

Annex 2: Interview guide for recruitment offices

Interview guide: recruitment offices

Personal information

What is your name? What is the name of the company you work for? What is your function? How long have you been working there?

Company information

What are the main activities of your company? How many people work there? Do you have offices abroad?

Recruitment methods

Could you explain the usual recruitment process you use? (Job description, profile definition, recruitment means, selection, hiring decision)

Does it differ according to the profiles you need? What recruitment tools do you use in your daily business?

Social media:

How do you use social media exactly? Which social media do you use? What are their advantages and disadvantages?

How is the applicant pool influenced by the use of social media?

Do you have a formal or informal policy about using websites for applicant screening?

What are the possible types of discrimination that occur when using these social networking sites?

Do you think these social networking sites allow a better definition of the person-job fit or the person-organization fit and why?

For what kind of profiles do you consider social media are the best suited?

If candidates have no online profiles, what do you think about them?

What do you think if people set their online profiles as private?

How do you use LinkedIn? Do you use it to screen candidates? Do you have a company page? How do you use it?

Do you use the "search by ideal candidate" option of LinkedIn for profile definition?

Do the connections of the candidates on this networking site influence your choice?

How do you use Facebook? Do you use it to screen candidates? Do you have a company page? How do you use it?

How do you use Twitter? Do you use it to screen candidates? Do you have a company page? How do you use it?

Do you use blogs to post some ads or during the recruitment campaign to diffuse information about your company? Do you screen applicant blogs and why?

Do you use wikis? What for? (A wiki is a type of Web site that allows authors to collaborate on the information provided on the site; generally, if visitors register, they can easily edit or change the information on the site)

Do you sometimes use gamification? Why and what for? Web-scraping?

How does the consideration of different job boards occur? Do you use a talent acquisition suite or an applicant tracking system? What use do you do of recruiting metrics? Is there an automated pre-screening tool inside the program? Do you think it works well?

Do you use data analytics? Considering that data analytics is “the science of examining raw data with the purpose of drawing conclusions about that information”. For a long have you been using it?

Predictive analytics “that uses historical data in order to build an analytical model which allows determining the future value of a target measure” or descriptive analytics “which aims at summarizing a situation”.

In which parts of your work do you use data analytics and how?

- Your own market definition
- Your client’s market definition
- Profile definition for a specific position
- Creation of resumes for non-job seeking workers
- Pre-screening of resumes
- Other

What are your sources of data?

- Social media
- Data from governmental organizations
- Data from local communities
- Data given by the individuals themselves
- Other
- Could you consider using MOOC platforms information therefore?

Do you sometimes receive some complaints about the sources you use? (from the candidates or the client organization)

What advantages did data analytics bring to your company? What are the biggest changes encountered in using it? Are your clients aware of it?

Considering that big data is often characterized by a huge volume of information, made of a variety of data types and generated at high speed. Do you consider you use « big data » in these “data analytics”? For how long have you been using big data? Do you consider you will soon use big data?