

# How the internet changed career

*the skills we need to survive in the wired world*



# 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”.

## 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



 Leicester Mercury  Follow

Monday, May 06, 2013

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 Luckcock and chairman of governors Abid Matak due to an "irretrievable breakdown in the relationship with staff".



# Dear Lisa Rudgers

send your own letter to lisa  
@dearlisarudgers!

Like 276 Tweet 935 +1 127

**dear  
lisa  
rudgers, please press play.**

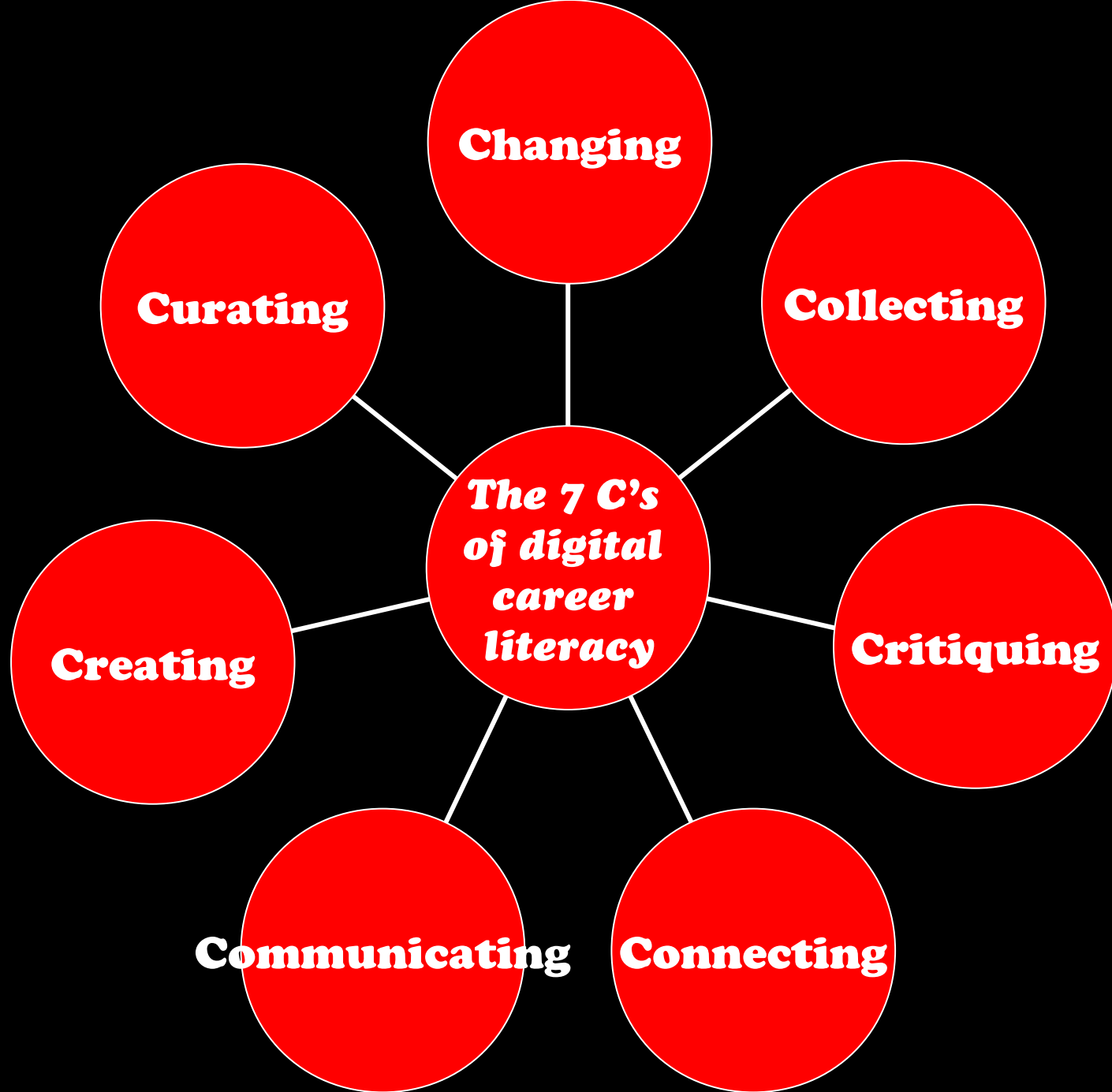


DEAR LISA WHY I WANT THIS WHY YOU WANT ME GOOGLE ME GET IN TOUCH WITH ME WHAT IS THIS THE END

<http://www.dearlisarudgers.com/>

Lyndsay Blackwell



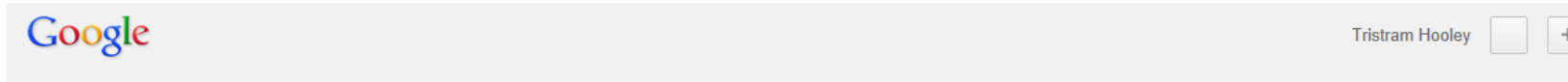


# 1. Changing





# 2. Collecting



## Advanced Search

Find pages with...

all these words:

this exact word or phrase:

any of these words:

none of these words:

numbers ranging from:

to

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..35 kg, £300..£500, 2010..2011

Then narrow your results by...

language:

Find pages in the language that you select.

region:

Find pages published in a particular region.

last update:

Find pages updated within the time that you specify.

# 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

- 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

## Top Ten Most common mistakes made at a job interview

**10** Over-Explaining Why You Lost Your Last Job

In 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

## 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 claiming they don't want applicants to be fashionable or trendy.
- 65%** — Of bosses said clothes could be the deciding factor between two similar candidates.

## Most common tips about interviewing

- 4** Learn about the organization
- 3** Have a specific job in mind
- 2** Review your qualifications for the job

# 4. Connecting



## 5. Communicating

dEr Sir I wud llk 2  
apply 4 d advRtized  
job. I BIEv dat I hav d  
neceSrE skills  
required 4 d post &  
dat I wud b a gr8  
aDitN 2 yor team. urs  
faithfullyTristram  
Hooley

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

stay updated via rss 

### ARCHIVE FOR JULY, 2009

→ **Why am I setting up a blog** 1

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.

**search this site** →

#### TOP POSTS & PAGES

- Heather Jackson and Tony Watts resign from the National Careers Council
- Links
- My speech to the Spectator's Skilling Britain Conference
- Research Seminar on equality and diversity, vocabulary and career
- Career practitioners' conceptions of social media in career services

# 7. Curating

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[Dr Tristram Hooley, Reader in Career Development and Head of ...](#)

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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 ...

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[Tristram Hooley \(pigionjoe\) on Twitter](#)

<https://twitter.com/pigionjoe> ▾

The latest from **Tristram Hooley** (@pigionjoe). Reader in Career Development and Head of iCeGS at the University of Derby. Leicester, UK (usually)

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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...

- Hooley, T. (2012).  
*How the internet changed career: framing the relationship between career development and technology. Journal of the National Institute for Career Education and Counselling (NICEC). 29.*
- Longridge, D. & Hooley, T. (2012).  
*An experiment in blended career development: The University of Derby's social media experiment. Journal of the National Institute for Career Education and Counselling. 29.*
- Hooley, T. (2011).  
*Careers work in the blogosphere: Can careers blogging widen access to career support? In: Barham, L. & Irving, B.A. (eds) Constructing the Future: Diversity, Inclusion and Social Justice. Stourbridge: Institute of Career Guidance.*
- Hooley, T., Hutchinson, J. & Watts, A. G. (2010).  
*Enhancing Choice? The Role of Technology in the Career Support Market. London: UKCES.*
- Hooley, T., Hutchinson, J. & Watts, A.G. (2010).  
*Careering Through The Web. The Potential of Web 2.0 and 3.0 Technology for Career Development. London: UKCES.*

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