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Formal Assignment #2

Uncovering the Limitations of LinkedIn and Offering Solutions for Enhancement

I. Introduction of the Software

LinkedIn is a social networking platform designed specifically for professionals and businesses. It was launched in 2003 and has since grown to become the world's largest professional networking site, with over 740 million registered users in more than 200 countries. Additionally, there are other similar professional networking platforms, such as Indeed, Glassdoor, and AngelList. However, LinkedIn has a larger user base and a more established reputation in the professional networking space, making it the go-to platform for many professionals and businesses (*Chris 2021*).

The platform allows users to create a profile, connect with other professionals and businesses, and showcase their skills and experiences. LinkedIn also offers a range of features such as job postings, groups, messaging, and content sharing. Apparently, it is widely used by job seekers to find job opportunities, by employers to recruit new talent, and by businesses to build their brand and connect with potential customers. LinkedIn has become an essential tool for professionals across various industries and sectors.

II. Features of the Software

LinkedIn serves as a professional networking platform that enables users to create a detailed profile demonstrating their work experience, education, and skills, with the primary goal of connecting job seekers with potential employers. In today's job market, networking and connections are crucial, and LinkedIn's optimized algorithms offer job search and online recruitment tools that are available under various payment plans, enabling users to choose the most effective option that suits their needs.

As an industry-specific social media platform, LinkedIn provides users with personalized news and content based on their previous searches and interests. By analyzing user behavior, the platform suggests potential network connections and email opportunities that may be of interest to the user. This feature allows users to stay up-to-date with the latest news and trends in their industry and expand their network by connecting with like-minded professionals. Besides, LinkedIn provides its users with relevant and worthwhile learning opportunities that align with their career paths.

Overall, LinkedIn offers a comprehensive suite of features to help users build their careers and businesses by providing networking opportunities, education and job search tools.

III. Limitations of the Software and Suggestions for improvement

Nevertheless, despite the valuable opportunities that LinkedIn offers, there are still areas where the platform can be improved. The following are some of the features that LinkedIn could focus on enhancing:

1. Expanding focus on other industries or professions

While the platform provides opportunities for networking and job search for a wide range of professions and industries, it may not be equally effective for all. For instance, LinkedIn's focus may be more on the technology industry, hospital & healthcare and corporate jobs (*Mélisande 2022*), which may leave out other industries like the arts or creative fields. This limited focus can make it more challenging for users in these industries to connect with the right people or find relevant job opportunities. As a result, professionals in certain industries may need to look for alternative platforms or strategies to showcase their skills and find job opportunities. To address this limitation, LinkedIn could consider expanding its features and tools to better cater to professionals in various industries. It could also collaborate with industry-specific organizations to provide more targeted networking and job search opportunities. Additionally, the platform could provide more tailored resources, such as courses or certifications, for professions that may require specific skills or knowledge. By doing so, LinkedIn could become more inclusive and accessible to professionals across a wide range of industries and professions.

2. Charging premium features that can be found elsewhere for less or for free

LinkedIn Premium is a paid subscription service that offers a range of additional features and tools to users (J 2022).

- **LinkedIn Career** is intended for job seekers, and is \$29.99/month.
- **LinkedIn Business** is helpful for professional networking and growing business opportunities, at \$47.99/month.
- **LinkedIn Sales Navigator** generates sales leads and contact prospects and customers, \$79.99/month
- **Recruiter Lite** is for businesses to find qualified job candidates and help in the recruiting and hiring process. \$140/month.

While these features can be useful for job seekers, businesses, and recruiters, the cost of LinkedIn Premium can be a potential downside. The premium plans can be costly and may not be affordable for all users, especially those who are just starting out in their careers or who are on a tight budget. Furthermore, while LinkedIn Premium offers many useful features such as advanced search filters, the ability to see who viewed your profile, and the option to send InMail messages to people outside of your network, some users may find that they don't need these features or that they can accomplish similar tasks without paying for a subscription.

3. Users may receive a high volume or spamming of connection requests and messages

This can become a problem if the messages or requests are unsolicited or irrelevant to the user's interests or career goals. This can also cause a burden on the user to sort through and respond to these messages and requests, potentially taking away from other important tasks. Additionally, some users may engage in spamming behavior, sending mass messages or connection requests to other users without regard for their individual interests or needs.

To make LinkedIn algorithms smarter when sorting through spamming messages and requests, the platform could consider implementing a few tactics:

- Use machine learning algorithms that can detect patterns in messages and requests that are likely spam or irrelevant. These algorithms could analyze factors such as the frequency of messages from a particular sender, the language used in the message, or the content of the message to determine whether it is likely to be spam.
- Allow users to mark messages and requests as spam, which could then be used to train the algorithms to better detect spam in the future (*W 2015*).
- LinkedIn could consider implementing stricter policies for users who engage in spamming behavior, such as suspending or banning their accounts if they are found to be in violation of the platform's rules.

IV. Brief Summary

In general, although the platform has effectively fulfilled its primary purpose of linking professionals, there is room for enhancement by broadening its scope to include additional professions, revising on its payment options offered, and restricting the quantity of unmoderated messages and requests that users receive.

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