

Socio-technological job search and recruitment in a segregated labour market: Inclusion, exclusion and opportunities

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This contribution refers to Special Session 1: Social Justice and Diversity.

Abstract:

Searching and applying for a job as well as searching and recruiting new employees is nowadays strongly embedded in a *socio-technological assemblage* that requires specific skills and commitments from both, job seekers and employers. Especially services providing online access to information about job offers, distribution of job vacancies and access to networks play a dominant role. In Austria, this segment is strongly structured and standardised by a small number of major online job websites and platforms thus raising questions of inclusion or exclusion of certain job seekers. By demanding and displaying certain information about job seekers, employers and job vacancies they shape the crucial first stage of the recruitment process. Hence, these technologies may reinforce or counteract the fragmented and segregated Austrian labour market, an issue addressed in our R&D project *G@together - Get together without barriers*. Drawing on the diversity dimension of ascribed ethnicity/origin and based on narrative interviews, this contribution analyses the use of certain technologies (online platforms, social media, recruiting software) in the search strategies of job seekers on the one hand and of enterprises on the other hand. Against this background, we examine how online job searching platforms and recruiting tools may foster the labour markets inclusion of all job seekers by highlighting skills and qualifications and reducing the risk of being pre-selected due to personal attributes.

Keywords: Labour Market, Diversity, Diversity Management, Ethnicity, Job Websites, Online Job Platforms, Social Media, Recruiting,

Acknowledgement: The research for this contribution was conducted in the course of the project "Get together without barriers" funded under the Joint Programming Initiative (JPI) Urban Europe by the Federal Ministry for Transport, Innovation and Technology (BMVIT) and the Federal Ministry of Economy, Family and Youth (BMWFJ). For more information please refer to: <http://www.withoutbarriers.org/>