.)

9. How important in online jobseeking platforms do you consider the following issues? *

	1 - not important at all	2	3	4	5 - extremely important
Useability/ease of use					
Quantity of available jobs					
Quality of available jobs					
Average pay of available jobs					
Industry/area of studies of available jobs					
Type of jobs (full time/part time/internship)					
Geographical location of available jobs					

10. What issues annoyed you/did you find lacking in online platforms in your last job search? *

- ☐ Quantity of available jobs
- ☐ Quality of available jobs
- ☐ Lack of ability to sort jobs according to criteria
- ☐ Poor general website useability
- ☐ Lack of company background checks on the part of the platforms (e.g. jobs seeming 'fishy'/'too good to be true'/multi-level marketing or pyramid schemes, etc,)
- ☐ Outdated information (job advertisements staying up indefinitely, etc.)
- ☐ Lacking information (contacts, job descriptions, working conditions, etc.)
- ☐ Other:

11. Please use the space below to elaborate on any experiences you have had in the past related to the issues brought up in this questionnaire.

This is an optional question; feel free to comment on any issues you believe to be relevant.

12. Ideally, where would you be working right now? *

- In or near my hometown
- Elsewhere in my home country
- Abroad
- Other:

13. How did you find out about/access this questionnaire? *

- Through a post on Facebook or other social media.
- It was emailed to me.
- It was handed to me on paper.
- Other:

14. Please indicate below if you are willing to be contacted individually at a later date to elaborate on your answers in this questionnaire, or jobseeking habits. *

- I am willing to be contacted by email.
- I am willing to be contacted for a personal interview.
- I do not wish to be contacted.
- Other:

15. If you are willing to be contacted, please leave your email address below.

10.2. Variable list and key

10.2.1. Original variables

No	Variable name	Description	Type	Measure	Lowest value in sample	Highest value in sample	Value labels
1	Time	Time at which the questionnaire was taken by the participant	String	Nominal	n/a	n/a	None
2	Age	Participant's age	Numeric	Scale	20	59	None
3	Gender	Participant's gender	String	Nominal	n/a	n/a	Male; Female
4	EducationalLevel	Participant's educational level	Numeric	Ordinal	1	8	High school (currently attending or incomplete); High school (completed, not currently attending further education); Bachelor degree or equivalent (currently attending); Bachelor degree or equivalent (completed, not attending further education); Master's degree (currently attending or incomplete); Master's degree (completed,

							not attending further education); Doctoral degree (currently attending or incomplete); Doctoral degree (completed)
5	EducationalLevel_Mother	Participant's mother's educational level	Numeric	Ordinal	1	5	Primary school education or below; High school education; Bachelor degree or equivalent; Master's degree or equivalent; Doctoral degree or equivalent
6	EducationalLevel_Father	Participant's father's educational level	Numeric	Ordinal	1	5	Primary school education or below; High school education; Bachelor degree or equivalent; Master's degree or equivalent; Doctoral degree or equivalent
7	PastMethods	Methods participant has used in the past to look for jobs	Numeric	Nominal	n/a	n/a	Print media ('classifieds' sections in newspapers and magazines); Internet job seeking platforms and websites; Generalist 'classifieds' websites (e.g. OLX, Gumtree, Craigslist); Networking events; Word of mouth/personal recommendations; None of the above
8	OnlinePlatformsUsed	Online platform(s) participant has used in the past to look for jobs (if	Numeric	Nominal	n/a	n/a	IBSNetworking; AIESEC; ERASMUSINTERN.org; Net-Empregos; Indeed; Carreiras Internacionais; OLX; Expresso Emprego; SAPO Emprego; Bolsa de Emprego Público (BEP); Carga de Trabalhos; EURES; EuroBrussels; Monster.com; CareerBuilder; *open field*

		applicable)					
9	SuccessRating	Measure of how successful participant feels they were in their most recent job search	Numeric	Ordinal	1	5	Fully successful ("I am now gainfully employed in a job I enjoy and am paid adequately"); Fairly successful ("I am employed but not at the hours/pay/area I would prefer"); Mildly successful ("I am waiting on interviews and the future looks good"/"I am about to start working"/etc.); Unsuccessful ("I am still unemployed"/"I got a job through other means"/etc.); Obligatory other ("I have never used online platforms"/"I have never searched for jobs"/"I have never needed to search"/etc.)
10	Usability	Measure of how important the participant considers usability/ease of use to be in online jobseeking platforms	Numeric	Ordinal			1; 2; 3; 4; 5
11	JobQuantity	Measure of how important the participant considers	Numeric	Ordinal			

		quantity of available jobs to be in online jobseeking platforms					
12	JobQuality	Measure of how important the participant considers quality of available jobs to be in online jobseeking platforms	Numeric	Ordinal			
13	AveragePay	Measure of how important the participant considers average pay of available jobs to be in online jobseeking	Numeric	Ordinal			

		platforms					
14	Industry	Measure of how important the participant considers industry/area of studies of available jobs to be in online jobseeking platforms	Numeric	Ordinal			
15	JobType	Measure of how important the participant considers type of jobs to be in online jobseeking platforms	Numeric	Ordinal			
16	GeographicalLocation	Measure of how important the	Numeric	Ordinal			

		participant considers geographical location of available jobs to be in online jobseeking platforms					
17	AnnoyingIssues	Issues that annoyed the participant/the participant found lacking in online platforms in their most recent job search	String	Nominal	n/a	n/a	Quantity; Quality; Lack of ability to sort jobs according to criteria; Poor general website usability; Lack of company background checks; Outdated information; Lacking information
18	PastExperiences	Past experiences the participant has had related to the issues brought up in	String	Nominal	n/a	n/a	None (open text box)

		the questionnaire					
19	IdealWorkLocation	Participant's ideal work location	String	Nominal	n/a	n/a	In or near my hometown; Elsewhere in my home country; Abroad
20	QuestionnaireAccess	How the participant accessed the questionnaire	String	Nominal	n/a	n/a	It was emailed to me; Through a post on Facebook or other social media
21	ContactAvailability	Whether the participant is available to be contacted	String	Nominal	n/a	n/a	I do not wish to be contacted.; I am willing to be contacted by email.; I am willing to be contacted for a personal interview.
22	Email	Participant's email	String	Nominal	n/a	n/a	None (open text box)

10.2.2. New/transformed/computed variables

No	Variable name	Description	Type	Measure	Lowest value in sample	Highest value in sample	Value labels
1	Age group	Age variable in four groups:	Numeric	Ordinal	1	4	18-24; 25-34; 35-44; 45+
2	Age group 2	Age variable in three groups:	Numeric	Ordinal	1	3	18-24; 25-34; 35+
3	Qualification group	Qualifications in x groups:	Numeric	Ordinal	1	4	Up to end of Bachelor's degree; Doing (incomplete) Master's degree; Doing (incomplete) PhD; PhD
4	Success group	Success rating in x groups:	Numeric	Ordinal	1	4	Fully successful; Fairly successful; Mildly successful; Unsuccessful/Other
5	Success group 2	Success rating in 3 groups:	Numeric	Ordinal	1	3	Obligatory other/unsuccessful; Mildly successful; Fairly/fully successful
6	Usability 2	Measure of the attributed level of importance to	Numeric	Ordinal	1	3	Low level of importance; Medium level of importance; High level of importance

		ease of use in online jobseeking platforms in 3 groups					
7	JobSiteCategory	Measure of whether the participant used online job sites (in any category)	Numeric	Nominal	n/a	n/a	Yes; No
8	GeneralClassifieds	Measure of whether the participant used job sites of the “general classifieds” category	Numeric	Nominal	n/a	n/a	Yes; No
9	IndustrySpecific	Measure of whether the participant used job sites of the “industry specific” category	Numeric	Nominal	n/a	n/a	Yes; No

10	GeneralistPlatforms	Measure of whether the participant used job sites of the "generalist platforms" category	Numeric	Nominal	n/a	n/a	Yes; No
11	LocationSpecific	Measure of whether the participant used job sites of the "location specific" category	Numeric	Nominal	n/a	n/a	Yes; No
12	SocialNetworks	Measure of whether the participant used job sites of the "social network" category	Numeric	Nominal	n/a	n/a	Yes; No
13	UniWebsites	Measure of whether the participant	Numeric	Nominal	n/a	n/a	Yes; No

		used job sites of the “uni (university) websites” category					
14	NoPlatforms	Measure of whether the participant did not use any platforms at all	Numeric	Nominal	n/a	n/a	Yes; No
15	General	Measure of whether the participant uses some, all or no general platforms	Numeric	Scale	1	3	All; Some; None
16	Specific	Measure of whether the participant uses location specific or industry specific platforms, or	Numeric	Scale	1	3	Location Specific OR Industry Specific; Both; None

		both, or none					
18	NoPlatforms_inv	Inversion of the NoPlatforms variable	Numeric	Nominal	n/a	n/a	n/a
19	Social_inv	Inversion of the Social Networks variable	Numeric	Nominal	n/a	n/a	n/a
20	Success Group 3	Success rating in 2 groups	Numeric	Nominal	n/a	n/a	High; Low
21	Qualification Group 2	Qualifications in 2 groups	Numeric	Nominal	n/a	n/a	High; Low
22	Age Group 3	Age variable in 2 groups	Numeric	Nominal	n/a	n/a	High; Low

10.3. List of Figures

	categories
36	Cross-tabulation of industry specific site users with success rating category
37	Cross-tabulation of general classifieds site users with success rating category
38	Cross-tabulation of generalist platform site users with success rating category
39	Cross-tabulation of location specific site users with success rating category
40	Cross-tabulation of social networks site users with success rating category
41	Cross-tabulation of university websites site users with success rating category

10.4. Outputs

A correlations matrix was generated in order to verify any correlations between the use of certain types of platforms in the sample.

Correlations

		General Classifieds	Industry Specific	Generalist Platforms	Location Specific	Social Networks	Uni Websites	No Platforms
General Classifieds	Pearson Correlation	1	,113	,215	,029	-,066	,237*	-,090
	Sig. (2-tailed)		,342	,068	,808	,581	,044	,447
	Sum of Squares and Cross-products	7,890	,890	2,219	,274	-,603	2,534	-,493
	Covariance	,110	,012	,031	,004	-,008	,035	-,007
	N	73	73	73	73	73	73	73
Industry Specific	Pearson Correlation	,113	1	-,075	,346**	-,066	-,137	-,090
	Sig. (2-tailed)	,342		,526	,003	,581	,248	,447
	Sum of Squares and Cross-products	,890	7,890	-,781	3,274	-,603	-1,466	-,493
	Covariance	,012	,110	-,011	,045	-,008	-,020	-,007
	N	73	73	73	73	73	73	73
Generalist Platforms	Pearson Correlation	,215	-,075	1	-,044	-,149	-,147	-,421**
	Sig. (2-tailed)	,068	,526		,710	,208	,213	,000
	Sum of Squares and Cross-products	2,219	-,781	13,562	-,548	-1,795	-2,068	-3,014
	Covariance	,031	-,011	,188	-,008	-,025	-,029	-,042
	N	73	73	73	73	73	73	73

Location Specific	Pearson Correlation	,029	,346**	-,044	1	,137	,091	-,117
	Sig. (2-tailed)	,808	,003	,710		,248	,445	,323
	Sum of Squares and Cross-products	,274	3,274	-,548	11,315	1,507	1,164	-,767
	Covariance	,004	,045	-,008	,157	,021	,016	-,011
	N	73	73	73	73	73	73	73
Social Networks	Pearson Correlation	-,066	-,066	-,149	,137	1	,035	-,112
	Sig. (2-tailed)	,581	,581	,208	,248		,768	,345
	Sum of Squares and Cross-products	-,603	-,603	-1,795	1,507	10,685	,438	-,712
	Covariance	-,008	-,008	-,025	,021	,148	,006	-,010
	N	73	73	73	73	73	73	73
Uni Websites	Pearson Correlation	,237*	-,137	-,147	,091	,035	1	-,148
	Sig. (2-tailed)	,044	,248	,213	,445	,768		,212
	Sum of Squares and Cross-products	2,534	-1,466	-2,068	1,164	,438	14,521	-1,096
	Covariance	,035	-,020	-,029	,016	,006	,202	-,015
	N	73	73	73	73	73	73	73
No Platforms	Pearson Correlation	-,090	-,090	-,421**	-,117	-,112	-,148	1

	Sig. (2-tailed)	,447	,447	,000	,323	,345	,212	
	Sum of Squares and Cross-products	-,493	-,493	-3,014	-,767	-,712	-1,096	3,781
	Covariance	-,007	-,007	-,042	-,011	-,010	-,015	,053
	N	73	73	73	73	73	73	73

*. Correlation is significant at the 0.05 level (2-tailed).

**. Correlation is significant at the 0.01 level (2-tailed).

Correlation was found to be significant at the 0.05 level for the General Classifieds and Uni/youth Websites combination, and significant at the 0.01 level for the Industry Specific and Location Specific, and Generalist platforms and No Platforms combinations (negative correlation).

A correlations matrix was also generated to verify correlations between use of certain types of platforms and variables such as age group, educational level and, of course, job search success.

Correlations

			General Classifieds	Industry Specific	Generalist Platforms	Location Specific	Social Networks	Uni Websites	No Platforms	Age Group 2	Educational Level	Success Group 2
Kendall's tau_b	General Classifieds	Correlation Coefficient	1,000	,113	,215	,029	-,066	,237*	-,090	-,007	,049	-,161
		Sig. (2-tailed)	.	,338	,069	,806	,578	,045	,444	,950	,647	,166
		N	73	73	73	73	73	73	73	73	73	71
	Industry Specific	Correlation Coefficient	,113	1,000	-,075	,346**	-,066	-,137	-,090	,146	,213*	,199
		Sig. (2-tailed)	,338	.	,522	,003	,578	,245	,444	,189	,044	,086
		N	73	73	73	73	73	73	73	73	73	71
	Generalist Platforms	Correlation Coefficient	,215	-,075	1,000	-,044	-,149	-,147	-,421**	,166	-,082	,145
		Sig. (2-tailed)	,069	,522	.	,707	,206	,211	,000	,137	,441	,212
		N	73	73	73	73	73	73	73	73	73	71
	Location Specific	Correlation Coefficient	,029	,346**	-,044	1,000	,137	,091	-,117	,162	,177	,209
		Sig. (2-tailed)	,806	,003	,707	.	,245	,441	,320	,145	,096	,071
		N	73	73	73	73	73	73	73	73	73	71
	Social Networks	Correlation Coefficient	-,066	-,066	-,149	,137	1,000	,035	-,112	-,008	,072	,125
		Sig. (2-tailed)	,578	,578	,206	,245	.	,765	,342	,945	,499	,283
		N	73	73	73	73	73	73	73	73	73	71

	Uni Websites	Correlation Coefficient	,237*	-,137	-,147	,091	,035	1,000	-,148	-,350**	,005	-,064
		Sig. (2-tailed)	,045	,245	,211	,441	,765	.	,209	,002	,959	,580
		N	73	73	73	73	73	73	73	73	73	71
	No Platforms	Correlation Coefficient	-,090	-,090	-,421**	-,117	-,112	-,148	1,000	-,152	-,173	-,017
		Sig. (2-tailed)	,444	,444	,000	,320	,342	,209	.	,171	,102	,881
		N	73	73	73	73	73	73	73	73	73	71
	Age Group 2	Correlation Coefficient	-,007	,146	,166	,162	-,008	-,350**	-,152	1,000	,307**	-,034
		Sig. (2-tailed)	,950	,189	,137	,145	,945	,002	,171	.	,002	,759
		N	73	73	73	73	73	73	73	73	73	71
	Educational Level	Correlation Coefficient	,049	,213*	-,082	,177	,072	,005	-,173	,307**	1,000	,015
		Sig. (2-tailed)	,647	,044	,441	,096	,499	,959	,102	,002	.	,888
		N	73	73	73	73	73	73	73	73	73	71
	Success Group 2	Correlation Coefficient	-,161	,199	,145	,209	,125	-,064	-,017	-,034	,015	1,000
		Sig. (2-tailed)	,166	,086	,212	,071	,283	,580	,881	,759	,888	.

		N	71	71	71	71	71	71	71	71	71	71
Spearman's rho	General Classifieds	Correlation Coefficient	1,000	,113	,215	,029	-,066	,237*	-,090	-,007	,054	-,165
		Sig. (2-tailed)	.	,342	,068	,808	,581	,044	,447	,951	,650	,168
		N	73	73	73	73	73	73	73	73	73	71
	Industry Specific	Correlation Coefficient	,113	1,000	-,075	,346**	-,066	-,137	-,090	,155	,237*	,205
		Sig. (2-tailed)	,342	.	,526	,003	,581	,248	,447	,190	,043	,086
		N	73	73	73	73	73	73	73	73	73	71
	Generalist Platforms	Correlation Coefficient	,215	-,075	1,000	-,044	-,149	-,147	-,421**	,175	-,091	,149
		Sig. (2-tailed)	,068	,526	.	,710	,208	,213	,000	,138	,445	,215
		N	73	73	73	73	73	73	73	73	73	71
	Location Specific	Correlation Coefficient	,029	,346**	-,044	1,000	,137	,091	-,117	,172	,196	,215
		Sig. (2-tailed)	,808	,003	,710	.	,248	,445	,323	,146	,096	,071
		N	73	73	73	73	73	73	73	73	73	71
	Social Networks	Correlation Coefficient	-,066	-,066	-,149	,137	1,000	,035	-,112	-,008	,080	,128

	Sig. (2-tailed)	,581	,581	,208	,248	.	,768	,345	,945	,503	,286
	N	73	73	73	73	73	73	73	73	73	71
Uni Websites	Correlation Coefficient	,237*	-,137	-,147	,091	,035	1,000	-,148	-,371**	,006	-,066
	Sig. (2-tailed)	,044	,248	,213	,445	,768	.	,212	,001	,960	,583
	N	73	73	73	73	73	73	73	73	73	71
No Platforms	Correlation Coefficient	-,090	-,090	-,421**	-,117	-,112	-,148	1,000	-,161	-,193	-,018
	Sig. (2-tailed)	,447	,447	,000	,323	,345	,212	.	,172	,102	,882
	N	73	73	73	73	73	73	73	73	73	71
Age Group 2	Correlation Coefficient	-,007	,155	,175	,172	-,008	-,371**	-,161	1,000	,355**	-,037
	Sig. (2-tailed)	,951	,190	,138	,146	,945	,001	,172	.	,002	,759
	N	73	73	73	73	73	73	73	73	73	71
Educational Level.	Correlation Coefficient	,054	,237*	-,091	,196	,080	,006	-,193	,355**	1,000	,016
	Sig. (2-tailed)	,650	,043	,445	,096	,503	,960	,102	,002	.	,895
	N	73	73	73	73	73	73	73	73	73	71

	Success Group 2	Correlation Coefficient	-,165	,205	,149	,215	,128	-,066	-,018	-,037	,016	1,000
		Sig. (2-tailed)	,168	,086	,215	,071	,286	,583	,882	,759	,895	.
		N	71	71	71	71	71	71	71	71	71	71

*. Correlation is significant at the 0.05 level (2-tailed).

**. Correlation is significant at the 0.01 level (2-tailed).

Correlation was found to be significant at the 0.05 level for the Uni Websites and General Classifieds combination. Correlation was found to be significant at the 0.01 level for the following combinations: Industry Specific and Location Specific, Generalist Platforms and No Platforms (negative correlation), Uni/youth websites and Age Group, and Age Group and Educational Level.

Correlations

		SuccessGroup2	2. Please indicate your gender.	1. Please indicate your age (in years).	3. Please indicate your educational level.	4. Please indicate your mother's educational level.	5. Please indicate your father's educational level.
Pearson Correlation	SuccessGroup2	1,000	-,138	,022	,073	-,200	-,129
	Gender	-,138	1,000	,290	-,052	,008	-,030
	Age	,022	,290	1,000	,325	-,010	-,024
	Educational level	,073	-,052	,325	1,000	,034	,154
	Mother's educational level	-,200	,008	-,010	,034	1,000	,525
	Father's educational level	-,129	-,030	-,024	,154	,525	1,000
Sig. (1-tailed)	SuccessGroup2	.	,126	,428	,274	,047	,142
	Gender	,126	.	,006	,330	,472	,402
	Age	,428	,006	.	,003	,465	,419
	Educational level	,274	,330	,003	.	,387	,097
	Mother's educational level	,047	,472	,465	,387	.	,000
	Father's educational level	,142	,402	,419	,097	,000	.
N	SuccessGroup2	71	71	71	71	71	71
	Gender	71	73	73	73	73	73

Age	71	73	73	73	73	73
Educational level	71	73	73	73	73	73
Mother's educational level	71	73	73	73	73	73
Father's educational level	71	73	73	73	73	73

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	,259[a]	,067	-,005	,70604	,067	,935	5	65	,464

a. Predictors: (Constant), Father's educational level, Age, Gender, Educational level, Mother's educational level

b. Dependent Variable: SuccessGroup2

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95,0% Confidence Interval for B		Correlations			Collinearity Statistics	
		B	Std. Error	Beta			Lower Bound	Upper Bound	Zero-order	Partial	Part	Tolerance	VIF
1	(Constant)	3,230	,579		5,576	,000	2,073	4,388					
	Gender.	-,267	,232	-,146	-1,149	,255	-,730	,197	-,138	-,141	-,138	,892	1,121
	Age	,003	,010	,040	,295	,769	-,018	,024	,022	,037	,035	,795	1,258

	Educational level	,036	,070	,066	,505	,615	-,105	,176	,073	,063	,061	,843	1,186
	Mother's educational level	-,110	,089	-,174	-1,233	,222	-,289	,068	-,200	-,151	-,148	,722	1,386
	Father's educational level.	-,033	,093	-,051	-,356	,723	-,219	,152	-,129	-,044	-,043	,701	1,426

a. Dependent Variable: SuccessGroup2

Collinearity Diagnostics[a]

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions					
				(Constant)	2. Please indicate your gender.	1. Please indicate your age (in years).	3. Please indicate your educational level.	4. Please indicate your mother's educational level.	5. Please indicate your father's educational level.
1	1	5,665	1,000	,00	,00	,00	,00	,00	,00
	2	,158	5,982	,00	,02	,07	,02	,27	,13
	3	,067	9,219	,00	,06	,02	,18	,43	,45
	4	,053	10,348	,01	,23	,05	,32	,27	,23
	5	,042	11,643	,05	,06	,85	,21	,01	,18
	6	,015	19,396	,93	,62	,01	,26	,02	,01

a. Dependent Variable: SuccessGroup2

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Father's educational level, Age, Gender, Educational level, Mother's educational level[b]	.	Enter

a. Dependent Variable: SuccessGroup2
b. All requested variables entered.

Casewise Diagnostics[a]

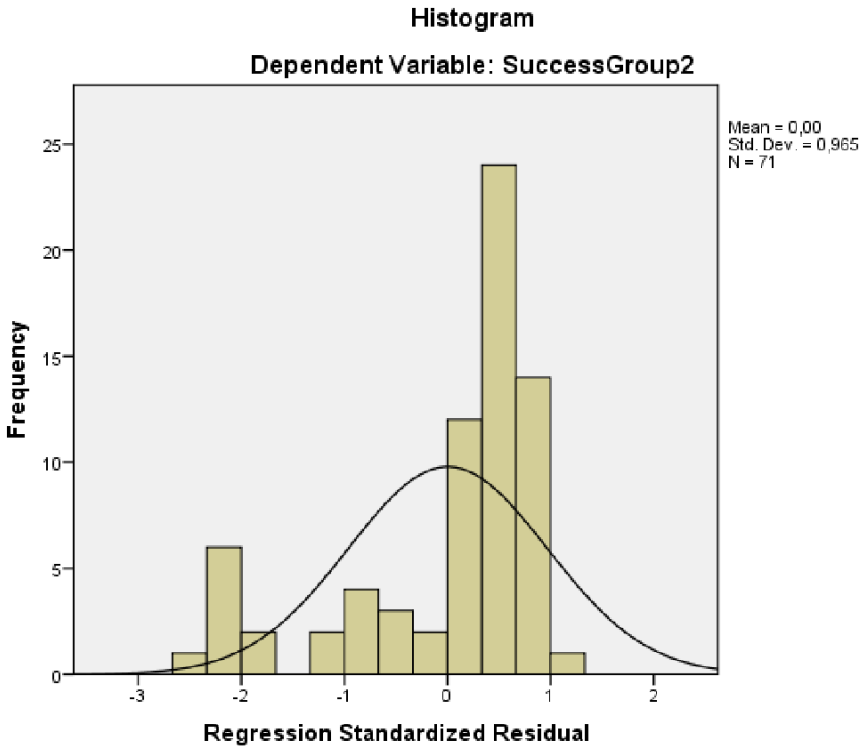
Case Number	Std. Residual	SuccessGroup2	Predicted Value	Residual
64	-2,174	1,00	2,5346	-1,53460
65	-2,105	1,00	2,4860	-1,48604
66	-2,393	1,00	2,6896	-1,68959
67	-2,111	1,00	2,4904	-1,49040
68	-2,120	1,00	2,4968	-1,49681
70	-2,253	1,00	2,5910	-1,59101
71	-2,265	1,00	2,5990	-1,59904

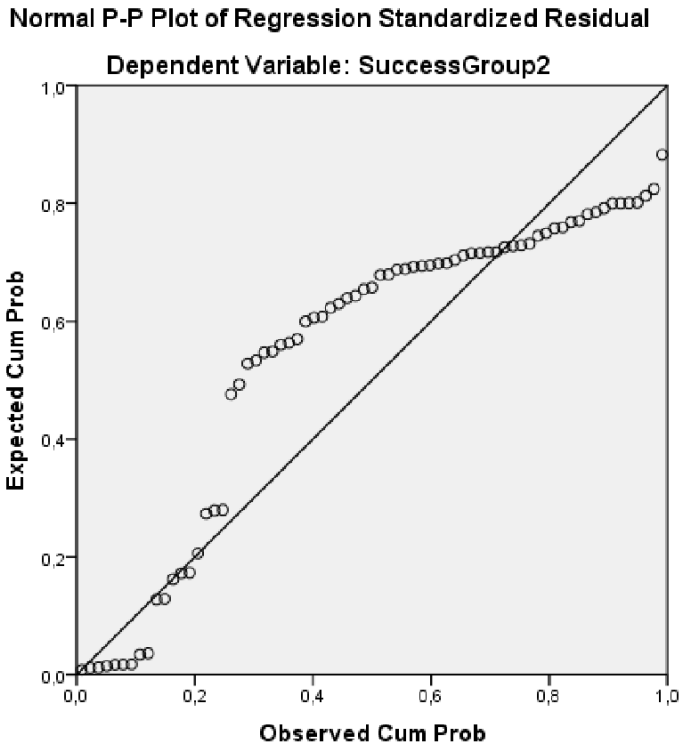
a. Dependent Variable: SuccessGroup2

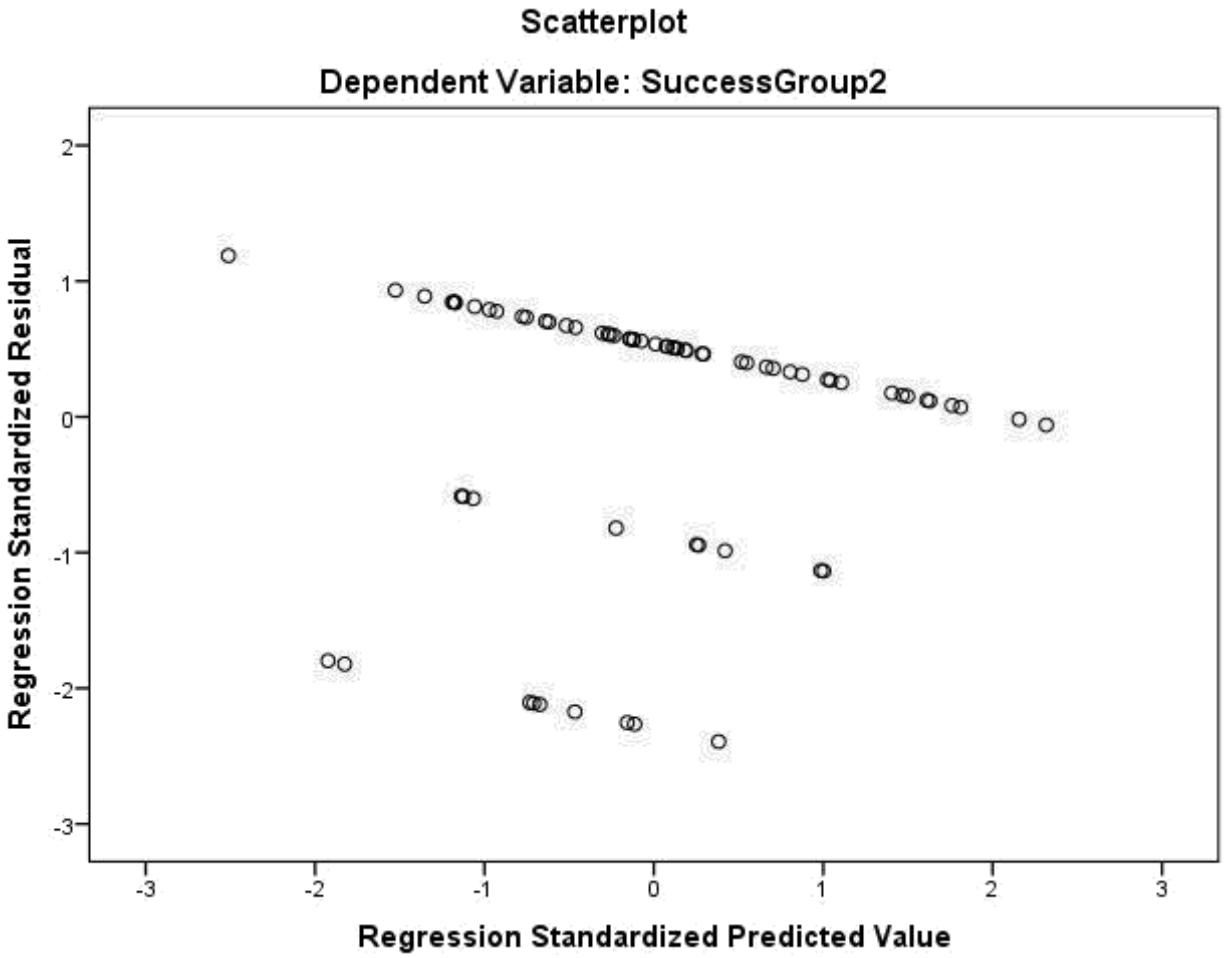
Residuals Statistics[a]

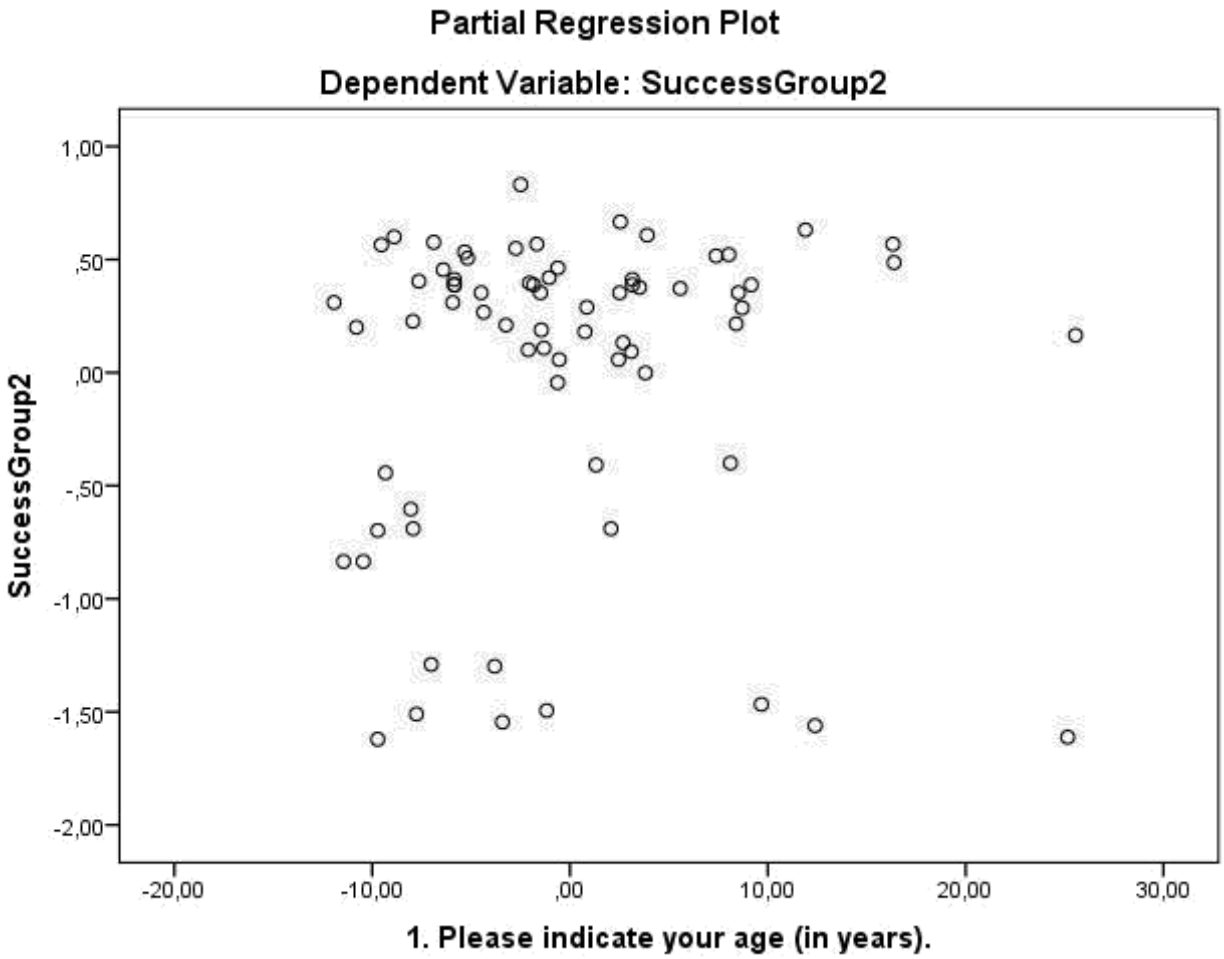
	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	2,1613	3,0424	2,6197	,18248	73
Residual	-1,68959	,83866	,00234	,68103	71
Std. Predicted Value	-2,512	2,317	,000	1,000	73
Std. Residual	-2,393	1,188	,003	,965	71

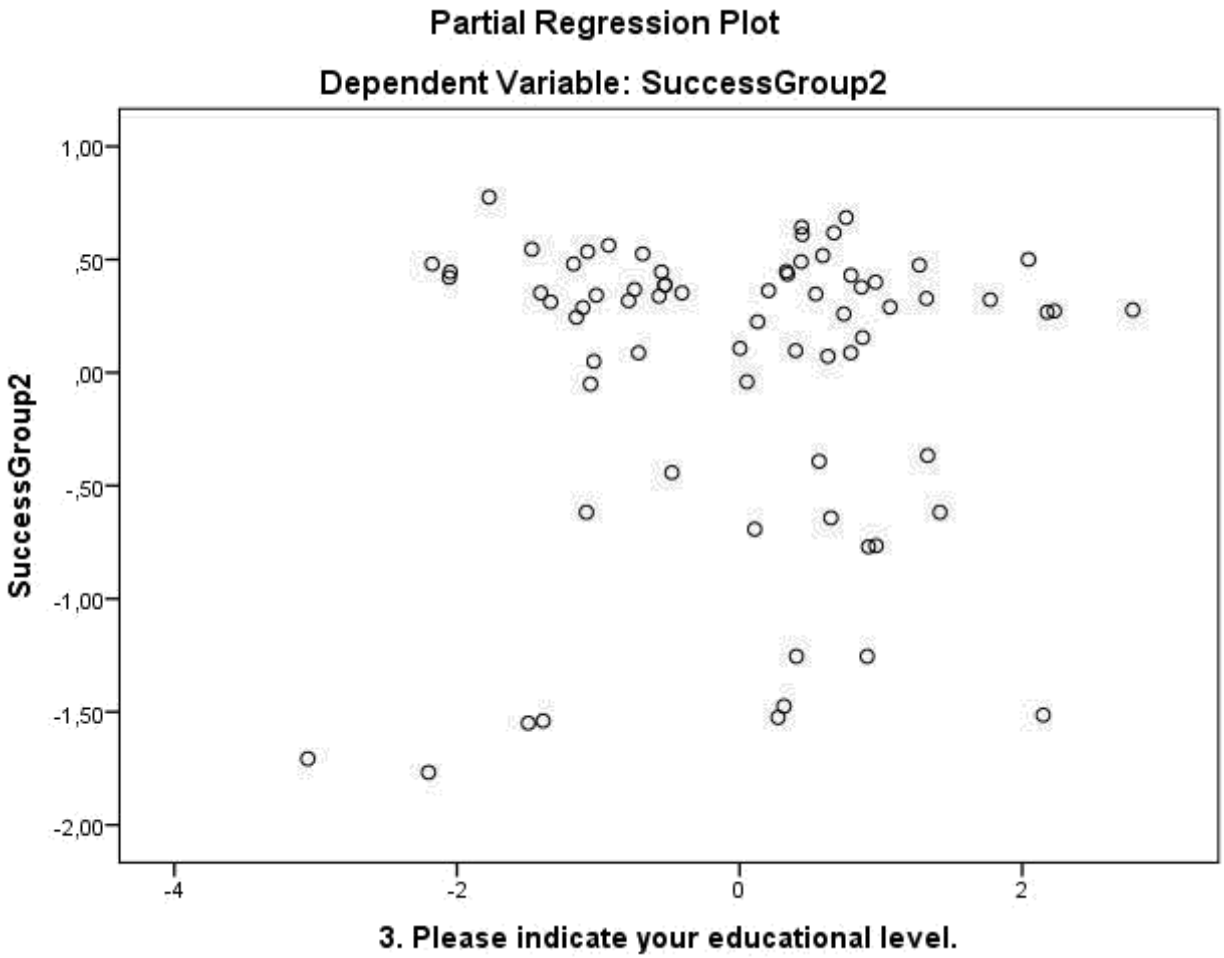
a. Dependent Variable: SuccessGroup2

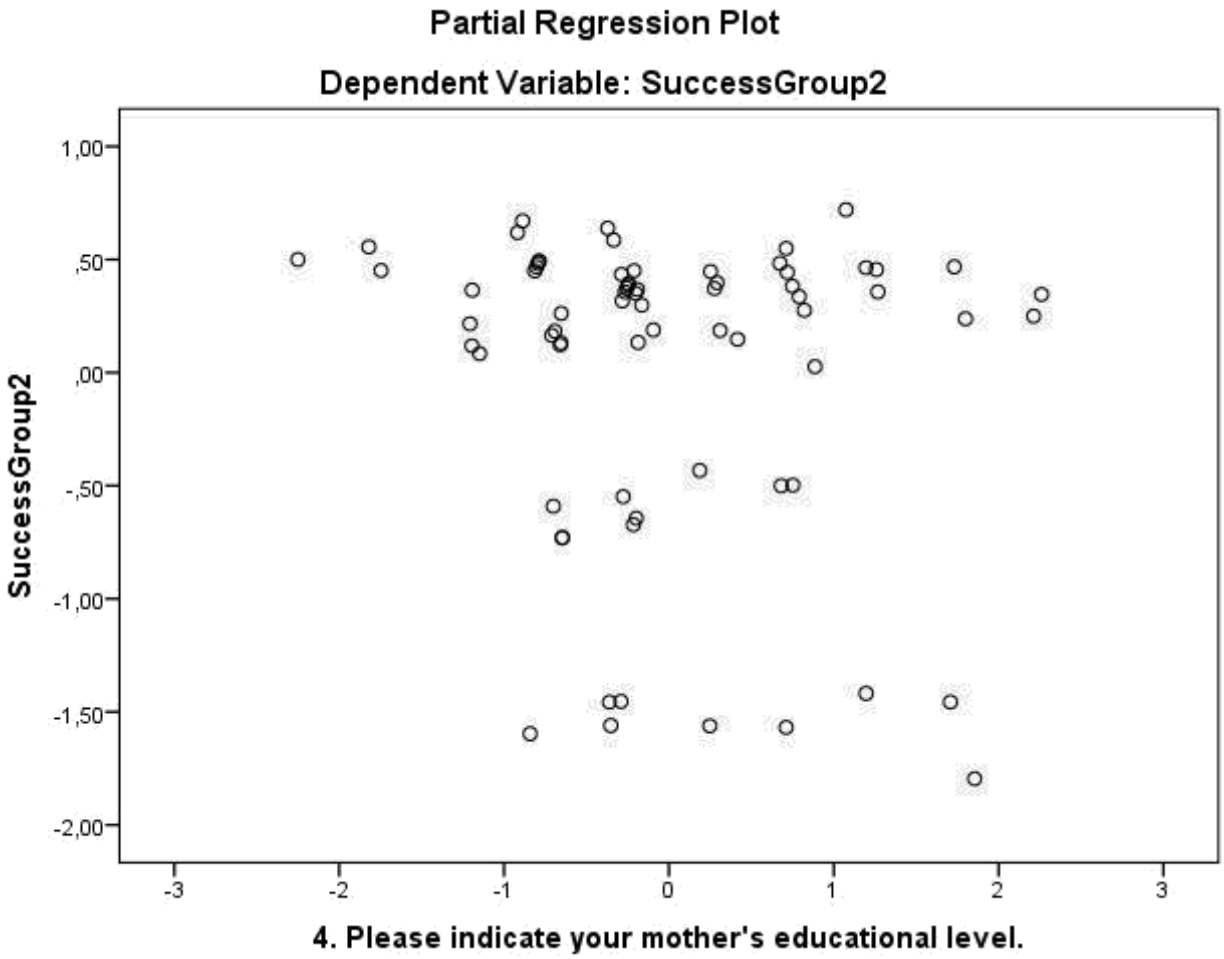

Histogram
Dependent Variable: SuccessGroup2
Mean = 0,00
Std. Dev. = 0,965
N = 71
Frequency
Regression Standardized Residual


Normal P-P Plot of Regression Standardized Residual
Dependent Variable: SuccessGroup2
Expected Cum Prob
Observed Cum Prob


Scatterplot
Dependent Variable: SuccessGroup2
Regression Standardized Residual
Regression Standardized Predicted Value
2
1
0
-1
-2
-3
-3
-2
-1
0
1
2
3


Partial Regression Plot
Dependent Variable: SuccessGroup2
SuccessGroup2
1,00
,50
,00
-,50
-1,00
-1,50
-2,00
-20,00
-10,00
,00
10,00
20,00
30,00
1. Please indicate your age (in years).


Partial Regression Plot
Dependent Variable: SuccessGroup2
SuccessGroup2
1,00
,50
,00
-,50
-1,00
-1,50
-2,00
-4
-2
0
2
3. Please indicate your educational level.


Partial Regression Plot
Dependent Variable: SuccessGroup2
SuccessGroup2
1,00
,50
,00
-,50
-1,00
-1,50
-2,00
-3
-2
-1
0
1
2
3
4. Please indicate your mother's educational level.