How the internet changed career
the skills we need to survive in the wired world

Tristram Hooley

www.derby.ac.uk/icegs
Three changes

- The internet offers new opportunities to give and receive career support.
- The internet changes the context within which career is enacted.
- This new context requires new skills for effective career management.
Careering through the web

Hooley, Hutchinson & Watts (2010) made a number of recommendations.

Increasingly I think that the most important was…

Government and careers professionals should be “supporting the growth of an educated consumer” by “supporting the growth of digital literacy to support career management”.

www.derby.ac.uk/icegs
PARIS BROWN’S TWITTER BOASTS

On drugs:
■ I really wanna make a batch of hash brownies.

On drink:
■ im either really fun, friendly and inclusive when Im drunk or im an anti social, racist, sexist, embarrassing *****. Often its the latter.
■ I am getting so drunk this Saturday, so so painfully and oh so unattractively drunk.
■ Been drinking since half 1 and riding baby walkers down the hall at work oh my god I have the best job ever haha!!

On sex:
■ Right either there are owls outside my house or my neighbours don’t know how to **** quietly.
■ Worst part about being single is coming home from party/night out horny as **** and having to sleep alone.

On violence:
■ I don’t condone violence but Im so pleased that my brother thumped the fat little **** that gave his tiny little friend a black eye.
Parents call for Leicester head teacher to go

By Fiona Dryden

Parents of pupils at a primary school have joined staff in calling for its head teacher to resign following claims of poor leadership.

Employees at Uplands Junior, in Highfields, have called on education bosses to request the resignation of principal Tim Luckock and chairman of governors Abid Matak due to an "irretrievable breakdown in the relationship with staff".
Dear Lisa Rudgers

dear lisa rudgers, please press play.

http://www.dearlisarudgers.com/

Lyndsay Blackwell
The 7 C’s of digital career literacy

- Curating
- Collecting
- Creating
- Critiquing
- Communicating
- Connecting
- Changing
1. Changing

shifthappens

KEEP CALM AND KEEP LEARNING
2. Collecting

Google Advanced Search

Find pages with...
- all these words: career
- this exact word or phrase: 
- any of these words: 
- none of these words: 
- numbers ranging from: to 

Then narrow your results by...
- language: any language
- region: any region
- last update: anytime

To do this in the search box:
- Type the important words: tri-colour rat terrier
- Put exact words in quotes: "rat terrier"
- Type OR between all the words you want: miniature OR standard
- Put a minus sign just before words that you don't want: -rodent, "Jack Russell"
- Put two full stops between the numbers and add a unit of measurement: 10..25 kg, £250..£500, 2010..2011

www.derby.ac.uk/icegs
3. Critiquing
What You Wish You’d Known Before Your Job Interview

Common nonverbal mistakes made at a job interview
From a survey of 2000 bosses

- 33% claimed that they know within the first 90 seconds of an interview whether they will hire someone

The average length of an interview is approximately 40 minutes

- 21% Playing with hair or touching face
- 47% Having little or no knowledge of the company is the most common mistake job seekers make during interviews
- 67% Failure to make eye contact
- 38% Lack of smile
- 33% Bad posture
- 21% Crossing arms over their chest
- 9% Using too many hand gestures
- 26% Handshake that is too weak
- 33% Fidgeting too much

Statistics show that when meeting new people the impact is:

- 7% From what we actually say
- 38% The quality of our voice grammar and overall confidence
- 55% The way we dress, act and walk through the door

Clothes

- Bright colors are a turnoff
- 70% Employers claim they don’t want applicants to be fashionable or trendy
- 65% Of bosses said clothes could be the deciding factor between two similar candidates

Top Ten Most common mistakes made at a job interview

1. Being late
2. Not preparing
3. Over-explaining why you lost your last job
4. Not being specific
5. Showing up without researching the company
6. Being too casual
7. Not dressing for the job
8. Being too aggressive
9. Not being prepared for the interview
10. Not being confident

Most common tips about interviewing

1. Practice your answers
2. Review your qualifications for the job
3. Have a specific job in mind
4. Learn about the organization
5. Be yourself
6. Be positive
7. Be prepared
8. Be confident
9. Be polite
10. Be on time

www.derby.ac.uk/icegs
4. Connecting
Dear Sir
I would like to apply for the advertised job.

I believe that I have the necessary skills required for the post and that I would be a great addition to your team.

Yours faithfully
Tristram Hooley
6. Creating

ADVENTURES IN CAREER DEVELOPMENT
Thoughts about career and other stuff from Tristram Hooley

ARCHIVE FOR JULY, 2009

Why am I setting up a blog

Posted: July 14, 2009 in Uncategorized
Tags: blog

I’m not completely sure yet to be honest. I’m just experimenting with the whole thing. But I guess I’m starting to find Twitter a bit restrictive at times. Sometimes I’ve got more than 140 characters to say. So I’ll set this up and see if I can keep the whole thing going.

Previous attempts at blogging have run out of steam pretty quickly. What am I going to write about? It will be worky things — career development, research, policy maybe even a bit of theory and politics. I might try and comment on books I read and that sort of thing.
7. Curating

Dr Tristram Hooley, Reader in Career Development and Head of...
www.derby.ac.uk › ... › International Centre for Guidance Studies
Apr 1, 2008 – Tristram Hooley is Reader in Career Development and Head of iCeGS. He is responsible for overseeing the development of the research and...
You've visited this page many times. Last visit: 05/02/13

Tristram Hooley (pigironjoe) on Twitter
https://twitter.com/pigironjoe
The latest from Tristram Hooley (@pigironjoe). Reader in Career Development and Head of iCeGS at the University of Derby. Leicester, UK (usually)

Adventures in Career Development | Thoughts about career and...
adventuresincareerdevelopment.wordpress.com/
5 days ago – Thoughts about career and other stuff from Tristram Hooley (by Tristram Hooley) ... Tristram: So how long have you been involved in careers?
You've visited this page 2 times. Last visit: 07/05/13

Tristram Hooley - United Kingdom | LinkedIn
uk.linkedin.com/in/tristramhooley
Leicester, United Kingdom - Head of iCeGS at University of Derby
View Tristram Hooley's (United Kingdom) professional profile on LinkedIn. LinkedIn is the world's largest business network, helping professionals like Tristram...
In conclusion

- Managing a career requires some skills, attributes and knowledge.
- Some of this is the same online as it was before the internet existed (but reframed by the new environment).
- Some of it is almost entirely new.
- The 7 C’s provides a framework that career professionals can use to work with clients.
For more of my thoughts on this...


www.derby.ac.uk/icegs
Tristram Hooley

Reader in Career Development
International Centre for Guidance Studies
University of Derby
http://www.derby.ac.uk/icegs
t.hooley@derby.ac.uk
@pigironjoe

Blog at
http://adventuresincareerdevelopment.wordpress.com