

# Stimulating Occupational Mobility among Unemployed Job Seekers

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28 June 2022

We study the impact of online information provision to job seekers who are looking for work in occupations with poor labor market prospects. The information is provided through a personalized email that contains suggestions about suitable alternative occupations and information about how the prospects of these alternatives compare to the job seekers' current occupation of interest. A second treatment adds a motivational video aimed at addressing the psychological hurdles of switching to a different occupation. We evaluate the interventions using a randomized field experiment with 30,129 unemployed job seekers, and we acquire additional descriptive information on beliefs and job search. We find no impact on received benefits and earnings in the first eight months after the treatment. The findings do show that treated individuals are 1.79 percentage points more likely to have found a job seven months after the intervention, although this difference decreases to 1.19 percentage points four months later. Moreover, treated individuals are between 5 and 6 percentage points more likely to have done so in an occupation different from their initial occupation of interest. This may be promising for their longer-term prospects.