Frequently Asked Questions

By OpenIDEO community

1. For example, if a young person gets more job matches as he/she spends more time reading news articles vs. playing games or reading celebrity news - then how would that young person be more likely to adopt positive habits? I think the Social Getwork can also create long lasting behavioural changes as well!

   Ans: Talking about the positive behavioral changes in young people's daily online activities, this will create awareness online that will enable young people to post things that they are interested in. But on the down side, will it create a "pause" before making updates online as they will become aware of an app that is tracking them and they might not post stuff that seem out of career context.

   To overcome this hassle, we will be introducing natural language programming and gamification principles consisting of two activity loops (progression and engagement loops) that will help mirage the user to feel that he/she is not being tracked. SocialGetwork is a friendly app that involves game-design thinking to suggest the user with career opportunities based on user activities, about me, pages viewed, likes, word clouds and other behavioral attributes incorporated in the app's programs. We will have to carefully design the system keeping this very important aspect in consideration.

   On the bright side, young people will not know that the app is tracking their activity. I am awaiting some survey results from Wichita State University with this regard. Also Liz Guffy mentioned about a nice example - Amazon recommends books based on what you have read or browsed. Also online shopping sites recommend things based on the searches made online. I was also surprised to learn about a #TIP : when you open 2-3 or more online shopping sites in one browser the prices reduce automatically on either of the sites. This is trick I recently found out while buying a shoes. But I did not know I was tracked or my searches were recorded somewhere. This is the experience we will be creating with the young people on social media.

2. Excited to hear the feedback employers may have for you. It may also be interesting to ask them how they're currently using social media to analyze the candidacy of job-seekers.

   Ans: People are simply using social media to update daily events, stuff, achievements, feelings etc. Professional networking sites like LinkedIn will be more specific and useful to read data. But media like Facebook or Twitter would be helpful to depict informal interests that organizations can adopt in their job spec descriptions. But this is at a later stage. It would be good to simply use data feeds to recommend any sort of career opportunities.

3. Do their behavior in social media really reflect their passions?
   Ans: That is the closest we can get to their passions. Say for example, I like games and I play Farmville, Candy crush etc and I send invites to my friends. This is my daily routine on social media. This daily routine of mine can be interests or even passion. But my real passion to understand the game thinking behavior in these networking games that use competition. That is my passion. I play the game for fun. But I really play the game because there is some passion (intrinsic motivation) involved in it.

4. Are the suggestions you are coming up with relevant and interesting to them?
   Ans: Yes, http://studentcompetitions.com is one such example that can attract youth to apply. But it takes time to search the specifications using age, education, location limitations. Therefore, SocialGetwork app will be interesting to apply directly based on their interest track records which is recorded by our stats.

5. What are the benefits and features it would provide to both prospective employees and employer?

   Ans:
   *Employers will be able to view a pool of eligible candidates from various backgrounds, location and education levels. They will be able to make relevant choices and save costs on recruitment process. (US spends nearly $3 Billion in hiring process alone, approx) Secondly, job portals, student opportunity centers will receive more views from the youth who are constantly motivated to apply for their daily interests/routine based opportunity matches.

   #At this point in time we will not be able to change the recruitment process but we can sync the SocialGetwork app with the youth and motivate them to apply for these available career opportunity matches based on the translation of the app that uses word clouds, keywords search, hashtags, skill lists, content, image blurbs etc.
   In short, a collective scenario of a typical user (youth) will be translated to the career opportunities available in the market using the SocialGetwork app

   *Employees or young minds will be able to make use of the app in term of viewing various opportunities that is based on their interests (all done by machines with 100% security) When they subscribe to the app, they will be surprised to see the relevant opportunity matches like student programs, college matches, career match, interest match, job match, location match etc. It will be inducing fun with relevance for youth to gain access to opportunity-loads. The whole process motivates youth to stay confident and apply for more opportunity pathways rather than being disappointed due to one-five lost opportunity. Among 10 youth who apply for 1 job, the probability of all 10 getting a job will be easier, faster, efficient and relevant.

6. **What prompts and processes will be utilized to connect young people to career opportunities?**

Ans: Both Intrinsic and Extrinsic motivation. Intrinsic motivation because SocialGetwork is an app that engages youth to make career opportunity selection by surprising them with relevant career related opportunity matches. This becomes a cycle despite of rejections from the employer's side. Self-confidence increases in youth to identify their interest based matches. Search Engine is simply optimized to collect information (small data), track records, prepare testimonials and thus converted into extrinsic motivation factor for other youth to apply and engage in the app. A gamification design thinking can help youth to maintain consistency with the application and find that job that will satisfy their interests/passion.

7. **What are the next steps to continue to develop this idea in the next month?**

Ans: Speaking personally, I am 100% committed as I am termed "unemployed" as I am on a dependent visa status (H-4 visa) in the US where my husband works at NetApp and I am not allowed to work as per laws. I am grateful to NetApp for helping me via providing job relocation for my husband to Sunnyvale, CA from Wichita, KS. I am self-motivated myself to make it happen as it is my burning desire. Being unemployed for almost 2 years now with an engineering management research mindset, I felt the urge to devise ideas for the unemployment around the world. We will be moving on September 20th and I keep visiting Bangalore, India almost every year to meet my family. The duo Silicon Valleys will help me to develop this idea in terms of building registrations, marketing, outreach, research and future development. Also with the engineering know-how and being around friends who want to see me work will help me develop the APIs and design the product using HCD. With the pool of talented entrepreneurs in the bay area, a backup of Kairos Society - Student Entrepreneurs around the world, admin to at least three student/youth pages on Facebook containing 30,000 members will help me pilot the product with minimum costs using small data infographics as a kickstarter to sustainable model, moving on I wish to seek help for funding the product using advanced smart interfaces as the initial product will be made using open source and low level features.

I will be meeting Sergio Marrero on September 26th and Dave Zinsman (date not fixed) to discuss about the idea convert into real time product. Sergio shared relevant data with me that he experimented on previously with a similar project. As you can see the above conversations, Dave is constantly helping me the ideation by itself. To add more to it, Meena Kadri and Luisa Covaria are helping me with questions that keep me thinking for days to answer them. It makes me feel real.

I did speak to a pool of engineers who can help me build the entire product. I am waiting to design the product requirements once the process is finalized!

8. **What are some challenges you foresee in this process?**

Ans:
Challenge #1: Youth behave differently in different geographical locations. Designing efficient behavioral - HCD product is a must and time taking. Not all will be involved in the social media and hence SocialGetwork will be relevant to those who use social media in way or the other.

Challenge #2: Employers receive a pool of applicants which may result in mismatches for interests and job specifications. The challenge can be combated by conducting employer awareness strategies to change the way employers look at candidates ready for job. Ex: A diploma holder can execute engineer's projects but employers always look for education based best fit candidates.

Challenge #3: Optimizing the search engine strategies may lead to relevant information to match user activities to opportunities with redundancy and errors. Building a stable system means high investments in time, efforts and engineering costs. But this is non-recurring and a onetime investment.

9. **Are there specific people or skills you'd like to add to your team?**

Ans:
#1: Research and Development needs high tech engineers who are experienced in developing applications like SocialGetwork app in social media. Made some progress in reaching out to developers who are in the mobile app business. But the labor cost is high which demands using open source and low level features.
#2: Critical Thinking: Sergio and Dave are helping me visualize the product challenges, sustainability and efficiency of the idea.

As of now, these are the two major areas to get going. Moving on yes, we would require resources to maintain, support and deliver better. Thank you for extracting the inner meaning of ideas in order to co-create value, together.

10. **What does Wolframalpha provide? What are the steps?**

Ans: When you go this page: http://goo.gl/fmxskH (Wolframalpha) > Hit "Anlayze my Facebook Data" Tab on the page > Provide your Facebook login details > It says " Loading Facebook Data" > Wait for 5- 10 secs depending on your internet speed > You will see the

below attributes:
1. Input Interpretation
2. Basic Personal Info
3. Basic places like hometown and the places you visited
4. Activities
5. Types
6. Weekly Distribution
7. Post statistics
8. Post Lengths
9. Word Frequencies
10. Word Cloud
11. Most Liked Post
12. Most connected post
13. Check-ins
14. Weekly App activities
15. Photos
16. Friends Gender, Relationship stats, Ages Demographics, Local time
17. Color coded friend network in different geo locations
etc.

The process is simply to program the API (Application Programming Interface) of Wolframalalpha customized stats with the plethora of social media APIs that are readily available. Facebook, Twitter, LinkedIn these are the top social media used by 13 - 25 year old youth. In my friend list alone, 1500/1600 friends have updated their profiles and it is easy for me to handle my stats. Check out for yours too!

SocialGetwork can also use collaborative consumption market just like AirBnb to make recommendations among the friends network for opportunities.

11. **Will words be matched with those on job openings?**
Ans: Yes, for example in my Facebook stats I have used the word help, Gofundme, game a number of times. SocialGetwork app is a smart app that recognizes these words and make matches appropriately (age, gender, interests, liked pages, etc) It will use these data feeds to the opportunities out there like internships, competitions, employment, networking events, happenings around the city. SocialGetwork's value prop is that it is free for social media users. Premium users can download the Android/iOS apps for a small cost say $3.99.

12. **How is my Facebook information compared to job listings?**
Ans: As I said, the data stats API and social media APIs are linked in SocialGetwork's database. SocialGetwork makes the match analysis to find suitable career opportunity

listings. This takes at least 1- 1.5 months of full time development work plus support & maintenance work thereafter. Mostly, the APIs are open source. The sample prototype is simply an RSS feed of job site and I have mentioned the sample social media behavior using Facebook as it is fun to use at the moment. I am still in search of a developer who can help me program the APIs which will be my next steps. Initial development requires investment and partnerships.

13. **Do employers find Facebook data reliable as a mean to vet candidates?**

    Ans: As I mentioned, it is not only Facebook data but also data feeds from LinkedIn, Twitter, Pinterest etc (for which the APIs are readily available) for doing these activities, I believe we do not need to partner with any of the social networking sites. They are readily available.

    The other side of the coin is - Employers. From what I understand, employers are not directly involved in the hiring process (except for those who list on our partner API companies like CareerBuilder, Indeed, Monster, http://Internships.com etc) As SocialGetwork, we will simply ease the process of hiring and reduce costs for companies in the entire recruitment process by providing youth-interface to apply. Employers can register directly on SocialGetwork's app site to perform suitable matches to hire candidates by connecting their job portal (listings) to our APIs. In order to showcase value prop and enter into the market, we will need to use opportunity-load's interfaces to create that USP, at first. At later stages when we connect to companies by growing our network, we will be able to see employers directly connected to the app. For this particular question, I would answer "yes", employers will be able to see a value once they receive 100 applications for a position while they are receiving 10 applications previous to SocialGetwork. The number of applicants will increase and even when rejected, youth still have more opportunity recommendations based on their interest area. They will strive to apply more as it is a one-stop place for opportunity-lifecycle without losing hope and confidence.

14. **What kinds of things might he be posting on social media to turn up these results?**

    Ans:
    Posting stuff on social media will is not under our control. This can be under our control only when everyone know about the product capabilities that it is tracking user's posts etc. Usually when we search for things online our browser settings by default would have turned on the tracker. Hence we get advertisements related to our search queries. In similar context, I would say for the first time user of the app will have minimal opportunity suggestions. For example: I joined Facebook in 2009 and when I get my stats performed it will give word clouds on business, entrepreneurship, marriage etc as these words were used at large during conversations, posts and updates. The results would be best suited for youth who post every day. Whats-app is another great app to track

conversation word clouds. In my research, I can say that youth who use social media daily update, share, post, network etc every hour at least.

15. **Do they feel like taking action on some of the suggestions?**

Ans: Yes, there are fun apps that take a quiz of the person to analyze his career path. It says, "Who would you be?" - After the analysis is completed the final result will be a Doctor, Lawyer, Engineer, Gamer etc. I have access to at least 2000 friends on my social network. From the observations made, I can say clearly that an opportunity ping will prompt them directly to apply or make a decision. Some of them will be surprised that the app is actually making suggestions that they cannot gain know-how even through opportunity-load portals too. Making API connections, partnerships is the key factor for SocialGetwork.

16. **What opportunities do their responses pose for SocialGetwork?**

Ans: The future of SocialGetwork - Approaching employers to adopt daily based job specs.
Some examples:
Fun Developer, Google Traveller, Growth Analyser, "We need a person who can cook, talk a lot, stay motivated and build interactive apps for humans" this can be the extension of the routine based job search criteria. At this point we cannot change organizations but we can propose to them. Creating value prop for employers can be the next level of the app that can save lot of money and ease hiring process. There are many jobs available but the skill set match is the problem and employers are looking for education qualification where many youth drop out of college due to personal reasons. We will be able to tackles this issue of underemployment and encourage employers to hire based on skill developed on daily basis than on educational skills. We all know that everyone cannot gain access to quality education in many countries but businesses are developing in those countries by outsourcing human resource.

Secondly, we will be able to get testimonials, record placements and build customer satisfaction as a B-C market and invest in other products to help analyze, build, and evolve skills that are necessary for employment.

17. **What do youth feel and at what age group do their respond about the app suggestions?**

Ans: Feelings of the youth depend on individual motives. However in my experience, having worked with schools students (ages b/w 13-18 yrs. in both India and the US) has helped me to understand that esp. in this age group, they are not keen on pursuing a set career goal.

All they need is a right channel to walk through. School provides them with learning and extracurricular activities but do not directly help them to gain employment. We know that they all are hooked to the social media world (from big data stats) and they all have something to speak about in classrooms, namely, Candy Crush Saga, Temple Run, Pandora, Aliens - these are some words I hear from the age group 13-15 yr sold youth. Facebook, Twitter, Gtalk, Meetups and related activities - these are the word clouds that I hear from the age group 16-24 yrs.

When I make a GAP analysis between the opportunities out there to the word clouds that these youth make (activities in a day), I infer that there are interest matches that can be done. Now the point of interest is - "The way one feels about the SocialGetwork app", I would say it is simply just like any other app on social networking sites but built for career growth purpose. For example, Daily Horoscope, Famous Games (Candy Crush Saga, Farmville) are most famous and most downloaded/subscribed app on Facebook only because games boost dopamine levels in the user/player and some personal apps like Daily Horoscope helps them satisfy personal interests and solves curiosity but the big different is that they all may/may not provide tangible benefits like coupons, extra coins to play or provide solutions to daily problems. They all simply support the process on daily basis. SocialGetwork attracts youth specifically age group b/w 13 - 25 years in developed and developing economies (especially) who are seeking for jobs/opportunities.

Ages 13-15 years - They do not have set goals that are concrete that they can decide today and move along that path as the opportunities out there varies. A student is interested in becoming a veterinary doctor but as he grows he has other opportunities to explore like working for a pet-care shop. Middle School level is a crucial age to catch them young. Therefore, an app like SocialGetwork can help them foresee their interests and help them build further on their interests and also participate in various opportunities at this level like competitions etc.

Ages 16-21 years - This is an age group that is set grooming to see the world ahead of them. Developing passion/interests towards one's career path becomes necessary at this stage. Every student discuss about their future with gender based career goals from this stage onwards. This helps us to visualize the social media feeds that correlate with the interests out there. For instance, youth like to talk about their interests on social media to get the feeling of the future "them". They are out of their fantasy world at this stage. They start developing and looking for opportunities that are related to their dopamine levels going up! Student X is interested in music and he/she wants to pursue bachelors in music but the job matches are less as the world today has hyped STEM opportunities at large. Therefore, an app like SocialGetwork can help them stay connected in a cohort to

feel the opportunity-impact that they will get from what many term social media as "necessary evil" that sometimes increases peer-pressure. The app will help them prepare for the opportunities out there posted on the analysis based data and make a decision to apply to the plethora of opportunities to study further or take up jobs or make any career choice that is available via the platform.

Lastly, ages 22 years and up - Most of them have some kind of job at this stage with college degree and other achievements. Majority of these people are underemployed in the developing countries compared to those of the developed countries but they are active on social media. Therefore, the app will help them seek better opportunities based on interests including geographical location based career choices, alternatives for the career, suggestions for building entrepreneurial models etc. At this matured stage, youth will be benefited to make decisions and apply for plethora of opportunities that is posted in SocialGetwork.

In short, SocialGetwork is a one stop place for youth to seek career opportunities at various levels. Most of them will be surprised to see opportunity posts related to their interests and keep checking for search engine optimization. It is a cycle of opportunities. The key is to develop a youth friendly design that engages and encourages them to embrace the platform.