

Discussion 11 – Recommendation system

Yan Lin

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LinkedIn Jobs

- (1) Who are your target users?
 - a. Jobs seekers: College students, recent graduated students, professionals, etc.
 - b. Recruiters
- (2) What are their goals?
 - a. Recommend the jobs to the users
 - b. Tracking the past jobs searches
- (3) How can you help them accomplish these goals?
 - a. Key words scrapping from the headline, current jobs, and summary so that we can find out the candidate the most recent interest.
 - b. Pay attention to saved jobs and recent search jobs
 - c. The most recent jobs posts viewed
 - d. Customized recommendation system based on the above three points.

- (4) How does it work?

Since it's very personalize app, it is less likely that we will search some jobs for friends. We can algorithms relatively easy.

First, the most recent jobs posts viewed show the user's interests. We can recommend the similar jobs based on what s/he viewed. For example, out of the 10 viewed, 6 is job 1, 3 is job 2, 1 is job 3, we can recommend 60% for job 1, 30% for job 2, 10% for job 3.

Second, the job that the users saved and searched are the keys to recommend the jobs to the users.

Third, the headline and current jobs can lead the best recommendations based on the user's experience.

- (5) How can it be improved?

LinkedIn Jobs could have survey popup whenever the user open the app. Every time 1-3 survey questions to find out the user's most interest area. It will help the system narrow down the recommendation range.