**LinkedIn Usage Based on Employee's Seniority Level**

LinkedIn is a growing social media platform focused mainly on building a career, marketing potential employees, and finding jobs. There is a section called "about" on the LinkedIn website, similar to an elevator pitch but in text format. People use this about section to advertise their skills to potential employers. The about section is also similar to an objective section in a resume but with more words and depth.

The hypothesis I am testing is on how the content and format in the about section can differ for various age groups. New LinkedIn users may type in an informal about section. Younger LinkedIn users may type them about section focusing more on education than individual skills and projects. Older LinkedIn users may stress on their past projects and the firms they worked for. The word choices and sentiments in the about section of LinkedIn differs a lot between different age groups and seniority level in the workplace. For instance, Bill Gates has only one line in the about section on LinkedIn, and a college student may have several lines in the about section on LinkedIn.

I viewed two different seniorities employees at McKinsey and Co. I viewed the about section of an employee who is an associate and another who is a senior. The former focused on her current job and small projects that she contributed in. The former's text is primarily active, and the verbs end with "ing." The latter listed her hobbies, the previous company she worked for, and what she currently does. The latter's text was formal and used passive voice.

I am going to be comparing LinkedIn users' about/summary section on LinkedIn and analyzing if there is a difference in sentiment, word distribution, and named recognition. I will look into if their seniority in position at a company affects the way they market themselves on the internet (LinkedIn).

**My two distinct hypotheses are:**

Null hypothesis: There is a big difference between how a senior level employee markets themselves on the LinkedIn about section compared to entry-level or associate.

Alternative hypothesis: There is no difference between how a senior level employee markets themselves on the LinkedIn about section compared to entry-level or associate.