

Analysis of the interviews conducted with non-trialists of LinkedIn Premium reveal several recurring themes.

Theme 1: Lack of feature awareness

Participants displayed a lack of awareness of LinkedIn Premium Features where they either were completely unaware or only knew a few LI Premium features. Participants were aware of InMail and Profile views feature the most. "Since I've never used it myself, I cannot claim to know that I know all the features," said one participant. While another said "Again, I'm not very sure of it. But this is just what I have heard from like people. And just like maybe, I think I remember reading it from a couple of places."

Theme 2: Cost

They also cited the subsequent cost of the subscription, which is priced at \$30 a month, as a major obstacle in their willingness to trial. Some cited Handshake as a reason for not wanting to pay for it while other said that they're doing well even without the trial. Another reason was its lack of affordability to students. One person said this about the pricing - "I think there are two main factors that have been preventing me #1 would be it's kind of expensive." Another common concern was that they would sign up for the free trial and then forget about canceling it. Students were afraid they'll be charged the monthly rates without them even realizing that they're paying for it. This further highlights the unaffordability factor of LinkedIn Premium. "I tend to do this like it's free trial and then you forget about it and then you end up paying a lot. And I think I'm trying to avoid that with LinkedIn," said another participant.

Theme 3: Preference for Handshake

A recurring theme that was consistent across participants was the immediate comparison with Handshake. Participants perceived Handshake as being more student-centric as compared to LinkedIn. They talked about its affiliation with UW, presence of student centric job posting, ability to message recruiters directly, and availability of sponsorship information on job postings as major reasons for their preference. At least 2 participants said that they mainly used Handshake for their job search and that LinkedIn was secondary or even their 3rd option behind Indeed. Them not being reliant on LinkedIn could be the reason for them not using the trial. A participant said, "And I think in general Handshake is skewed to like students. So I feel like that's better compared to LinkedIn."

Theme 4: Limitations of LinkedIn Premium

When asked what they would add to LinkedIn to make it better for them they majorly echoed two features - application tracking and information on visa sponsorship. A participant said, "I think it will be nice to actually have if LinkedIn wants to like upgrade their system to have like a. Umm, like handshake like what people have applied to and like what progress is on that. Instead of like having to like, have your own Excel sheet to like keep track or progress." "For LinkedIn, maybe if the companies have a little more clear job posting on their page or something like that, like when they are putting up a job posting how I mentioned, like handshake does ask for sponsorship information from the company, and they posted on the posting, so something

like that if LinkedIn also can do, and, yeah, I think that is primarily the main thing,” said another person.

Theme 5: Lack of trust in LI Premium

Finally, the participants expressed a certain degree of trust in the premium features of LinkedIn itself. They were skeptical if the add-ons provided any value-add to their job or internship. They believed that the existing features were enough or the new ones weren't worth paying money for. They said, “So, but overall, the concept seems like there's nothing very exceptional that they are offering at the moment, like I can always, you know, still send us small, personalized invites, with my connection request, when I'm pinging some recruiter.”

Lack of trust in LI Premium - Lack of trust in the features:

1. *"I mean like if you if I must choose one, the LinkedIn learning is helpful like other features, I don't think they're helpful."* - Robin
2. *"Even within inMails, like most of the times, I've heard that a lot of recruiters do tend to, you know, maybe not reply to you or just not see your messages"* - Pranali

Lack of trust in LI Premium - Skeptical that LinkedIn Premium would offer any value:

1. *"For full time, I get notifications from LinkedIn and then I apply from there. But there is not necessarily premium needed for that"* - Stefani
2. *"So, but overall, the concept seems like there's nothing very exceptional that they are offering at the moment, like I can always, you know, still send us small, personalized invites, with my connection request, when I'm pinging some recruiter"* - Pranali

Awareness - Limited knowledge of LI Premium offerings:

1. *"Again, I'm not very sure of it. But this is just what I have heard from like people. And just like maybe, I think I remember reading it from a couple of places"* - Pranali
2. *"Since I've never used it myself, I cannot claim to know that I know all the features."* - Sai Akshaya
3. *"I only know one thing, I know you can see who has looked at your profile, like into your profile because they do like on LinkedIn"* - Stefani
4. *"Actually I don't know because I never used the LinkedIn Premium, but I thought maybe like you can you can send a message to someone that you're not networking with."* - Robin

Cost - Expensive to start using LP Premium:

1. *"No, that seems way too pricey for me because I feel like even without the try, even without the Premium I've been, I've been doing just fine and I may not pay for the Premium, especially if I already have a job and I'm not looking for a job."* - Sai Akshaya
2. *"Also that's why I think like it's not necessarily needed to have the premium or getting a trial and then potentially paying more when you have handshake, you know as a student, so yeah."* - Stefani
3. *"Sure, yeah, I would say like one of them was the cost that I find, as a student, I think, you know, spending \$30 A month or even get annual package is, like a large amount of money for LinkedIn premium."* - Pranali

4. *"I think there are two main factors that have been preventing me #1 would be it's kind of expensive."* - Harshit

Cost - Don't want to forget canceling the trial:

1. *"I tend to do this like it's free trial and then you forget about it and then you end up paying a lot. And I think I'm trying to avoid that with LinkedIn"* - Stefani
2. *"Let's say if I'm not very happy with the service and I want to cancel it later during the end of the month, then I have to keep track of when the trial service expires and then I go. And so it's the whole. Process related to the payment details and then cancelling the subscription"* - Harshit

Averse to entering payment information for trial - Averse to entering payment information for trial:

1. *"The, the and #2 would be the upfront requirement for me to enter my payment details and other things."* - Harshit

Limitations of LinkedIn Premium - Desire for sponsorship information feature:

1. *"Yeah, since I'm an international student, I usually do a filter for companies who accept OPT or CPT and then also might potentially sponsor H1B Visa"* - Stefani
2. *"For LinkedIn, maybe if the companies have a little more clear job posting on their page or something like that, like when they are putting up a job posting how I mentioned, like handshake does ask for sponsorship information from the company, and they posted on the posting, so something like that if LinkedIn also can do, and, yeah, I think that is primarily the main thing"* - Pranali

Limitations of LinkedIn Premium - Desire for application tracking:

1. *"I think it will be nice to actually have if LinkedIn wants to like upgrade their system to have like a. Umm, like handshake like what people have applied to and like what progress is on that. Instead of like having to like, have your own Excel sheet to like keep track or progress"* - Stefani

Preference for Handshake - Provides application tracking, Sponsorship Information, Chat with recruiter feature, Skewed towards students

1. *"I mainly use Handshake again for now. Umm, but Handshake is also a really good one because you have the profiles. It's pretty much LinkedIn but with extra like you can see how many jobs you have applied, how many pending, how many reviewing and how many declined. And I think in general Handshake is skewed to like students. So I feel like that's better compared to LinkedIn. It's just like there's so many things going on and then they do have the chat feature. But. Yeah, in general, I think Handshake is better for UW students compared to LinkedIn."* - Stefani
2. *"So one thing I think I like about handshake is that oh, as an international student, they do mention like information about whether the company is sponsoring or not in the description, like on the posting itself on the job posting, so that really helps me, you*

know, find out things and I can also put a filter on handshake where I am meant like checking and selecting only those companies, which are offering sponsorship.” - Pranali