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## **Abstract**

This qualitative research investigates how LinkedIn has revolutionised traditional job search methods, its impact on jobseekers in the Irish IT sector, and what affects the recruiter or employer's final decision on candidates using LinkedIn for employment. This research reviews the significance of using LinkedIn for social enhancement, interpersonal connectivity, and regular engagement with connections from the participants' point of view.

The study participants responded to questions regarding the importance of using LinkedIn for social enhancement, interpersonal connectivity, and regular engagement with connections. Articles, journals, and books concerning the career influence of social network sites, (SNS)s were critically reviewed. Primary data obtained through surveys as well as face to face interviews with participants were used to develop these themes.

The findings from the research show that establishing and maintaining contact with other professionals enhances job search effectiveness and the rapidity of employment. The results also show that regular engagement with connections on LinkedIn increases visibility. The findings further show that recruiters or employers gain an understanding of the candidate's personality through his or her LinkedIn profile, and that this helps to determine the decision to hire.

The research also highlights setbacks faced by participants using LinkedIn for employment, and suggests that jobseekers in the Irish IT sector should provide information related to specific topics and recruiter interests that may thus enhance employment.

The findings suggest that jobseekers should effectively utilise opportunities to network with other professionals, potential recruiters, and employers on LinkedIn to promote career success. The findings also suggest that LinkedIn as a recruiting tool should not be a complete replacement for traditional recruiting methods, but instead should be utilised as a supplement to optimise the recruitment process.

**Keywords:** Social networking sites, LinkedIn, Social media, Jobseekers, Candidates