Online Appendix A

Today we would like to talk to you about how you would go about finding a job. Specifically, we would like you to think about your ideal job when you graduate from college. This focus group should last about 1 hour. Though I have a few questions I'd like to ask, you can talk about anything you want today. At times I will encourage those who haven't talked much to speak up or encourage the group to respond to claims that you make. I'm not trying to emphasize one person's point or create an argument; my goal is to facilitate a conversation. In my view, there is no right or wrong way to find a job. I just want to hear how you think about the process.

You will not need your phone or laptop at all during this focus group, so you can just relax and be distraction-free.

Please take a moment to look over this consent form. Your signature assures your confidentiality. In other words, you will not be identified by name outside of this room. (2-3 minutes) Do you have any questions before we get started?

Please state your name, major and year

Are you looking for a job/internship right now?

General source use:

1) First, let's establish what kind of job you're looking for when you graduate. Tell me about what type of job you're expecting to get.

-What makes this type of job appealing?
-What benefits does it include?
-What industry are you searching within?

2) How do you plan to find this post-graduate job?

-Who would you ask about job information?
-How would you contact them? Phone calls, emails, social media, etc.?
-What technology, apps, or websites would you use to find a job?
-Any other people or technologies you think you would use to find a job?
-How long do you think it will take you to find and secure this job? (weeks, months, etc.)
-How much time do you expect to spend job searching?

3) What kinds of barriers stand in the way of you obtaining a job?

-What would be discouraging about finding a job?
-What makes it hard to get a job?
-Why would some other candidates be considered instead of you?
-Are connections to others or particular resources more important?

4) How do you plan to combat some of these potential barriers?

5) What kinds of skills or resources would make finding a job easier for you?

-What technology could help you?
-What social connections could help you?
-Are there other tools or resources that could help you find a better job?
-What haven't we talked about when it comes to searching for a job?

6) How confident do you feel about obtaining a job after graduation?

7) What are some of the goals you have related to finding a job after graduation?

Let's switch gears. How many of you know about company review websites like Indeed.com and Glassdoor.com?

These websites offer reviews of companies based on user-submitted feedback, or as Glassdoor calls it: "employee-generated" content. These sites also offer information about salaries (provided anonymously) and potential interview questions. You can find information on employee benefits and company culture, and you can read reviews from current and past employees.

8) How do these sites fit in to your job hunt?

9) Do you think you'd use websites like this or are there other people or media sources you might turn to? Company web pages, Facebook pages, friends, Reddit, acquaintances, etc.?

10) Have you considered online company reviews as part of your decision-making process during a job hunt?

11) Have you ever left a review on one of these sites?

12) Imagine you're looking for a better job and decide to use one of the "organizational review" websites. What kind of information would be important?

Probing: Do the reviews complain about layoffs, cuts in PTO, or recent changes in management? How would those reviews influence your conversation with recruiters and interviewers?

13) How much do you trust the information you read on sites like this? Why or why not?
-Do you think these reviews are genuine? Honest? Realistic?

14) Online reviews can be a useful resource, but they're just one tool in your kit when it comes to evaluating a potential employer. What other resources would you use to check the information gained from online company reviews? And why?

15) How many of you follow companies you want to work for on social media sites?
-What sites?
-Why do you follow?
-What do you like about following?
-Would you unfollow if you didn't get a job there?

16) How much do you look up current employees on social media when job searching? Why?

17) How much do you expect employers to look you (a potential applicant) up online?

18) Are there any other thoughts or feelings about finding a better job or using websites to look at an organization you'd like to share?

Probing questions or follow-up questions: Anything at all you would like to add? What should I have asked you that I did not think to ask?