

Name _____ Date _____

Marketing Essentials
Chapter 37 Career Opportunities

eMarketing Worksheet Activity: Lawful Data Mining of Blogs for Employment

Directions Employers can gain a wealth of knowledge about prospective employees by accessing information contained in their blogs on social networks, such as Facebook, MySpace, and Window's Live Spaces. The courts have ruled that the use of Internet searches for employment decisions is okay as long as employers comply with the terms of use outlined in the agreement. Work alone or in small groups to complete this two-part worksheet on data mining of blogs.

A. Potential Employee and Current Employee Data Mining

1. Explain why employers should conduct lawful mining of blogs on social networks when researching potential employees, as well as current employees.

2. What good information may employers learn, and what negative information might help them decide between two candidates for employment or promotions?

3. Since you now know that employers may conduct an Internet search when considering you for employment, what caveats might you consider so you are not rejected before you have had an opportunity for an interview?

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Self-Evaluation Guidelines

Exemplary (10-8 points)	Satisfactory (7-4 points)	Poor (3-0 points)
<ul style="list-style-type: none"> Includes all of the required content elements Very well organized All details provided No grammatical errors Neatly keyed or handwritten and free of typos Presentation was creatively designed and executed 	<ul style="list-style-type: none"> Includes some of the required content elements Well organized Many general details provided Few grammatical errors Few typos but otherwise neatly keyed or handwritten Presentation was somewhat creative 	<ul style="list-style-type: none"> Includes few or none of the required content elements Disorganized Few or no details provided Many grammatical errors Several typos and/or illegible handwriting Presentation was very basic

Criteria	Exemplary (10-8 points)	Satisfactory (7-4 points)	Poor (3-0 points)	Student Score	Teacher Score
Content					
Explanation data mining of blogs					
Explanation of how data mining is used by colleges and employers					
Information teens should include on blogs and social networking sites					
Information teens should not include on blogs and social networking site					
Understands legal aspects of data mining					
Created a catchy tagline (slogan) for presentation					
Mechanics					
Logical organization					
Neatness & Legibility					
Spelling & Grammar					
Effective use of audio-visual materials & equipment					
Total					