

Employment Through Job Matchmaking in the Context of the Olympic Games

**Studying the Potential Adoption of an Olympic Games Job
Matchmaking App idea**

SY Audrey

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Abstract <p>In 2018, 172 million people were unemployed worldwide, according to the UN agency. In addition, they predict an unemployment rate of 4.9% in 2019 and 2020.</p> <p>The Olympic Games is an extremely well-known event, with more than 3.6 billion viewers around the world watching the Games. Every two years, the Olympic Games bring together thousands of international athletes for 20 days of competition. As in any large organization, the Olympic Games need people to ensure that the Games run smoothly. The same organization can offer jobs to anyone who wants them. This thesis focuses on the study of a " mobile application idea, named: "Olymp-Jobs". This study looks at people's attitudes towards this application but also at their opinion on the anticipated User eXperience consumer's experience of this application idea.</p> <p>The aim of this study is to address innovation on employment in the context of Olympic Games (OG) through the co-creation of an app idea For this, a mixed-methods approach was selected for triangulation purpose. I used a mixed method with a semi-structured interview with a survey. The Focus Group Interview has involved 6 participants that were very helpful on refining my topic and raising the level of interest about the subject. Indeed, they gave me ideas such as adding a comment section to get feedback or features that are important to them such as usefulness, speed or confidentiality.</p> <p>The employment in OG survey, has got 42 respondents, which allowed me to give further information about the Olymp-Jobs. Regarding the UX-based Adoption survey, this one has got 22 respondents, most of the respondents perceived the Olympic Games Job Matchmaking app idea effective (95,34%), useful (76,73%) and reliable (65,11%). Other respondents perceived the app idea uninfluent (37,19%), unfulfilled (13,95%) and unattractive (11,92%). All the user feedback I received through this surveys allowed me to reflect on the relevance of my application idea and also gave me ideas for future research.</p>		
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1 Introduction

1.1 Background, motivation and purpose

Nowadays, sport has become a real industry throughout the world. Sport holds an extremely important place in our society. Indeed, this activity is loved as well as watched by thousands if not millions of people. For example, the Olympic Games, which is a world-famous event, has more than 41.5 million viewers. (Alcaraz, 41,5 millions de téléspectateurs ont regardé les JO, 26.02.2018) It is important to them to watch sport to support an athlete, a team or their country during a competition. Moreover, sport is practiced by many people of different ages, including children and adults. For example, the French Football Federation has provided 2,018,003 licenses in the field of football in 2014. (Linternaute, Les sport qui comptent le plus de licenciés, 07.09.2016). The majority of people who participate in sports activities in their lives, is often synonymous with health, well-being and pleasure.

At the same time, sport allows to create jobs. Indeed, for the 2024 Olympic Games, between 120,000 and 250,000 jobs are expected to be created, such as the construction or renovation of infrastructures for everyone. These employment opportunities involve a before, during and after the Games. (Lee, Jeux Olympiques 2024: entre 120 000 et 250 000 créations d'emplois prévues, 27.08.2019)

So, we understand that the Games can provide many jobs around the world. Often people think they don't have a chance to work in this kind of event or don't really know how to do it. That's why creating an application, that is an efficient, easy-to-access and easy-to-use tool, can be an innovative product for everyone. It is important to know that there is an increase of more than 45% in the download of mobile applications. (Axiocode, 25 statistiques d'utilisation des applications mobiles à connaître en 2019, 26.09.2019).

I chose this topic because I think it could bring some value to have a mobile application for job matchmaking in the context of Olympic Games and then, it could bring also for the Olympic Games a new way to recruit people.

1.2 Research Objectives and Research Questions

The research objective is to study how the application can be adopted and the impacts of the Olympic Games concerning jobs. My thesis focuses on the professions that the Games offer as well as the innovations that create jobs. Following this study based on many articles, I wanted to make you understand the importance of the concept of my application, which will allow an easier and faster recruitment. The importance of this concept gives the Games greater visibility and allows the population to feel more involved in this global event. This event gives a large number of opportunities including increasing their turnover.

The three research questions of this thesis are:

RQ1. What is the attitude among people towards employment in the Olympic games?

RQ2. To which degree the Olympic Games Job match making app idea could provide a satisfactory anticipated user experience?

RQ3. To which degree people could be willing to adopt the Olympic Games Job match making app idea?

These questions will be my guiding principle to collect primary data and to respond to research objective.. The first question will answer attitudes among people toward jobs and innovation in the field of the Olympic Games. The second question allows to understand how factors of the value elements permit to anticipate the user experience. The third question aims to understand the interest of this application and the feeling concerning this concept.

These few questions will have a significant impact on the concept of a future application. Knowing their point of view, whether the application will be well accepted by consumers, as well as understanding the added value of this application could be useful.

This part will deal with answering the questions in order to find a correct and possible solution. In order to get the right answers to research questions, it is essential to have the right research questions. With this help, we can have a clear vision to find correct solutions. These questions require answers to improve the application to best respond to the consumer experience.

The value element of an application is essential to stand out from other applications, to attract consumers to our application and not to competitors. Values can be multiple such as "utility", "innovation" and so on... Below you will find a table of the values elements and their explanation to see clearer.

Value di- mension	Value ele- ments	Explanation
Economical	New, useful, attractive	This application is a new concept that can be useful for people who want to use it. The Olympic Games is an important international event that attracts a very large number of people, the fact of using an application to work on it is a seductive idea.
Technologi- cal	Simplicity, in- novation, reliable	Creating a mobile application is a technological innovation. Indeed, everyone has a phone application in their smartphone, which means that everyone knows how to use this kind of thing. In addition, Olymp-Jobs will retain personal data.
Social	Job	This will mean that the people who will be working will meet during their work with a common objective: ensuring the smooth running of the Games.

Table 1. Values elements for the Olymp-Jobs (adapted from Audrey SY, 2020)

These value elements are important principles that are linked to the user experience. Thanks to data collected from questionnaires and a focus group, I was able to get an

idea beforehand of what people might think of an application that would allow them to apply for a temporary or permanent job at the Olympic Games.

1.3 Thesis structure

The structure of the thesis follows a logical sequence. In the first part, which will be the introduction, my motivations and objectives of my thesis presented. Then, at the end of this part, the research questions as well as the objectives will be explained.

After the Introduction part, the thesis will contain a literature review, with the history of the Olympic Games, but also the employment that these games generate. This part have sub-parts that explain the organization of the sectors of activity and the jobs that are important for the games. Then we explore the concept of a mobile application and why this new technology can be beneficial in finding a job within the Olympic Games. At the end of this part, I talk about my idea of the application and its design. The methodology part focuses on the research context and the types of research I used to answer my questions. This part also discusses the data I collected through questionnaires and an interview.

In the Analysis section, I present the responses from the data collected and do a short analysis on these responses. In the last two parts, there is the summary and conclusion and then I discuss the three criteria concerning the quality of my thesis and my research for future ideas.

2 Literature Review

My research lasted more than two months. It is quite difficult to find good articles that deal with the subject I am talking about. Following many elements, I was able to carry out a literature review. This literature was very helpful to me and showed me I was able to identify and list the important and less important elements plus to deepen the elements where I had very little information.

On one hand, the Olympic Games are very popular sporting events, what I mean is that it is not difficult to find information about this topic. On the other hand, the most

difficult thing was to look for and get details on employment during the Olympic Games. I was extremely surprised not to have more articles on this point.

2.1 History of the Olympic Games

As Henry Ford said, "*Getting together is a beginning, staying together is progress, working together is success*". The Olympic Games is an extremely popular event throughout the world, bringing together a total of more than 206 countries. Indeed, it is a sporting event that brings together many nationalities during which they fight to win as many medals as possible. Before, the Olympic Games included winter and summer sports, now and for some years now, these two sport events are separate and take place according to season.

It was in 1896 that the first International Olympic Games were created in Athens (Greece) by the Frenchman Pierre de Coubertin. The creator of these games wanted to create these games because he was deeply affected by the defeat of 1870. For more than twenty years, he advocated a return to physical education, which had held such a prominent place in the lives of young ancient Greeks. And it was first of all this return to the aristocratic values of struggle, "agonistic" values, of ancient Greece, that the modern founder of the Olympic Games recreated this lack but in a more grandiose way. As a pledge of peace, he invited all other countries to these games. (Mossé, *Les premiers Jeux Olympiques*, June 1980).

About fifteen years earlier, under the direction of German archaeologists, the prospecting of the Olympia site had begun, and the remains of the temples of Hera and Zeus, the stadium and racecourse, as well as the many "offerings" to Zeus, were discovered. First of all, it should be noted that the Olympic Games were first a religious event and then, in a second stage, they had a political function. Tradition has it that they were founded in 776 BC to commemorate Pelops' victory in the chariot race over Oenomaos, the king of Pisa, whose daughter he wanted to marry. And from 776 BC to 393 AD, the date of their prohibition by the Christian Emperor Theodosius, they took place every four years, constituting an official chronological landmark for more than ten centuries. (Mossé, *Les premiers Jeux Olympiques*, June 1980).

Currently, every 2 years, the Olympic Games are held in a different country. Unlike the current games, the old games lasted only 9 days during which 241 athletes competed in different sports. The current games include 3,000 participants for the winter games and 10,500 for the summer games, and finally we have 206 countries present during these events for a total of 16 intensive days of competition

2.2 Adoption Theories and Models

The technology has been around for a few years now, and it's improving. When we use the term adoption, we're focusing more specifically on the acceptance of the technology by people. This acceptance has come from several theories on the subject of mobile applications.

Firstly, the theories on the acceptance of mobile applications emphasize personality traits such as open-mindedness, friendliness, awareness and extroversion. These factors play an important role in the acceptance of mobile applications. (Xu et al, Understanding the impact of personality traits on mobile app adoption, 2016, 244-256). Indeed, we must also take into account age, which is also a crucial factor, as young people will naturally use mobile applications unlike older people who will dispense with applications or even smartphones. (Frey et al, Mobile app adoption in different life stages: an empirical analysis, 2017, 512 -527). In continuity, some theories explain that men are more sceptic to use mobile applications than women, however if the mobile application plays an informative role, is credible, men's perception changes... (Okazaki, what do we know about mobile internet adopters? A cluster analysis, 2006).

Some researchers show that immediacy, interactivity and other factors have consequences related to social involvement and brand image. (Kim and Baek, examining the antecedents and consequences of mobile app engagement, 2018, 148-158). In the same spirit, other researchers have highlighted the factors that are important for customers to have a good experience with mobile applications: speed, ubiquity, ease, personalization, as well as fun are elements that influence the use of a mobile application. In addition, these elements will have either positive or negative elements on the use of the application. (Baek and Yoo, Branded app usability: conceptualization, measurement, and prediction of consumer loyalty ,2018, 70-82).

2.3 Employment in sport events

We know that sport generates employment. When a major sporting event known throughout the world is held, many jobs are available. The Olympic Games can be seen as a big company looking for employees to help them during this event. Several phases are to be distinguished: before, during and after the Games.

We will first look at the jobs that are generated by the Olympic Games and then at the working conditions of the "employees for the Games".

2.3.1 The professions generated by the Olympic Games

Living in the Olympic Games is not insignificant for the host State. Indeed, when a city wins a bid to host the Olympic Games, many works are to be expected. Cities generally add roads, build or improve airports, and build railway lines to accommodate a large influx of people. The accommodation for athletes in the Olympic Village as well as at least many hotel rooms available and specific facilities for the events must also be created or updated. Studies indicate that infrastructure cost could range from \$5 billion to \$50 billion. (*Jeux de 2024 des opportunités pour tous, 4.04.19,22*).

States allocate a budget for the organization of the Olympic Games. These budgets translate into investment, construction and ultimately jobs. It is therefore a matter for the host State to dimension the infrastructures and services before the start of the Games. It must also have all the means at its disposal to ensure the smooth running of the Olympic Games, particularly in terms of service. Finally, once the sporting event is over, the return to normal must be implemented. There are sectors that are particularly concerned during the Olympic Games. These sectors will either recruit particularly or develop. Indeed, the Olympic Games is a kind of large event-driven company, which means that it acts as a functional company. In other words, it needs staff to live and function. These people will be in charge of working to make sure that everything goes as smoothly as possible. The games can be divided into several work sectors: construction, tourism and organization.

The construction sector:

Many construction companies will be mobilized to deliver Olympic and Paralympic venues (sports and non-sports). First of all, it will be necessary to plan in particular for the Olympic village that will host the athletes, the Media Centre and the Olympic Aquatic Centre. These spots are the most important infrastructures and will certainly be the most employment-intensive projects. Then, construction or renovation of permanent infrastructure is to be planned. Examples include the burial of high-voltage lines or the construction of certain road infrastructure. Finally, it is necessary to have work sites linked to the setting up of temporary sites.

To ensure the construction of the entire Games environment, States may decide to use large groups or increase their involvement with small and medium-sized businesses. Regardless of the strategy adopted by the State, the balance sheet remains that the construction sector requires a massive workforce in order to meet the deadlines for completion of work. In this sector, engineers, project managers and workers are recruited. It is indeed the entire construction sector and the construction industry more generally that is mobilized. We are in a logic of end-to-end. (Jeux de 2024 des opportunités pour tous, 4.04.19,22).

The organization sector:

It is not a professional sector in its own right but rather a set of professional sectors related to events (more particularly sports). The operational delivery of the Games will involve a number of operators who are regularly involved in this field. This will mainly involve jobs directly supported by the Paris 2024 organizing committee and those mobilized by service providers and subcontractors. They refer more particularly to companies in the sectors of events, live entertainment, private security, cleaning and waste management, transport and logistics. (Jeux de 2024 des opportunités pour tous, 4.04.19, 24).

The tourism sector:

Tourism and, in particular, hotels and restaurants, which will benefit primarily from the influx of visitors (tourists, Olympic family, organization service providers, etc.) as part of the organization of the Games but also of the test events organized prior to the event. (Jeux de 2024 des opportunités pour tous, 4.04.19, 23).

The example of the forecasts for the 2024 Olympic Games in Paris

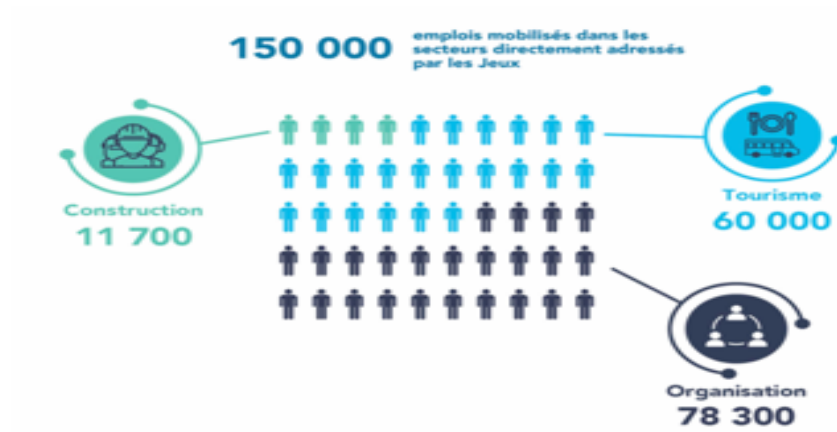


Figure 1 : Explanatory diagram of employment schemes for the 2024 Olympics in Paris, (adapted from Jeux de 2024 des opportunités pour tous, 2019)

On this diagram we can see what sectors are most affected by the Games. With regard to construction, more than 11,700 jobs will be or are being recruited to set up the sites, among others. In terms of tourism, more than 60,000 jobs will be created to interact with Games spectators. In terms of organization, we can count on more than 78,300 jobs to make the Games work well. Finally, the Paris 2024 Games will be able to see more than 150,000 jobs. Therefore, this figure is an important indicator that the Paris Games want to be as successful as possible. (Jeux de 2024 des opportunités pour tous, 4.04.19, 21).

2.3.2 Jobs before, during and after the Olympic Games

The Olympic Games can generate permanent or temporary jobs. Like any event, it requires preparation beforehand to organize everything, then trades for the proper functioning of the event and finally people who deal with the aftermath of events. First of all, you have to know that there are two ways to find a job for this type of event. The first being the IOC (International Olympic Committee), this organization recruits' people under a specific contract period. The second being the CON (National Olympic Committee) which recruits people of unlimited duration during this event. However, in order to be able to have a place, he or she must be from the country in question in order to be able to work there.

Recruitment is done on the platform of the official Olympic Games website. Indeed, people who wish to collaborate with this event must first apply by choosing the profession they want. Then, you have to create an account on the website in order to identify yourself to them, there is the possibility to send them a CV or send them the link to their LinkedIn. Following this, it is necessary to wait a short time to get a positive or negative answer for this position. The Olympic Games need every style of employment to ensure the smooth running of this event.

The Olympic Games can recruit a large number of people. For the Paris Games, the CON wishes to highlight youth as well as public persons in integration.

Since the Olympic Games are intercultural, recruiters want to promote this culture in every sense of the word. This emphasis is confirmed by the profiles sought, despite the fact that they expect highly qualified people for certain positions, they want other less qualified people to confirm their diversity.

According to the 2024 Games article, Opportunities for all, the IOC shows that young people as well as people in public in integration are just as capable of applying. (Jeux de 2024 des opportunités pour tous, 4.04.19)

The profiles we are looking for:

Olympic Games recruiters already have a clear idea of the people they want to work with during this period of events. The major asset for potential people is to promote the fact that they have fully participated in these Games by promoting a unique and exceptional professional experience. As with the great athletes, all the actors who will participate fully in the Games will have to prepare themselves. The IOC has not specified a specific type of person, in fact whether we are young students, trainees, more experienced people, everyone has the chance to apply. Recruiters promote values so that future employees have the same state of mind as they do. For this reason, 3 words stood out unlike the others. Sharing, creativity and finally, high standards. The fact of diversifying, innovating and always doing better are major assets for the smooth running of this event. Take the case of the future Paris 2024 Games, even if the values are not to be neglected, they provide future employees with the support they need to be properly trained in their tasks. More than one billion euros will be invested for these

people in various fields: work on professional life skills, learning foreign languages are just some of the many examples. (Jeux de 2024 des opportunités pour tous, 4.04.19)

Public in insertion:

In the same approach, the Games are mobilizing to help people who are integrating or who are experiencing difficulties in the field of employment. These people will be particularly targeted in the field of construction, building maintenance, management and infrastructure. This integration will help to promote access to sustainable employment for these people. (Jeux de 2024 des opportunités pour tous, 4.04.19)

Youth:

Young people are our future and recruiters know that they need a young, innovative and creative perspective to attract audiences. Young people can already apply for specific positions. Young people from an apprenticeship stream will work with subjects such as wood in construction to boost this stream.

To give you a figure, more than 1,000 young people are looking for an internship in 3rd year (an obligation for all French students who have to spend a week in a professional environment). These young people will be able to discover the different aspects of the preparations for an Olympic Games profession such as sport, tourism, events, catering or even hotel business.

For the Paris 2024 Olympic Games, the trades that will be held upstream and then afterwards are construction. Preparations for this event will begin in 2019. The table below shows all the construction sectors that the Olympic Game's needs. (Jeux de 2024 des opportunités pour tous, 4.04.19)

Technical trades specific to the sector	Occupations in management and business management	Cross-sectoral trades with several sectors
3 100 : finishing work trades	1 700 : business management professions	300 : logistics and transport professions
2 300 : structural work trades	1 500 : trades of site management and supervision of construction sites	400 : maintenance jobs
700 : companions in Public Works and cement		200 : metal and mechanical trades
500 : measurement, design and studies in construction and civil engineering		
200 : site machine operators		

Figure 2. Construction sectors for the Olympic Games (adapted from Hidalgo, 2019)

The same applies to the tourism sector, the only difference is that this sector needs people only from the moment the event begins. The table below explains the sectors that the Olympic Games require during this event.

Technical trades specific to the sector	Occupations in management and business management	Cross-sectoral trades with several sectors
13 400 : cooking and catering professions	4 600 : technical-sales professions	1 400: local sales professions
11 700 : in-hall service professions	4 100 : business management professions	8 000 : transport and logistics professions
6 700 : reception professions		1 100: animation and events professions
4 800 : floor service professions		

Figure 3. Sector that the Olympic Games during the event (adapted from Hidalgo, 2019)

In other words, jobs are needed in any field, other professions not mentioned above are important for this organization. A large number of trades are involved before, during and after this period. To give a figure indicator, 85% of the jobs mobilized in the three sectors are focused and addressed for preparation.

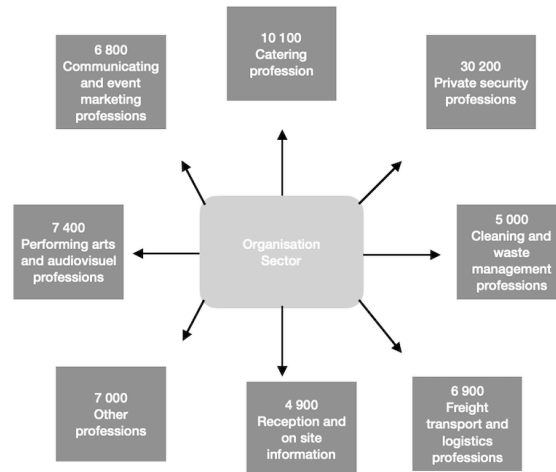


Figure 4. Organisation Sector (adapted from Hidalgo 2019)

2.4 User eXperience Models

2.4.1 Why we use mobile applications?

As Steve Jobs said, “Innovation is a situation you choose because you have a burning passion for something. Innovation makes it possible to create new things, it results from a new idea that generates a product at the end or a service”. Mobile application is the future, everyone has at least one application on his smartphone. To give you a figure, consumers uploaded 205 billion of applications in 2018, and it’s just the beginning. Indeed, downloads will be steadily increasing, for 2022, 258 billion of application will be downloads, an increase of 45% over five years. Application mobile is very easier to use and also very efficient, that’s why lot of people have a huge application on a phone. (Axiocode, 25 statistiques d’utilisation des applications mobiles à connaître en 2019, 26.09.2019).

Nowadays, a mobile application for almost everything now. Thanks to their utility and functionality, mobiles applications allow us to offer new experiences to our consumers, it is indeed the dream tool to access all the information we want to have. On average, a person can spend almost 2 hours on mobile applications. Mobile applications can be used for gaming, finance, work, social networks or information, ... People have moved from laptops to smartphones because they have found in them the simplicity and speed of information. In fact, mobile applications are first downloaded and immediately used

afterwards, there is nothing difficult to learn because the main objective is to facilitate access. (Kaur, Why we use mobile application nowadays, 30.01.2018).

Finally, there are 4 components concerning the perception ubiquity of mobile services, which are continuity, immediacy, portability and search. The first is the ability of continuous service through the Internet and especially 3G or 4G in order to have information continuously. The second is to have rapid access to information. The third is often translated by mobility, in other words we have our mobile phone with us at all times. And finally, the fourth is the ability to search in order to have instantaneous information. (Okazaki and Mendez, Perceived Ubiquity in Mobile Service, 2013)

2.4.2 The impact of mobile application concerning jobs

The mobile application for employment and job search has been steadily increasing in recent years, it's the best way to find a job without running around. Despite the fact that business applications are downloaded less, they still represent 63.74%, which is a good figure. (Clement, Most popular apple app store categories in November 2019, by share of available apps, 25.11.2019)

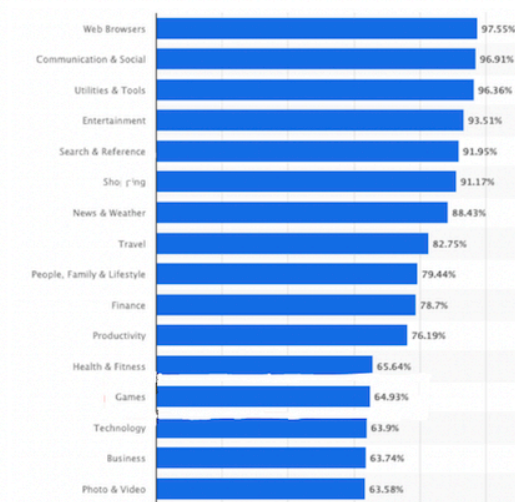


Figure 5. Most popular apple app store categories (adapted from Clement 2019)

Mobile application allows to have an easy contact between the future employee and the recruiter. Moreover, this concept allows to develop quick and easy recruitment. This kind of application involves countless people and in an international way. In

addition to easy access, one must also take into account the diffusion of the job offers, which is becoming more and more widespread, thus reaching a wider audience. A person who wishes to find a job quickly, can download one and to search what it wants.

The application can improve its experience during each step, that allow to facilitate the way of his candidate and also contribute to decrease the drop-out rates during his experience. Meanwhile, mobile application performs about localization, that means each person who looking for job can search jobs near to them or contrary to person who live far away can search this localization too.

According to a study, 6 466 candidates in 2017, more than 61% use their mobile phone to find a new job. This revolution, concerning this utility allows to democratize the recruitment. Moreover, some people limit themselves to looking at the ads without applying, other people, who represent 22%, consult the ads and apply from their mobile. What motivates people to apply are first of all the information that has been collected upstream on the internet. As a result, 76% of candidates apply afterwards. What makes it easy for candidates is the fact that they can filter companies, positions and salaries when they want to provide their CV for a job. (DigitalRecruiters, Le recrutement mobile en quelques chiffres, 14.09.2018).

2.5 Identified Gaps in the Literature

The literature review is important to better know and understand the terms and allows to collect others information and data. The second point was to demonstrate the theories of mobile applications based on the main works and their impacts, both positive and negative.

To understand all this, the definitions have been a great help to clarify the words. Furthermore, the other finding was the fact of having many figures concerning the Olympic Games professions. I noticed that these figures referred to a well-defined specialty. Therefore, it made it more complex to analyze the numbers as well as the terms.

Finally, mobile applications are still emerging tools that are still seen in the background and not in the foreground. This is because the technology is still new, and it takes time to get used to this lifestyle. However, mobile applications are still quite present in our society.

2.6 Research framework

The use of an application is booming, this innovation allows customers to live a different but also unique experience. That's why a tool like this facilitates access to information but also to have a greater speed as opposed to normal recruitment, which takes a lot of time. But before I created my application and the design, I had to do an interview with some Jamk's student to have some others information and feelings about what they think.

2.6.1 App idea

For my thesis, I wanted to highlight an application that consists in simplifying the process of offering jobs for the Olympic Games. It called Olymp-Jobs. Mobile applications are part of our daily lives, a very large number of people have an application on their mobile they use. These applications are very useful for our daily lives as a simple and effective tool. The interest of this **Olymp-Jobs** application is therefore to facilitate all stages of recruitment, whether for recruiters or for applicants. The application is divided into 4 boxes: the history of the Olympic Games, the good tips of the host city, the description of the jobs that are recruiting and the last box is that of the CV and the letter of the motivation. In addition, Olymp-Jobs has at its disposal a map to locate itself, a personal email account to the person, a place to identify itself and put its personal data, its planning for its future work and finally a planning for the games. All these categories are important for the proper functioning of this application.

History of the Olympic Games:

This category will explain the origin of all the Games since its beginning. This box is important to know the values and ideals of these Games.

The host city:

This box shows the good plans of the city that organizes the Games (museums, restaurants,)

Jobs available:

This category lists all the trades that the Games need before, during and after the Games. This is the most important box in this application because it allows people who want to collaborate with this event to get to know these trades in question, whether

they are temporary or permanent. This box describes a trade with the skills required to apply.

CV and cover letter:

This last box is as important as the second last one. This box must be completed by the person who wishes to work in this organization.

This box is linked to the available jobs. Indeed, in view of their CV with their acquired skills and their previous work, the available jobs box will show the job of their level.

This application will be on smartphone, it will be available for download by all laptops that have an Apple Store. The application is easy to use, everything is written to make it easier for users to use. If there is any problem, at the top right the little icon "?" allows you to answer all the necessary questions.

The design of Olymp-Jobs is as follows:

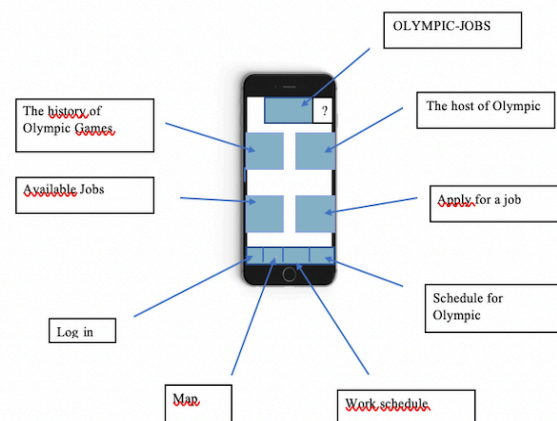


Figure 6. The design of Olymp-Jobs (adapted from Audrey SY, 2020)

I wanted to create an application for major events such as the Olympic Games. I thought the idea of creating an application to find a job in a sporting event was a good idea of innovation. In fact, thanks to my upstream research, I understood that many people use mobile applications every day to do anything and everything, including social networks, games or finding a job. A mobile application to apply for a job is a fast, simple and efficient way. And don't forget that mobile applications are very trendy because all you need is a smartphone. The smartphone is an important tool in everyday life and are used at any time.

Indeed, mobile applications make life as easy as possible for consumers and do not require much knowledge to be able to use them. Using a mobile application for a job makes the transaction between employees and employers easier and creates a new way of doing things.

3 Methodology

This section focuses on how research questions and objectives will be addressed.

3.1 Research Design

According to Robert Yin, a research design explains how the generic questions will be answered including data collection and analysis methods and techniques. It is important to choose these questions and strategies carefully in order to arrive at relevant and valid answers. (Robert Yin, Case study research: design and methods, 19).

In order to implement my qualitative and quantitative studies, I used the research onion to identified possible elements to be included in my research. Below finds the research onion with highlighted methodological choices applied in the study:

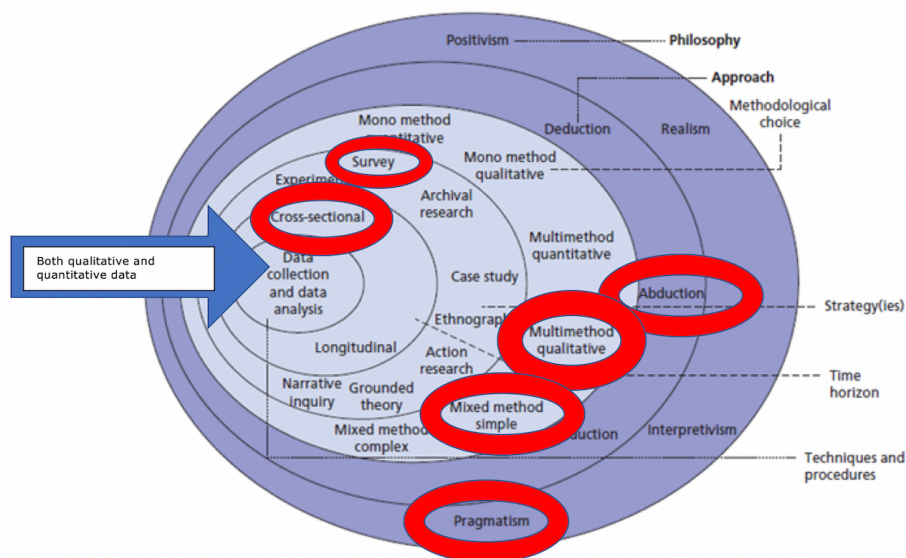


Figure 7. The research Onion (adapted from Saunders et al.).

In this study I used pragmatism as a research philosophy. Pragmatism allows collection of both qualitative and quantitative data. (Tashakkori and Teddlie, 1998,26). Tashakkori and Teddlie (1998) sum up their state of mind on this subject in the following way: "you should study what interests you and is of value to you, study in the different ways in which you deem appropriate, and use the results in ways that can bring about positive consequences within your value system" (Tashakkori and Teddlie, 1998,30).

The second element of the methodology is about the research approach, which in this study is a half-away between the inductive and the deductive, called the abductive. The purpose of this study is predominantly exploratory with some elements descriptive research. I have selected three types of survey to collect the data, therefore we can talk about multi-method study including two qualitative surveys and one mixed methods survey. The time horizon of the research is cross-sectional as the data in each survey was collected only once.

I used three different type of surveys to solicit a more extensive and general opinion in order to vary in order to triangulate based on multiple methods of data collection.

3.2 Collection of data

Before putting the questionnaire on a platform to collect the data, there are different steps to follow : knowing the objective of the study, determining the study population, constructing the sample, and determining the size, knowing the method used for the questionnaire, creating the questionnaire and finally collecting the information. (The Statistician, Primary Data Collection, 1.04.2018). These steps are essential to ensure high quality of the questionnaire as a survey instrument and resulting answers. For my thesis, I decided to do two questionnaires in order to answer different generic research question. Each questionnaire focuses on a specific research question. The first questionnaire focuses on people's attitudes towards employment and the second on the consumer's experience with my Olymp-Jobs application.

3.2.1 Quantitative and qualitative research

In this specific study, one of the questionnaires is a mixed-method survey instrument for quantitative and qualitative data collection. Qualitative research is about

understanding and clarifying a behaviour, a phenomenon. (Claude, qualitative and quantitative study: definitions and differences, 12.04.2019).

On the other hand, quantitative research is associated with descriptive and explanatory research. This strategy may include either a survey or a questionnaire. (Claude, qualitative and quantitative study: definitions and differences, 12.04.2019). In other words, this method reveals results, but for this to happen they must have two considerable specificities: the reliability and validity of the information. (Hair et al. 2006, 172). It includes the use of structured questions, and can solicit both open and closed questions, whether multiple choice or with very few answers.

3.2.2 Focus Group

According to Carson, a focus group is "group interview that focuses clearly upon a particular issue, product, service or topic and encompasses the need for interactive discussion amongst participants" (Carson et al., 2001). This technique encourages and allows people to interact with each other on a specific subject, and to know their point of view without judgment (Krueger and Casey, 2000). Focus groups are quite difficult to control because it is difficult to stop people when it comes to a subject that fascinates them.

In marketing, a focus group is defined as "a qualitative research technique that consists of bringing together half a dozen individual consumers or prescribers to gain an in-depth understanding of their attitudes or behaviours towards an offer".

For Anita Gibbs a focus group "include gaining insights into people's shared understandings of everyday life and the ways in which individuals are influenced by others in a group situation." (Gibbs, social research update: focus group, 1997). In addition, it provides information, in addition Gibbs stressed the role of moderator during the focus group as crucial in order to conduct this interview successfully. The moderator assists, directs and analyses the people present during the interview.

The number of people participating in a focus group is crucial for its proper functioning. You shouldn't have too many people because it means that it will be difficult for the moderator to lead people and, on the other hand, having too few people can be

detrimental to the quality and quantity of the empirical evidence gathered. There is a contrast between different authors who suggest the size of the focus group. For Eriksson and Kovalainen, the idea is to have between 4 to 8 people in order to moderate the discussion. (Eriksson & Kovalainen 2008, 175-181). Others, such as Morgan, Bloor et al and Cameron, propose a sample of 6 to 10 people (Morgan, 1997), (Bloor et al, 2001) and (Cameron, 2005). Despite this difference, there is common understanding out there, that it is very important to feel comfortable with the number of people you would like to interact with during a focus group interview. For that reason, no matter how many people are around the table, it takes just enough to gather important information. It is not quantity but quality that thrives. And finally, the focus group makes it possible to understand the beliefs and attitudes of the people present thanks to the behaviors they adopt during the focus group. (Morse, 1994, 225).

There are different steps to follow while conducting a focus group interview:

1. Define goals of the focus group

Before preparing the focus group, it is advantageous to have objectives to achieve, without objective the focus group is not necessary or even useless. In this study, the objective of the focus group was to understand how to improve or create a product or service for the benefit of customers. (Lotich, what is the purpose and advantages of focus group interviews? 16.08.2011). For this preparation, my main objective was to know if people who watch the Olympic Games and want to participate in the Games could adopt and use my application. This application allows you to find any work in the field of sport, whether temporary or permanent. My second objective was to know the state of mind of the participants regarding this application.

2. Determine the target

Choosing the people who will answer our questions is an important step. The choice of respondents will have an impact on our study. To have different points of view and different answers, it is crucial to include people with different backgrounds. To be more precise, it is essential that people come from different places, that they do not have the same experience, not the same age, (Stewart and Shamdasani, 1990).

3. Select the sample

In Marketing, a sample is "a representative subset of a population from which a survey is conducted". (Baynast, Mercator 12th edition, 106). "It should be noted that a sample may be random or non-random. Non-random selection means that we choose the sample ourselves. On the contrary, the random selection method has several characteristics: a simple sample (obtained by drawing lots), arbitrary (without statistical validity), itineraries (surveyed people in a structured way) and quotas (imposition of certain rules among participants)". (Baynast, Mercator 12th edition, 137). Whether it is a random or non-random sample, it is imperative that participants take an interest in the subject and provide us with important information. (Stewart and Shamdasani, 1990). For my focus group, the basic sample was random, i.e. the participants were chosen according to their last name, yet all of them were part of the larger group participating in the course on Research Methods at the Bachelor level so at the end it was a convenience sample.

4. Determine the size

The number of participants may vary. Many authors solicit between 4 to 8 participants, others prefer between 6 to 10, some of them up to 12 participants. However, the most important thing is to feel comfortable with the participants, i.e. the number of people is not important, the key is not to have a surplus of people and not to be able to control them.

These 4 steps are important for the preparation of a focus group. The most important thing after that is the implementation of the focus group. The important person here is the moderator who leads, encourages and solicits participants during the interview. A moderator should perform the following tasks (Touboul, Qualitative research: the focus group method, 6): guide the discussions, bring the debate back to the main topic (with subtlety and tact), maintaining the general interest in the topic addressed, have experience in group dynamics, have a sense of timing, know how to stimulate the group, ensure the fluidity of discussions between participants, have a sufficient curiosity to show a sincere interest in the discussion, have a sense of respect for participants and believe in their "knowledge" to discover it, adopt an active listening attitude with attention and sensibility, have knowledge of the subject but keep as neutral an attitude as possible, be able to communicate clearly and precisely, to be able to

reformulate ideas, to adapt to the group, to create a climate of trust, openness and tolerance and be smiling, have a sense of humour.

3.2.3 Survey

In marketing, a survey is an analysis in the market field for a specific product or service. In addition, Market surveys are tools to directly collect feedback from the target audience to understand their characteristics, expectations, and requirements (Bhat, Market survey: definition, purpose, importance, types and examples). The objective of a survey is to obtain criticism from participants in order to understand their state of mind towards a product or service, and at the same time to acquire new customers. Then, the survey helps to understand consumer trends in order to highlight the product or service in question (features, prices,). (Bhat, Market survey: definition, purpose, importance, types and examples). A questionnaire can have different strategies in relation to the questions: it can include simple questions or, on the contrary, more complex questions that require more in-depth reflection. It is important to diversify the style of the questions in order to have a variety of answers. With regard to the questions, there are different types to consider:

1. Nominal question: it answers a very specific question that does not influence respondents. (Danagueian, The types of questions in a questionnaire survey).
2. Ordinal question: a scale of measurement from the most positive to the most negative that allows us to know the opinion or taste of people. The most commonly used scale is the "Likert" scale, which deals with "the intensity of an attitude, an opinion towards stimuli (product, brand, advertising,). (Danagueian, The types of questions in a questionnaire survey).
3. Multiple answer questions: it allows you to choose a limited or unlimited number of answers. This type of method makes it possible to embellish a certain right of reply. (Danagueian, The types of questions in a questionnaire survey).

My first questionnaire focuses on employment and was composed of various questions (multiple choice, open question, simple question,). The second one was based

on anticipated user-experience theory within 24 questions for evaluating Olymp-Jobs application.

4 Results

FOCUS GROUP INTERVIEW

This focus group is composed of 6 participants; all of them were Finnish and were following the same course as me. To be more precise, there were 3 girls and 3 boys between 20 and 28 years old. This focus group was held on Monday, October 7, 2019 from 1:45pm to 4pm. This meeting helped me a lot to build a more concrete idea of my application. Indeed, to know what design the users want to have, what utilities and functionalities.

During the focus group, the discussion was pleasant and positive. Not all participants knew that the Olympic Games were recruiting people to work in their organization. All participants liked the idea of creating an application which is specialized in recruiting for this event and found the application innovative. However, some mentioned the fact that this application had very specific targets: those who want to work, people who love sport and finally those who are able to work.

Some participants emphasized the design of the application, indeed for them the success of an application is the design. It is essential to choose the right colors, features, that it is easy to access and understand. For others, it is necessary to put forward the job search and Olympic Games side, and to attract as many people as possible. These two strategies are important for this concept to work.

Moderator: "I'd like to know what you think when I say: Olympic Games."

P1(male): "A competition between countries"

P4 (male): "An international event that takes place almost every 4 years in different countries".

P2 (female): "Several sports united for a great world event".

P5 (female): " I would say a friendly competition between countries, in a friendly way to have a good time ".

P3 (male): "A sporting competition".

P6 (female): "I would say the same thing".

The participants have broadly the same definition for the Olympic Games. It is important to define the key words before starting a focus group.

Moderator: "Okay, you've defined the Olympics, now I'd like to know if you're interested and why?"

P1: "Yes I watch the games because I like sports in general, it's nice to watch with family and friends".

P4: "I'm also looking to support my team and also because I like sports but not all of them".

P2: "I look but not all the time, if I have things to do, I don't look if I have nothing to do, I look"

P5: "No, I'm not watching the Olympics."

P3: "I watch the games, but I'm interested in certain sports."

P6: "I'm the same, I only watch sports that interest me, I don't watch other people."

Moderator: "Now, do you know that the Olympic Games need manpower, that is to say, people who work for the smooth running of this event? »

P1: "I confess that I never asked myself the question, but it seems logical because in the end the Olympic Games is like a big company that needs people to move forward".

P4: "No, I didn't know, but yes, as he says, it makes sense."

P2: "Yes, to clean up the internships and so on."

P5: "I'm not interested in games, so I didn't know."

P3: "Yes, there must be all kinds of jobs".

P6: "Yes I knew it! »

This issue is important because my application is related to the Olympic Games offerings. We can see that very few people knew that this event offers job opportunities. An important factor influenced one of the participants, because a person who is not interested in the Olympics has no interest in this event.

Moderator: "Here come the Games offers several jobs for all types of people: you can apply to be a digital technical architect, or a project manager, do you think you'll be interested in this now or in the future? »

I'm showing them Olympic Games bids on the official website

P1: "Yes, it could be a good experience, but not right away".

P4: "Why not, I see that there are a lot of offers and they look good."

P2: "Maybe, I'd like to have more before I apply"

P5: "Not really."

P3: "Yes, I think I could apply. For the Summer Olympics, because it will be during the holidays."

P6: "Maybe, I don't know, if I don't have a job I could apply if I have one, I don't think so".

Again, participants are influenced by what they like and dislike. But for the majority of people, they could apply for this event. As one person said, it could be a good experience, gaining new skills and getting a closer look at the workings of a large organization.

Moderator: "I see that most of you are not closed to the idea of applying, do you think it would be a good idea to combine the Olympic Games and job search in an application to facilitate access to information and recruitment? »

P1: "The idea of an application could facilitate recruitment for the Olympic Games, it's a good idea".

P4: "The concept of an application is innovative; it will attract people because everyone uses applications in their everyday life".

P2: "The concept is innovative and well, it would save time in finding a job".

P5: "The idea is good, but I think we need to increase awareness for it to work, because people don't really know that the Games are recruiting, so we need to advertise the application".

P3: "Yes, I think it would facilitate access to information".

P6: "It's a good idea."

The application is viewed positively by all participants. Innovation, easy access, easy access to information are important words for an application to work well.

Moderator: "To tell you the truth, my idea is to create an application for the Olympic Games. This application would allow you to recruit people who want to work with the Olympic Games, do you think that if it existed, you would download the application and use it? »

P1: "As I said before, yes."

P4: "Yes, I think so."

P2: "I don't know, it could be a good experience."

P5: "Since I don't follow the games, I would say no but then if I'm looking for a job and I can't find anything I could download the application to see the offers they offer".

P3: "I think, but out of curiosity, to see what they offer and if I'm interested, I apply".

P6: "I don't know, maybe."

This question is important to determine whether this application could be accepted by the participants. Despite the fact that a person is not interested in the Olympic Games, that person is likely to download this application. This means that anyone can apply from the moment a person is looking for a job or a person who likes the Olympic Games.

Moderator: "What do you think is important in an application? »

P1: "Utility and efficiency".

P4: "Design, function and practice".

P2: "Ease of information retrieval and confidentiality of information and reliability".

P5: "Pretty much everything they say."

P3: "I would say, the attractiveness of the application, the usefulness of this application and the privacy of our personal data".

P6: "Efficiency, speed, confidentiality and simplicity".

Simplicity, access to information, confidentiality and functionality are important elements of an application. Confidentiality must be taken into account because this word came up several times during the focus group.

Moderator: "For you, which functions should be included in this application? »

P1: "Maybe one or more separate sections".

P4: "A help and search section for simplicity and ease of search".

P2: "An offer section, a section for resumes, a profile, and maybe a help section".

P5: "A profile, CV section, maybe a notice and comments section".

P3: "I don't know, I'll say what the others said when I added a messenger."

P6: "Yes, I would have said an offer section where they explain the trade in question, with the required skills. But first, ask questions about people's job preferences so that they have direct access to offers that they like".

Moderator: "Okay, I see what you want to put in this application, I already had a pretty clear idea of what I wanted to put, make 4 sections where there would be: the history of the Olympic Games since its beginning, the host country with its good plans, the CV and cover letter box then the job offers, then finally a profile with a professional box to communicate. I would also add a map of the city so that they can find their way around, the schedule of the Olympic Games, then their timetable so that they know their workday. Do you think this application is complete?"

I show them a sketch of the application on my computer

P1: "The application looks complete and well done so that you can find your way around".

P4: "I think that the choice of the colour blue is well chosen because it's a nice colour, however it's a shame not to have an opinion and comments section in this kind of application. This section would give us more credibility".

Moderator: "It's true that it could be a plus and it would also allow us to have a little more information about the profession and perhaps an outside opinion would be better. Where would you have put this opinion and comments section? »

P4: "Yes, that's it, maybe under the job offers, for example by putting the opinions of former employees".

P1: "You can set up a star system like Google reviews or a rating system".

Moderator: "Yes, but it can be good if the job is well graded, but if it is not, people will be quite sceptic".

P2: "Personally, I don't understand the history and host country box, it has nothing to do with looking for a job."

Moderator: "That's true, but I think it's important to know the history of the Games, just like for you in the future when you go to apply for a job somewhere, it's important to know the company, here it's the same thing to know its history and its

values. For the host country, it's more for tourism, the employees will not work all the time, that's why this section is here to visit, to discover, etc."

P5: "The application looks easy to use because everything is indicated and good too".

P3: "Here I am joining P4 but apart from that I find the concept good".

P6: "Yes, it's well laid out and clear."

Moderator: "Okay, just one last question and then we're done, the name of my application is Olymp-Jobs, do you think it's easy to remember, easy to say? Does the name of my app name have anything to do with what I'm trying to put forward?"

P4: "I think the app name is clear and precise."

P1: "Yes, it's in correlation with what the job search and the Olympic Games are all about".

P2: "It's easy to say and memorize, it's important because people will memorize it more easily".

P5: "The name of the application is good! »

P3: "I might have attached the Olymp-Jobs just to put a dash, but that's not very important either".

Moderator: "Oh yeah? Why?"

P3: "It's a question of aesthetics, I think it's more beautiful without the dash, then it's personal, I don't know if there's an application with dashes or with symbols".

Moderator: "To tell you the truth, I think it would have been weird to score Olymp-Jobs, but it can be done anyway! »

P2: "I think he must have some! »

P6: "If there is no application without a dash, it's a kind of demarcation for you, you stand out from the other applications. But to answer the question, I like it".

The questions were crucial to redefine the concept of my application and to understand what I needed to put forward to attract as many people as possible. After this

interview, I thanked them all for answering honestly and taking their time to answer them calmly. Of course, I specified at the beginning of the interview that no answers were wrong and finally that their opinions were anonymous.

The name of the application is a foretaste of the application, it is essential to choose a precise and clear name that can be easily remembered. It is also important to highlight the concept of the application through the name given to it. All participants gave positive feedback and found that the name fits well with the idea of Olymp-Jobs.

SURVEY

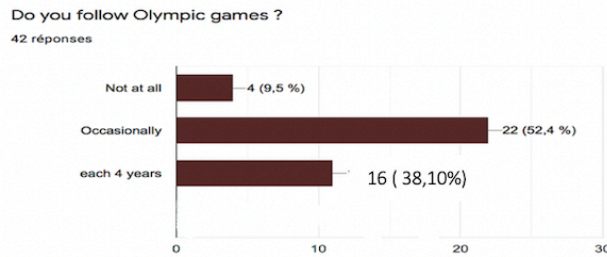
The first questionnaire consists of 18 questions that focus on employment in the field of the Olympic Games, it called employment in OG survey. This questionnaire is important to understand people's behavior towards this event. We must always keep in mind the common thread of this thesis, which is none other than the trades during this period.

The use of the "Google Docs" platform allowed me to better organize my questionnaire, i.e. to introduce my subject and the different parts of my thesis. It is essential to explain why and how when it comes to a questionnaire so that respondents can answer it as well as possible. Over a two-month period, 42 people answered my questionnaire. I wanted to broaden my point of view by interviewing people from different backgrounds and countries (France, America, Turkey, Peru, UK, Germany, ...).

As I said before, the purpose of the questionnaire is therefore to analyze the data in order to provide valuable information that will allow the progress of a product or service. Therefore, this survey is related to one of my research questions. Thanks to the answers provided by the survey participants, I will be able to develop an analysis that will answer my research question.

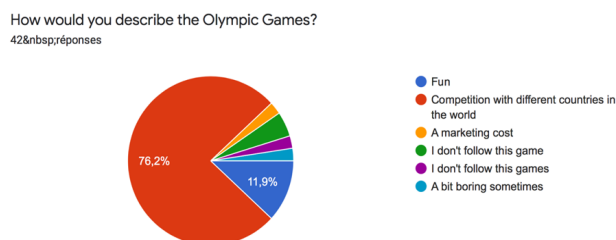
4.1 What is the attitude among people towards employment within the Olympic games?

Question 1: Do you follow Olympic Games?



Out of a total of 42 responses, 52.4% of people watch the Olympic Games from time to time while 38.10% watch the Games every 4 years, and finally only 9.5% are not interested in the Games. This first question is quite surprising as the Olympic Games are extremely well known throughout the world and bring together more and more people. At the same time, most people play sports in their daily lives, so we might think they also like to watch them. However, more than half of the people do not watch all the Olympic Games. Indeed, we can think that these people prefer to select the type of sport they are interested in.

Question 2: How would you describe the Olympic Games?



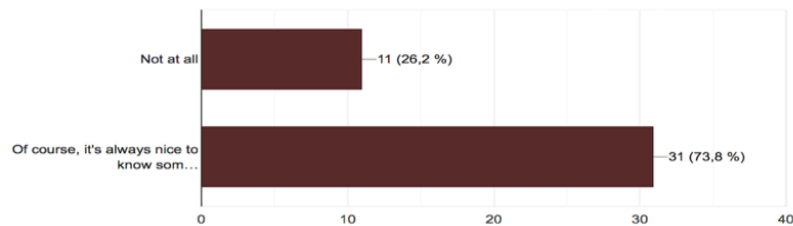
This response generated many responses, and some even wanted to add more. What is most noticeable is the colour red, which takes most of the graph, it must be said that 76.2% of people see the Olympic Games as a competition with different countries in the world. Next, the one that follows by far with 11.9% is the fact that the Olympic Games are entertaining. What amazed me was the fact that 2.4% (i.e. one person) described this event as boring, but when something doesn't interest us we don't bother to look. Indeed, in view of the answers to the first question (9.5% who do not watch the Games), there should have been more people to choose from this percentage. In addition, only one person differentiated himself from the others by

qualifying the Games as a Marketing coup. This choice is interesting in a way because it is true that this kind of event is often synonymous with getting in and out of money, but also for companies that want to be displayed on signs in stadiums, or do sponsorship, advertising,....

Question 3: For you, it is important to have an interest about the country that welcomes the Olympic Games ?

For you, it is important to have an interest about the country that welcomes the olympic games ?

42 réponses



Not surprisingly, 73.8% of people prefer to know the country in question that is hosting the Games. However, 26.2% think it is not necessary to know the country that will host the Games. Honestly, I wouldn't think there would be a fairly high rate, even if it's still small. This question asks whether people can be interested in other cultures through a major event such as the Olympic Games.

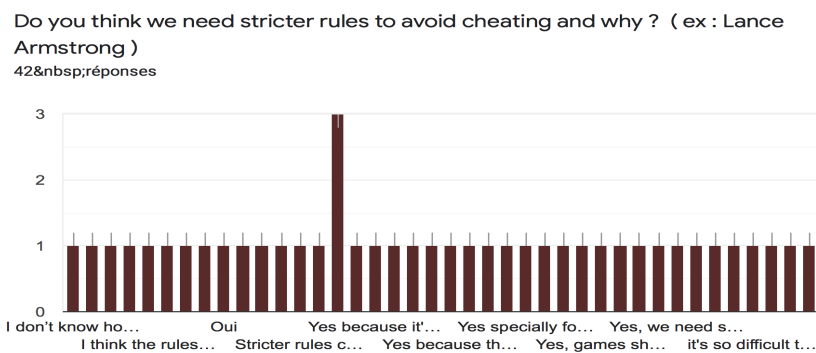
Question 4: Does technology have a place in sport? And why?

This open-ended question prompts further reflection. Not to mention everyone, most people have confidence in technology. Some people think that it is even the pillar of sport: Nike and shoes innovation, to increase the performance, research related to sports. In other words, sport evolves with technology. It is true that technology greatly helps athletes to prepare themselves in the best possible way. Others see technology in sport as a safety, visibility or help. Indeed, in such circumstances, technology can replace employees in the form of robots, but also transmit games live on television. One person stood out by saying that it depends on how it is used. As far as technology is concerned, it is important not to put all your trust in it, so you need to know when to use it and how to use it wisely.

Question 5: Do you trust the technology? And why?

This question divided people into two categories: those who fully trust and those who agree but with some reluctance. People who believe in it because for them technology means precision, reliability, performance and trust. On the other hand, other people do not have absolute confidence in technology. As far as these people are concerned, technology is not at the maximum of these capacities, which means that there can be mistakes. One person noted that we are dependent on technology, especially in everyday life: mobile phones, applications,... Another person follows the same reasoning by saying that we are "forced" to believe because we are dependent on this new technology. In conclusion, participants were quite mixed about the trust placed in the technology, the result is that we can believe in it but be careful.

Question 6: Do you think we need stricter rules to avoid cheating and why ? (ex :Lance Armstrong)



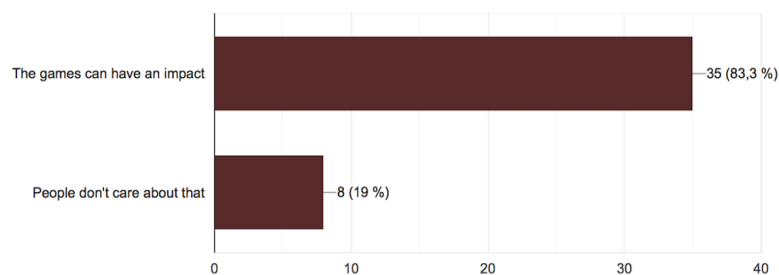
There was unanimity on this issue, and of course there must be rules to avoid any injustice. The result is that cheating is not a value of sport, athletes will always find a way to get past it to win. The word that came out was equality, because the strict rules will put everyone on an equal footing. Some people think that getting to this point is disappointing because this kind of event is a game. One person would like to value prevention as well as awareness of athletes would be more effective. The think that this method would be a starting point but it is important to set rules tough

enough to make athletes understand that cheating is not a value of sport, indeed winning by cheating is not a victory.

Question 7: Do you think a big event, for example the Olympic Games, which takes care about sustainable development can change people's behaviour ?

Do you think a big event, for example the Olympic Games, which takes care about sustainable development can change people's behaviour ?

42 réponses



This issue deals with sustainable development and the role of the Olympic Games can contribute to people's behavior. For this question it can be noted that the participants' opinion is rather unbalanced. On the graph we can see that 83.3% consider that the Games can have an impact on people's behavior towards sustainable development. However, others disagree and say they will not pay attention even if the Olympic Games become green. The people in the 19% box are people who do not believe in the influence that the Olympic Games could have on the population. We can imagine that for them, a person would have more impact in changing a person's behavior in relation to sustainable development than an event. A famous person arouses more public interest than an event. However, some people think the opposite and understand that an event can do the same for everything. The Olympic Games is an international event that is watched by a large number of people, thanks to their reputation and influence people can take inspiration from this event and do the same.

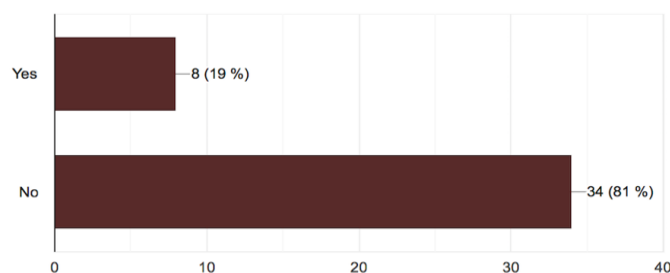
Question 8: Imagine you are a scientist, what innovation / new concept would you have created?

The 8th question required imagination in the field of innovation, 42.85% did not know what concept they could create, then 57.15% were able to find something new in the field of sport. What emerges most is a new concept related to ecology: recyclable clothing, zero waste, a scanner, an Olympic village. Innovation is an integral part of the field of sport, by asking this question I wanted to know what elements they could create in order to improve sport, and the performance of athletes. It must be said that it is difficult to create a new concept, and the participants understood this well.

Question 9: Have you already learned about the professions that the Olympic Games offer?

Have you already learned about the professions that the Olympic Games offer ?

42 réponses



My thesis focuses on the jobs offered at the Olympic Games. It was therefore crucial to ask some questions about people's employment towards this event. The majority of people, or 81% of people, do not know that the Games offer jobs for people. Only 19% know that the Games offer them. These responses may highlight the fact that people are not really interested in a job search or the simple fact that the Olympic Games do not give much importance to specific advertising for recruitment.

Question 10: Do you know what jobs the ICO (International Olympic Committee) offers?

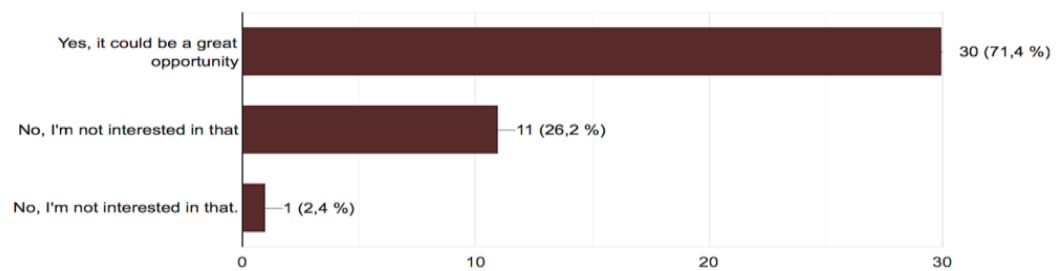
This question is related to the previous question, we go if the answers of the previous question is in correlation with this question. Not surprisingly, most people do not know what jobs the Olympic Games offer, so we can say that these answers are justified. We

can think that people who did not know that the Games offered trades do not know which trades offer them and aims to do the same. People who know the professions have been able to list some of them, such as security, stadium staff, volunteers, etc.

Question 11: Will you ready to work for the Olympic Games ?

Will you be ready to work for the Olympic Games?

42 réponses

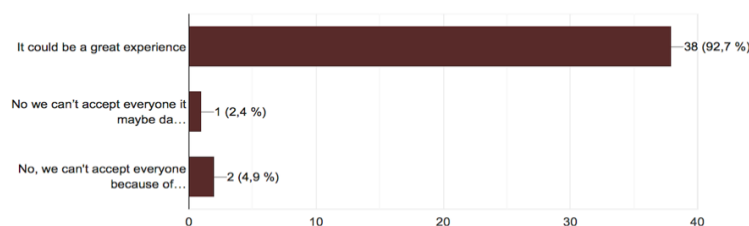


Despite the fact that participants did not know that the Olympic Games offer jobs, 72.4% of people think it is a good idea to work in this event unlike 28.6% think it is not interesting to work for them. More than half of the people confirmed their interest in working during the Games, it must be recognized that contributing to this kind of organization is extremely rewarding for people, rightly we can acquire new skills, new knowledge (being and doing) while watching the races. This type of work can be included in the Curriculum Vitae, which will be rewarding given that the Olympic Games is an international event known to all. On the other hand, if we have no interest in sport or if we are not interested in it, it is true that working for them would not be useful.

Question 12: In the kind of event, do you think it's a good idea to promote jobs that anyone can apply for ?

In this kind of event, do you think it's a good idea to promote jobs that anyone can apply for ?

41 réponses



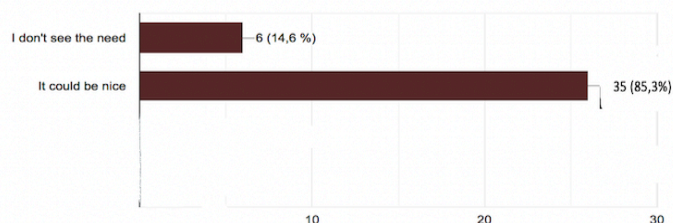
On this question, we can note that 92.7% consider the job offer of the Olympic Games to be accessible to all, 2.4% indicate that it is impossible to accept everyone simply because it can be dangerous, and finally 4.9% say that it is not necessary to accept everyone because they can have a risk of terrorism.

For this question, it is clear that most participants have a very positive opinion on job offers for all, but for my part I join the minority who consider that it is not necessary to accept everyone in this kind of event. An important example here is that this type of event attracts countless tourists, to avoid any congestion, the most important aspect would be to check the background of people before recruiting them in order to avoid risks.

Question 13 : Do you think that creating an application that allows you to have a description of the jobs, as well as to apply for them, could be a good idea (include in it : a map of the city in question, a professional mailbox, description of the jobs, information about the city that hosts the games as well as the places to visit,..)

Do you think that creating an application that allows you to have a description of the jobs, as well as to apply for them, could be a good idea (include in it : a map of the city in question, a professional mailbox, description of the jobs, information about the city that hosts the games as well as the places to visit,...)

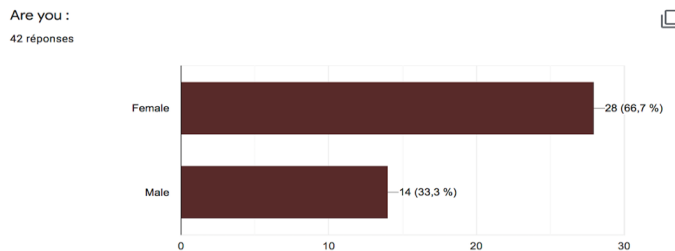
41 réponses



This 13th question is related to the next survey that deals with my Olymp-Jobs application. This question was extremely important to know whether or not participants are able to adopt an application that would highlight all the trades that the Olympic Games will need. On this question, 85.3% indicated that the concept of an application would be a good idea, while 14.6% considered the concept of an application as "useless", which will not be needed. There is little negative opinion on this issue, but there is nothing to prevent us from asking ourselves the question about the implementation of this application. We can imagine that this minority was one of the people who were not interested in the Olympic Games and who did not want to join the Olympic Games

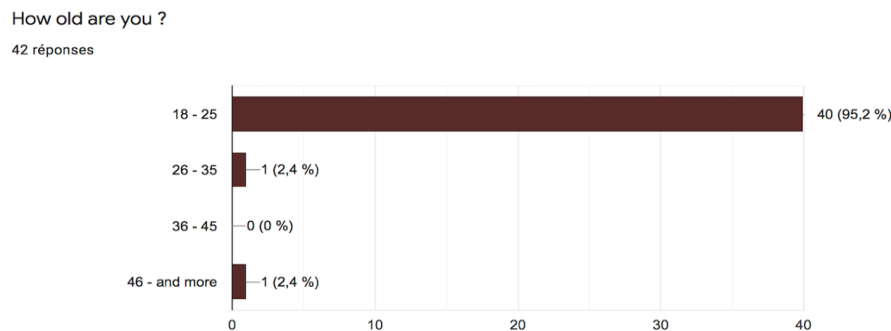
as a worker. It is true that this application is related to sport and this event, which means that anyone who is not interested can have a negative opinion on the subject. These answers are a foretaste of the next survey that will focus on the concept of this application and the adoption of this tool to others.

Question 14: Are you ?



This sociological question requires knowing how many women and men answered this questionnaire. To my surprise, 66.7% of women answered it while 33.3% of men answered the questions. It is crucial to know which people have responded. Thanks to this, I can get a clear idea of people's attitudes.

Question 15: How old are you?



On this demographic issue, it is imperative to know who completed this questionnaire. Not surprisingly, 95.2% of the participants are between 18 - 25 years old, 2.4% either only one person is between 26 - 35 years old, nobody between 36 - 45 years old and finally 2.4% or only one person is between 46 and more.

In view of their age, the majority of people are students. I was targeting a specific type of age, especially future workers because they would have been more likely to answer my questions as well as possible. People who are already employed or who, unlike the

age of students, are a little more advanced than they are will be less likely to want to work in this type of organization.

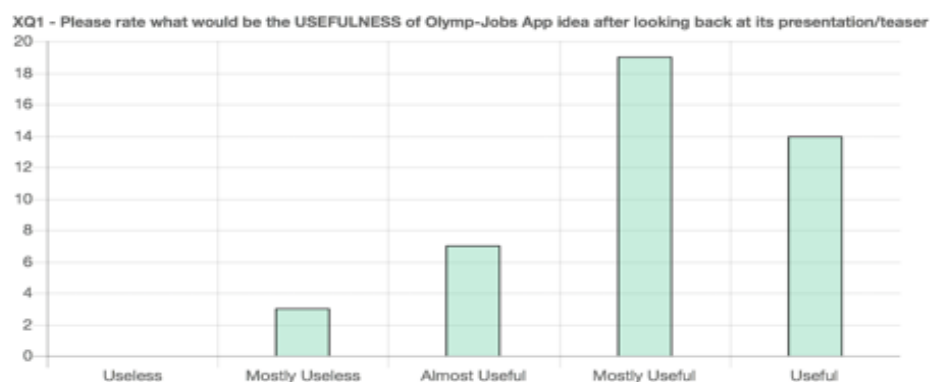
4.2 To which degree the Olympic Games Job making app idea could provide a satisfactory anticipated experience?

This second survey is composed of 22 questions that correspond to my Olymp-Jobs application, it called UX-based Adoption survey. The application I mentioned earlier is related to two of my research questions. The questions in this second questionnaire will answer both my questions.

Through a presentation during a course, entitled "Research and Development", I had the opportunity to present my application from every point of view: its concept, its functionality, why this application, what are its strengths. At the end of this presentation, my classmates answered my questionnaire so that I could collect data on whether or not the application would have a positive impact on the world of the Olympic Games.

Having collected a number of 43 responses, the objective now is to collect and analyze this data in order to find the elements that I should put forward more, so that I can understand what is less successful in my project. Will these answers be crucial to the application, will it be appreciated? Will it be accepted by participants? What elements should I change or integrate into my application?

Question 1: What would be the USEFULNESS of Olymp-Jobs App idea after looking back at its presentation / teaser?



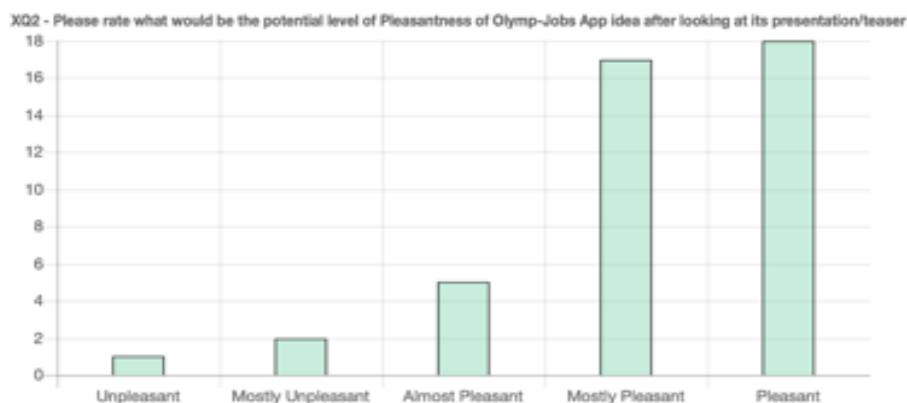
On this question, we can see that 6.97% of the participants indicate that the application is mostly useless, 16.27% consider the application as almost useful and that 44.18% say that the application is mostly useful and finally 32.55% of the participants think that the application is useful.

From the answers, we can conclude that the application seemed consistent because it appeared to be useful. We can also see that no one to find the application as useless, which reinforces me in the idea that the application can help the Olympic Games to find people to work.

If we take a closer look at the participants' comments, most people point to the ease of the application in finding jobs. In other words, they understood the meaning I wanted to give to this application. Other comments noted that the application is focused on only one type of event and therefore if people are not interested, they will not want to apply, another person mentioned the fact that it depends on the location of the Olympic Games.

While most of the comments were positive, a few responses identified some imperfections that I took into account.

Question 2: What would be the potential level of PLEASANTNESS on Olymp-Jobs App Idea when looking back at its presentation / teaser ?

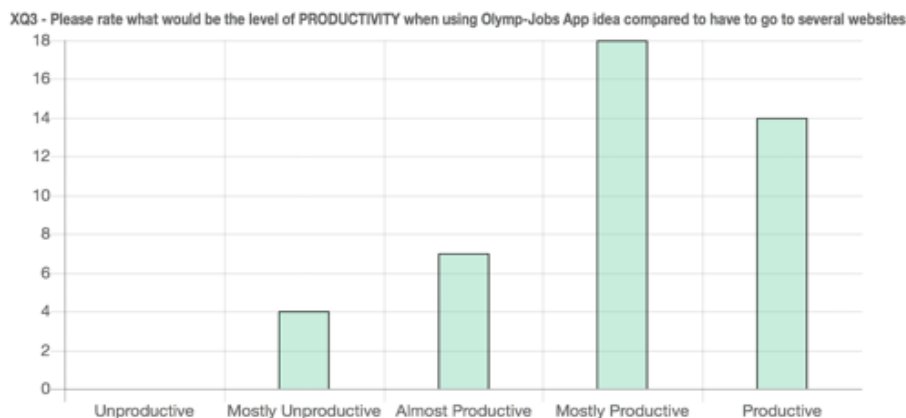


On this question, we can see that the graph has been filled in by all the values elements. 2.32% of participants find the application to be unpleasant, others like 4.65% consider it to be mostly unpleasant but still 11.62% say the application is almost pleasant, then 39.53% indicate that the application is mostly pleasant and finally the highest percentage, 41.86% mention that the application is pleasant.

This question had very diverse, but nevertheless very conclusive answers. The opinions are mostly positive towards the application, it is necessary that the $\frac{3}{4}$ of the answers have been pleasant. With regard to the application, I wanted to highlight the historical side of the Games, the interactive side, then the tourist side with regard to the places (museums, restaurants,...) to visit. Finally, during my presentation, I presented the design of the application so that it could attract more people to enjoy it.

Despite the negative side of the graph, opinions were mostly positive. Indeed, they confirmed that the application was easy to access, simple to use, the application was clear and efficient and finally that the design was attractive. However, one comment caught my attention, the fact of integrating animations as well as photos in my application. Indeed, this aesthetic aspect seems to me to be quite right in order to make Olymp-Jobs even more pleasant to use.

Question 3: what would be the level of PRODUCTIVITY when using Olymp-Jobs App Idea compared to have to go to several website ?

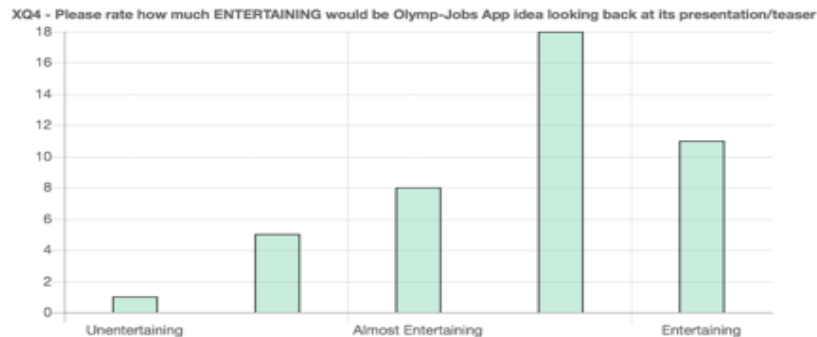


On this third question we can immediately see that no one has found the application to be unproductive, however 9.30% think it is mostly unproductive. In addition, 16.27% of participants consider the application as almost productive, others as 41.86% say it is mostly productive and finally 32.55% indicate that the application is productive. We can see via the graph, that the participants' $\frac{3}{4}$ find the application between mostly productive and productive. As far as the application is concerned, we can say that it is productive for a majority of the participants. These responses therefore confirmed that this application could actually work in this type of event. Reconciling an

application with recruitment can be a risk because we recruit people without really knowing them, but respondents gave more or less positive opinions despite some who highlighted interesting facts.

Some participants mentioned the fact that looking for a job on a single application allows efficiency as well as a considerable time saving for people looking for a job. On the other hand, one person pointed out that this application could be unproductive because it all depends on how the organization of the Olympic Games uses it. This relevant remark is to be taken into consideration, it is therefore important to have a permanent follow-up towards the organization of the Olympic Games, in other words it is necessary that this organization understands well the objective as well as the functionality of this application so that it can prosper, and thus to avoid any misunderstanding.

Question 4: How much ENTERTAINING would be Olymp-Jobs App Idea looking back at its presentation / teaser ?



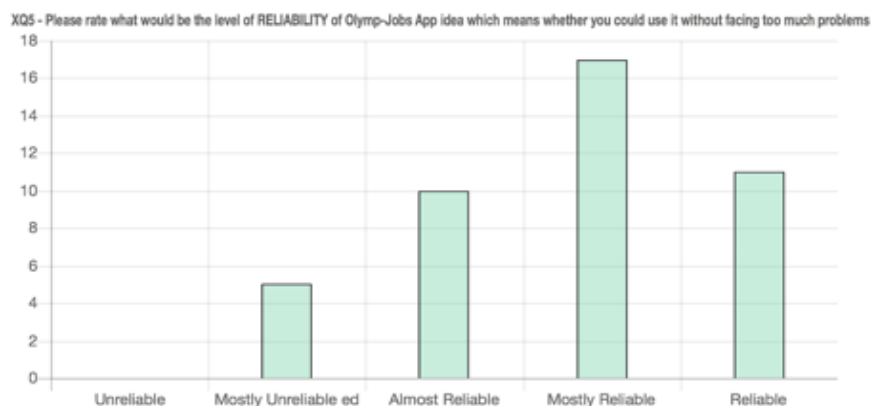
On this 4th question, 2.32% of the participants find the application as unentertaining, 11.62% think it is mostly unentertaining, then 18.60% indicate that the application is almost entertaining, while 41.86% of the participants consider the application as mostly entertaining, and finally 25.58% say it is entertaining. We can see that on this question, the opinions are quite diverse, despite the fact that for the most part the opinions are positive some people remain quite septic. Even if the fact that there are many positive opinions, it is still necessary to understand why some are mitigated by entertaining. The main concept of this application is to have a good time while having a goal in mind: to find a job in one of the biggest international events in the world.

Therefore, it is crucial to integrate accurate information such as game history or good tips so that they can have a good experience.

First let's focus on negative opinions, some mentioned the fact that if a person is not interested in this environment, so it is unentertaining to use the application, another pointed out the fact that looking for a trade was not entertaining. It is true that looking for a job is rather a boring and unpleasant task. However, what I wanted to show the participants of my questionnaire during my presentation was the practical but also pleasant side of this application. The fact of taking pleasure in finding a job in front of an original application with multiple functions.

Secondly, some people understood what I wanted to put forward in relation to my application. The positive opinions mentioned that integrating the historical side was a good idea and allowed users to learn more about it.

Question 5: What would be the level of RELIABILITY of Olymp-Jobs App Idea which means whether you could use it without facing too much problems ?



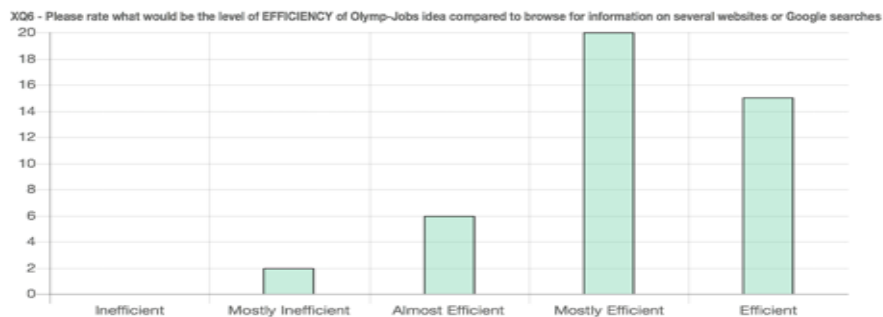
On this question, we can see that no one has found the application unreliable. However, 11.62% found it mostly unreliable, 23.25 believe that the application is almost reliable, unlike 39.53% who consider it mostly reliable and 25.58 say it is reliable.

On this question, we can observe that positive opinions are more present than negative opinions, which means that the majority of people, i.e. 88.36% who find it between almost reliable and reliable. However, the negative opinions did identify some important elements. Asking a question about the reliability of an application is very interesting, for the simple fact that it is essential for users to have confidence in this

concept. The idea of measuring the reliability of an application at this stage can only be credible, it takes much more time and materials to analyze all this. However, it is pleasant to know what the participants think at the moment.

Some people consider that the application would be more reliable if the IOC (International Olympic Committee) were involved, others think that it would take more time and more partners to say that the application is reliable. Others mention the fact that such a large event will generate a surplus of users, and therefore could slow down the application. Moreover, a person questions the physical presence of people seeking employment, it is true that this can be a risk because the employer cannot see the candidates' personalities, i.e. the latter must rely on what he knows. In addition, since people will have to enter personal and confidential information, one person stressed the importance of protecting this information in order for the application to be reliable. Despite this, the positive opinions regarding reliability come from the fact that the application is easy to access, that it is simple to use, and finally given that the Olympic Games are known by all they therefore consider that the application will be reliable.

Question 6: What would be the level of EFFICIENCY of Olymp-Jobs Idea compared to browse for information on several websites or Google searches ?



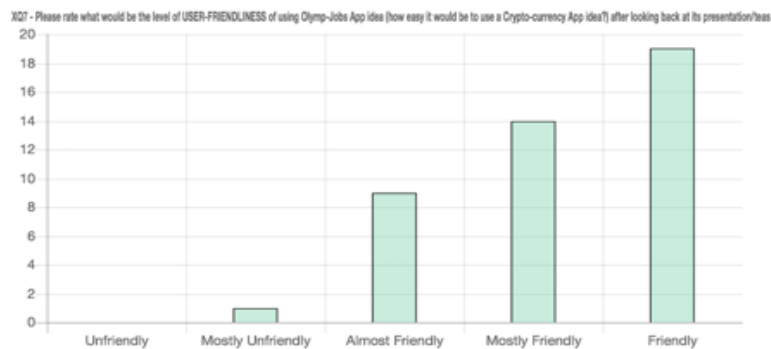
On this 6th question, no one considered the application as inefficient, on the other hand 4.65% of the participants indicate the application as mostly inefficient, 13.95% say that the application is almost efficient, however 46.51% of the participants consider the application as mostly efficient and finally 34.88% think that the application is efficient.

On this issue, we can say that positive opinions thrive more than negative opinions, which is a good thing. The concept of this application is that it is simple to use and

efficient to use. The objective is also to be able to find all the necessary information for users without using other channels.

The various comments provided me with the necessary information to improve my application. Indeed, some said that some details were missing so that the application could be really efficient, others stressed the fact that it is essential to know how to use the application to its advantage so that it can be efficient. Others confirmed the fact that the application is effective simply because the information is in the same place, and therefore a considerable time saving since the information is all in the same place.

Question 7: What would be the level of USER-FRIENDLINESS of using Olymp-Jobs App Idea after looking back at its presentation / teaser?

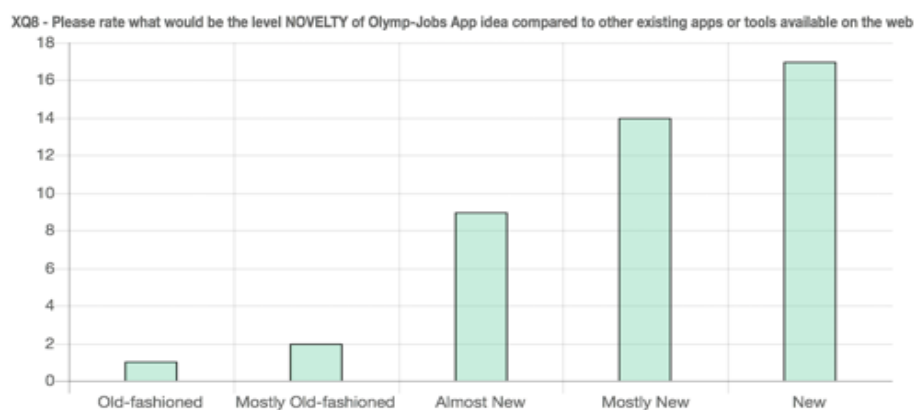


On this graph, we can see that still no one finds that the application is unfriendly, but 2.32% of participants think that the application is mostly unfriendly, 20.93% indicate that Olymp-Jobs is almost friendly, then 32.55% of participants consider the application as mostly friendly and finally 44.18% think that the application is friendly. The purpose of my application is to offer jobs to all types of people and to have a positive consumer experience. It is therefore essential to highlight the user-friendly side in order to have as many people as possible involved in job offers.

The comments generally spoke of the fact that the application looks friendly, as well as the fact that the application helps people who are looking for a job by offering them one. In addition, some participants indicated that because of the design that the application is easy to use, which means that it is not difficult to understand or learn how to use the application. However, one person pointed out that this question was difficult to answer without additional information.

These comments reassured me in a way because the first objective was to create a friendly application for everyone by integrating additional information for a simple and efficient use, such as the question mark on the design of the application (3.1 App description) which allows in that case to doubt to meet their need. In addition, everything is written on the application to facilitate access for any user.

Question 8: What would be the level NOVELTY of Olymp-Jobs App Idea compared to other existing apps or tools available on the web ?

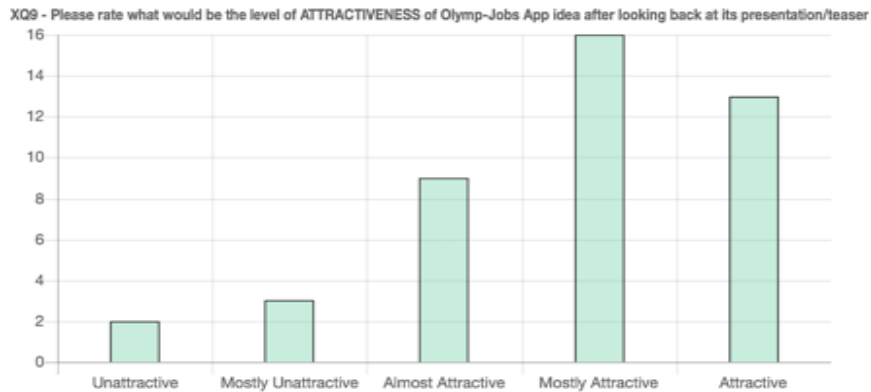


On this 8th question, we can see that the graph is gradually evolving in the right direction, in fact 2.32% of the participants think that the application is old-fashioned, 4.65% indicate that the application is mostly old-fashioned, on the other hand 20.93% of the participants consider the application as almost new, 32.55% of the participants consider the application as mostly new and finally 39.53% think that the application is new. On this question, comments are divided into two categories, those who think the application is new and those who do not. What is rather surprising is that on this question no negative answers were written. Some people think that this application is new in the sense that the Olympic Games do not have this kind of concept but on the other hand that the application is drawn from somewhere, in other words that it has been inspired by others without having copied them (ex: LinkedIn).

Creating an application is difficult because there will always be similarities with other applications, what can change is the final objective, the concept, or the design. Indeed, since the beginning of technology, people have been looking to create new concepts or new innovations. Differentiating from other applications is a laborious task but not

difficult to do, as long as the idea is very specific, however, it is necessary to do some research beforehand in order to know if an application with the same concept exists or not. This Olymp-Jobs application highlights first of all the professional practical side and finally the interactive side.

Question 9: What would be the level of ATTRACTIVENESS of Olymp-Jobs App Idea after looking back at its presentation / teaser?

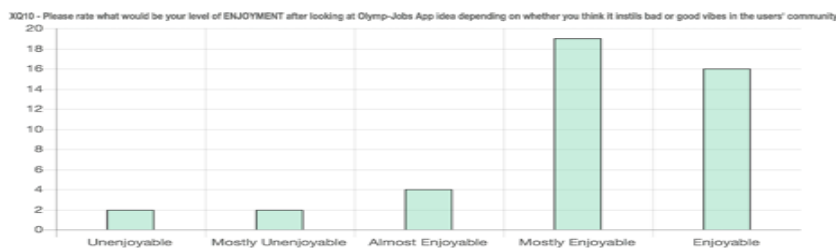


On this 9th question, we can see that the results are quite unbalanced. Indeed, 4.65% of the participants find the application is unattractive, 6.97% indicate that the application is mostly unattractive, while 20.93% of the participants consider it almost attractive, then 37.20% of the participants think that the application is mostly attractive and finally 30.23% of the participants consider the application as attractive.

In this case, there are few negative opinions, which shows that the application has generated quite general interest among participants. The only negative opinions are from people who are not interested in the Olympic Games, which means that their opinion is by no means subjective, which is rather unfortunate because their opinions would have been of help in improving this application. Despite this, one person mentioned the fact that in this type of application there would be little demand. This comment drew my attention to the simple fact that there are many offers for this type of event, people who want to work in this environment or are interested in this type of event will be the first to use this application to have chances to enter and work there. Especially if there is only one application that offers this type of request, people will download this application and use it. It is true that not everyone is interested or wants to go to work at the Olympic Games, which makes my main target very specific: people who love sport and are looking for a job.

The positive opinions all have one thing in common, the application is attractive because it is easy to use and the overall idea is interesting. Thanks to these many functions and its clarity, participants supported the potential of this application.

Question 10: What would be your level of ENJOYMENT after looking at Olymp-Jobs App Idea depending on whether you think it instils bad or good vibes in the users' community?

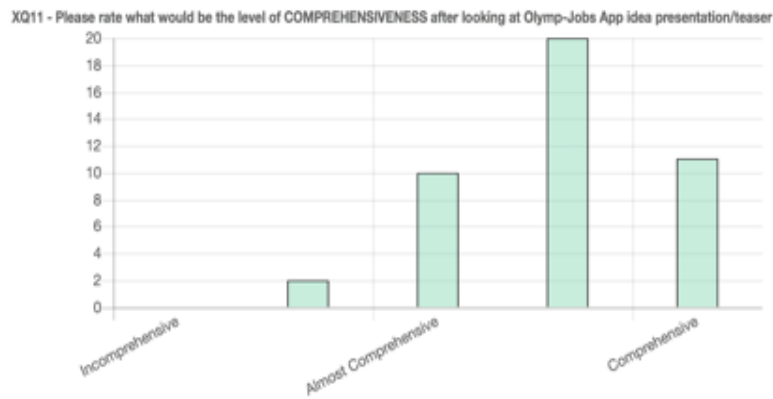


On this 10th question, we can say that 4.65% of the participants think that the application is unenjoyable as well as mostly unenjoyable, 9.30% indicate that the application is almost enjoyable, while 44.18% of the participants consider the application as mostly enjoyable and finally 37.20% say that it is enjoyable.

On this issue, very few opinions are negative, but they are still important to consider. The purpose of this application is to give users a good time while aiming to find a job, in other words it is important to have a sense of satisfaction during the consumption experience.

The comments mostly specified that they had good feelings about this application. In addition, some pointed out that the presentation gave them good vibes thanks to the interaction during this time, and this was confirmed by the comments that were written by them. Another person mentioned the importance of providing an opportunity for a first meeting between employees and the IOC (International Olympic Committee). It is true that this element could be important to have an opinion on the personality of people before hiring them, it would show the involvement of this organization in the application.

Question 11: What would be the level of COMPREHENSIVENESS after looking at Olymp-Jobs App Idea presentation / teaser?



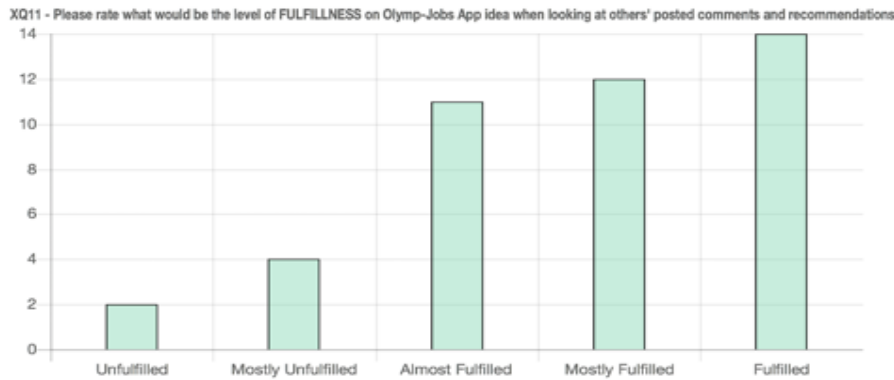
On this 11th question, no one mentioned the fact that my application was incomprehensible, however 4.65% of the participants indicated that it can be mostly incomprehensible, 23.25% of the respondents said that the application is almost comprehensive, others considered the application as mostly comprehensive i.e. 46.51% and finally 25.58% of the participants thought it is comprehensive.

Opinions on this question are more positive, and to say 72.09% of the answers are between mostly comprehensive and comprehensive. Nevertheless, some people have questions about this application. During my presentation, it is essential to make participants understand the concept of this application and why it should be used. Of course, in a minimum of time, which is equivalent to saying in less than 10 minutes of presentation, the effectiveness and clarity of the information was a watchword. It was therefore important to get to the point and give all the necessary information so that the participants could answer the questionnaire as well as possible.

Of course, some mentioned the fact that a little more information was needed in order to better understand this concept. Most of the other comments indicated that thanks to the different functions of the interface, the application is easy to use and also to understand. Some confirmed that through the presentation, the application was clear, effective and complete.

An application that is easy to access, that contains information necessary for its use and that is simple are decisive points to consider. Saving time and simplicity are things that the user greatly appreciates, especially since they can allow other users to adopt this application.

Question 12: What would be the level of FULFILLNESS on Olymp-Jobs App Idea when looking at others' posted comments and recommendations?

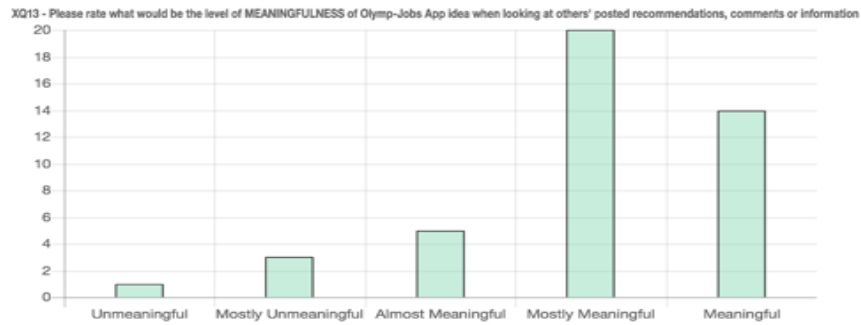


On this 12th question, we can see that the graph is evolving in a crescendo way. Indeed, 4.65% of participants say that the application is unfulfilled, others indicate that it is mostly unfulfilled, i.e. 9.30%, while 25.58% of participants believe that it is almost fulfilled, 27.90% of participants consider that the application is mostly fulfilled and finally 32.55% indicate that it is fulfilled.

We can see the progress of this graph but also the opinions that participants mentioned. Despite everything, the $\frac{3}{4}$ consider the application between almost fulfilled and fulfilled, which is a good thing. The main purpose of each application is to make the experience pleasant and satisfying, so it is important to take all opinions into account in order to avoid any inconvenience.

On this question, most people indicate that it is difficult to know if everyone could be satisfied with this application, however they consider the application as a good idea that could be developed in the near future. Others specified that it would be more appropriate to include a comment section to obtain the opinions of all users. Including this would allow us to know what more users expect during their experience, but also to improve some things so that they can have a good time in front of Olymp-Jobs.

Question 13: What would be the level of MEANINGFULNESS of Olymp-Jobs App Idea when looking at others' posted recommendations, comments or information?

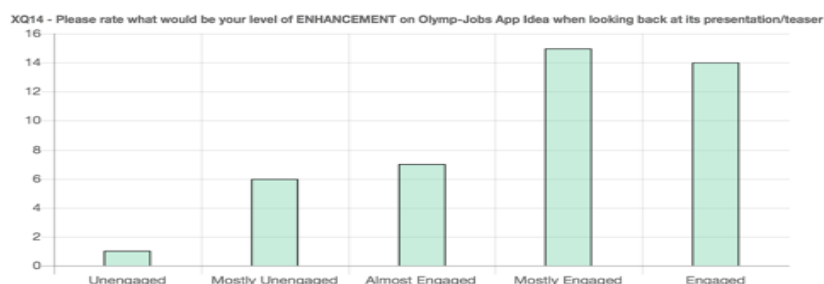


On this 13th question, 2.32% of the participants indicate that the application is unmeaningful, 6.97% think that the application is mostly unmeaningful, 11.62% consider the application as almost meaningful, while 46.51% of the participants indicate that the application is mostly meaningful and finally 32.55% think that it is meaningful.

Again, very few negative opinions were mentioned on this issue. This question is whether the application can be meaningful to users. It was important during my presentation to make participants understand what the issues were and why Olymp-Jobs was useful, some With regard to negative opinions, one person mentioned that this would not be meaningful because it is a person looking for a job. The principle of this application is indeed a person seeking employment within a large organization which is none other than the Olympic Games.

It is true that a job seeker is not a moment of pleasure but the fact that there are multiple functions, ideas,... can tip the balance and that is exactly what the positive opinions mentioned. Some highlighted the usefulness and satisfaction of having an application that allows you to apply on a platform without having to search several websites to apply to. Others specified that the application could be useful only for certain people, and that it would be possible to broaden horizons and offer this platform to other organizations.

Question 14: What would be your level of ENHANCEMENT on Olymp-Jobs App Idea looking back at its presentation / teaser?

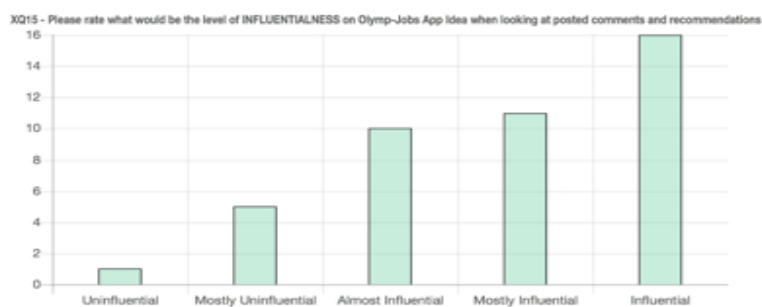


On this 14th question, 2.32% of participants consider the application unenhancement, 13.95% think that the application is mostly unenhancement, 16.27% of participants indicate the application as almost enhancement, while 34.88% say that the application is mostly enhancement and finally 32.55% of participants consider the application as enhancement.

This question is important to know what improvements could be made to the final concept. The results are generally positive, which means that participants consider the application to be approximately complete, in the sense that this concept would have almost all the necessary tools to use it. However, it is crucial to mention that some elements are to be taken into consideration in order to improve enforcement. It is true that in a short time, it is difficult to make an application extremely perfect, which is why the opinions of the participants can influence the design of an application.

The comments made it clear that this tool can be used in the long term, in other words they consider the application as adoptable in society. On the other hand, with a little more time and work, the application could improve in order to have a design of the final thing. Some pointed out that this would lead to strong social cohesion, but also that the application would engage in the community to take a greater interest in it. If the application would be created, it is essential to improve the application, indeed with more time and new ideas thanks to the comments on this concept. This concept is just the beginning, so it needs to be further developed to acquire a final product.

Question 15: What would be the level of INFLUENTIALNESS on Olymp-Jobs App Idea when looking at posted, comments and recommendations?



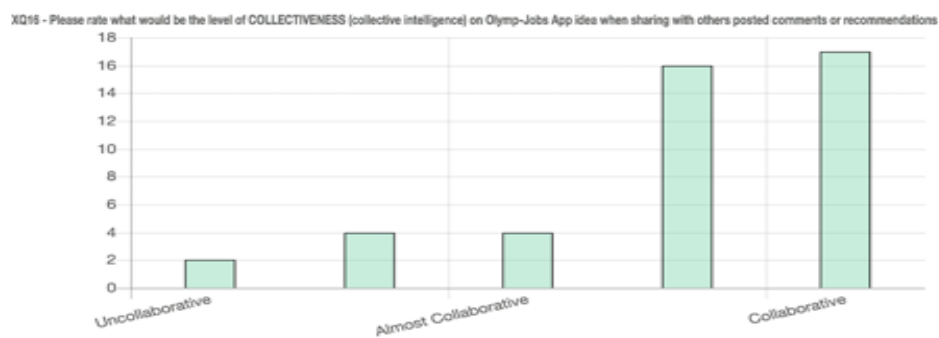
As you can see on the graph, opinions are constantly evolving. Indeed, 2.32% of participants think that the application can be uninfluential, 11.62% consider the application as mostly uninfluential, while 23.25% of participants say that it can be almost

influential while 25.58% of people indicate that it can be mostly influential and finally 37.20% of participants consider it as influential.

Creating an application can make a difference, especially when it comes to an area that is none other than employment. It must be said that a person who does not work or who wishes to work in a specific field sees an application that can give him all these opportunities, the person in question will be interested. Participants understood this well because 86.03% consider the application to be influential. The purpose of this application is to offer jobs to everyone, whether they are students, young workers, volunteers or job seekers.

Negative comments noted that the application would need to have a comment section in order to influence people to download and use this tool. It is true that this section could be effective in attracting the attention of potential users, everything that affects an application people will be more reassured to have several external opinions before adopting it. In relation to the positive opinions, they note that the application could be influential because it is a new innovative idea and moreover it is linked to the employment that everyone feels concerned about at some point in their lives. Indeed, one person pointed out that this application could be useful to avoid shortages as is currently happening in Tokyo. However, before being influential, the application must gain in credibility and reliability by having feedback from people, these testimonies will be important in order to influence the choice of job seekers.

Question 16: What would be the level of COLLECTIVENESS (collective intelligence) on Olymp-Jobs App Idea when sharing with others posted, comments or recommendations?



On this 16th question, we can see two very distinct categories, the first three bars are approximately the same as the last two bars. As far as application is concerned, some

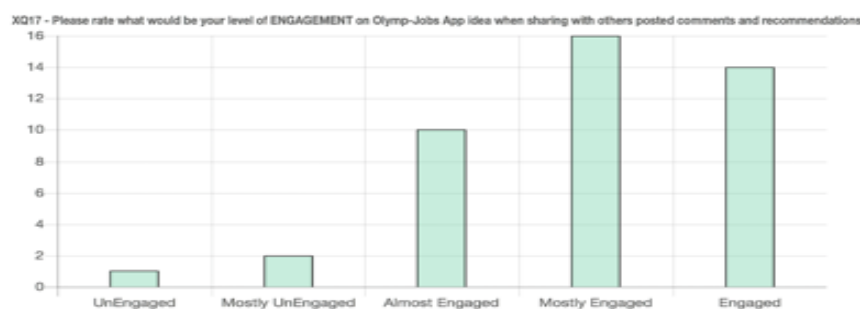
consider it as uncollaborative, i.e. 4.65%, others as mostly uncollaborative, or almost collaborative, i.e. 9.30%. On the other hand, 37.20% of participants indicate that it can be mostly collaborative and 39.53% say that it is collaborative.

We can still see that there are more positive than negative opinions. The application is entirely based on the goodwill of the IOC (International Olympic Committee) which offers jobs and on the honesty of job seekers. The application does not have a sort of "collaborative" space except for the "?" box which is a kind of Frequently Asked Questions, which means that a person can find answers to their questions.

Comments are more or less mixed on whether or not it can be collaborative. Some consider it as non-collaborative in relation to the absence of a comments/opinions section, others on the need for it to help only one person and not a group of individuals. Others think the opposite of them and consider it collaborative because the application includes a number of job offers that are to be filled and people are ready to work on them, so it is a collaboration between the Olympic Games and the application that makes its concept available to help organizers to fill for them.

Especially since some have gone so far as to offer a space for testimonies from people who have found employment with this organization. This can be a crucial help, and would allow valuable collaboration in witnessing and thus strengthen assistance to people.

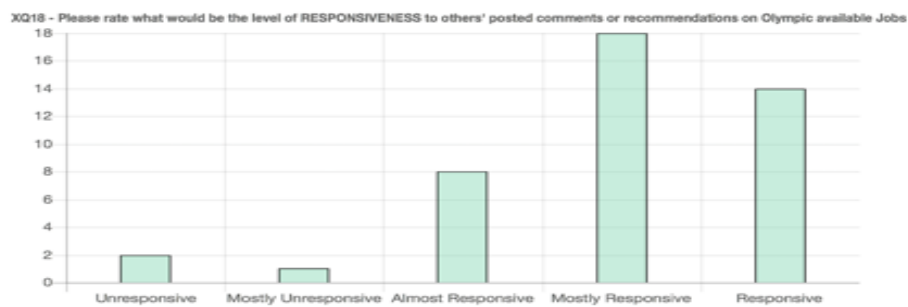
Question 17: What would be your level of ENGAGEMENT on Olymp-Jobs App idea when sharing with others posted comments and recommendations?



On this 17th question, 2.32% of the participants indicate that the application is unengaged, 4.65% think that the application is mostly unengaged, 23.25% consider the application as almost engaged, while 37.20% of the participants indicate that the application is mostly engaged and finally 32.55% think that it is engaged.

On this question, we can see that once again the positive opinions are much higher than the negative ones. In this question we can clearly see several categories of people: people who are not interested in the subject and people who are interested in it. Those who are not interested have given negative opinions on this subject, however people were interested in using it to find out how it works.

Question 18: What would be the level of RESPONSIVENESS to others' posted comments or recommendations on Olympic available Jobs?



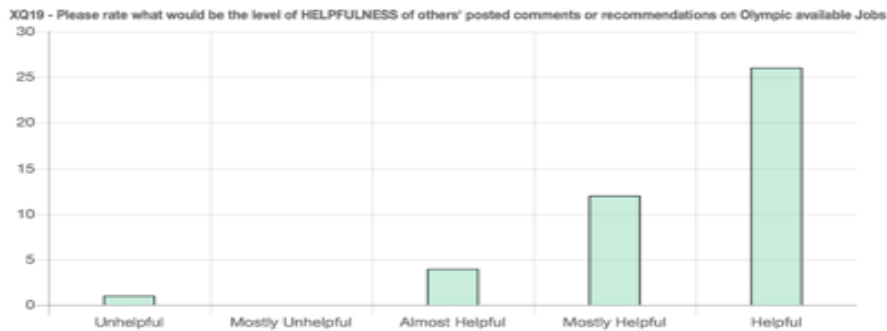
On this 18th question, 4.65% of the participants indicate that the application is unresponsive, 2.32% think that the application is mostly unresponsive, 18.60% consider the application as almost responsive, while 41.86% of the participants indicate that the application is mostly responsive and finally 32.55% think that it is responsive.

On this question, we can see that a large part gives a positive rather than negative opinion. This type of application requires responsiveness and efficiency at all times to meet consumer needs. It is true that this application should include a comments section in order to have the diverse opinions of several people. Some may even say that it would be interesting to read to form their own opinion and at the same time influence people to download the application.

Having opinions and comments on an application can have both good and bad sides, first of all comments will generate important additional external information, this will allow you to have a feedback on the product in question. On the other hand, some comments will be criticisms, and any criticism is good to take. It is essential to focus on negative opinions as well as positive ones. Those who are septic are people who are afraid for their privacy and want to learn more about it. Users want to be safe when entering personal data for fear of being hacked or usurped. Olymp-Jobs requests several documents and some personal information such as: name, first name, date of

birth, nationality, age, e-mail address, CV, cover letter. This data will be confidential and will be used in a professional manner to identify the person who will apply for a job.

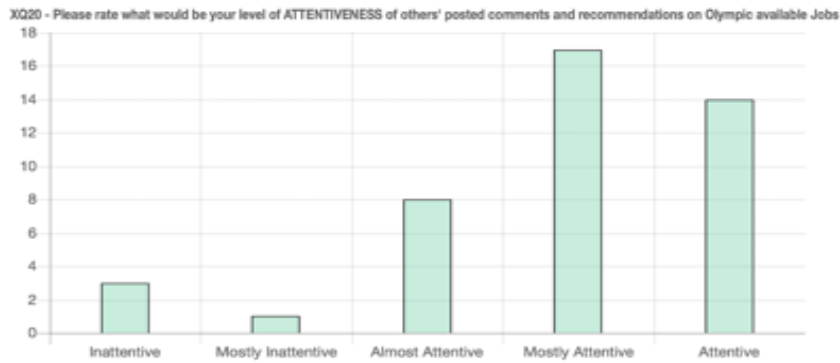
Question 19: What would be the level of HELPFULNESS of others' posted comments or recommendations on Olympic available Jobs?



On this 19th question, 2.32% of the participants indicate that the application is unhelpful, no one considers the application as mostly unmeaningful, 9.30% consider the application as almost helpful, while 27.90% of the participants indicate that the application is mostly helpful and finally 60.46% think it is helpful.

On this question, you can see that only one negative opinion, contrary to the positive opinions, so more than half consider the application as helpful. This application aims to help people who want to work, but also who want to get to know the world of sport more closely or who are curious to know how work works in such a large organization as the Olympic Games. Indeed, Olymp-Jobs is based on self-help, or should I say a matchmaking between people who want to recruit people and finally a person looking for a job. Based on this constant, we can already say that the application can work because there will always be people who will be interested in this. Especially since the comments or recommendations will allow job seekers to have more external information about the job style they want to do.

Question 20: What would be your level of ATTENTIVENESS of others' posted comments and recommendations on Olympic available Jobs?

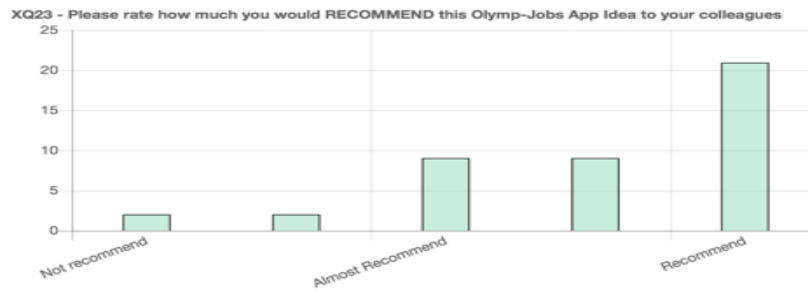


On this 20th question, 6.97% of the participants indicate that the application is inattentive, 2.32% think that the application is mostly inattentive, 18.60% consider the application as almost attentive, while 39.53% of the participants indicate that the application is mostly attentive and finally 32.55% think that it is attentive. The creators of applications seek to listen to users. For some participants, this listening is essential to understand the needs of users, especially since this listening is a source of essential information to rectify problems.

Some have understood this well, and consider the application as attentive, it is true that Olymp-Jobs takes into account the needs of users by making jobs available. Others mention the fact that with good marketing, we can attract attention. It is true that a good strategy would allow us to listen more closely and take their opinions into account. The opinions and comments will improve the application and in a sense the user experience of using it. Despite this, the application cannot take all opinions into account but can find alternatives to satisfy everyone. For some participants, listening is the key to success with the application, for the simple fact that if users are satisfied, they will likely be able to talk to their friends and family.

4.3 To which degree people could be willing to adopt the Olympic Games Job match making app?

Question 21: How much you would RECOMMEND this Olymp-Jobs App Idea to your colleagues?

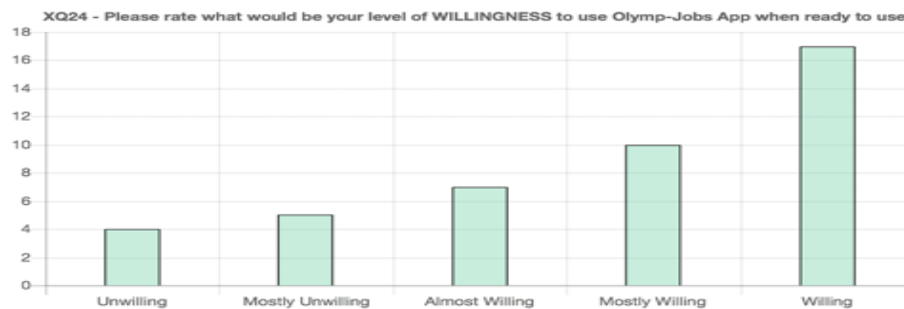


On this twenty-third question, 4.65% of the participants indicate that the application is not to be recommended, 4.65% think that the application is mostly unrecommend, 20.93% consider the application as almost recommend, on the other hand 20.93% of the participants indicate that the application is mostly recommend and finally 48.83% think that it is recommend.

On this issue, we can see different opinions even if a large part of the comments are generally positive. To confirm, 90.69% of participants consider the application between almost recommend and recommend. Recommending something and more precisely an application is an important element. The few people who do not recommend this bid are those who are not interested in the Olympic Games, it is that if a person has nothing in common with this style of application, it is difficult for the latter to talk about it and recommend it. In addition, some mentioned the fact that the Olympic Games take place every 4 years, which means that this application would only be used for a certain period of time. It should be noted that the Olympic Games take place every 2 years, indeed there are the Summer Games and finally the Winter Games. Especially since to carry out this mission, the IOC needs a workforce before the Games, i.e. for everything related to the preparation of internships, the construction of new buildings, but also after the Games, to clean up all this. This means that the application will never be inactive in a way because some countries plan a year or even two years of preparation to prepare for the Games.

For the majority of people who want to recommend it, he still wants to test it first before recommending it, which is quite normal. Of course, the application cannot be recommended to everyone, it is true that this tool is aimed at job seekers and people who love sport. In order for an application to be recommended, it is fundamental that it gains notoriety, so the opinions of outsiders as well as testimonies will show the credibility of the application.

Question 22: What would be your level of WILLINGNESS to use Olymp-Jobs App when ready to use?



On this 24th question, 9.30% of the participants indicate that the application is unwilling, 11.62% think that the application is mostly unwilling, 16.27% consider the application as almost willing, while 23.25% of the participants indicate that the application is mostly willing and finally 39.53% think that it is willing.

On this question we can see that the bars evolve in a crescendo way, which means that there are more positive opinions than negative ones. The interest of using an application like this one allows consumers to find a much easier and time-saving job.

The negative opinions mentioned the fact that they are not interested in the Olympic Games and therefore at the same time would not seek to use it. Seeing these few negative opinions made me realize that my application was focused only on a specific style of people, and therefore in a way excluded other people. However, some people have a vision of the situation and consider that even if they are not interested in the Olympic Games, they could use the application out of curiosity and see how it works. The application will therefore be used by people who are looking for a job, who are interested in the subject and the Olympic Games and finally people who want to see out of curiosity and will apply if they have a crush. Others will not be able to use this application simply because the Games will not be held in their country and therefore will not be able to use the application.

5 Summary and conclusion

This thesis aimed to study and understand people's attitudes towards an application that emphasizes job research for a major event such as the Olympic Games. The objective is to collect valuable and useful information thanks to two questionnaires and

a focus group. On both questionnaires, opinions were more or less open to an application about the Olympic Games that provide job offers. The participants who were reluctant about this concept were those who are not interested in the Olympic Games or the ones who do not wish to work in this field. In addition, some questions were more focused on participants' attitudes towards innovation and employment of the Games. Regarding qualitative and quantitative data, different people replied to my questionnaires as well as the interview for the focus group. Having several people allowed me to have several different opinions and to get a fairly general idea of the application.

The first survey helped me to find out about participants' attitudes towards employment. It allowed me to understand the groundwork for this application, to find out how they felt about whether the concept of the application might be feasible.

The second survey is in relation to the users experience when they anticipate the potential use of this application. In this questionnaire, we can see that the opinions are globally positive, despite the fact that there are some negative opinions, but this is only a minority. Most perceived this application is useful, reliable and finally effective. Others think that the application is unattractive, unfulfilled or uninfluential. Participants' opinions are influenced by what they think about the Olympic Games or whether they are interested in the Games or not. A minority of participants mentioned that this application may be a little too focused. Each application must have a target and an objective; Olymp-Jobs emphasizes the research for employment within the Olympic Games.

The focus group allowed me to consolidate my idea by interviewing different people during a session. Before asking more specific questions about the purpose of the focus group, we had to lay the foundations and define the key words such as the Olympic Games or employment. Then ask questions about their interest in this application and how they feel about it. One out of the 6 participants questioned was not interested in the Olympic Games, which meant that her response was not objective, nevertheless her opinion was taken into account. This one confirmed to me that a person who does not enjoy the games is very likely not to use this application. Nevertheless, if this person is looking for a job, she can take an interest and download this application. The other participants are ready to download this application and to use it. Other elements

that need to be considered are the factors of an application, confidentiality, usefulness, speed, efficiency, and many others are factors to be taken into account for future users. These elements are sacred for the proper functioning of this concept, but also to reassure these users. The choice of the name of the application is important. Indeed, a name that highlights this application is needed, participants found the name Olymp-Jobs as it is easy to remember and correlated with the concept. Moreover, since the Olympic Games are international games it is essential to choose a name that is easy to pronounce for everyone but also an international name.

Second, the design and functions of the application are equally or even more important. Participants indicated that the functions must be clear and precise in order to best understand the application. Nevertheless, adding an opinion and/or comments section would confirm this reliability and its effectiveness with future job seekers. The opinions of former employees would best motivate people when looking for jobs. Moreover, this section would be a surplus of essential information, as external information is important to give advice to future job seekers. Then, comments will provide information that the recruiter may have forgotten to put on the recruitment form.

6 Discussion

6.1 Limitations, Reliability, Validity and Generalizability

The purpose of the study is how the application idea can help people to find a job, how this application idea could be useful for the Olympic Games and also for the people who want a job. That is why the idea of an application has been proposed to make recruitment easy. I used a qualitative and quantitative study as well as a focus group interview to collect mixed data. I also made an oral presentation at the Research Development course where I was able to collect further information using the UX-based adoption survey.

Thanks to all the data, I can confirm that the idea of an application is an appreciated and useful idea. Concerning the limitation, there were not enough answers to my surveys, so the data was thin. Then, what was difficult was the fact that the application is not real and therefore can't be tested with people, which brings me to my last limitation which is that I wouldn't have an opinion on this application.

The three factors that confirm the quality of the thesis are: reliability, validity, and generalizability. The quality of the research is judged by highlighting these factors (Saunders, M., Lewis, P., P. & Thornhill, A. (2012) "Research Methods for Business Students", 156 - 159).

Reliability

Reliability is a measure that allows data to be collected or analyzed in order to have consistent results. This method generates 3 questions: "Will the measures yield the same results on other occasions? Will similar observations be reached by other observers? Is there transparency in how sense was made from the raw data?" (Easterby-Smith et al. 2008:109).

The objective of this research was to understand people's attitudes towards the Olympic Games and the Olymp-Jobs application. For this, both surveys but also the focus group allowed me to collect primary and secondary data. The questions asked during these methods were made to have coherent answers. During the focus group, some answers can be influenced by the opinions of others, and an interview has a limited time limit, which means that if we spend more time on one question than another, not all the questions can be used. At the same time, a focus group is an exchange between different people in order to gather information, but sometimes during a conversation we may deviate the conversation and thus get away from the main topic. There are other factors that are at stake to know the reliability of their words, it is true that it depends on the mood of the person, but also on the day, on what happened in their life, the feelings of a person can influence his opinion. However, the focus group followed all the rules in order to collect the best information from the people and not to influence their words. As far as surveys are concerned, reliability is the answers of the participants. All the answers have been used to get a global and general answer of their opinion. Reliability is measured by the rate of their responses.

Validity

« Validity is concerned with whether the findings are really about what they appear to be about. Is the relationship between two variables a causal relationship? ». (Saunders, M., Lewis, P., P. & Thornhill, A. (2012) "Research Methods for Business Students", 157). In other words, validity is a measure of whether the data collected are as they should be. To do this, the help of a focus group but also of a survey allowed me to confirm what I thought.

The aim of these methods was to find out whether the necessary information correlated with the final objective. This is why strategies such as a focus group but also questionnaires were beneficial. However, as for reliability, some answers could be influenced by the opinions of others during the debate, and other questions needed more depth to get a clearer and more precise answer. Finally, the data were a source of relevant information that helped to justify the validity of their statements.

Generalizability

« A concern you may have in the design of your research is the extent to which your research results are generalizable: that is, whether your findings may be equally applicable to other research settings, such as other organizations" (Saunders, M., Lewis, P., P. & Thornhill, A. (2012) "Research Methods for Business Students", 158). It also refers to external validity. The aim of this study was to acquire reliable, consistent and relevant information in order to consolidate my application concept. Especially since the questions were quite general and can be used for other organizations that wish to do a study on it. Indeed, a company or an organization wishing to create an innovative concept or product can use my questions. Questionnaires and interviews are general methods that can generate valuable data for their concept.

6.2 Answers to the research questions

Throughout my study, I was able to find concrete and relevant answers to my research questions. Indeed, my literature review allowed me to deepen my knowledge about the Olympic Games and the mobile application. First, I was able to discover the history of the Olympic Games as well as the jobs that the event generates. This research

allowed me to bring first answers to my questions. Then, the group discussion allowed me to learn more about the opinions and views regarding my mobile application and the Olympic Games. I also received a lot of tips that helped me to clarify certain aspects of my application, his information was extremely useful to me in answering my research questions and at the same time in creating my first questionnaire, using these answers to create my questions for the questionnaire. Thanks to the answers given on the first questionnaire, I was able to find a solution that could help people to apply for the Olympic Games. In other words, this first survey strongly helped me to consolidate my idea of creating an application, thanks to the answers given. My application is called Olymp-Jobs, it was born thanks to the information collected during the different steps. I then wanted to create another questionnaire, in order to know the opinions of the people and to know if the solution I brought was the most appropriate. The second questionnaire gave me a lot of positive opinions about the mobile application, which confirmed that I had answered all my research questions.

The first question being: What is the attitude among people towards employment in the Olympic Games?

Thanks to my first questionnaire, I was able to answer this first research question. I tried to find out people's opinions on this question and it emerged that jobs related to the Olympic Games are often not well known. Moreover, the people questioned are highly interested in the event because it is a very attractive global event. The majority of them do not know the recruitment methods and skills required for this type of job. In conclusion, the respondents are in favor of working on this kind of event, but they do not know the recruitment methods, which is why they are interested in an application that accompanies them throughout the process.

The second question being: To which degree the Olympic Games Job match making app idea could provide a satisfactory anticipated user experience?

I was able to answer this second question thanks to my review literature concerning mobile applications. Future users expect the application to be practical, efficient, easy to use, that meets all their expectations, and finally that the application is innovative. The different readings I've been able to do allowed me to know the multiple

needs of the consumer, and I was then able to develop my application according to his needs.

The third question being: To which degree people could be willing to adopt the Olympic Games Job match making app?

I was able to answer this third and final research question thanks to my second questionnaire and my application. Indeed, my second questionnaire made it possible to know the interest of the respondents in the different aspects of my application.

Firstly, people are stressed that the application is committed because it allows people to find a job. The application details the whole recruitment process, so it is very useful for people who are not familiar with Olympic Games jobs. In addition, the application appeared functional and complete, so I had several feedbacks that indicated that they recommended the application just by being aware of its different features.

6.3 Ideas for further research

Interviews and questionnaires are tools that help to better understand people, their opinions, attitudes, interests, ... The objective of this thesis was to know in which state of mind people would be in front of a new application offering jobs related to the Olympic Games. It was therefore essential to glimpse a focus group in order to understand their attitudes towards this innovative concept. The interview was composed of 6 people, 3 girls and 3 boys, aged between 20 and 28 years old of the same nationality. Ideas for future research could start by broadening the focus group from students to more global interviews such as people in the process of integration, people looking for work, people who already have a job, or people just coming out of school. In addition, it is also basic to vary the ages as well as the people, i.e. to interview in several countries and of different nationalities.

The applications that aim to find work are still new and innovative concepts, people are more able to take physical steps than technological ones, so it would be exciting to study this market and get some insights. Future research will provide new and innovative ideas for this application. In view of this future research, the application will be able to develop and thus broaden its idea. In other words, the Olymp-Jobs

application is centered on the Olympic Games, it could be with future and more in-depth research that this application will encompass other organizations such as the World Cup.

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Appendix 1. First Survey Question

Question 1 : Do you follow Olympic Games ?

Question 2 : How would you describe the Olympic Games ?

Question 3 : For you, it is important to have an interest about the country that welcomes the Olympic Games

Question 4 : Does technology have a place in sport? And why?

Question 5 : Do you trust the technology? And why?

Question 6 : Do you think we need stricter rules to avoid cheating and why ? (ex :Lance Armstrong)

Question 7 : Do you think a big event, for example the Olympic Games, which takes care about sustainable development can change people's behavior ?

Question 8 : Imagine you are a scientist, what innovation / new concept would you have created?

Question 9 : Have you already learned about the professions that the Olympic Games offer ?

Question 10 : Do you know what jobs the ICO (International Olympic Committee) offers?

Question 11 : Will you ready to work for the Olympic Games ?

Question 12 : In the kind of event, do you think it's a good idea to promote jobs that anyone can apply for ? Question 13 : Do you think that creating an application that allows you to have a description of the jobs, as well as to apply for them, could be a good idea (include in it : a map of the city in question, a professional mailbox, description of the jobs, information about the city that hosts the games as well as the place to visit,..)

Question 14 : Are you ?

Question 15 : How old are you ?

Appendix 2. Second Survey Question (on Jaxber)

XQ1 What would be the usefulness of Olymp-Jobs App Idea after-looking back at its presentation?

XQ 2 What would be the potential level of pleasantness of Olymp-Jobs App Idea after-looking back at its presentation?

XQ3 What would be the level of productivity When using Olymp-Jobs App Idea Compared To-have to go to Several website?

XQ4 "How much entertaining Would Be Olymp-Jobs App Idea looking back at its presentation? "

XQ5 "What would be the level of reliability of Olymp-Jobs App Idea which means clustering whether you could use it without facing too much problems? "

XQ6 "What would be the level of efficiency of Olymp-Jobs Idea Compared To browse for information On Several websites or Google searches? "

XQ7 "What would be the level of user-friendliness of using after- Olymp-Jobs App Idea looking back at ict presentation? "

XQ8 "What would be the level of novelty Olymp-Jobs App Idea Compared to other apps or Existing tools available on the web? "

XQ9 "What would be the level of attractiveness of Olymp-Jobs App Idea after-looking back at its presentation? "

XQ10 "What would be your level of enjoyment looking at after- Olymp-Jobs App Idea DEPENDING you whether you think it instils bad or good vibes in the users' community? "

XQ11 "What would be the level of comprehensiveness looking at after- Olymp-Jobs App Idea presentation? "

XQ12 «What would be the level of fulfillness we Olymp-Jobs App Idea When looking at others' posted comments and recommendations? "

XQ13 "What would be the level of meaningfulness of Olymp-Jobs App Idea When looking at others 'posted recommendations? "

XQ14 "What would be your level of enhancement in Olymp-Jobs App Idea When looking back at its presentation? "

XQ15 "What would be the level of influentialness we Olymp-Jobs App Idea When looking at posted comments and recommendations? "

XQ16 "What would be the level of collectiveness (Collective Intelligence) is Olymp-Jobs App Idea When sharing with others posted comments or recommendations? "

XQ17 « What would be your level of engagement on Olymp-Jobs App Idea when sharing with others posted comments and recommendations? »

XQ18 "What would be the level of responsiveness to others' posted comments or recommendations on Olympic available Jobs?"

XQ19 "What would be the level of helpfulness of others' posted comments or recommendations on Olymp-Jobs?".

XQ20 "What would be your level of attentiveness of others' posted comments and recommendations on Olympic available Jobs ?"

XQ21 "How much you would recommend this Olymp-Jobs App Idea to your colleagues? »

XQ21 "What would be your level of willingness to use Olymp-Jobs App when ready to use? »