

# Study on LinkedIn-A Professional Networking Site for Career Opportunities among students and job seekers

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## Article Info

Volume 82

Page Number: 8246 - 8254

Publication Issue:

January-February 2020

## Abstract:

This paper focuses on the Professional Social Media Networking Site LinkedIn, its top-rated companies, Google and Microsoft and the career opportunities they offer to the young talent and job seekers. The objective of the study is to analyze two top rated companies in LinkedIn which has high recruitment statistics, their promotion methods, their followers and their employers on LinkedIn, Business Communication, job opportunities and career options. It aims to identify how these companies built on their recruitment and career objective base and what are the outcomes of these promotions. Theoretical Framework for this research is Manuel Castell's network society. The method used for research is Qualitative Method, Visual Content Analysis. The duration of the research in LinkedIn was from June 2019 to November 2019. Major Findings of the paper are, the company outcomes from promotion methods, recruitment patterns and career options for students and as well for the future working sector.

## Article History

Article Received: 18 May 2019

Revised: 14 July 2019

Accepted: 22 December 2019

Publication: 07 February 2020

**Keywords:** LinkedIn, Social Media, Career opportunities, Job Opportunities, Recruitment, Microsoft, Google.

## 1. INTRODUCTION

LinkedIn is an American business and work organized assistance that works by methods for locales and versatile applications, set up on December 28, 2002 (LinkedIn: A Short Historical Review, 24th March 2016, Wikipedia) and moved on fifth May, 2003 frameworks organization, including managers posting occupations and work searchers posting their CVs. Beginning at now, a huge bit of the association's pay began from offering access to information about its people to determination delegates and arrangements specialists (Nicholas Lemann, Reid Hoffman's Big Dreams for LinkedIn, twelfth October 2015, Wikipedia). As of June 2019, LinkedIn had 630 Million enlisted people in 200 countries. LinkedIn grants people (Both workers and organizations) to make profiles and

relationship with each other in an online-casual association which may address genuine specialists associations. People can invite anyone (paying little heed to whether a present part or not) to transform into an affiliation (LinkedIn Help Center, October 6th 2015, Wikipedia). Since December 2016 it has been a totally had assistant of Microsoft. LinkedIn looked into the EUs International Safe Harbor Privacy Principles (EU Data Transfers, LinkedIn Help, December 21<sup>st</sup> 2017, Wikipedia).

## 2. WHY LINKEDIN?

LinkedIn has gotten one of the most well known and beneficial person to person communication destinations on the web today. It was made in 2003 as a systems administration site for experts to interface for all intents and purposes, without being

in the equivalent physical area. Since opening up to the world in May 2011, LinkedIn has consolidated numerous couple of highlights, for example, newsfeed, client content and the capacity to pursue experts, improving client commitment and the time spent on the site. The system right now has more than 260 million clients in more than 200 nations (Smith, 2014).

LinkedIn has numerous abilities that encourage the sort of systems administration that understudies ought to participate in entry level positions, employments and make proficient associations. Clients present a proportional on a resume on the site, including explicit aptitudes they have. The site utilizes measurable procedures to interface or connection clients with potential contacts and important gatherings (Albrecht, 2011)

Here's the reason LinkedIn is significant: Ranking on Google's first page can be troublesome, yet LinkedIn is an outstanding and incredible system — and Google's into it. Hence, it's regularly simpler to get the LinkedIn page to rank on Google versus the hand crafted site or online portfolio. In the event that the LinkedIn profile is the primary thing an imminent manager will see, at that point perhaps it's a great opportunity to get one ... or on the other hand alter the current one to stand apart among the group.

### 3. ABOUT GOOGLE IN LINKEDIN

Google's critical to sift through the world's information and make it for the most part open and supportive. ... From offering search in a single language they by and by offer numerous things and organizations—including various sorts of advancing and web applications for a wide scope of endeavors—in scores of lingos.

Since it's building up in 1998, Google has grown altogether. From offering search in a single language they as of now offer numerous things and organizations—including various kinds of publicizing and web applications for a wide scope of endeavors—

in scores of tongues. Moreover, starting from two programming designing understudies in a school loft, Google presently have an enormous number of laborers and working environments around the world. An incredible arrangement has changed since the essential Google web crawler appeared. In any case, a couple of things haven't changed: their promise to customers and confidence in the possible results of the Internet itself. The Official Google Ads page is a spot page where associations can get the help they with hoping to land at customers and win with Google Ads.

### 4. ABOUT MICROSOFT IN LINKEDIN

At Microsoft, the main goal is to engage each individual and each association on the planet to accomplish more. The central goal is grounded in both the world wherein live and the future endeavor to make. Today, they live in a versatile first, cloud-first world, and the change are driving over our organizations is intended to empower Microsoft and their clients to flourish in this world. They work together in 170 nations and are comprised of 144,000 energetic representatives devoted to satisfying crucial helping them and their association accomplish more.

On June 13, 2016, Microsoft reported that it would gain LinkedIn for \$196 an offer, a complete estimation of \$26.2 billion and the biggest obtaining made by Microsoft to date.

### 5. OBJECTIVE OF THE RESEARCH STUDY

This research aims to understand how effective LinkedIn is as a medium for professional social networking site. The research will be working towards understanding that how students and job seekers happen to get benefits in terms of their career opportunities and how effective can they communicate in the field of business or corporate world. The research is based on the study of two top rated companies which have their page in LinkedIn; the companies are Google and Microsoft. This is a six month research study from June 2019 to November 2016, based on their posts on career objectives, recruitment process and training sessions.

Few of the questions which would we look into during the analysis are, How students and job seekers react or engage to their posts, Following up on their posts and its effectiveness on the target audience.

Why LinkedIn became the popular job seeking site in the world?

There were few problems while conducting the research, which were based on the posts and no direct connect with the employees. Most users spend a lot of time on social media on a daily basis and seeking jobs which suits the credentials is an easy way to be career-oriented, if one knows the right way.

The objective of the research is to understand LinkedIn as a professional networking site for career opportunities among students and job seekers. Everyday hassle and bustle, waiting for long hours to collect job application has now gone digital. One can view any designated job anywhere, suiting to your applications. LinkedIn actually creates an online cv for their applicants so that the medium can notify them which job suits them. There are so many facilities provided by the Site which are still unaware by the applicants. For example, filling the job experience, qualities, projects, would be helpful if one enters during signing in LinkedIn. The purpose of the research is to make them aware and educate them more about LinkedIn and its functionalities. This research will also refer if LinkedIn has been an effective method or networking site for career opportunities.

The Research was conducted to understand that how LinkedIn proved to be an effective social networking platform in reference to Google and Microsoft. The research was conducted during the time June 2019 to November 2019 for both the companies. The research was based on two parameters, Posts which are more than 2000 Likes, Job Opportunities, Career Objective Posts, Visual Content Analysis on the Awareness Campaigns.

## 6. THEORETICAL FRAMEWORK

The network society theory states that the social, cultural and economic changes are a result of the digital or technologies of the society. The modern societies are highly influenced and affected by the digital age. The theory was mentioned in Manuel Castell's book, 'The Rise of the Network Society'. Manuel Castell's theory was one of the most ambitious theories of our time, which explains the concepts of power, economy and society in world that was transformed by globalization and information. The theory is closely associated with the implications of electronic technologies on the society. Manuel Castell's theory states that, 'a society whose social structures is made up of networks powered by micro-electronics-based information and communication technologies'. According to him, networks have primary units of the society. The network society is an extension of the information society. This theory goes beyond the understanding of the information society

As we are aware, the research deals with social networks which are one of the aspects of the digital age. The theory also deals with how digital age has changed the frame of the way we look at the things. So, an interconnected understanding of both will result in better understanding of the findings. The engagement of these platforms are primarily different opinions among various from across the globe, hence it will give better insights into how the network societies is resulting in changes of thought process or how is it limiting it t what extent.

The interlinking of this research with the theory will also provide us insights if actually networks are an essential units of the society.

## 7. RESEARCH METHODOLOGY

The research is a qualitative method which is a visual content analysis of Google and Microsoft in LinkedIn from the time duration of June 2019 to November 2019

### 7.1 Sample for the study

The sample of the study is collecting data and analyzing posts By Google and Microsoft within the duration of June 2019 to November 2019.

### 7.2 Research Design

The researcher has employed qualitative method of study for this particular research wherein data is gathered through observations with pre-determined levels.

However, the research is completely based on Visual Content Analysis from June 2019-November 2019.

### 7.3 Tools for the Research Study

A researcher requires numerous data – gathering tools or techniques. There are two types of data – primary and secondary. Primary data is the first-hand information collected by the researcher whereas secondary data can be termed as the data that already exists or has been compiled by another researcher. The primary data for the completion of this study was collected from Data available from job page sites and posts. The data collection tool was employed for the same. For this study, Visual Content Analysis has been adopted. The secondary data collected by the researcher includes published research papers by scholars, reach, engagement and job data.

## 8. RESULTS AND DISCUSSION

This paper targets investigating the viability of internet based life especially LinkedIn as an expert systems administration webpage. This will be finished by breaking down two first class organizations, Google and Microsoft between the time span of June 2019-November 2019. The posts will be chosen based on the range and commitment on the page in LinkedIn.

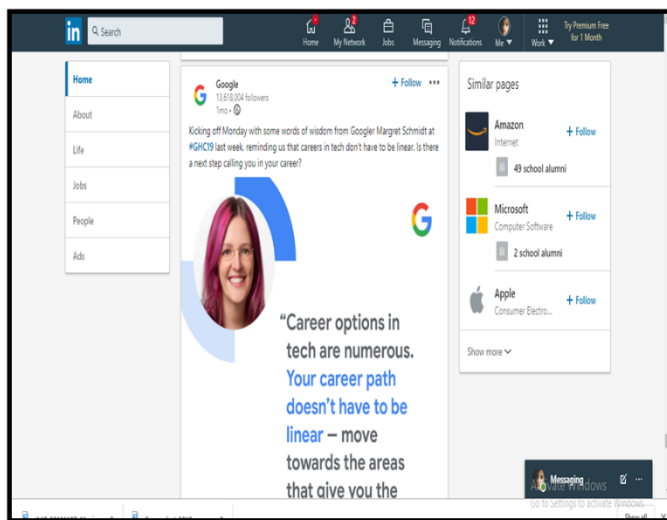
Candidates energetically sit tight for warnings or inbox mail for their application reactions. Google had been running efforts on instructional courses, teaching vocation objective. Chief of Google, MrSundarPichai would address gatherings on the development and enlistment design.

Microsoft would have instructional courses posted, website architectures posted and significant gatherings which are held by Bill Gates, the proprietor of Microsoft.

The research is based on analysis from Google page and Microsoft Page in LinkedIn

### Minimum Qualification required to get a job in Google are, according to LinkedIn Research Study

Google decided to carry the Assistant to the NBU markets (Next Billion clients). They need a UXR enthusiastic about comprehending genuine difficulties and having an enormous effect on billions of individuals around the world. As a major aspect of the



**IMG. 1 – Career Objectives in Google**

Assistant NBU UXR group, they will champion universal research endeavors for the Verticals group (situated in Bangalore). They recognize new chances, characterize client travels, and illuminate item and structure choices for Search, Media, Local and that's only the tip of the iceberg. They will have to function admirably with their Design and Product accomplices and can infer.

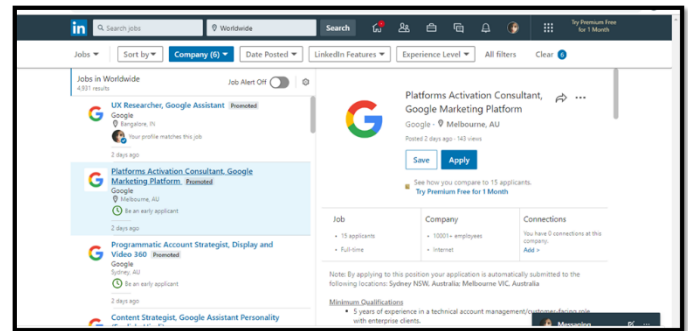
- The company's rapid growth since incorporation has triggered a chain of products, acquisitions, and partnerships



beyond Google's core search engine (Google Search). It offers services designed for work and productivity (Google Docs, Google Sheets, and Google Slides), email (Gmail), scheduling and time management (Google Calendar), cloud storage (Google Drive), instant messaging and video chat (Duo, Hangouts), language translation (Google Translate).

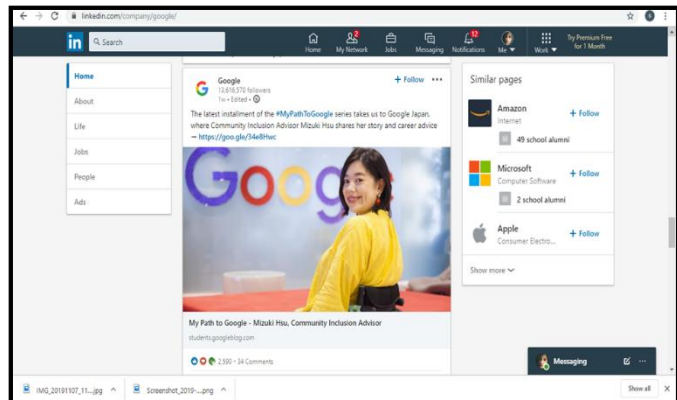
- Google has over 4,931 Job openings every week

Post 2 : A Total of 5 Job requirement were posted during the month of August, September and



IMG.3 – Job Path in Google  
October, 2019

Post 3. 22<sup>nd</sup>



## IMG.2 – Google Job Opportunities

October, Qualifications required and How to Apply. Masters or PhD in Human-Computer Interaction, Cognitive Science, Psychology, Anthropology, Information Science, Human Factors, Social Sciences or related field.

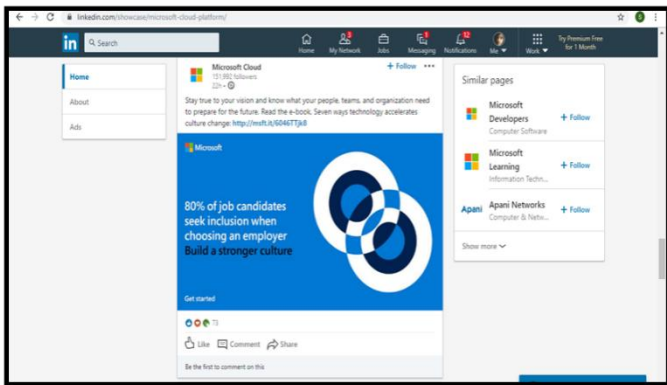
- Experience working with SMBs or enterprise users.
- Software product development and UI design process experience. Technical experience with graphic/video editing tools.
- Knowledge of strengths and shortcomings of qualitative research methods (e.g. when and how to apply them during each product phase: interviews, usability testing, diary studies, contextual inquiries).

- Excellent organizational skills. Ability to prioritize projects, and to adapt to changing schedules and different priorities.
- Ability to speak and write in Hindi, fluently and idiomatically.

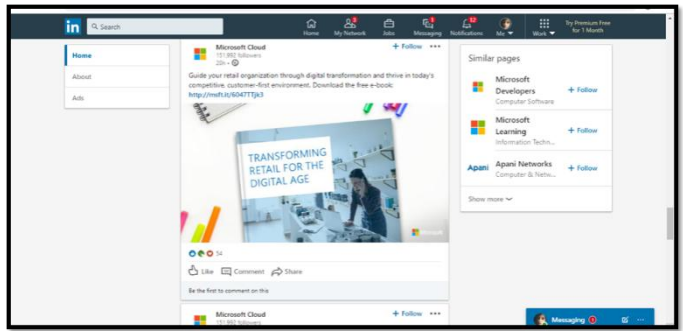
Experience with developing solution architecture for client data analytics, measurement and attribution solutions.

- Experience working with Service Partners, supporting complex technical challenges, identifying knowledge gaps and solutions to enhance their technical knowledge.
- Familiar with big data and data warehouses.
- Knowledge of DV360 solutions, Google Analytics and the web analytics Space. Knowledge of website optimization platforms and data visualization.
- Knowledge of enterprise data architecture and ad tech, (DSPs, DMPs, targeting, etc.).
- Ability to effectively communicate with leaders and demonstrated problem scoping/definition, modeling, interpretation, presentation skills.

- 5 years of experience in a technical account management/customer-facing role with enterprise clients.
- Experience with programmatic, analytics, attribution and measurement methodologies.



## Career Objectives In Google and Microsoft



**Individual-Organization Matching.** Google matches individual and organizational needs by filling positions based on a combination of performance appraisals and interviews. These appraisals and interviews provide information for human resource managers to ensure proper fit between employees and the job, organization, and team. In this regard, Google's human resource management's approaches for matching individual and organizational needs address person-job fit, person-organization fit, and person-group fit. These different kinds of fit support maximum human resource performance at the job level, team level, and organizational level, respectively.

**Career Opportunities and Requirements Identification.** In relation, Google's HR management identifies career opportunities and requirements through a combination of job analysis and coaching. Job analysis enables HR managers to identify possible career options for individual employees. Google and Microsoft uses coaching as a way of understanding the possible career options within the organization. This combination helps HR managers identify requirements for career paths, and how these paths present opportunities for Google's employees.

**Employee Potential Assessment.** Google's and Microsoft's human resource management assesses employee potential through interviews, appraisals, and coaching. Appraisals provide an objective evaluation of the employee's potential. Interviews and coaching enable Google's HR managers to

## Minimum requirements to get Job in Microsoft, according to LinkedIn Research Study

Microsoft in India utilizes around 6,500 individuals and has six specialty units speaking to the total Microsoft item portfolio. BhaskarPranik, Chairman of Microsoft India, declared that Microsoft plans to give free web availability crosswise over India.

### Career Paths in Microsoft

- Microsoft Liquid Motion
- Microsoft BASIC
- Altair BASIC
- Applesoft BASIC
- Commodore BASIC
- MBASIC
- Spectravideo Extended BASIC
- TRS-80 Level II BASIC
- Microsoft Macro Assembler
- Microsoft Small Basic
- Microsoft Visual SourceSafe

determine the potential effectiveness of employees for different kinds of jobs. Appraisals indicate how employees are doing in their current jobs, while the interviews and coaching indicate the employees' level of interest for certain jobs and how they could fulfill other jobs at Google.

**Instituting Career Development Initiatives.** Some career development initiatives are regularly instituted at Google, while others are applied as the need arises.

## DISCUSSION

The research Conducted on Google and Microsoft via LinkedIn shows the following results,

- Google has over 4,931 job openings every week from 5 affiliated companies of Google.
- Minimum qualifications are always posted when there is a hiring.
- An Awareness Campaign was posted by one of the Google Software engineer, who shared her career objectives on Google.
- Google Hyderabad and Bangalore organized a business Market expo which was held to motivate young and fresh minds.
- Microsoft has over 80% Job candidates seeking inclusion when there is a hiring.
- Microsoft is hiring digital marketing candidates where they would train them to be their sole employees.
- Both in Google and Microsoft they determine the potential effectiveness of employees for different kinds of jobs. Appraisals indicate how employees are doing in their current jobs, while the interviews and coaching indicate the employees' level of interest for certain jobs.
- Some career development initiatives are regularly instituted at Google and Microsoft, while others are applied as the need arises.

The research was based on the analysis between the month of June 2019 – November 2019 based on selective posts which targeted on the career objectives and Employment calls.

## CONCLUSION

The main objective of the research was to emphasis on the career opportunities, recruitment patterns in a professional networking platform like LinkedIn. The analysis was done during the time period of June 2019-November 2019 in reference to companies Google and Microsoft, it was a global analysis. LinkedIn After creating a LinkedIn account, members can create a professional profile that includes a photo (optional), education and career history, and professional affiliations. Members can also connect/link to other LinkedIn members, thus expanding the network to members of members. Hence, once a profile is created, LinkedIn members can invite others to 'link' to them, accept 'link' invitations initiated by others members, join groups (corporate, conference, networking, industry, professional, alumni, etc.), and establish new groups. Reflecting on his personal use of LinkedIn, Douglass (2010) identifies three important roles: as a recipient of an inquiry (e.g., from a job hunter), as an intermediary.

LinkedIn has established an 'analytics team' of 'LinkedIn data scientists' with a view to the data to produce interesting and valuable insights, as well as develop new services. In this respect, the LinkedIn blog(<http://blog.linkedin.com/>) has detailed some of the results to date, such as what terms are potentially overused in LinkedIn profiles. An example of a new services arising from the data mining initiative is LinkedIn's proposed *Career Explorer*, which is a tool aimed at college students to help them "build their careers". Recognizing the value of the LinkedIn dataset, this study sought to perform an exploratory study of the LinkedIn data posted by alumni of an Information Systems program at a mid-sized comprehensive university in Southeastern USA. In particular, the goal of the study was to identify the entry-level jobs held by program alumni, and to

develop an understanding of their subsequent career progress.

## RESEARCH GAP

Research gap is a research question or problem which has not been answered appropriately or at all in a given field of study. ... Researchers, particularly those pursuing Master's or PhD often find it difficult to identify the gaps in the body of knowledge in their own chosen fields.

A research gap is defined as a topic or area for which missing or insufficient information limits the ability to reach a conclusion for a question. A research need is defined as a gap that limits the ability of decision-makers (policy-makers, patients, practitioners) from making decisions.

Many research studies have been done on LinkedIn stating its business communication, career objectives, and recruitment pattern is done. The present will focus on the visual content analysis of how top-rated companies like Google and Microsoft portray their career goals to the fresh job seekers. Google has been rated as the 9<sup>th</sup> top rated company in LinkedIn which in detail posts about its training sessions with interns worldwide, having awareness programs, giving correct advices to the students, special sessions. The present study will have data as well as visual content of these companies during the time of June 2019 to November 2019.

While Microsoft owns LinkedIn there have been technical approach to career or statistical approach but concentrating on qualifications and specifying on the objectives of the job hasn't been found in the above studies.

As part of the study, the researcher will cover up the initial needs of career objectives which are laid down by experts in the form of videography on the respective pages of the Company.

## SUGGESTIONS

In an exploration given by Helen Dolnelan (2015), The examination covered in this article investigates the utilization of internet based life for business related or proficient purposes. Specifically, it centers around the recognitions and utilization of internet based life by scholastics in the UK.

- The motivation behind the exploration was to investigate the potential online networking needs to encourage the changing scene of advanced education and bolster the individual scholarly in their job. Specifically compelling is the manner by which explicit internet based life instruments are being utilized to upgrade organizing openings and add to profession movement.

- The utilization of web based life was investigated in detail through meetings and a study. Run of the mill exercises that are right now being attempted were recognized and client bunch profiles built up that well-spoken various degrees of commitment with these apparatuses and the inspirations that each gathering of clients have for utilizing web based life.

- The study found that, with expanding levels of action, the quantity of inspirations for utilizing internet based life increment, as does the apparent number of effective results, including commitments towards vocation movement.

- The fundamental boundaries to utilizing online networking were recognized as an absence of time and aptitudes to embrace these exercises, just as a negative impression of internet based life. Proposals for expanding support are to give viable preparing, including the sharing of good practice, and to start discoursed inside foundations with respect to the potential profession movement openings that internet based life may manage.

- In an examination by Robert M Peterson (2014) he said that, Networking is an opportunity to connect with individuals, construct fellowships or colleagues,



recognize openings, and make esteem. Innovation has made this procedure simpler, since people can promptly contact other people who were already obscure. In the expert world, LinkedIn has become the standard method to assemble virtual and individual systems.

•One creative class practice had understudies building profiles, accumulating associations, joining gatherings, posting remarks, and getting and composing letters of suggestions. The outcomes were overwhelmingly positive, with understudies surpassing the necessary commands, however increasingly significant, they figured out how to utilize organizing instruments to improve their insight and access to specialists, and verified employment bids dependent on their LinkedIn profile and nearness.

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