

## Datafest 2018 RudeGirly Write-up

**Resources:** <https://www.linkedin.com/pulse/new-survey-reveals-85-all-jobs-filled-via-networking-lou-adler/>  
<https://www.bls.gov/news.release/pdf/jolts.pdf>

### Background:

An article on LinkedIn from 2016 found that from doing a sampling survey of people in staff/management roles, networking was people's primary means for finding jobs, even trumping direct applying for a job.

**Research Question:** Is it true that the majority of job openings are not posted on online job search/databases like *Indeed*? If so, what can companies like *Indeed* do to expand their influence/clientele and in turn increase their profit?

By comparing data of the number of hires in 2017 to the total number of job postings on Indeed, we can find the discrepancy in the numbers of actual job openings and the ones that are posted online in *Indeed*.

### Variables:

- Count of job posts (per industry, per months of September 2017~January 2018)
- Industry variables: Financial activities, Professional and business services, Education and health services, Manufacturing

**External data:** The data is from the Bureau of Labor Statistics in the U.S. Department of Labor. The data is presented in a report called Job Openings and Labor Turnover on January 2017, December 2017, and January 2018. This report contains comprehensive labor data compiled over the year of 2017 broken down by industries.

**Results:** Jobs posted on online job search databases like Indeed are only a small portion of the total jobs available. *Time series Plot:* to show gap between govt. data and Indeed data. 85-90% of jobs are not advertised, meaning only 10-15% of jobs are posted online.

### Limitations:

- One job posting does not necessarily equate to one hire
  - Our Assumption: 1 job posting = 10 hire
  - This is the best we can do from what we have, and we believe this shouldn't be a huge problem because it will probably not affect the direction of our result
- Time series for only fall 2017-jan 2018 (time crunch)
- Our external data from government website is the compilation of all jobs in the U.S. including jobs that *Indeed* wouldn't post on their server (ex. Part-time to work in a local cafe, manual labor).

**Implication:** As there are many more jobs out there that are available but not posted on online databases like *Indeed*, *Indeed* has much potential to grow as long as it understands the status quo and expands its services through ways such as but not limited to:

### Recommendation:

- Establishing special partnerships with companies to gain access to jobs that are not posted online but usually obtained through other paths such as networking