



Data analysis report

Focus group with employers

UpGrad_Me

Self-branding
through a Video CV
using your mobile
phone

Erasmus+ eupa mausac SSF arciragazzi portici #selfbranding

The banner features a green background. On the left, the text 'UpGrad_Me' is displayed, with the 'U' in red and an upward-pointing arrow above it, and 'pGrad_Me' in grey. To the right is a circular icon with a yellow background and a red border, showing a blue silhouette of a person holding a camera. Below the main text are several logos: Erasmus+, eupa, mausac, SSF, and arciragazzi portici. At the bottom right, the hashtag #selfbranding is written in a light grey font.



The employers in the three countries involved in the project (Malta, Spain and Italy) were met during the first phase of the project to conduct a needs assessment about the knowledge and use of the Video CV (see Data Analysis Report, Survey on employers needs assessment)

During the second phase of the UpGrad_Me project, a new research with employers was carried out by the three partners. The purpose of the second research was to analyze and describe the impact of the Video CV for employers.

The question is: what is the response of the organizational system and the logical of the recruitment management in a company through the use of a Video CV?

The job application is one of the necessary steps in the recruitment process; this process is long and requires to focus on several aspects. One of these aspects, the main one, is to send the CV to a potential employer. The CV can be compared to the business card of a candidate for a job position. The UpGrad_Me project explored how to apply the use of new technologies for the creation of a Video CV; the traditional CV and the Video CV have been compared.

One of the aims of research was to investigate this comparison.

The research to achieve this goal was organized with potential employers, divided in two phases.

In the first phase a questionnaire was distributed to potential employers to investigate the knowledge and use of the Video CV as a method of self-application. This first survey provided very negative data regarding these two aspects (use and knowledge of Video CV). The employers, even if they know about the Video CV, confirmed that the tool is not used at all.

In the second phase of the project, Video CVs were produced by young people with a migrant background. These Video CVs have been shown to employers during a series of focus groups.

After each focus group questionnaires were delivered to the employers.



The semi-structured questionnaire is divided in three sections:

1) Description of the sector of the employer.

Related to investigate the sector and the characteristic of employers.

2) Video CV for the recruitment process

This section is relevant to verify the level of applicability of the Video CV during the recruitment process.

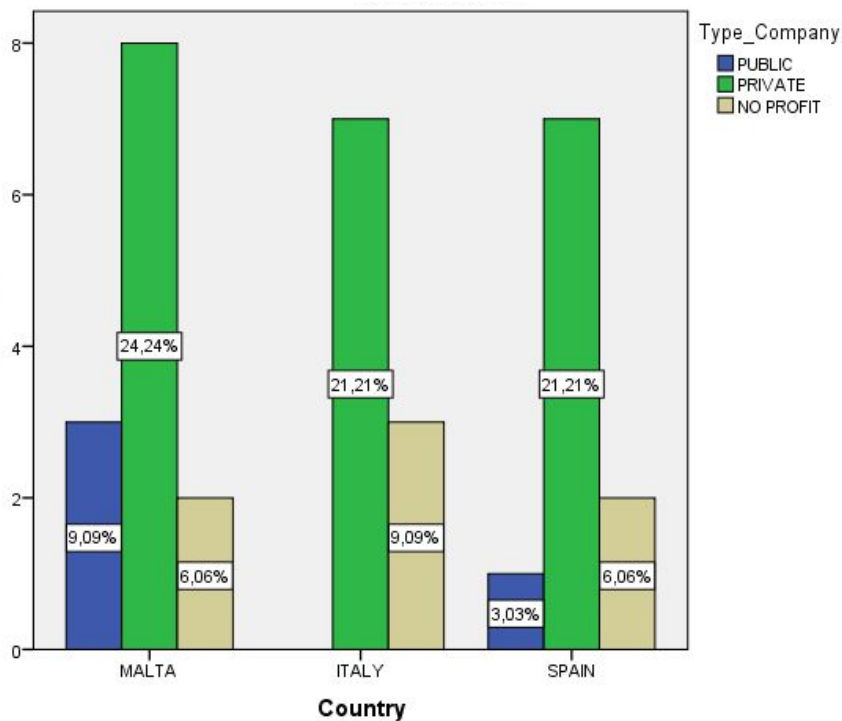
3) Contents of the Video CV

Through questions aiming to investigate the contents that can be useful in a Video CV.

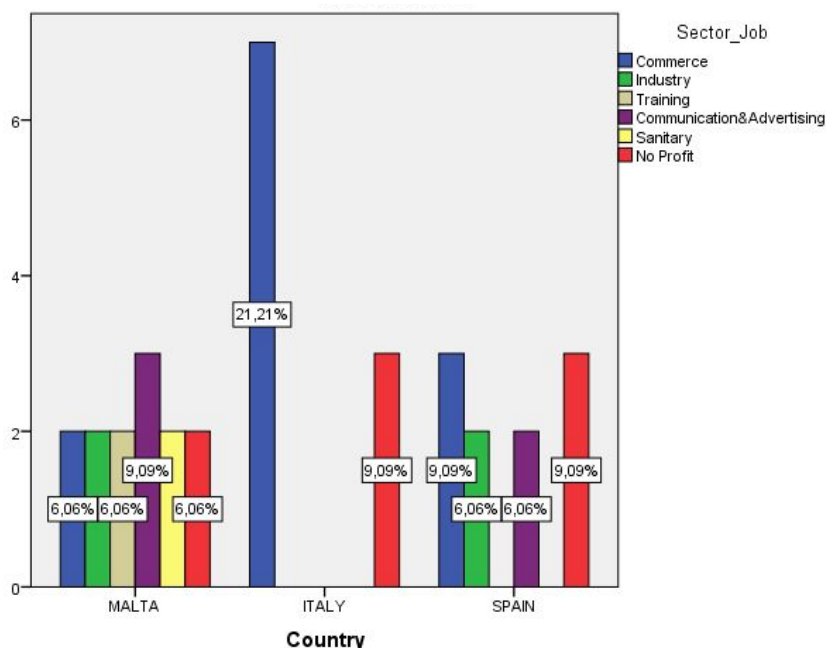
The questionnaires were delivered to the employers by the three partners at the end of each focus group.

Results

The following table shows the profile of the participants (industry, sector):

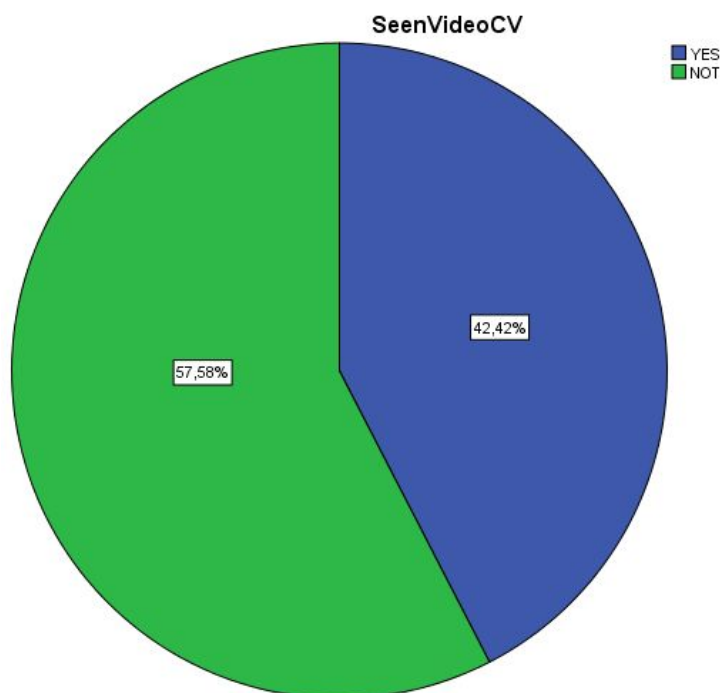


In all three countries the majority of employers belong to the private sector.

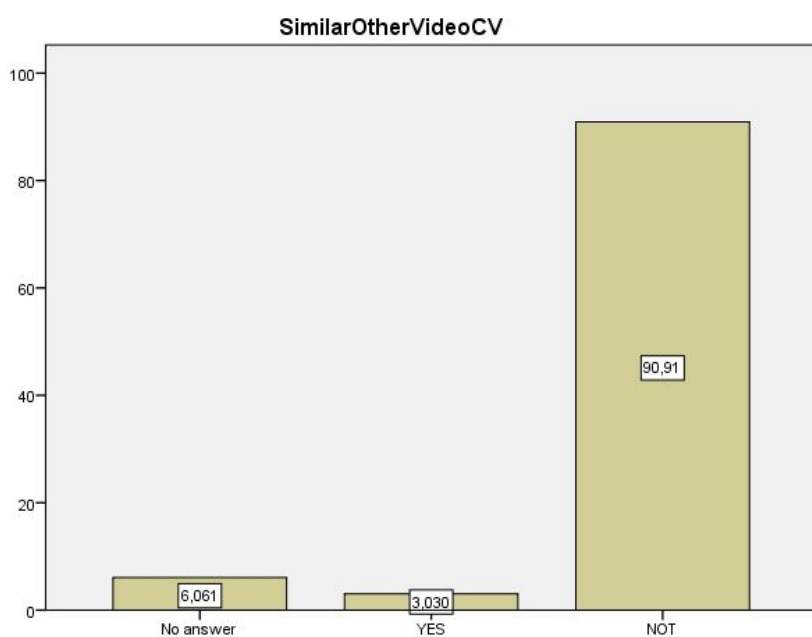


Commerce: 21,21% In Italy, 9,09% in Spain and 6,06% in Malta. Other sectors: industry, training, communication and advertising, sanitary, non-profit, temporary employment, insurance and artistic field.

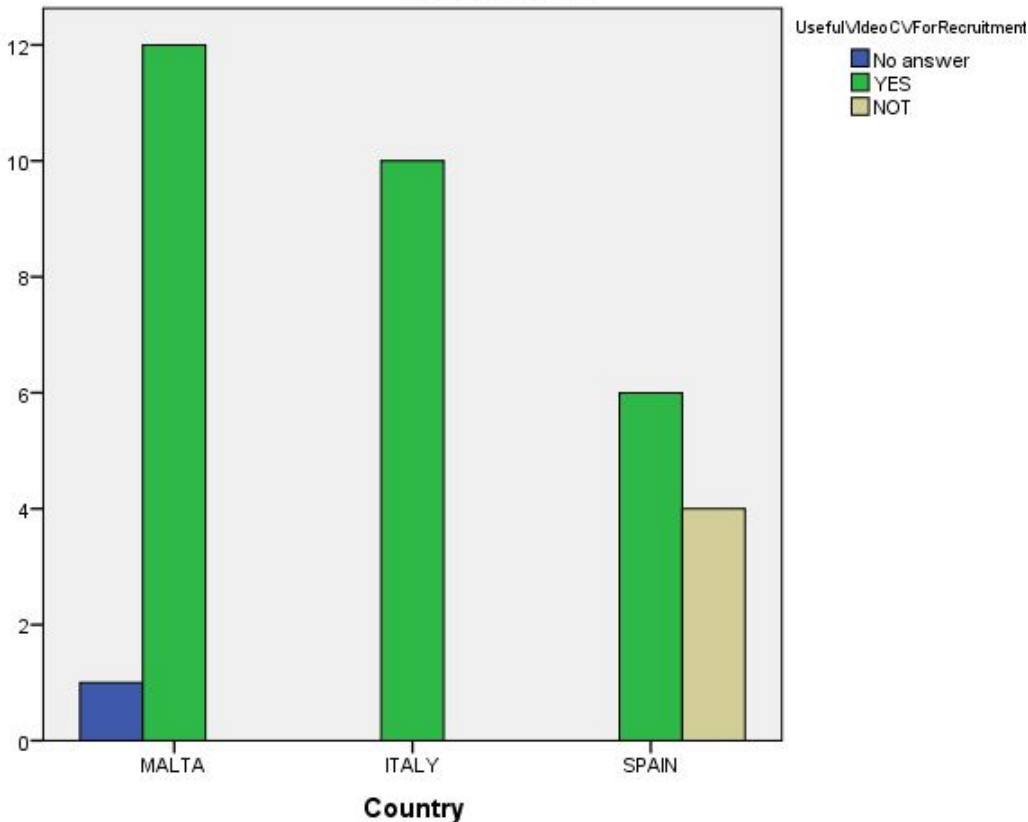
The 57,58% of the participants (employers) had not seen a VideoCv before.



The following graph indicates the comparison with other Video CVs: 90,91% indicated that they had not seen a Video CV similar to those who were produced during the UpGrad_Me project.



The majority of the employers considered that a Video CV would be useful in a recruitment process within their organizations.

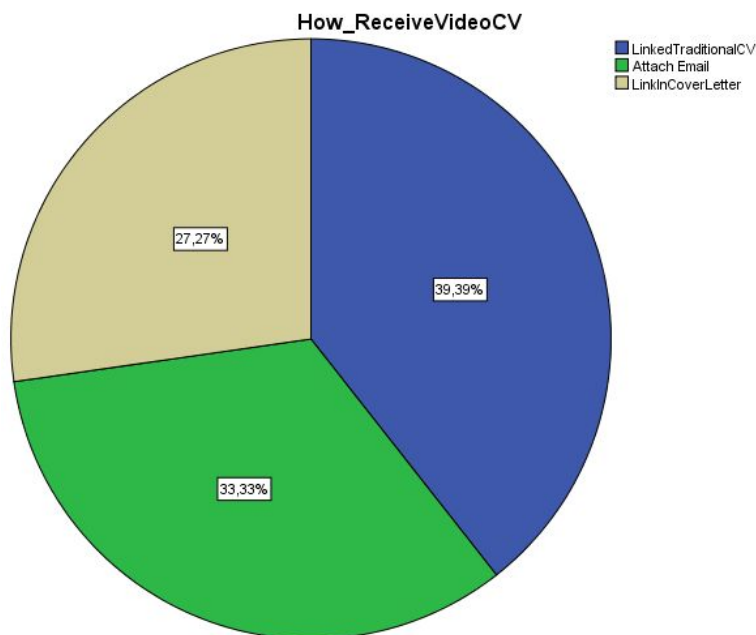


It is a useful tool to improve the selection process in a company / organization. Compared to an ordinary CV, the participants pointed out that a Video CV could help them to know more about the specific skills of the candidates, about their communication skills, the way he/she expresses and the transversal/specific competences. It is important to mention that they also considered that a Video CV can be useful in those selection processes related to the following job positions: graphic designer, audio-visual production, actors, dancers or hostesses.

In general, participants prefer a Video CV with a total duration of 1 or 2 minutes, not longer. This can help to know how candidates can organize and summarize their work experience. The more relevant information in the Video-CV were the following: skills, academic experience, work motivation, availability and contact information. On the other hand, most of the people who participated in the focus group considered that using a script can also be useful, especially for the candidate, in order to do a good presentation in the Video CV: they can do the video presentation more structured and organized. Other participants pointed out that using a script is not so necessary: if employers want to know about the conflict resolution competences of the candidates, a script is not the best way to provide this information.

The employers who participated in the Focus Groups considered that the Video CV is a very innovative tool that can help employers to know the person, in a complementary way to the traditional curriculum.

Indeed, as shown in the following graph, 39,9% would like to receive a Video CV “linked to the traditional CV”. 33,33% would like to receive it as “attach email” and for 27,27% as “link in the cover letter”.



In general, the attendants mentioned that the selection and recruitment process is monotonous and systematic: facilitating a complement as the Video CV can be useful to highlight the candidate over the rest of participants.

A vast majority of the attendants stated that a Video CV is an added value during a recruitment process as it allows the recruiter to see the person and to assess his/her level of English. It creates a better connection. It should be linked to the traditional CV or included in the text of the email/cover letter sent to the recruiter. They all agreed on the need of a “one click” access. It will then surely be watched as it makes a difference from the rest of the applications.

A structure/script with relevant information is needed, although it has to be performed spontaneously by the applicant. The information delivered in the Video CVs, produced following the script included in the training content, matches what the recruiters would like to receive in a Video CV.



The majority of employers consider the Video CV useful in a recruitment process since it is more emphatic and more direct (eyes contact, voice sound, spontaneity in the performance, presentation, affinity, etc.) compared to a traditional CV.

The information shown in a Video CV is enough to decide "to meet the candidate", even if some of the employers noted that religion, age, family status, origin should be provided in the Video CV so to be ready to host the potential candidate in full respect for him/her.

In the case of migrants, refugees or asylum seekers, the Video CV can also be a good tool to eliminate prejudice and stereotypes related to them. In this sense, the participants considered that a Video CV is a good way to showcase the language skills of the applicant to employers, as this is very relevant to shortlist a job applicant. The Video CV gives the employer the opportunity to "get to know" the candidate before the personal interview. Participants also pointed out that sometimes it could be easier to show their skills through a Video CV, because in an interview they may not have the opportunity to showcase them: Thanks to the Video CV, the candidates can emphasize specific strengths.

The main difficulties expressed by the employers are:

- The candidates need to shoot the video when they have rehearsed properly the script in order to deliver the information as spontaneously as possible.
- The accent when speaking English is seen as a weak point, more attention to pronunciation is needed.
- Attention to detail has been highlighted. The technical aspects of the Video CV are as relevant as the content: proper background is needed, noises have to be avoided and an appropriate attire is important.
- More practical facts should be delivered: time availability, document and work permit, time spent in the host country, local work experience.
- The employers pointed out that, in many cases, they do not have much time during the recruitment process. During the revision of the traditional CV, the employers spend about 1 minute to review each curriculum, the selection processes are very fast and there are many applicants. Therefore, employers do not always have the availability to watch the Video CV and they prefer to know the skills and competencies of the candidates during the interview process.

The Video CV is more effective and relevant comparing to the traditional CV because it shows: self confidence, self-esteem, communication skills, general presentation and, last but not least, the problem solving ability (ie. facing how to shoot a Video CV in a foreign language).

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