Assignment

Title:
How the development of Linked has created an online community through networking and aids the recruiting industry

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How the development of LinkedIn has created an online community through networking and aids the recruiting industry.

Abstract

Web 2.0 has become a trustworthy medium over the past decade that allows people to interact with other users online, making interaction easier in our current era. With the continuous evolution of the websites that exists on the web today, results in the creation of various platforms, content creation and also webpages for the sole purpose of social networking, which leads to the encouragement of communication as well as discussions amongst individuals and small communities in the online platforms. Due to the emergence of various website such as the interactive Social Networking Sites (SNSs), Web 2.0 as a tool is influencing the changes of society in inevitable which also has transformed on how the recruiting industry operates. In this paper, we will be focusing on the recent adaptability of the Web 2.0 with LinkedIn as the main SNS model as well as how the online community affects the recruiting industry positively and how it effectively acts as a network growing tool.

Introduction

Both technological and sociological aspect has been shifted as well as the increment of the integrity of our daily life due to the rise of Web 2.0 as well as the utilization of the Internet. This results in the generation of various websites as well as online platforms across the Internet and have become trending all around the world. Social media platforms are usually user generated and is categorized through a greater user interaction, a higher engagement rate as well as users collaboration (Mrabet & Triki, 2014). Users communicate amongst each other and it results in the development of a community when they are gathered online via the Internet, as it tends to revolve around the forum, this new way of community development happens where most online activity and connectivity takes place, which is also the Web 2.0 (Fuchs, 2010). Through the services that are available, the online communities are developed and constructed in various platforms and

that a virtual community, under the interaction between users with similar interest, is built including users participation in SNS platforms that are available. Some of the SNS platforms are Facebook, Whatsapp, LinkedIn, and Skype. Online communities as such have brought changes that are revolutionary towards numerous sectors that includes both social and economy aspect. For example, LinkedIn through the formation of an online community has resulted in forming new ways of the recruiting process and also reform the concept of networking between individuals, as they are built globally (Porter, 2015). As LinkedIn allows people to establish a network and connect them, leads them to form a community together. As a platform, LinkedIn operates in a way that it focuses by providing business-oriented services and has reform the Human Resource industry from methods of recruiting to the networking growth development of an individual.

Online Communities and Web 2.0

Known as the current stage of the Internet, Web 2.0 through various development offers connections that are reliable and provides platforms that are interactive towards the user by the numerous range of devices. This results in the convenient and efficient interactions between individuals that come from all parts of the world at any point of time, leading them together, resulting in the formation of an online community (Haythornthwaite & Kendall, 2010). As the connectivity develop between each individuals, it aids the users by participating and online collaboration in which the internet connectivity increases resulting in the concept of global village. Interaction between individuals who are far away from each other has proven to be efficient and simple due to the global connectivity of the internet as well as the promotion of freedom of speech. Being able to build up an online community due to the connectivity between the users of SNSs platforms as they share similar interest with each other also consist of members who continue to interact amongst each other, driven by similar motives on the web itself (Porter, 2015). With the usage of fiber optic technology, the internet is steadily becoming affordable to the mass majority, and due to these developments it results in the rapid growth of business as the market share increases, the expansion of space in marketing as well as the cost of production reducing. The Internet, as of currently, is used as a platform that aids individuals who are driven with the mindset of changing what is around the community

as Web 2.0 emerges (Haythornthwaite & Kendall, 2010). The mass majority as of today views the Internet and Web 2.0 as a business growth opportunity while some see it as the social cultures downfall. However, there is an indefinite potential of the development of the Internet, regardless of the risk as LinkedIn, for example is an online platform that has formed an online community to portray their personal skills and building a professional network amongst each other by adapting to the usage of Web 2.0

LinkedIn as a platform for Social Recruitment

Being one of many networking tools of the Web 2.0, LinkedIn has brought changes in ways people did not think of initially when it comes to recruiting employees. Through Linkedin, job seekers are able to venture and meet future potential employers online resulting in an efficient recruitment process. LinkedIn allows professional individuals of various fields display their profiles in which may range from their academic qualification, their past job experience to their interest or hobbies and it has become a norm that may be consider simple to certain organization or individuals to pursue their desire profession in which translates to a better performance for the company and the industry (Dukaric, 2010). Employers are also able to meet their potential employees and interact with them efficiently when compared to the traditional methods, as the interactions between users as well as the information that LinkedIn provides allows employers to conduct recruitment that are comparative and it aids them when it comes to making the decision to hire the suitable candidate with the most suitable skillset that their company requires in which will result in the increment of the companies overall performance. LinkedIn has also become a platform that individuals are able to connect with other individuals online, a platform that employers used as a tool to search for potential candidate as an employee as well as providing job openings that have a higher success rate as LinkedIn is one of the largest networking site.

With the emergence of Web 2.0, it is known as a revolutionary change towards the recruitment sector. Initially, the first stage of the internet, or also known as the Web 1.0, it was not able to facilitate internet users to participate in the internet and offer contribution on the web due to the system being a “read-only web” system resulting in no

interaction from users at all online (Wood, 2011). One of the most notable changes that we can see is information being available at the tip of our fingers as it is easier comparatively to the past when we had to search for information in the library or from encyclopedia but because the Internet is available, most of us can just search for the information needed from Google. This, in a way eases the process of searching for job or business opportunities as well as a growing network, which allows people to search, and apply for jobs at any point of time, as the individuals deem fit. This of course could not be achieved through traditional recruitment as traditional recruitment requires time for both employer and employee to meet and conduct an interview session. This process is manual and does not provide a high success rate as most companies used to advertise their vacant spots in the company through print media such as the newspaper which allows almost anyone of all walk of life to apply for the job which results in the employment process being risky as they might hire candidates whom are not qualified for the job. However, due to LinkedIn such situations can be avoided as profession information of each individuals are publicly display that results in a better accuracy of employers hiring candidates that are suitable to the company (Aguiton & Cardon, 2007). In addition to that, a publicly displayed profile may also be risky as some of the information of certain individuals may be misleading as it is not usual that an individual talk about their weakness when it comes to a job interview.

Networking with LinkedIn

Allowing their users to maintain a list of connection, LinkedIn also encourages people to find people of similar profession to expand their network and connection (Dukaric, 2010). Connections that are built on the users profile can grow exponentially as it does not limit to just friends but also mutual connections as well as third degree connections (the connection of their mutual connection). Such connection that are displayed may lead to the build up of trust towards potential business partners or even employers to work with each other as they are recommended from someone mutual, hence being trustworthy compared to an individual that has no connection. Users on LinkedIn are allowed to connect as wide as they prefer as the privacy guidelines requires the user of LinkedIn to confirm a request of connection, which then the profile will only be available after the

approval. LinkedIn as an SNS, is essentially a tool that allows people to interact as well as connect with one another, building repertoire amongst each other as well as forming an online community of like minded individuals globally. While it serves the same purpose of networking like all the other SNS, it primarily focuses on building a platform for an individuals career as well as to form a business connection.

Conclusion

As Web 2.0 emerges, both technology and the software has change how people are interacting with one another, forming an online community was made possible and has also change the culture when it comes to recruiting globally as recruitment can now be done online via the Internet (Wang, 2012). The Internet brings in various experience for the users and the technology available today adapts and facilitates the Internet as communities are formed. Social media platform such as LinkedIn, is an example as to how it has provide change towards the Internet as it is now considered a valuable networking tool in modern day recruitment. LinkedIn is also among the best platforms online that is readily accessible on most devices such as both the laptops and mobile phones as well, as it is simple and easy to navigate for most users. Due to the development of Web 2.0, good opportunities are being generated frequently through both social and the economic aspect through online communities as users would continue to manage their profile as well as their repertoire. With how users build and customized their profiles on LinkedIn, helps them in determining the type of job as well as the opportunities that they are offered. Finally, as an online platform, LinkedIn is a prime example of a successful online platform that connects individuals amongst each other and aids business with searching for their potential partners and employees within the online community successfully.

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