

Do Cover Letters Increase the Number of Call Backs Received: A Pilot Experiment?

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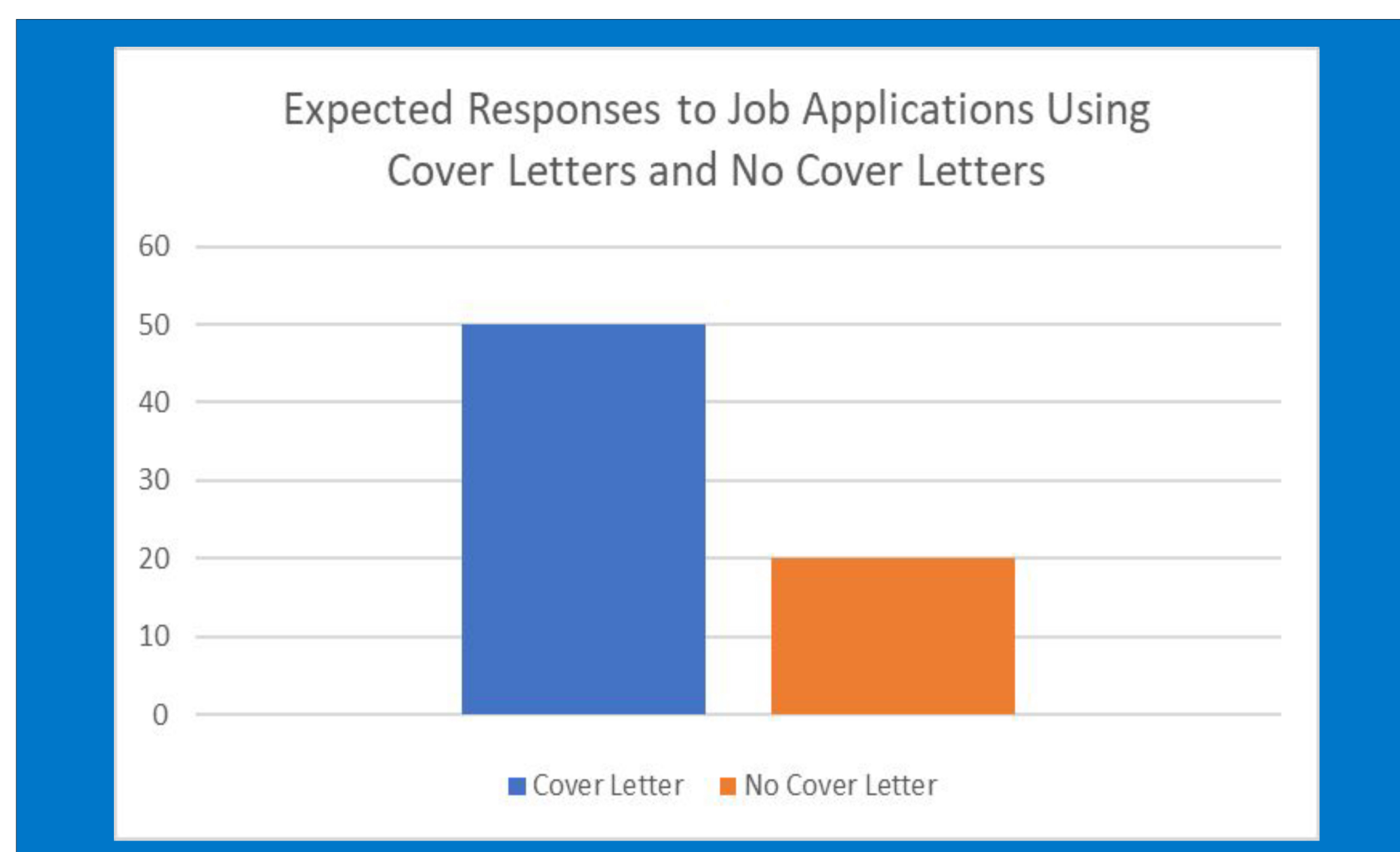
Overview

In this pilot experiment, we applied to jobs in five major metropolitan areas using resumes received from Dr. Ivey MacKenzie. We want to test the importance of the use of cover letters in job applications, so we created a pilot experiment. We expect to see a positive correlation between the use of cover letters and number of call backs for job interviews

Methods

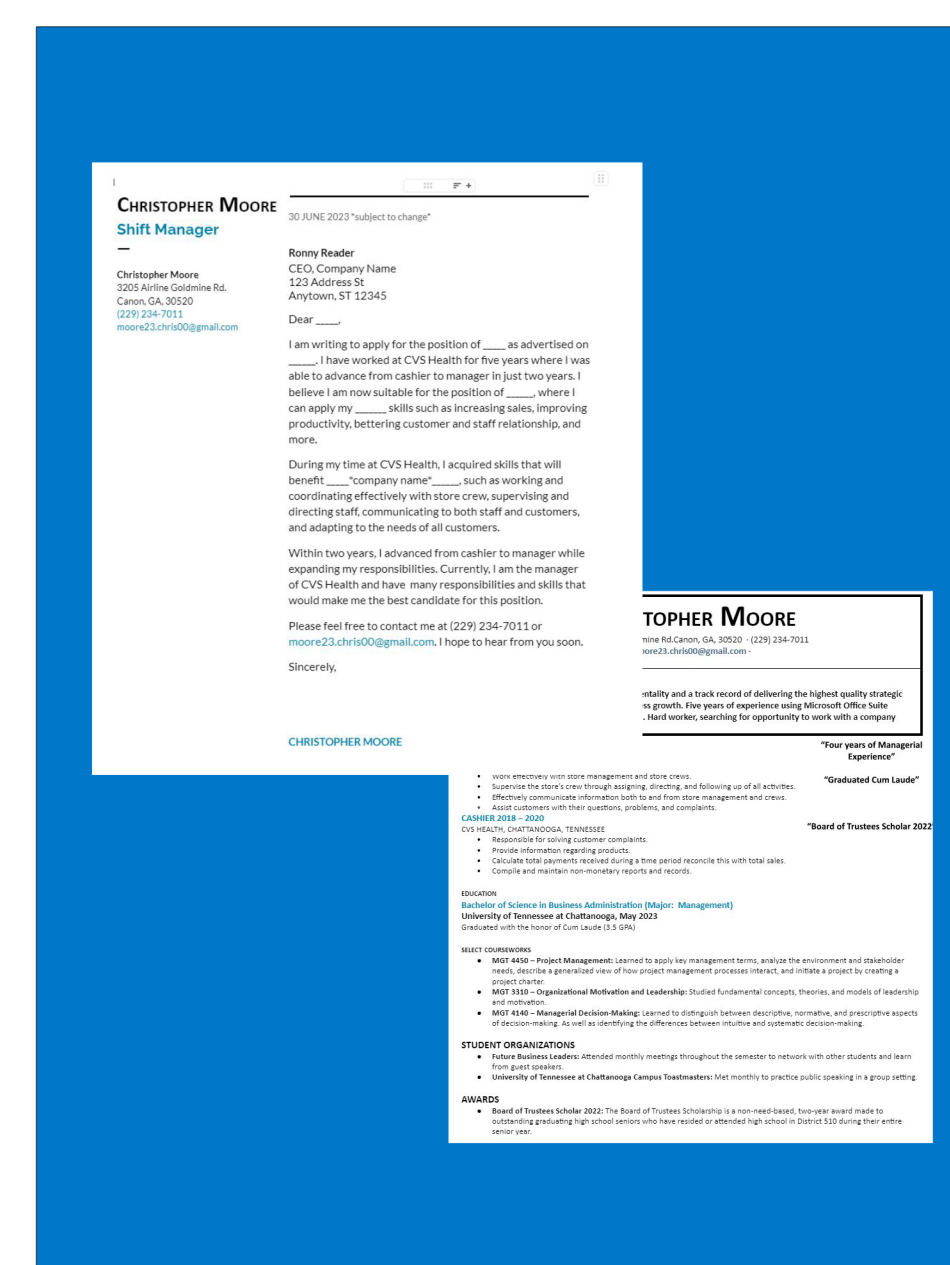
- Began by creating people to apply to jobs with in five major metropolitan areas
- Gave each an email, Google Voice Number, and accounts to apply to jobs
- Applied to business related jobs half with not cover letter and half with a cover letter
- Tracked Responses, response time, and information about the company

Expected Results



What are the Next Steps?

After tracking responses, we will have information that supports our hypothesis, To follow along please visit the following link or Scan the QR code to keep up the results as the responses to our applications come in.



Impact

With this research, we can change the way that people, especially freshly graduated students, apply to jobs decreasing inequality in the workplace. There has been a lot of debate recently surrounding the importance and efficiency of the use of cover letters. This could also change the curriculum in schools to include more focus on cover letters and how to effectively create them.

Acknowledgements

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