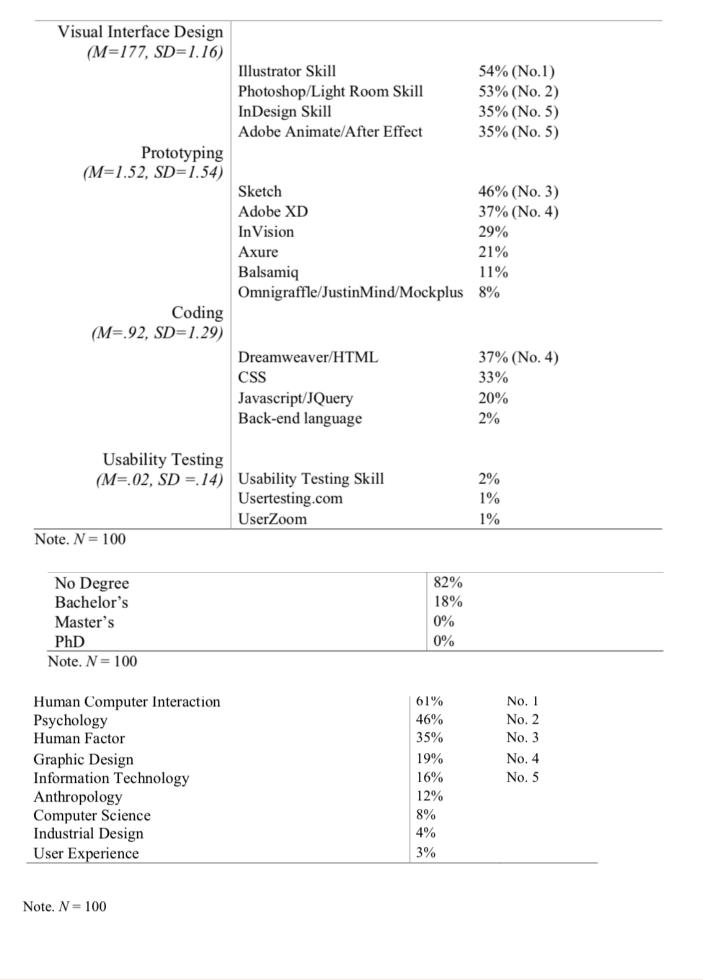
USER EXPERIENCE (UX) MATTERS:

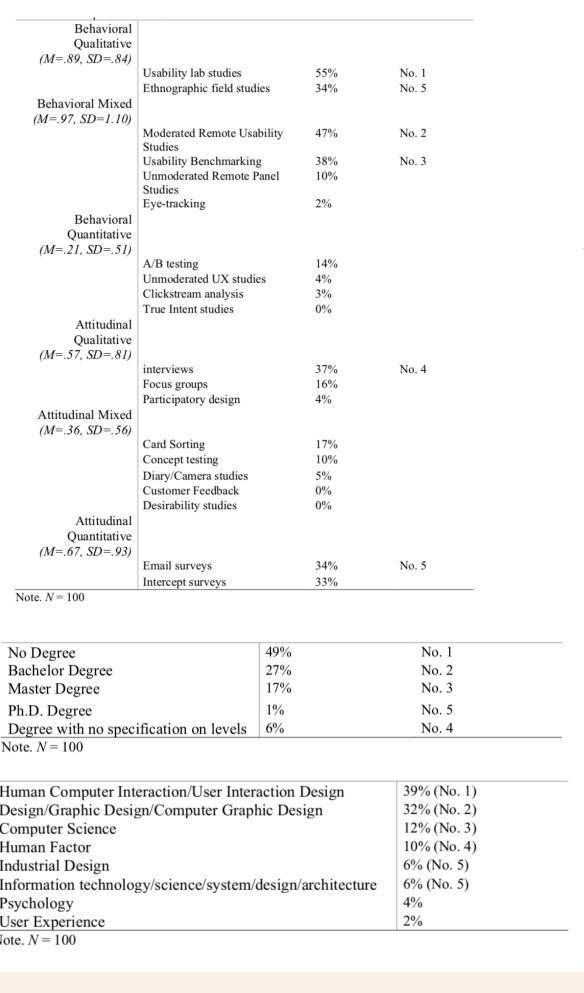
What are the Most Desired Skills in the UX Designer and UX Researcher Job Ads?



- According to a job skills report released by LinkedIn, "UX" is ranked as the number five most desired hard skill by the companies in 2019.
- The job title of "web designer" has been transformed into many different titles over the ten years.
- Human Computer Interaction (HCI) has become a hot program in many American institutions of higher education.
- Should mass communications programs adopt UX?









RQ1: What assets (design skill, major, degree) are expected in a) UX designer and b) UX researcher job ads?

RQ2: Which industry has the highest demand for a) UX designers and b) UX researchers in the ads?

RQ3: Which geographic areas (west, mid-west, south, northeast) have the highest demand for a) UX designers and b) UX researchers in the ads?

RQ4: How do the ads on UX designers and UX researchers differ in terms of degree requirements, geographic locations and academic majors?

RQ5: How do ads' posting time, ads' companies, and companies' location influence the number of views of the ads?

UX Designers UX Researchers

UX Designers UX Researchers

UX Designers

UX Designers

No. 2

not clarified

Note. N = 200.

UX Researchers

UX Designers UX Researchers

UX Designers UX Researchers

Posting Time

Northeast

Adjusted R

different at .05

Note. N=200. * p < .05

 $\chi^2(1, N=200) = 15.73, p < .001$

 $\chi^2(1, N = 200) = 15.67, p < .001$

3.88, p < .05

 $\chi^2(1, N = 200) = 47.04, p < .001$

5.11, *p* < .05

 $\chi^2(1, N=200) =$

12.77, p < .001

48.0%^a $27.0\%^{b}$

47.0%^a

50.0%^a

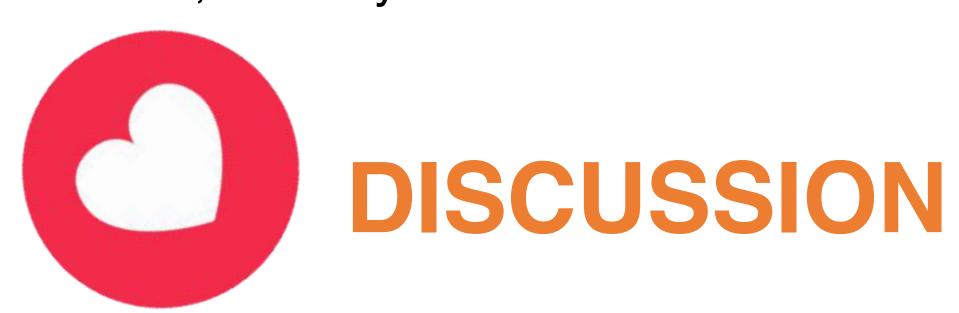
26.571

came columns with different superscripts a and b mean they are significantly

Information Tech/Science System/Architecture



- ❖ A content analysis of 200 job ads from LinkedIn was conducted (N = 200).
- ❖ Job ads were collected in August 2019 using the stratified sampling method.
- Three coders coded the same 20 ads with ten on UX design and ten on UX research (inter-coder reliability: Krippendorff's a = .70 - 1
- Coding categories: design skill, research skill, major, degree, company's recognition, number of views, posting time, location, industry.



- For UX designer job ads, visual interface design is the most desired design skill, followed by prototyping, coding, and usability testing.
- For UX researcher job ads, the behavioral mixed method and the behavioral qualitative method are two of the most desired research skills.
- Information Technology & Service (59%), and Computer & Network Security (63%) are the two industries that have the highest need in UX designers and UX researchers.
- The South (15.5%) has the highest need for UX designers whereas the West (21.5%) has the highest need for UX researchers.
- Job posting time and the geographic location of the Northeast are two significant predictors of the number of views on a job ad.



