AWARENESS AND USE OF INTERNET FOR SEEKING CAREER INFORMATION IN HAVERI DISTRICT

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ABSTRACT

The aim of the study is to investigate the awareness and use of internet for seeking career information among women in Haveri district, Karnataka. Survey research method has been selected for this study and a well – established questionnaire was used to collect data from the women career seekers of Haveri district. Total respondents were 120. Analyses revealed that a significant number (84.2%, N=101) of career seekers are aware of and make use of internet. Among the respondents, a good number (81.7%, N=98) of career seekers use internet for seeking career information. It is found that in spite of awareness of internet a large number (72.5%, N=87) of students are unaware of the websites of Government of India, Government of Karnataka, Different Government departments and selection boards. And (78.3%, N=94) of women career seekers have no knowledge about the portals of Universities and higher education research institutions related to career information. The findings of the study help the librarians, research institutions and universities to provide adequate facilities of internet within the campus to access career information without any barriers.

KEY WORDS: Use of internet, career information, Haveri, seeking career information.

1. INTRODUCTION

Overall internet usage has seen tremendous growth over the last decade. The number of internet users globally rose from million to billions. Internet has become an important source to obtain all types of information like health, education, transport, banking, market, trending,

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sports, matrimonial, legal, spiritual, entertainment etc including career information. Internet offers many top job sites on career counselling and career information to jobseekers. Some selected websites related to career information are: JobStreet.com, Monster.com, Naukri.com, TimesJobs.com, FresherWorld.com, Career.com, CareerBank.com, etc. These provide details of popular careers including job descriptions, salary statistics, training information, and more. Career development resources help aspiring professionals in their career choices and career changes. A literature search made on LISTA[1] and Emeralinsight.com[2] indicates that a number of studies have been accounted on the use of internet for different purposes. But surprisingly no studies have been reported on the use of Internet for obtaining career information. Hence an effort is made in this article to investigate the awareness and use of Internet for obtaining career information.

2. RESEARCH DESIGN:

The present study is focused on the awareness and use of internet for seeking career information by women career seekers. The study covers the career seekers of Ranebennur Taluq, Haveri District of Karnataka. The questionnaires were distributed among 120 women career seekers. The responses from all 120 career seekers were received.

This study assesses the awareness and use of internet by women for seeking career information. This study was confined to the women career seekers of Ranebennur Taluq, Haveri District of Karnataka. For the purpose of the study, the survey method was used. A structured, close ended questionnaire was used as the research tool for data collection. A random sampling technique was adopted to select women career seekers. The questionnaires were completed by personal visits with users. The collected data was analysed and presented in tabular form.

3. PROMINENT CAREER RELATED SITES:

JobStreet.com

JobStreet.com is a job portal founded in 1997 at Kuala Lumpur, Malaysia. According to Forbes it is now Southeast Asia's largest online employment company. It currently serves about 80000 corporate customers and 11 million jobseekers. The slogan of the firm is "Improving Lives through Better Careers". The website features a job matching engine name LiNa

for jobseekers and a job posting platform named SiVa for employers. The firm also provides other online recruitment products and services.

Monster.com

Monster.com is one of the largest job search engines in the world. It was founded in 1999. Its headquarters is in New York, United States. The slogan of the firm is "Your calling is calling" & "Find Better". It is one of the most visited employment websites in the United States and one of the largest in the world. It one of the most trafficked employment websites in the United States as ranked by Alexa. Monster is primarily used to help those seeking work to find job openings that match their skill and location.

Naukri.com

Naukri.com is an Indian job portal operating in India founded in March 1997. Its headquarters is in Noida. Its slogan is "India's No.1 Job Site". It is the brain child of Mr. Sanjeev Bikhchandani and started the company, Info Edge(India). Info Edge is a listed company on the Bombay Stock Exchange and National Stock Exchange of India. Naukri.com is one of the core businesses of Info Edge India. According to comscore, Naukri.com leads the online job market with 70% traffic share. The web has 40 million resumes registered. It publishes a monthly report called Naukri JobSpeak. The report includes hiring activities across different industry sectors, cities and functional areas. The monthly index presents the current picture of the Indian Job Market. It has received many awards and recognitions.

TimesJobs.com

TimesJobs.com is an Indian employment website operating in India and Middle East. It is also a job search engine. It is owned and operated by The Times Group. It is launched in 2004. Its slogan is " Because you are worth more". TimesJobs.com is a commercial website. TimesJobs.com has many industry-focused offshoots for corporate jobs.

1. TechGIG.com for IT industry
2. Cloudrecruit.co for IT eCommerce industry
3. Retail Jobs portal in association with the Retailer Association of India
4. BPO jobs- This allows BPO employees to register, search and apply for jobs via mobile.
5. Advertising Jobs- Jobs in media and advertising industry in association with Economic times – Brand Equity.

6. Government Jobs – All the government jobs advertised via different means are added here for the benefit of candidates/job seekers.

Fresherworld.com
Fresherworld.com is the No. 1 job site for fresher in India. It provides information about job vacancies in the fields of IT, Software, Government, Technical, Banking & Finance and many others. It sends on an average 30000 interview call letters every month. It is connected with over 5000 companies. Since last 10 years it is giving recruitment service.

Career.com
Career.com is an interactive recruitment advertising site focused on connecting qualified job seekers with employers in the high-tech fields.

Careerbank.com
Career Bank's career centre offers a variety of available jobs in the industry. This site not only provides an opportunity to find a job on CareerBank but also post a job on it as an employer.

4. RESULTS

Table – 1 Languages Known to Career Seekers Top

Languages	Frequency	Percentage
Kannada	120	100
English	97	80.8
Hindi	47	39.2

Table 1 shows which are all the languages known to career seekers. It is found that all 120 (100%) respondent career seekers know Kannada language as it their mother tongue. So it is in first place. And English is on second position with 80.8% (N=97) of career seekers knowing it and less than half (39.2%, N=47) of women know Hindi also.

Table – 2 Age Wise Distribution of Career Seekers

Age	Frequency	Percentage
Less than 26	105	87.5
26 – 38	15	12.5
Total	**120**	**100.0**

Table 2 shows two different age groups of career seekers under study. It is found that 87.5% (N=105) of women career seekers are below 26 years of age. And only 12.5% (N=15) of women are in the age group of 26 to 38 years.

Table – 3 Education Wise Distribution of Career Seekers

Education	Frequency	Percentage
Diploma	09	7.5
Bachelors	89	74.2
Masters	22	18.3
Total	**120**	**100.0**

Table 3 presents educational qualification of the respondents under study. It is found that a very less number (7.5%, N=9) of women under study have Diploma or equivalent to Diploma to their credit. A majority 74.2% (N=89) of women have completed Bachelor degree and less than one third (18.3%, N=22) of women have completed their post graduation degree. From the Table -3 it is clear that comparatively more women career seekers have Bachelor degree.

Table – 4 Category Wise Distribution of Career Seekers

Category	Frequency	Percentage
HIG(High Income Group)	01	0.8
MIG(Medium Income Group)	103	85.8
LIG (Low Income Group)	16	13.3
Total	**120**	**100.0**

Table 4 shows that a greater number (85.8%, N= 103) of career seekers belonging to MIG. 13.3 (N=16) of career seekers belonging to LIG and a very less number (0.8%, N=01) of career seekers fit in the HIG category.

It can be analysed that a majority of women career seekers belong to Medium Income Group.

Table – 5 Availability of Media With Career Seekers

Media	Frequency	Percentage
Radio	20	16.7
Television	106	88.3
Telephone	79	65.8
Newspaper	77	64.2

Table 5 shows that 16.7% (N=20) of women career seekers use radio, while 88.3% (N=106) of women have access to Television and 65.8% (N=79) of career seekers have Telephones/Mobiles with them and more than half (64.2%, N=77) of career seekers have subscribed to newspapers. The outcome of the study shows that a majority of the women career seekers have access to more than one media at home. From the Table – 5 it is clear that Television in one top of all medias.

Table – 6 Domicile Wise Distribution of Career Seekers

Domicile	Frequency	Percentage
Rural	70	58.3
Urban	50	41.7
Total	**120**	**100.0**

Table 6 displays the area of dwelling of career seekers. It is found that 58.3% (N=70) of career seekers belong to rural area, while less than half (41.7%, N=50) of career seekers hail from urban area. The result shows that majority of the career seekers belong to rural area compared to urban part.

Table – 7 Use of Internet

Responses	Frequency	Percentage
Yes	101	84.2
No	19	15.8
Total	**120**	**100.0**

Table 7 presents the use of internet by women career seekers. It is found that a greater majority (84.2%, N=101) of career seekers make use of internet, while a very small proportion (15.8%, N=19) of career seekers do not use internet. It is noteworthy that more than 80% of career seekers make use of internet.

Table – 8 Reasons for Not Using the Internet

Reasons	**Frequency**	**Percentage**
Lack of Knowledge about computers and internet	13	10.7
Lack of internet facility	4	3.3
Lack of interest	1	0.8

Women career seekers were asked to mention the reasons for not using the internet. Table 8 shows that 10.7% (N=13) of career seekers did not have knowledge about computers and 3.3% (N=4) of career seekers opine that they did not have internet facility to make use of it and a very less proportion (0.8%, N=1) of career seekers did not have any interest in using the internet.

Table – 9 Use of Internet for Collecting Career Information

Responses	**Frequency**	**Percentage**
Yes	98	81.7
No	22	18.3
Total	**120**	**100.0**

Table 9 shows the findings of use of internet for collecting career information. It is found that 81.7% (N=98) of women make use of internet for collecting career information, while a very less proportion of career seekers do not collect career information from the internet. It is a significant factor that more than 80% of career seekers are not only aware of but also make use of internet for seeking career information.

Table – 10 Reasons for Not Using the Internet for Collecting Career Information

Reasons	Frequency	Percentage
Lack of knowledge about computers and internet	13	10.7
Lack of internet facility	04	3.3
Lack of interest	01	0.8

Respondents were asked to mention the reasons for not using the internet for collecting career information. Table 10 shows the reasons of the career seekers for not collecting career information through internet which were same as in Table 8. It is found that 10.7% (N=13) of career seekers did have knowledge about computers and internet, while 3.3% (N=4) women did have internet facility and a less amount 0.8% (N=1) of career seekers did not have interest in using the internet. Both Table 8 and Table 10 resemble each other. So it can be analysed that the respondents who are not making use of internet were also not collecting career information through internet.

Table – 11 List of Career Information Websites Used by Women Career Seekers for Collecting Career Information.

Websites	Frequency	Percentage
www.jobs.com	88	73.3
www.makecareer.com	6	5.0
www.jobstreet.com	15	12.5
www.monster.com	7	5.8
www.timesjob.com	33	27.5
www.freshworld.com	15	12.5
www.career.com	21	17.5
www.careerbank.com	17	14.2

The career seekers make use of different job related websites for collecting career Information. Table 11 shows that a majority (73.3%, N=88) of career seekers use jobs.com website, while timesjob.com is the second preferred website with 27.5% (N=33) of career seekers make use of it and 17.5% (N=21) of career seekers choose career.com which is the third preferred website for seeking career information. Careerbank.com is

the fourth favoured website with 14.2% (N=17) of women use it and the websites freshworld.com and jobstreet.com are given equal preference in collecting career information with 12.5% (N=15) of women make use of them. The websites monster.com and makecareer.com are in the sixth and seventh place with (5.8%, N=7) and (5%, N=6) of career seekers make use of them respectively.

Table – 12 Opinions of Women Career Seekers on Internet on as an Agency That Provides Career Information.

Responses	Frequency	Percentage
Yes	100	83.3
No	20	16.7
Total	**120**	**100.0**

Table 12 shows the opinion of women career seekers on internet on as an agency that provides career information. Majority 83.3% (N=100) of career seekers consider that the internet provides adequate career information, while a very small proportion (16.7%, N=20) of career seekers did not agree that internet provides career information.

Table – 13Benefits of Internet as Career Information Providing Agency

Benefits	Frequency	Percentage
Internet provides more detailed and quick information about different vacancies and also provides e-mail alerts	100	83.3
Internet provides detailed information about all competitive exams like UGC, NET, KSET, UPSC etc.	1	0.8

Career seekers were asked to mention the benefits of internet as career information providing agency. From Table-13 it is found that a greater number 83.3% (N=100) of career seekers opine that internet provides more detailed and very quick information about different job vacancies available in private, public and Government sectors and also it sends e-mail alerts to its users which helps the career seekers to come to know about jobs very quickly. And a very less amount 0.8% (N=1) of career

seekers feel that the internet provides information about all competitive examinations like NET, KSET, UPSC, IBPS etc. It can be analysed that a greater majority of career seekers view internet as career information providing agency.

Table – 14 Reasons for Non-Usefulness of Internet as Career Information Providing Agency

Reasons	Frequency	Percentage
Lack of knowledge about internet	13	10.7
Lack of internet facility	4	3.3
No response	2	1.6

Reasons for non-usefulness of internet as career information providing agency are shown in Table 14. It is found that 10.7% (N=13) of career seekers feel that internet is not useful to them because they did not have knowledge about internet usage, while 3.3% (N=4) of career seekers find that there is lack of internet facility and as such the internet is not useful to them and 1.6% (N=2) of career seekers were not in a position to find the reasons for the non- usefulness of internet as career information providing agency.

Table – 15 Extent of Usefulness of Internet as Career Information Agency

Scale	Frequency	Percentage
Extremely Useful	50	41.7
Useful	51	42.5
Fairly Useful	1	0.8
Non-useful	18	15.0
Total	**120**	**100.0**

Table 15 shows the amount of usefulness of internet as career information agency. It is found that half (41.7%, N= 50) of career seekers opine that the internet is extremely useful in providing career information and 42.5% (N=51) of women feel that the internet is useful and 0.8% (N=1) of career seekers consider internet as fairly useful in providing career information. In addition it is also found that 15% (N=18) of career seekers viewed internet as non-useful.

Table – 16 Awareness about the Websites of Government of Karnataka, Government of India, Different Departments and Selection Boards.

Responses	Frequency	Percentage
Yes	33	27.5
No	87	72.5
Total	**120**	**100.0**

A question was raised to the women career seekers that whether they are aware of the websites of Government of India, Government of Karnataka, Different Government Departments and Selection boards that put out career information. From the Table 16 it is clear that less than one third (27.5%, N=33) of career seekers are aware of Government websites which publish career information, while a greater number (72.5%, N=87) of women career seekers did not have any awareness about Government websites even though they make use of internet.

Table – 17 List of Government Websites Visited by Women Career Seekers

Websites	Frequency	Percentage
KPSC, KSRTC, IBPS, RRB	9	7.4
SchoolEducation, Kar.nic.in, KPSC, UPSC	22	18.1
www.gov.ac.in	1	0.8
incorrect response	1	0.8

Women career seekers were asked to mention the names of websites of Government of India, Government of Karnataka, Government Departments and Selection Boards which publish career information. Table 17 shows that women career seekers have visited more than one websites. 7.4% (N=9) of career seekers had used websites named KPSC or KSRTC or IBPS or RRB, while 18.1% (N=21) of career seekers had made use of websites of UGC or SchoolEducation or Kar.nic.in or KPSC or UPSC and a very small proportion (0.8% ,N=1) of career seekers have visited the gov.ac.in website. Further 0.8% (N=1) of career seekers have given incorrect response because they even did not know the names of Government websites.

Table – 18 Reasons for Not Using the Government Websites

Reason	Frequency	Percentage
Lack of information about Government websites	87	72.5

Career seekers were asked to mention the reasons for not visiting the websites of Government of India, Government of Karnataka, Different Government Departments and Selection boards. From the Table 18 it is found that a larger number 72.5% (N=87) of career seekers did not have any idea about Government websites. It can be analysed that a very less number i.e 27.5% (N=33) of career seekers were aware of Government websites.

Table – 19 Use of Websites of Different Universities and Higher Education Research Centres that Publish Career Information

Responses	Frequency	Percentage
Yes	26	21.7
No	94	78.3
Total	**120**	**100.0**

A question was put to women career seekers that whether they make use of websites of different universities and higher education research centres that bring out career information. From the Table 19 it is found that a minimum number (21.7%, N=26) of women make use of such websites, while the remaining greater number (78.3%, N=94) of career seekers do not make use of such websites.

Table – 20 List of Websites of Universities and Higher Education Research Centres Visited by Women Career Seekers

Websites	Frequency	Percentage
KUD, UGC, KSOU, Taralabalu, Kuvempu Universiy	21	17.5
IIT.ac.in, Anna University	4	3.3
Davanagere University	1	0.8

Women career seekers were asked to mention the list of websites of Universities and Higher Education research centres related to career information. From the Table 20 it is found that less than one fourth (17.5%, N=21) of career seekers visit websites of Karnataka University Dharwad, UGC, Karnataka State Open University, Taralabalu and Kuvempu University, while 3.3% (N=4) of career seekers visit websites of IIT and Anna University and only 0.8% (N=1) of career seekers visit Davanagere University website. It can be analysed that most the career seekers are not aware of the websites of Universitirs and Higher Research centres.

Table – 21 Reasons for Not Visiting the Websites of Universities and Higher Research Centres that Publish Career Information.

Reasons	Frequency	Percentage
Lack of information about university higher education research websites	94	78.3

Women career seekers were asked to mention the reasons for not visiting the websites of universities and higher research centre that publish career information. Table 21 presents that a greater number (78.3% , N=94) of career seekers did not know the names of websites because they did have knowledge about such websites.

5. DISCSUSSIONS AND CONCLUSION

In the present study the women career seekers' awareness and use of internet for collecting career information has been analysed. The study discusses many factors like the percentage of women career seekers using

internet, percentage of women career seekers collecting career information from the internet, list of career related websites visited by women, familiarity of women career seekers with career information providing websites, benefits of internet as career information dissemination agency and the problems faced by them in collecting career information through internet. The findings of the study revealed that greater majority (84.2%, N=101) of career seekers are aware of and make use of internet and a larger number (81.7%, N=98) of career seekers use internet for collecting career information.

Based on the findings of the study and the suggestions given by the women career seekers, it can be recommended to provide adequate internet access facilities within the college campus, libraries and villages as majority of women career seekers belonging to rural area. The findings also revealed that a majority of women career seekers are well acquainted with the use of internet but most of the career seekers are unaware of the websites that bring out career information. It clearly indicates that the women career seekers have less awareness about the portals related to career information. As such training programmes, seminars on career information and World Wide Web should be organised in the colleges.

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