

Check him out!

Worksheet 9

Imagine you are recruiting for a post. We are going to explore someone's DI and see whether they present a good, bad, indifferent or rather variable 'image' to a would be employer. In a fit of (foolhardy) bravery, I am going to suggest you use my DI to explore, and see what issues it raises.

For the purposes of this worksheet, pick a job for which you are employing someone. It could be a Programmer, Web Designer, an Educator, an Office Administrator, a Researcher, or any other role, but obviously, my DI fits certain some types of job better than others do (and some on that list are **not** well supported by my DI!)

1) Use a search engine to find out basic information about 'Pat Parslow'. How does it differ to searching for 'Patrick Parslow'?

2) If you have a specific set of skills in mind for the post, does including them as key words in the search provide better insights into my suitability for the role?

3) Does a search for everything except those keywords, in conjunction with my name provide any insights or anything to worry about for you as a potential employer (e.g. if you exclude Academic by searching for 'Pat Parslow' -Academic on Google)?

4) What can you find on social networking sites about me? Do these create a good impression? How about photographs or absence of them?

Now do the same sort of searches for yourself, or for someone you care about. Is there anything in the results which makes you want to change what you find?



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