

Online job search in the EU: The potential of web 2.0

Professor Helen Margetts and Dr Rebecca Eynon
Oxford Internet Institute (OII)

<http://www.egovbarriers.org>





Overview

- Current status of online job search in the EU
 - Features and available data
- Online job search in the UK
 - Jobcentreplus
- Barriers to online job search
- Potential solutions
 - The use of web 2.0





Online job search in the EU

- One strategy to enhance employment mobility within and across member states
- A high impact, ePublic Service designed around citizens and business needs (i2010 eGovernment action plan)
- One of the 12 citizen services measured in EC eGovernment benchmarking activities
- Pan European services also in operation





Features of online job search

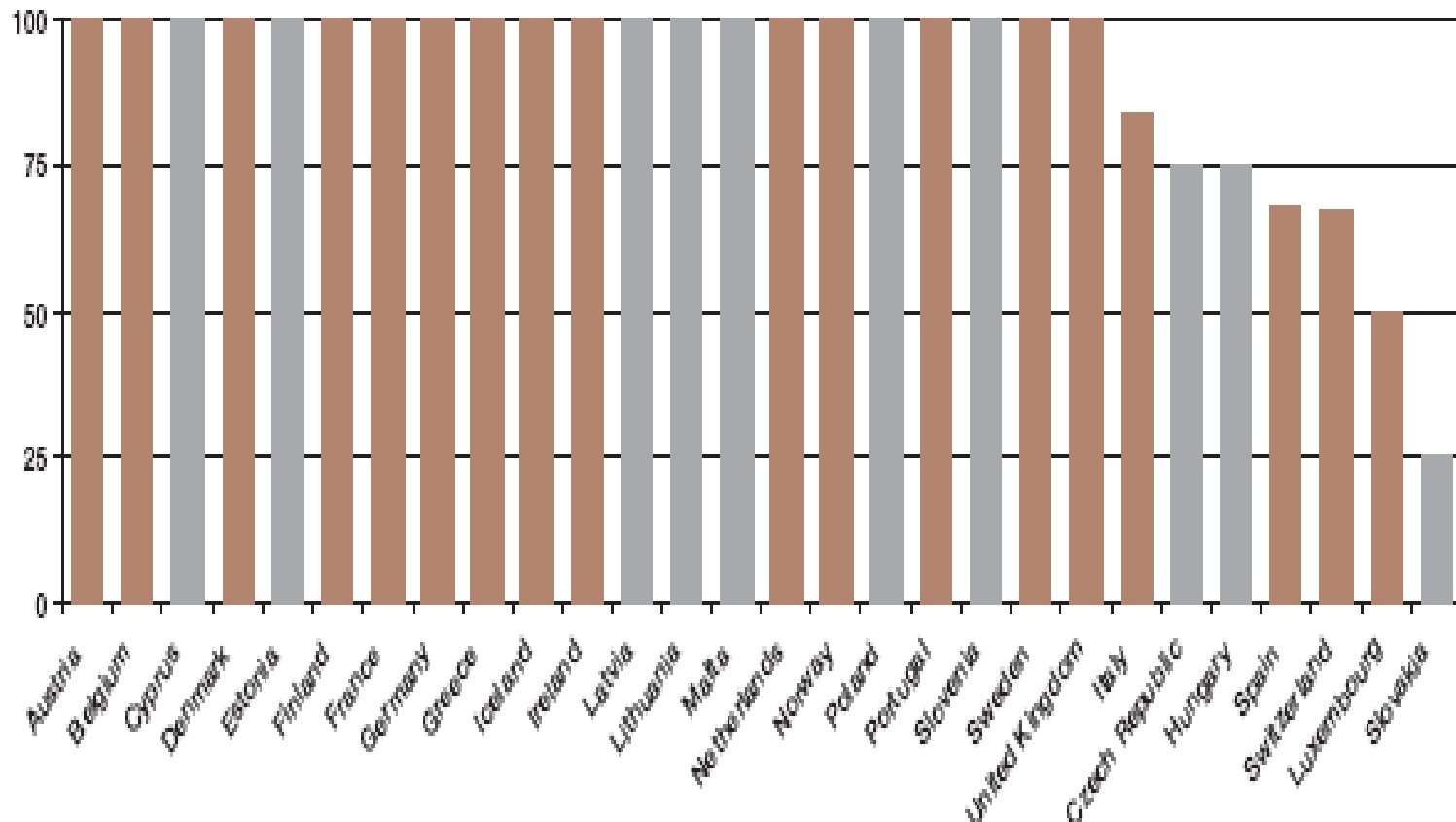
- For job seekers:
 - online searchable database of vacancies, additional guidance, email alerts of jobs, facilities to post CVs to the website, ability to manage job applications, apply for jobs online....
- For employers:
 - facility to publish and / or manage job vacancies, search the CV database, contact with potential applicants
- Typically supported and complemented by job centres and call centres
- Member state and Pan European services operate alongside numerous commercial initiatives





Online Sophistication of job search 2006

Job Search Services



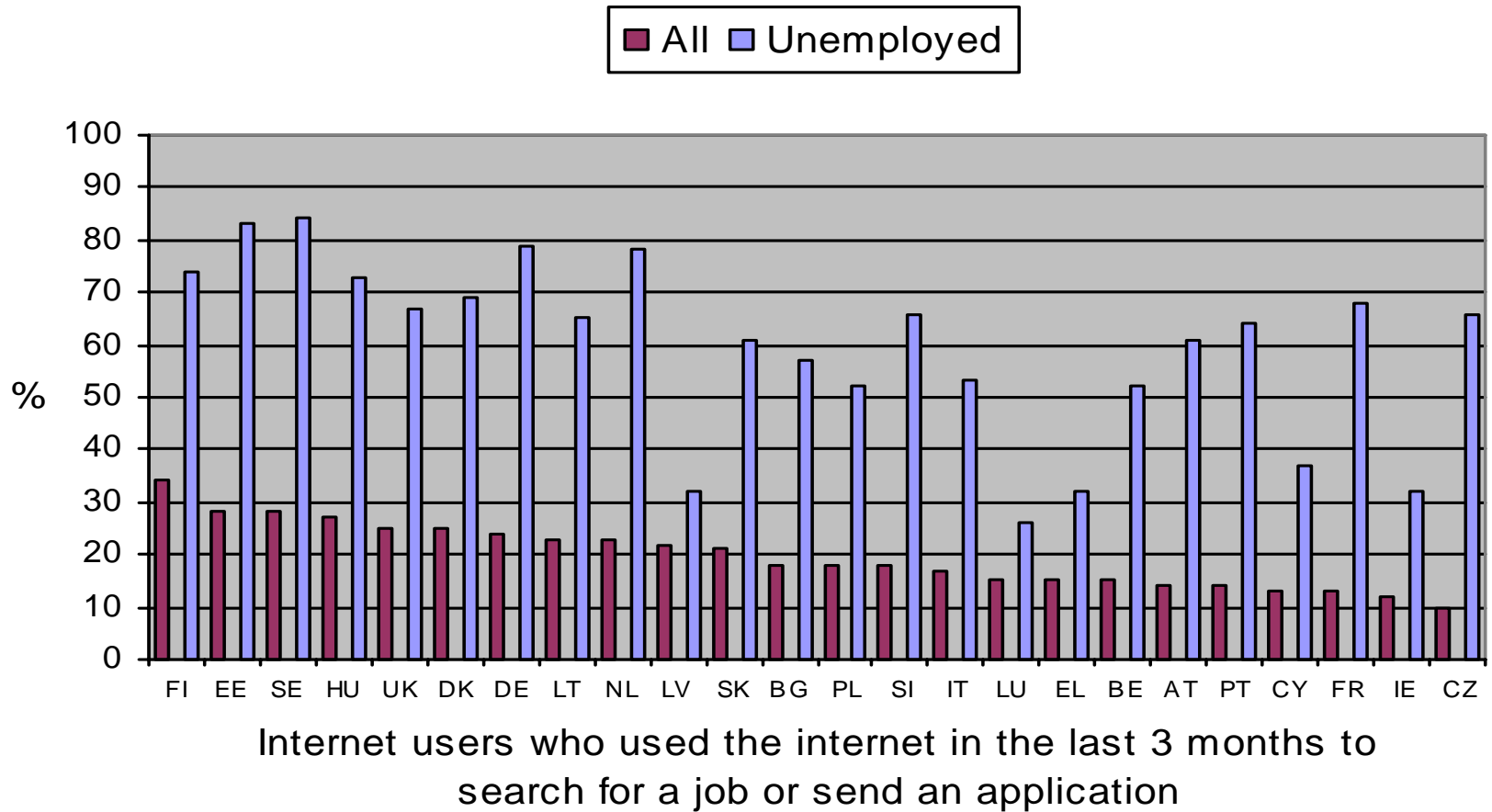
Source: CapGemini (2006): Online availability of public services how is Europe progressing?



Information Society
and Media



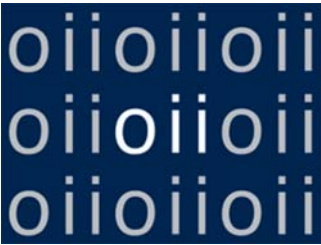
% of internet users who used the internet in the last 3 months to search for a job or send an application



Source: Eurostat (2006): % of internet users who used the internet in the last 3 months to search for a job or send an application



Information Society and Media

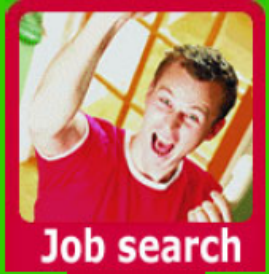


Online job search in the UK: Jobcentre Plus

Part of the Department for Work and Pensions

jobcentreplus

Welcome to Jobcentre Plus



Job search

now! ▶

I've got it, I've got it!
1000s of jobs online

Contact ▶

Jobcentre Plus

Looking for a job? ▶

Help and advice on job hunting and extra support

Want to make a claim? ▶

Help and advice on making a claim for benefit

Need to fill a job? ▶

How we can help meet your recruitment needs

Working with Jobcentre Plus ▶

Information for organisations working with and alongside Jobcentre Plus

News ▶

News
27/02/2007

Better off all round - lone parents reveal lifestyle benefits of being in work

siteplus ▶ HOME

Go to..

- ▶ Customers Home
- ▶ Employers Home
- ▶ Partners Home
- ▶ New Deal
- ▶ Help
- ▶ About Us
- ▶ Site Search
- ▶ Site Map
- ▶ Useful Links

View...

- ▶ Local Events
- ▶ Freedom of Information

Contact...

- ▶ Jobcentre Plus

Cymraeg
Text Only
Disclaimer





Jobcentre Plus 2006

- 4 / 4 online sophistication
- Usage of the internet to search for a job or apply for a job above EU(25) average
- 10 000 vacancies posted online from employers via employer direct per week





But.....

- Job seekers cannot post CVs
- No pictures, networking, audio...
- Major competition from private sector – JC+ get only 13% of the UK market share of employment and training websites (which do have some of these facilities)
 - Jobcentre plus (<http://www.jobcentreplus.gov.uk>) ~ 4 million visits per month
 - Total jobs (<http://www.totaljobs.com/>) ~ 2 million visits per month
 - Monster (<http://www.monster.co.uk>) ~ 3 million visits per month





Online job search: UK user experiments

- You are planning to move to Manchester and are looking to find a job there (as a shop assistant in a supermarket) before you go. Can you find a list of shop assistant positions available in Manchester? Yes / No

Two treatments:

- Open search
- Using UK gov portal direct.gov.uk





Online job search: UK user experiments

	Open search	Direct.gov.uk
Found answer	33 (31 Google 5 .gov.uk)	24
Average number of pages visited	12	11
Average time spent (s)	164	133

So, only 15% of those using open search found jobs on government site





Barriers to eGovernment

1. Poor leadership
2. Financial inhibitors
3. Digital divides and choices
4. Poor co-ordination
5. Workplace and organizational inflexibility
6. Lack of trust
7. Poor technical design

<http://www.egovbarriers.org>





Barriers to online job search

- Major competition from the private sector (Poor co-ordination)
- Public sites tend to be unimaginative and need to innovate (Workplace and organizational inflexibility)
- Costs of providing online search (Financial inhibitors)





Potential solutions

- Co-operation with private sector
- Encouragement from central eGovernment units to innovate
- Use of Web 2.0 applications
 - Characteristics of web 2.0 fits well with aims of online job search
 - “Job 2.0” sites are becoming increasingly prominent





Web 2.0: zubka.com

Zubka. Browse Talk to us Sign

- Home
- What is Zubka?
 - Join now
- Search the job board

Who do you know?

Find jobs for people. Find people for jobs.

On Zubka now Sign in or sign up now to see the full details

Latest jobs	How successful?
Product & Sales Director Your reward: £4,400	
Software Test Engineer Your reward: £2,400	
Senior Chemist Your reward: £1,200	
Media Developer Your reward: £2,400	

Refer Get paid to match people to jobs.
Join Zubka as a Referrer and get paid a substantial financial reward to introduce your friends and colleagues into new jobs. Use the Zubka Job Board to see vacancies posted by Hirers and set up instant alerts to make sure you don't miss any opportunities. [Find out more...](#)

Hire Find personally recommended employees, fast.
Become a Zubka Hirer and Zubka Referrers will personally recommend great prospective employees to you. Post your job vacancies on the Zubka Job Board to quickly find high quality candidates at a fraction of the cost of traditional recruitment. [Find out more...](#)

Invite a contact Invite your friends and colleagues to be Zubka Referrers and for each and every placement they ever make we will give you 5% of the referral fee.

What is Zubka? Find out why Zubka is also good news for Recruitment Agencies and Charities. Read what is being said about us in the press. Share your views on our Blog. For answers to specific questions, browse through our help section.

£498,476

3,813





Web 2.0: jobster.com

The screenshot shows the jobster.com homepage with a yellow and white color scheme. At the top right, there are links for "Jobster home", "Create a profile", "Post a job for free", "Help", and "Sign". The main navigation bar includes "Search Jobs", "Search People", and "Search Companies". Below this are three search input fields: "Job title, keyword, or company name" with a "SEARCH" button, "City, state, or zip" with a "SEARCH" button, and "Name, company, job title, or keyword" with a "SEARCH" button. A fourth field for "Company name or keyword" also has a "SEARCH" button. The central content area features a job listing for "Store Manager" in Santa Rosa, CA, with a "VIEW ABOUT THIS JOB" button. To the right, there's a "Potential Matches" section showing profile thumbnails for Bill Smith and Beth Stevens. Below the job listing is a large banner that says "tag. you're hired!" with the text "Create a profile, tag yourself and get matched to employers" and a "CREATE YOUR PROFILE" button. On the right side, there's a "Sign In" section with fields for "Your email" and "Your password", a "SIGN IN" button, and a "Forgot your password?" link. Below that is a "Job hunting?" section with the text "Get the right job delivered to you!" and a "Create job alerts now" button. At the bottom, there are sections for "Featured profiles" (with a grid of profile pictures and names: Roland, Christina, William, Michelle, Melissa, Valter, Sara, Arnelson) and "Featured videos" (with a "BUSINESS 2.0" video thumbnail). The footer contains copyright information for 2007 Jobster, Inc. and a "TRUSTe" logo.





The potential of web 2.0 for online job search

- Web 2.0 applications are in in general absent from Government – a major cause of public sector falling behind the private sector
- Online job search is an excellent case study for barriers and solutions to eGovernment more generally because it is their “best chance”.

