

Appendix B

Survey for Job Seekers

Dear User,

This questionnaire was designed to answer easily and it will take 5–10 minutes to be filled in. In fact most of the questions can be answered simply by ticking the boxes. Of course, all information provided will be used only for the purpose of our research and will remain confidential. In respect of your privacy, personal information is not necessary.

We are on hand for further explanations. Thank you to support our job

1. How old are you?

Mark only one oval.

18–24

25–34

35–54

>55

2. What is your gender?

Mark only one oval.

M

F

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

Mark only one oval.

Student

Degree

PHD

4. What country are you citizen of?

Mark only one oval.

- USA
- Europe

5. What are the social networks that you often use?

Tick all that apply.

- Facebook
- MySpace
- Twitter
- LinkedIn
- Google +

6. Have you added all the information on your profile with accuracy?

Mark only one oval per row.

	Not Important	Low	Moderate	High	Very high
Personal data	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Educational level	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Personal informations	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Job skills	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Hobbies	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

7. Have you ever used Facebook for job searching?

Mark only one oval.

	1	2	3	4	5	
Never	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Very Frequently

8. What are the social networks that you have used?

Tick all that apply.

- Facebook
- LinkedIn
- Twitter
- Google +
- MySpace

9. Have you ever thought to change your job?

Mark only one oval.

- Yes
- No

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

Mark only one oval.

- Yes
- No

11. Which kind of recruitment systems have you used?

Tick all that apply.

- Traditional recruitment
- On-line recruitment
- Social Media Recruitment

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

Se negativa saltare la domanda successiva
Mark only one oval.

- Yes
- No

13. How much can they help you?

Mark only one oval per row.

Very Poor	Poor	Acceptable	Good	Excellent
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

14. Would you be disposed to only use social networks to search for job opportunities?

Mark only one oval.

- Yes
- No

15. Give reasons for your answer

.....

16. In your opinion, which Social Network is able to satisfy your research?

Mark only one oval per row.

Facebook	LinkedIn	Google +	Twitter	MySpace	Other
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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

Mark only one oval.

Yes
 No

18. Is information redundant?

Mark only one oval.

Yes
 No

19. Is the position of the elements clear?

Mark only one oval.

Yes
 No

20. Is the upload of links or videos fast?

Mark only one oval.

Yes
 No

21. How long does it take in seconds?

Mark only one oval.

0.1–0.5 seconds
 0.6–1 seconds
 1.1–10 seconds

22. Have you found the information?

Mark only one oval.

Yes
 No

23. How long does it take in minutes?

Mark only one oval.

	1	2	3	4	5	
16–20 minutes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	0–4 minutes

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

Mark only one oval per row.

	Yes	No
Spontaneous Application	<input type="radio"/>	<input type="radio"/>
CV	<input type="radio"/>	<input type="radio"/>
Covering letter	<input type="radio"/>	<input type="radio"/>
email confirm	<input type="radio"/>	<input type="radio"/>
Directly interview	<input type="radio"/>	<input type="radio"/>
Interview via Skipe	<input type="radio"/>	<input type="radio"/>
Contact us	<input type="radio"/>	<input type="radio"/>

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

Mark only one oval per row.

	Yes	No
Location	<input type="radio"/>	<input type="radio"/>
General condition	<input type="radio"/>	<input type="radio"/>
Description	<input type="radio"/>	<input type="radio"/>
Application form	<input type="radio"/>	<input type="radio"/>

26. Do you positively evaluate the presence of these elements of Identity in the web page of each firm?

Mark only one oval per row.

	Yes	No
Mission description	<input type="radio"/>	<input type="radio"/>
Video presentation	<input type="radio"/>	<input type="radio"/>
Thematic policy	<input type="radio"/>	<input type="radio"/>
Worker Identity	<input type="radio"/>	<input type="radio"/>
Storytelling	<input type="radio"/>	<input type="radio"/>

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

Mark only one oval per row.

	Yes	No
Career opportunities	<input type="radio"/>	<input type="radio"/>
Events	<input type="radio"/>	<input type="radio"/>
Mission	<input type="radio"/>	<input type="radio"/>
Storytelling	<input type="radio"/>	<input type="radio"/>
Report	<input type="radio"/>	<input type="radio"/>

28. Do you positively evaluate the presence of these values in each web site of each firms?

Mark only one oval per row.

	Very poor	Poor	Goog	Excellent	Average
Team	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Career	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Salary	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sincerity	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Dynamic work place	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Skills	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Culture	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Growth	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

29. Do you think that they reflect your values? (Please indicate at least three)

Mark only one oval per row.

	Yes	No
Team	<input type="radio"/>	<input type="radio"/>
Career	<input type="radio"/>	<input type="radio"/>
Salary	<input type="radio"/>	<input type="radio"/>
Sincerity	<input type="radio"/>	<input type="radio"/>
Dynamic work place	<input type="radio"/>	<input type="radio"/>
Skills	<input type="radio"/>	<input type="radio"/>
Culture	<input type="radio"/>	<input type="radio"/>
Growth	<input type="radio"/>	<input type="radio"/>

30. Would you work in this company?

Mark only one oval.

- Yes
- No