

About LinkedIn

LinkedIn is a free business social networking site that allows users who register to create a professional profile visible to others. Through the site, individuals can then maintain a list of known business contacts, known as Connections. LinkedIn users can also invite anyone to join their list of connections. From this network, individuals can learn of and search for jobs, business opportunities, and people. LinkedIn also serves as an effective medium by which both employers and job seekers can review listed professional information about one another. LinkedIn follows strict privacy guidelines wherein all connections made are mutually confirmed and individuals only appear in the LinkedIn network with their explicit consent. Other LinkedIn features include paid accounts that offer more tools to find people, and "LinkedIn Answers" allows registered users to post business-related questions that anyone can answer.

Research

Methodology

Main purpose: Study users, their profile, find out their motivation for using LinkedIn, how much users contribute/benefit from, how does LinkedIn encourage new people to join, and how they encourage contribution.

Hypothesis considered:

1. LinkedIn users have higher incomes
2. Employers use LinkedIn over any other social network

Research method:

1. Empirical research based on participant observation
2. Online questionnaire involving 86 LinkedIn members

Results

