

# LAB-MOVIE

LABOUR MARKET OBSERVATORY  
IN VIETNAM UNIVERSITIES



Co-funded by the  
Erasmus+ Programme  
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NGUYEN TAT THANH

## WP3 Piloting of LMO

**LAB-MOVIE Partner Meeting**

**Universidad de Salamanca**

**Colegio Fonseca**

**14<sup>th</sup> June 2023**

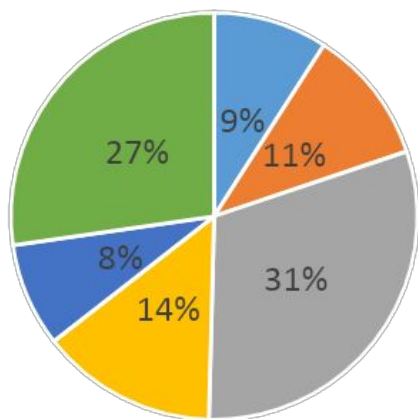
# Pilot Study

- 23rd of March to 13rd of May
  - phase 1: 23rd – 30th of March
  - phase 2: 19th of April– 13rd of May
- Types of participants: undergraduate, graduate, postgraduate students
- Procedure:
  - phase 1: target group
  - phase 2: at a class meeting, a researcher introduces the platform to the participant, asks them to use it and later conduct the survey
- A total of 121 participants
  - phase 1: 32
  - phase 2: 89

# The sample

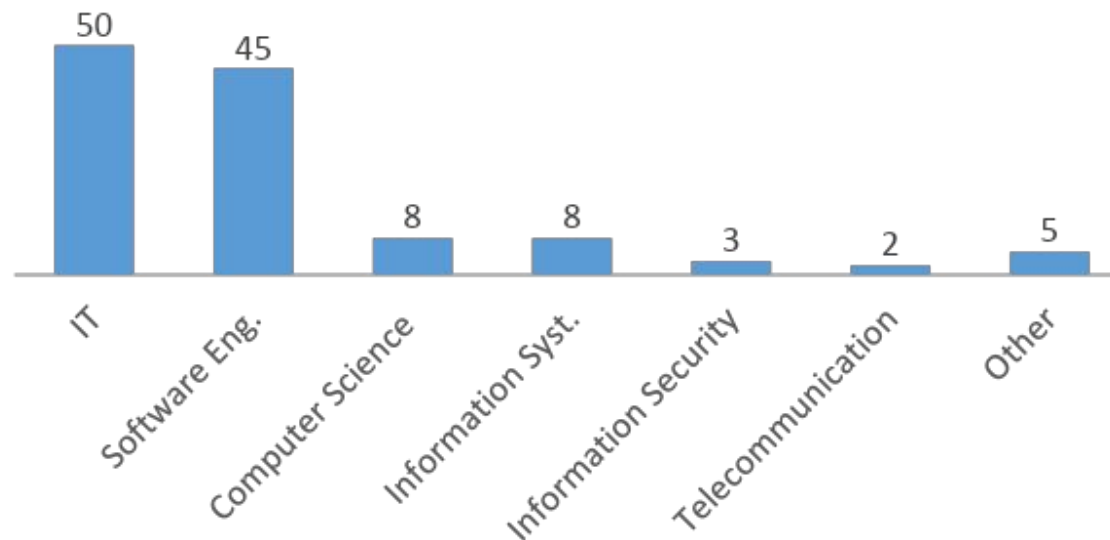
- Gender:
  - Female: 18
  - Male: 103
- Age:
  - average: 23
  - median: 20
  - youngest: 18
  - oldest: 46

Age

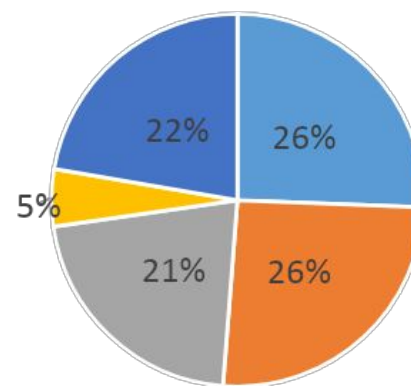


■ 18 ■ 19 ■ 20 ■ 21 ■ 22 ■ 23 and older

degree major



study year of the students



■ 1st yr ■ 2nd yr ■ 3rd yr ■ 4th yr ■ graduate

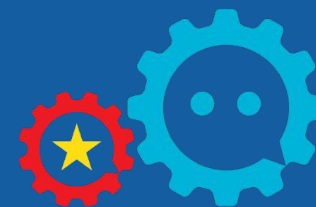


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# Phase 1



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	Graphic	Usability	Usefulness of job profiles	Usefulness of skills and attitudes	Usefulness of organisatio nal structures	Usefulness of labor market orientation	Usefulness for a choice of 2nd degree
average	4.8	4.8	4.9	4.8	4.8	4.8	4.7
median	5	5	5	5	5	5	5
min	2	2	4	3	4	3	3
max	6	6	6	6	6	6	6
6	25%	22%	25%	28%	22%	23%	22%
5	47%	47%	44%	31%	31%	39%	34%
4	19%	22%	31%	38%	47%	32%	34%
3	6%	6%	0%	3%	0%	6%	10%
2	3%	3%	0%	0%	0%	0%	0%
1	0%	0%	0%	0%	0%	0%	0%



# Phase 1

Q: The advantage of the platform?	27
It provides useful information on the labour market	23
Good interface	4

Q: the limitation of the platform	26
The quality of the information	10
Low loading of the site	8
It requires people to have access to the internet	2
It should be linked to job-search website	1
The design is not attractive	2
None	3

little information, too much information, interlinked information

Q: any other comment	
none, it is fine	12
To improve the graphic design	2
to update information timely	1



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# Phase 2



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	Graphic	Usability	Usefulness of job profiles	Usefulness of skills and attitudes	Usefulness of organisatio nal structures	Usefulness of labor market orientation	Usefulness for a choice of 2nd degree
average	4.6	4.7	4.8	4.6	4.6	4.7	4.6
median	5	5	5	5	5	5	5
min	3	3	4	3	3	3	3
max	6	6	6	6	6	6	6
6	26%	26%	22%	21%	21%	25%	22%
5	29%	33%	38%	34%	36%	36%	34%
4	24%	24%	39%	26%	27%	20%	28%
3	21%	18%	0%	19%	16%	19%	16%
2	0%	0%	0%	0%	0%	0%	0%
1	0%	0%	0%	0%	0%	0%	0%



# Phase 2

Q: The advantage of the platform?	62
It provides useful information on the labour market	62

Q: the limitation of the platform	42
It is difficult to use	8
Low loading of the site	7
Quality of information	3
Not many students know about the platform	3
None	21

information on other  
industry, information  
on hiring

Q: any other comment	42
none, it is fine	38
To improve the graphic design	3
to improve the content	1



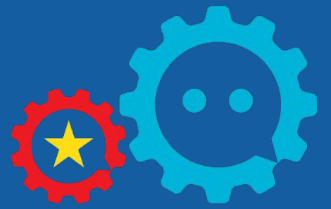
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# Conclusion

- The target audience find the platform is useful in providing the information on the ICT labour market
- The usability and graphics of the platform are quite positively assessed
- Some improvements could be made related to
  - searching the information on the platform
  - organising the information
  - bandwidth for the platform
- Extending the platform to cover other industries is recommended



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