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# Effective Internet Use in Career Services

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# Evolution of the Internet

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- Expansion of computer networks
  - Military applications
  - University research applications
  - Commercial applications

# Internet Defined

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Interconnection of existing computer networks using conventions for exchanging information.

# Intranet Defined

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Interconnection of limited  
access computer networks  
within one organization

# Internet Features

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- Bulletin board systems (Usenet Newsgroups)
- List servers (Mailing Lists)
- Electronic mail (E-mail)
- File transfer protocols (FTP)
- Chat
- Computer conferencing

# Internet Features

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- World-Wide Web (WWW)
- WWW home page (Splash Page)
- WWW web site
- Browser
- Search engine
- Links

# Use of the Internet

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- **Identify** problems and possibilities, e.g., surfing serendipity
- **Search** for information to solve a problem
- **Obtain** information when users know what they want
- **Communicate** with others

# Identify Problems and Possibilities

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- Surfing the Internet using the term “career” and becoming aware of new work options
- Reading exchanges on a usenet newsgroup and becoming aware of emerging occupations



# Search for Information

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- Links to career services via gateway sites or individual sites (e.g., Parachute)
- Reference information sources (e.g., Career INFONet, Parachute, Riley Guide)
- Occupations that match specific interests and skills (e.g., CACG system files)

# Search for Information

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- **Networking opportunities** (e.g., directories, usenet newsgroups, mailing lists, Riley Guide)
- **Employers by occupation** (e.g., Parachute, Riley Guide)
- **Job openings by occupation and geographic region** (e.g., AJB)
- **Potential employees by occupation** (e.g. ATB)

# Obtain Information

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- **Occupations** (e.g., OOH web site, ACI-Net, professional association web sites, Riley Guide, Parachute, special interest group mailing list)
- **Educational institutions** (e.g., institutional web sites, Riley Guide, Parachute)
- **Wages** (e.g., AJB, Parachute, Riley Guide)

# Obtain Information

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- **Employment outlook** (e.g., Bureau of Labor Statistics web site, AJB, Riley Guide, Parachute, employer web sites)
- **Special population information** (e.g., Parachute)
- **Professional associations by occupation** (e.g., directories, Riley Guide)

# Obtain Information

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- **Individual information** (e.g., directories)
- **Employers** (e.g., AJB, employer web sites, Parachute, Riley Guide, special interest group mailing list)
- **Job search strategies** (e.g. Riley Guide, service provider web sites)
- **Content & process of resume writing** (e.g. service provider web sites)

# Communicate With Others

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- E-mail an information request to a networking contact
- E-mail scheduling of an information interview
- Chat with a networking contact

# Communicate With Others

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- Post a resume on a talent bank
- E-mail or FTP a cover letter and resume to an employer
- E-mail or FTP thank you letters

# Effective Internet Use

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- Effective when used as one of several resources
- Most valuable for information and networking
- Evaluate sites in terms of needs
- Think - use - reflect - network - reflect - use - reflect - network...



# Potential Internet Problems

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- Relying too much on the Internet
- Being overwhelmed with web sites or information
- Becoming sidetracked when surfing

# Potential Internet Problems

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- Unethical (Incompetence or fraud)
- Out-of-date information
- Bad information
- Disclosure of personal information

# Potential Internet Problems

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- Slow response time  
(WWW - World Wide Wait)
  - Time of day
  - Local server limitations
  - Remote server limitations

# Potential Integration Benefits

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- Using PC-based software to help avoid inappropriate Internet use
  - embedded links in computer-assisted career guidance systems
- Using a career center web site to provide links to web sites

# For Additional Information

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- Sampson, J. P., Jr. (1998). The Internet as a potential force for social change. In C. C. Lee & G. R. Walz (Eds.). Social action: A mandate for counselors (pp. 213-225). Greensboro, NC: University of North Carolina at Greensboro, ERIC Clearinghouse on Counseling and Student Services.
- Sampson, J. P., Jr., Kolodinsky, R. W., & Greeno, B. P. (1997). Counseling on the information highway: Future possibilities and potential problems. Journal of Counseling and Development, 75, 203-212.

# For Additional Information

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[www.career.fsu.edu/techcenter/](http://www.career.fsu.edu/techcenter/)

Thank You