

	Unsuccessful interviewees	Successful interviewees
Statements about knowledge	Had only vague ideas of what they wanted to do; changed "ideal job" up to six times during the interview.	Specific and consistent about the position they wanted; were able to tell why they wanted to position.
Use of company name	Rarely used the company name.	Referred to the company by name four times as often as unsuccessful interviewees.
Knowledge about company and position	Made it clear that they were using the interview to learn about the company and what it offered.	Make it clear that they had researched the company; referred to specific brochures, journals, or people who had given them the information.
Level of interest, enthusiasm	Responded neutrally to interviewer's statements: "OK," "I see." Indicated reservation about company or location.	Nonverbally and verbally expressed approval of information provided by the interviewer: "That's great!" Explicitly indicated desire to work for this particular company.
Picking up on interviewer's cues	Gave vague or negative answers even when a positive response was clearly desired: "How are your math skills?"	Answered positively and confidently and backed up the claim with a specific example of "math skill," "toughness" or whatever.
Use of industry terms and technical jargon	Used almost no technical jargon.	Used technical jargon.
Use of specifics in answers	Gave short answers — 10 words or less, sometimes only one word; did not elaborate. Gave general responses: "fairly well."	Supported claims with specific personal experiences, comparisons, statistics, statements made by teachers and employers.
Questions asked by interviewee	Asked few questions. Questions tended to be very general.	Asked specific questions based on knowledge of the industry and company. Personalized questions: "What would my duties be?"
Control of time and topics	Interviewee talked 37% of the interview time; initiated 36% of the comments.	Interviewee talked 55% of the time; initiated subjects 56% of the time