Mein Ruf im Netz - Auswirkungen auf die berufliche Zukunft

Engl. transl.: My reputation on the net - effects on the professional future

# Keywords

* adolescents
* young adults
* career starters
* human resources manager

# Details

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## Authors

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Report and working paper

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## Topics

* Literacy and skills
* Content-related issues
* Risks and harms
* Digital and socio-cultural environment

## Sample

299 human resources manager of Austrian companies

## Implications For Educators About

Digital citizenship

## Implications For Policy Makers About

Stepping up awareness and empowerment

## Implications For Stakeholders About

Other

## Other Stakeholder Implication

Career starters

# Abstract

Adolescents and young adults might be called "digital natives" (Jungwirth, 2014, online). They are using online services for various purposes, but also to present themselves. However, not only friends or peer may see these profiles and information, but also HR manager of future employers or training companies. Young people should know about this, and they should know, where these professionals gather their information, which type of information is relevant to them, and what pitfalls should be avoided.

# Outcome

47% of the researched HR manager use the internet to carry out a research on their applicants. To do so ist more common in communications and IT, but also in the field of service, banking, finance and insurance. The importance of online self-presentation was growing in the last years, and it will continually grow in the next years. HR manager make mostly use of search engines, social networks and business networks. If the can not find an applicant or any information about him/her, this is perceived as positive in most cases, only 17% name this as negative. In 29% of the cases, the online research has an influence on the application process (38% positive, 12% negative). Most problematic aspects: wrong information (89%), discriminatory comments (87%), portrayal of alcohol and drug abuse (84%), statements of radical political beliefs (84%), and many spelling and grammatical errors (79%). (Summary and translation by the coder)