

USING THE INTERNET IN YOUR JOB SEARCH



HOW CAN I GET THERE FROM HERE?

Anyone with access to e-mail can use the information on the Internet for help with their job search. As a university student you may set up an e-mail account or you may already have an account through a commercial provider like America On-Line or Prodigy.

THERE'S SO MUCH, WHAT DO I TRY FIRST?

The best job search information is available on the **World Wide Web (WWW)**. Web documents allow the user to access other related documents and web sites from within the initial document by using **hyperlinks**. Hyperlinks (or links) are highlighted words or phrases that will connect the user to the related documents/sites.

Viewing documents on the web is relatively easy because of **web browsers**. Web browsers are programs that allow the user to view and access the links that exist in the documents.

HOW CAN I FIND WHAT'S OUT THERE?

All sites on the World Wide Web have an address, called a **URL**, just as every house has a street address. If you know the address of the site you are looking for, you can type it in and go directly to it. Since there are thousands of addresses and no single location where they are all listed, finding the correct address can be a difficult task. To simplify this process, many organizations have developed sites called **home pages**. Home pages are a good place to start when researching a specific organization.

If you are trying to find a particular site or document on the Internet, you can use one of the many available on-line **search engines**. These engines, e.g. Lycos, Web Crawler, or Infoseek Search, allow you to search for information in several different ways. Many search titles or headers of documents, while others search the contents of documents. If you want to research a certain subject, but are unsure where the information might be stored, try one of these search engines. (Most browsers provide an option to search which then connects you to a variety of search engines.)

THE UCS HOME PAGE: GETTING THERE IS EASY

University Career Services has developed its own home page that provides information about our office and also links to other job-related sites including employers, job listings, and graduate schools.

The UCS home page is located at:
<http://careers.unc.edu/>

Some information will be specific to our office. The workshop and recruiting schedules, information about registration with UCS, details about internships for credit, and profiles of counselors in the office relate only to UCS.

Other information is provided by linking you with other web sites off-campus and may be useful, but may not always be in the form you expect. For example, on the list of companies recruiting on campus this year, American Airlines' name is highlighted as a link to their home page. By exploring their page you can find short descriptions of different operating arms of the company, recent financial information, and even some job openings (mainly technical). However, you can also find information about flight schedules and baggage restrictions.

If you are patient and curious, all sorts of information is available.

BEYOND THE WEB

While the World Wide Web is the easiest way to find information, there are other Internet sources that are worth exploring. Through your e-mail you can subscribe to **newsgroups**. These are on-line discussions on specific topics and occasionally may include job listings in the field specific to the newsgroup. Newsgroups are often an appropriate forum to ask job search-related questions. You will also find some newsgroups, such as "triangle.alt.jobs", primarily used for listing positions.

It is considered good "netiquette" to read the exchanges of a group for a few days to get a feel for the type of information being asked before posing your own questions. As with web sites, much of the information is technical and may not be updated frequently.

REMEMBER...

As you start to look for information, remember that what is available on the Internet is both rapidly expanding and to some degree contracting. The only way information gets out on the Internet is because someone puts it there. New sites are added daily, but the information may not be updated for months, if at all. *No one site will contain all the information on a topic, nor is there any guarantee that the information is correct.*

HAPPY SURFING!

The Internet is dynamic with new sites being developed daily. While it is unlikely to replace the traditional job search methods in the near future, it is a valuable supplemental source of information and is relatively easy to use. Take time to explore the Internet and be sure to let us know if you find a particularly interesting site!

NOTABLE WEB RESOURCES (access through the UCS homepage)

- ◆ **Carolina Connection**
An online alumni network designed to assist UNC students and registered alumni.
- ◆ **Career Search**
An on-line directory of general information on more than 600,000 employers.
- ◆ **e-leads**
An online database of job leads for liberal arts students.
- ◆ **experience.com**
An online service that provides unique insider information on industries hiring college graduates.
- ◆ **Job/Internship Listings**
Available on-line to registered students only

STILL CONFUSED?

*The Academic Technology Networks IT Response Desk provides free computer support service for UNC-CH students, faculty and staff. The IT Response Center offers walk-in Technical Support from 7:30 am to 5:00 pm, Monday through Friday, in Wilson Library, Suite 300. Phone support is available 24 hours per day by calling **962-HELP**. Email the IT Response Center at **help@unc.edu**. The ATN staff can help with technical questions and provide you with further information on accessing the Internet in the best way for your needs.*