

Table 1: Objects, Media, and Processes of Exchange in Current Job-Searchs: Environmental (Opportunity) Information

Object sub-class	Value to	Object (Source/Artifact)	Medium	Process
□ Subject area information	Searcher	□ Network information [✓]	PC	reciprocity
		□ Research	print [✓] <i>electronic</i>	gathering gathering
□ Contact names	Searcher	□ Research (no referral) [✓]	print	gathering
		□ Unassisted referral [✓]	PC	reciprocity
		□ Assisted referral [✓]	PC	reciprocity
□ Potential Opportunity information	Searcher	□ Network information [✓]	PC	reciprocity
		□ Research	print [✓] <i>electronic</i>	gathering gathering
□ Opportunity specific information	Searcher	□ Network information [✓]	PC	reciprocity
		□ Research	print [✓] <i>electronic</i>	gathering gathering
		□ Interview information [✓]	PC	formal
□ Job Opportunity	Searcher	□ Advertisement [10%] ^{a✓}	print	gathering/formal ^b
		□ Agency [10%] ^a	print	gathering/formal ^b
			PC	reciprocity/(formal) ^c
		□ "Hidden" [80%] ^a	PC [✓]	reciprocity/(formal) ^c
			print [✓] <i>electronic</i>	gathering/(formal) ^c gathering/(formal) ^c
		□ Network information ^d	PC	reciprocity

Notes:
[✓] - indicates that the outplacement industry attempts to develop specific skills in this area.
^a - while actual figures vary with time and from place to place, this % is a good general guideline for job availability information.
^b - the information is gathered while the application is formal.
^c - the information comes via the specific media noted, while the application process may or may not be formalized.
^d - may take any form (advertisement, agency, or hidden).
Medium column: "PC" refers to personal contact; **bold face** indicates primary medium, *italics* indicates the requirement for special skills, knowledge or access.
The term "print" refers not only to print media such as newspapers and job boards, but also to electronic forms that mimic them
Process column: "formal" - a system of information exchange where either or both the setting and rules of the system are explained and formalized.
"reciprocity" - a system of information exchange with reciprocal obligations and a strong "reputational" or "status" element.
"gathering" - a system of information exchange where the information is freely available with no obligations.

Table 2: Objects, Media, and Processes of Exchange in Current Job-Searchs: Presentations of Self

Object sub-class	Value to	Object (Source/Artifact)	Medium	Process
□ Personal skills	Employer	□ Resume, CV [✓]	print	formal
		□ "reputation" ^a	PC	reciprocity
		□ Testing	any	formal
		□ Interviews [✓]	PC	formal
□ Personal style	Employer	□ Cover letter [✓]	print	formal
		□ "reputation" ^a	PC	reciprocity
		□ Interviews [✓]	PC	formal
□ Personal interest	Searcher/ Employer	□ Networking [✓]	PC	reciprocity
		□ Cover letter [✓]	print	formal
		□ "reputation" ^a	PC	reciprocity
		□ Interviews [✓]	PC	formal
□ Availability	Searcher/ Employer	□ "Broadcast" ^b	print	formal
		□ Persistence ^c	any	formal
		□ Networking [✓]	PC	reciprocity
		□ Receptive ^d	print	gathering
		□ Network transmission ^e	PC	reciprocity

Notes:

✓ - indicates that the outplacement industry attempts to develop specific skills in this area.

a - "Reputation" includes the development of a particular reputation in a given social network as well as having people willing to "sponsor the individual (e.g. references), and information from past co-workers and employers.

b - A "broadcast" approach involves sending out resumes in bulk, faxing everyone you can think of and, in general, having no specific search strategy.

c - A persistence approach (sometimes referred to as "harassment") involves the targeting of specific companies and repetitive contact with them.

d - A "receptive" approach usually involves reading newspaper advertisements and not actively searching for a job.

e - the information is sent or given by a member of the searchers network to a potential employer.

Medium column: "PC" refers to personal contact; **bold face** indicates primary medium, *italics* indicates the requirement for special skills, knowledge or access.

The term "print" refers not only to print media such as newspapers and job boards, but also to electronic forms that mimic them

Process column: "formal" - a system of information exchange where either or both the setting and rules of the system are explained and formalized.

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Table 3: Pattern of use in Networking strategy

