

## Thematic Analysis Report:

### Introduction:

This report presents a thematic analysis of four interview transcripts that explore individuals' experiences and perspectives regarding LinkedIn Premium. The analysis aims to identify and categorize recurring themes from each interview, highlighting important aspects such as the use of LinkedIn Premium for internship/job searches, limitations of LinkedIn Premium, perceived value for money, recommendations to others, and suggestions for improvement.

### Theme 1: Use of LinkedIn Premium as a Primary Tool for Job Search and Networking

The interviews reveal that several participants utilized LinkedIn Premium as a primary tool for their internship searches, while also mentioning the use of other platforms such as Handshake or Indeed. However, LinkedIn was consistently highlighted as the primary source for their internship search, with participants relying on its extensive job listings and filters for the job search. Participants highlighted the networking advantage provided by LinkedIn Premium, specifically in terms of connecting with recruiters. The InMail feature, available to Premium users, enabled direct communication with recruiters and hiring managers, facilitating networking opportunities.

"I usually go and check out jobs on LinkedIn, LinkedIn is my primary source for looking for internships." - Divyansh Chouhan.

"I immediately just kind of started going on LinkedIn. LinkedIn was my first and primary source of internships, and still is, honestly. I would just type in the search bar different roles, filter on roles based in Seattle or California." - Riyana

"One of the reasons I have opted for premium is so that I can, you know, message directly to recruiters with InMails" - Vaishali

"My favorite feature is the InMail option that we get. I think that is helpful because as soon as a job is posted on LinkedIn, it gets more than 1000 applications. So with InMail, I'm assuming that the number of inMails that the hiring manager receives is relatively lower than the number of applications. So they must be able to go through each one of them"

"I just go to LinkedIn and then search for additional information that I need. I use LinkedIn to find connections who work in that company or check if the recruiter for the job has been mentioned"  
- Qi

### Theme 2: Limitations of LinkedIn Premium - Application Tracking, Alternate Platforms Providing Better Features and Lack of Trust

Participants highlighted certain limitations of LinkedIn Premium. These included difficulties in tracking job applications and follow-ups within LinkedIn's platform, challenges in knowing the

status of applications, and the inability to track previously applied job postings. Some participants compared LinkedIn to other platforms like Handshake and Indeed. Participants also expressed doubts and concerns about the effectiveness of certain features of LinkedIn Premium. They questioned the accuracy of the matching algorithm and doubted the overall impact of LinkedIn Premium on securing interviews and internship opportunities.

"You cannot track the status of your application. What I've seen on other platforms is if you get rejected, or if you're approved for the first round, we get notification from the platform itself. But on LinkedIn, there is no such feature. I mean, I think handshake and other portals are slightly better in terms of checking whether our applications have been review or even viewed by the recruiter or not" - Divyansh

"I think Indeed and LinkedIn complement or complete each other." - Qi

"I'm not quite sure how the algorithm is matching skills because sometimes, when I go and apply, it doesn't exactly match up with what I have on my profile." "So I feel like they're not really accurate on those algorithms." - Riyana.

"The insights that LinkedIn provides on other applicants, I don't think are super accurate or very useful." - Divyansh

"I feel like they're not really accurate on those algorithms. I feel like they ("You would be a top applicant" banner) are just fake and it kind of puts a little bit of false hope in me. I was like, okay, I'm qualified for this job. And then the next day I get rejected." - Riyana

"They offer those analytics, on how you stand with the other candidates. It definitely offers me some information but sometimes I just don't know how much I trust it, or how accurate that is, because I don't know all the other candidates." - Qi

### Theme 3: Cost - Value for Money

Participants expressed varying opinions regarding the value for money offered by LinkedIn Premium. While some believed that it provided value, especially when offered at a discounted price, others considered it expensive, particularly for students. The availability of a free trial or promotional coupon influenced their decision to subscribe to LinkedIn Premium.

"Given the price they charge they definitely don't offer value for money. I got it at a discounted rate, because I know someone who's working at LinkedIn. So he gave me his promotional coupon. So for me, it was still worth it." - Divyansh

"For the amount of money that is being charged on a student budget, I do not think it makes a good purchase option. But yeah, for someone who has a job and has a good source of income, sure." - Vaishali

### Theme 4: Recommendation to Others –

Several participants expressed a willingness to recommend LinkedIn Premium to their friends for job or internship searches. They believed that LinkedIn provided access to the latest job postings and that being a Premium user could provide an advantage in the competitive job market. However, the level of recommendation varied among participants, with some being more enthusiastic than others.

"I would recommend LinkedIn Premium to my friends for job or internship search primarily because I believe the best jobs are posted on LinkedIn, and if you're using Premium, you get an edge over other applicants" - Divyansh

"I will not highly recommend it, but I will definitely let them know of the perks that I mentioned" - Qi

#### Theme 5: Suggestions for Improvement

Participants offered suggestions for improving LinkedIn Premium. These suggestions included increasing the number of allowed InMail messages for job seekers, providing better application tracking features, and offering guidance or tips for optimizing user profiles to enhance visibility and job recommendations aligning with resumes.

"Right now I have taken the most expensive version of Premium and they only allow 50 In Mails per month. I feel if a person is applying for jobs, they would reach out to a lot more recruiters than just 50 per month, so limiting that number to such a small cap is something maybe they can increase." - Vaishali

"Like I mentioned, they could include application tracking, sharing whether your application was viewed or not, if you have been rejected or not". - Divyansh

"Our linkedin profile is different than our resume. I hope LinkedIn Premium could provide at least some tips on how we should improve our profiles" - Qi

"If you ran your resume through the system, they could show you the positions that are open and could matter. That would be pretty cool." - Riyana

"LinkedIn Learning could offer more high level courses that you can take with Premium." - Riyana

#### Conclusion:

Overall, this thematic analysis provides a comprehensive understanding of the experiences, preferences, and suggestions of LinkedIn Premium users in the context of internship searches. The findings can inform LinkedIn's strategies and improvements to better cater to the needs and expectations of its users, ultimately enhancing the effectiveness and value of LinkedIn Premium in supporting successful internship searches.