**LINKEDIN RESEARCH PROJECT REPORT**

Adrian Adamson

David Carpenter

Marketing Research Darren McIlvaire

MKTG 3511 Sec 003 Musa Njie

May 7, 2014 Nathan Krinsky

**TABLE OF CONTENTS**

**Table of Contents**………………………………………………………………..………. Page 1

**Executive Summary**………………………………………………………………..……. Page 2

**Introduction**…………………………………………………………………...……. Pages 2 - 3

**Research Methodology & Survey Information**……………………………..…….. Pages 3 - 6

* Secondary Research……………………………………………………..………… Page 3
* Exploratory Research………………………………………………..…………….. Page 4
* Survey Administration……………………………………………………………. Page 5
* Sample…………………………………………………………...……………. Pages 5 - 6

**Research Results & Data Analysis**……………………………………….……….. Pages 7 - 19

* Univariate Analysis & Interpretation………...……………………………... Pages 7 - 15
* Multivariate Analysis & Interpretation…………………………………..... Pages 15 - 19

**Research Project Limitations**……………………………………………..………….. Page 20

**Research Conclusions & Recommendations**………………………………...…... Page 20 - 21

**What we Learned**……………………………………………………………………… Page 21

**Appendices**………………………………………………………………………... Pages 22 - 76

* Data Collection Form.…………………………………………………...… Page 22 - 23
* Completed Questionnaires……………………………………………....… Pages 24 – 31
* SPSS Data Files…………………………….………………….……….….. Pages 32 - 76
* Bibliography………………………………………………………………...…… Page 77

**Executive Summary**

The objective of our research was to measure the correlation between LinkedIn and internship placement among students. We accomplished this task using the following steps:

* Created clearly defined and measurable research objectives
* Routine group meetings to establish progression, thoughts, and concerns
* Completion of survey and administration via Qualtrics
* Used SPSS software to determine significance levels among variables
* Analyzed and interpreted univariate and multivariate statistics to help explain relationships and/or correlations between variables
* Used secondary and exploratory research to compare and contrast survey design, research objectives, and findings
* Clearly defined limitations pre and post survey administration
* Reached conclusions via interpretation of the data
* Highlighted learning curve and things to be changed in the future
* Included sources and bibliography

**Introduction**

The purpose of our study was to find out if LinkedIn can truly help students find internships. To determine if this was the case, we created an online survey using Qualtrics and distributed it via email to as many juniors and seniors at Temple University as we could in the time we had. Next, we carefully created a set research objectives to help keep our information focused. These objectives are:

* To find out how much social networking really contributes to Internship placement.
* Identify the correlation between LinkedIn and securing an internship.
* Analyze the relationship between the amount of LinkedIn connections and a student’s ability to find an internship before graduation

We then established three hypotheses to test with the results from our survey. These hypotheses are as follows:

* **1.** There is a correlation between the amount of connections a student has on LinkedIn and the likelihood of them finding an internship before graduation.
* 2. There is a significant correlation between a student’s perception of how effective LinkedIn is during the internship search process and securing an internship before graduation.
* 3. There is a relationship between how often a student uses LinkedIn and finding an internship before graduation.

We used SPSS software to analyze and interpret our survey results and answer our proposed questions. After the data analysis was complete we were able to compare our data to secondary data we had previously collected, and determine that both our collected data and the secondary data agreed. By doing this we were able to determine whether or not LinkedIn can be a useful tool for students trying to secure an internship.

**RESEARCH METHODOLOGY & SURVEY INFORMATION**

**Secondary Research:**

 We conducted secondary research to learn about our topic on LinkedIn further and whether it helps college students gain internships.  We used three scholarly sources which include a CNN Money article “How LinkedIn Will Fire Up your Career,” a newsletter from Wesleyan University on Career Connections, and a case study of workplace use of Facebook and LinkedIn from the University of Washington.  Through our secondary research we have found that in this day and age companies are relying on LinkedIn to help them find talent during the recruiting process.  According to John Campagnino, head of global Recruiting for Accenture, the main reason for his company using LinkedIn to recruit 40% of their future hires is that “it makes for cheaper, faster and more effective recruiting for employers.  This is the future of recruiting for our company.”  Through our research we have found that many statistics agree with Mr. Campagnino.  According to our source, when social Networks Cross Boundaries: A Case Study of Workplace Use of Facebook and LinkedIn, “94% of recruiters use LinkedIn to vet candidates and 89% of all recruiters report having hired someone through LinkedIn at some point in time.  73% of recruiters filled a position using Linked in 2012 which is a 15% increase from 2011.”

These statistics show how helpful LinkedIn can be in obtaining an internship and or job and how the use of LinkedIn from recruiters is increasing dramatically.  LinkedIn provides students and recent grads with thousands of internships and entry level jobs.  According to a Newsletter from Wesleyan University, “Employers who used LinkedIn to hire found a 49% improvement in candidate quality over candidates sourced only through traditional recruiting channels.”   A recruiter in the same article exclaimed, “I don’t know what we did before LinkedIn happened.”  We have found through our research that in this day and age companies are relying more and more on sites like LinkedIn to help them find the right talent.  Our secondary research gave us the information necessary for us to make an effective survey to conduct our exploratory research.

**Exploratory Research:** For a copy of our survey see appendix 🡪 Data Collection Form

 After conducting our secondary research we decided to conduct some research of our own.  We decided that Junior and Senior Temple student’s would be the best sample to pull from considering that they are the majority age group looking to obtain internships and are close to graduation, after which they will be looking to obtain jobs.  We developed a survey using Qualtrics and had a little over 50 respondents.  We asked questions to these applicants such as “has LinkedIn every helped you obtain an internship.”  Because of Time constraints we didn’t get as many quality responses as we had hoped for.  Also through our secondary and exploratory research we have found that LinkedIn is more beneficial and friendly to graduates and people looking for jobs rather than internships.  Given more time we would have conducted other ways to get our survey out other than just sending out a mass email.  One method we thought could have been effective was to stand out front of the CSPD office, because odds are the students visiting this office are probably more likely to have LinkedIn because they are serious with their future careers. Our results from our exploratory research will be analyzed further in this paper.

**Survey Administration:**

We created a survey using Qualtrics and sent it out via email to as many Temple business students as we could. We chose this survey method for multiple reasons.  First of all, using Qualtrics was a very easy way to distribute the survey opposed to printing it out and handing it out to people who would most likely just throw it away or ignore it.  It saved our respondents a lot of time by simply clicking the web link and taking two-three minutes to fill it out.  It also saved time on the research end because Qualtrics was able to easily tally our results in SPSS so that we could make our conclusions without having to go through each individual survey one by one.  Furthermore, the survey administration was very cost friendly.  We did not have to pay or incentivize anyone to come in for an interview and we saved money on distribution and printing costs by having it online.

**Sample Information:**

 Our sampling framework was built by surveying temple students and more specifically, Fox Business students.  Anyone was welcome to take our survey but we found that the biggest sample was juniors and seniors in the fox school because for the most part these are the students that are experimenting with LinkedIn accounts and trying to find an internship before graduation.  We also took into consideration that the business world is about building connections through networking so we thought that this survey would be most relevant to business students since this has proven to be a very effective way of creating connections and landing students jobs and internships.  Our sample ended up being comprised of 52 business students, all of which were juniors and seniors.  44 of our respondents made it past the first question but then only 19 of them got past question two.  The biggest reason for the drop off could be one of two things.  Either people do not have a LinkedIn account because they have had success finding internships through resources like FoxNet and Google or simply people become bored with the survey and choose not to finish.

**RESEARCH RESULTS & DATA ANALYSIS**

**Univariate Analysis & Interpretation:** For each variable in our survey, total of 20 variables. SPSS outputs are available in the appendix.

**Variable 1:** Q.1 - Do you have a LinkedIn account? Yes/No

a.) Summary of Results: This question was answered by all 52 of our Survey Respondents, 44 selected yes, and 8 selected No as their response. If the respondent selected No as their response, this was the end of their survey.

b.) Interpretation of Results: We asked, as our first question, if the respondent has a LinkedIn account, if they said no, this was the end of their survey. 44 of the 52 respondents, 84.6 %, selected yes and were able to continue with the survey. The 8 of 52, or 15.4 %, who selected no were thanked for their participation and were finished.

**Variable 2:** Q.2 - Do you actively use LinkedIn? Yes/No

 a.) Summary of Results: This was a precursor question and was answered by 41 of the remaining 44 respondents. Unfortunately for us and the concreteness of our data, 19 of this 41 selected yes, and 22 selected no. Only respondents who selected yes as the answer to this question moved on to complete the rest of our survey.

b.)Interpretation of Results: Our second question, also a precursor question, asked the respondent, do you actively use LinkedIn? Of the 44 People who moved past question 1, 19 of them said yes, 22 said No, and 3 were missing, meaning that 3 respondents stopped taking the survey after question 1. The 19 of 41 valid respondents, or 46.3 %, moved on to complete the rest of the survey.

**Variable 3:** Q.3 - Approximately how many followers (connections) do you have on LinkedIn?

 a.) Summary of Results: This was the first non-precursor question in our survey. Respondents were given three choices to choose from; 0-50, 50-100, and 100+. All 19 remaining respondents answered this question. 12 responded 0-50, 4 responded 50-100, and 3 responded 100+.

 b.) Interpretation of Results: This variable was a very important to our research question and hypotheses, as it will be used to test one of our hypotheses later in the report. 12 of 19 respondents answered 0-50 connections, or 63.2%, 4 of 19 respondents answered 50-100 connections, or 21.1%, and 3 respondents answered 100+ connections, or 15.8%. This leads us to believe that most college students have a lower amount of LinkedIn connections.

**Variable 4:** Q.4 - In the past month, how many connections have you made on LinkedIn?

 a.) Summary of Results: Respondents were given three answers to choose from; 0, 0-10, and 10+. Answers were recorded as 1, 15, and 3 respectively.

 b.) Interpretation of Results: When asked how many connections they’ve made in the past month, of the 19 respondents only 1 answered 0, or validly 5.3%, 15 answered 0-10, valid 78.9%, and 3 answered 10+, or a valid 15.8%. As it is the end of the semester, we take these results as semester long networking paying off.

**Variable 5:** Q.5 - Do you consider LinkedIn Connections to be valid, real world connections? Yes/No

a.) Summary of Results: This question was a yes or no answer. 15 respondents selected yes and 4 selected no, resulting in the mode, or most frequent answer, being yes.

 b.) Interpretation of Results: 15 of 19 respondents, a valid percent of 78.9%, selected yes while only 4 of 19, or 21.1% selected no. This question was asking the respondents opinion, and the answer is obvious, most college students in our target group view LinkedIn connections to be valid, real world connections. This result is important in helping us better understand how LinkedIn is viewed by some of its users.

**Variable 6:** Q.19 - What do you use LinkedIn for most? Nominal, fill in the blank.

a.) Summary & Interpretation of Results: We asked the respondents to tell us what they use LinkedIn for the most, and we gave them the option to write whatever they wanted as an answer, a nominal measurement, fill in the blank type of question. We only had a few occurrences of two respondents write the same thing, their responses were ‘Networking,’ ‘jobs,’ ‘job search(ing),’ and ‘internships.’ We wanted to find out what our respondents used LinkedIn for most to help identify if LinkedIn is a good tool to find an internship.

**Variable 7:** Q.6 - Has anyone ever offered you an internship via LinkedIn? Yes/No

 a.) Summary of Results: This question was a yes or no answer format, 7 respondents answered yes while 12 answered no. The most frequently chosen answer was No.

 b.) Interpretation of Results: 7 of 19, 36.8%, respondents answered yes to this question, while 12 of 19 respondents, 63.2%, answered no. We were looking to find out if any respondents were ever offered an internship via LinkedIn to try and answer some of our research questions about any correlation between LinkedIn and internships. This result makes us lean towards the possibility that LinkedIn is not the place to find an internship, but to get a definitive answer more analysis is required.

**Variable 8:** Q.7 - Have you ever searched LinkedIn for Internships? Yes/No

 a.) Summary of Results: This question was given in yes or no answer format. 15 respondents selected yes, and 4 selected no, as such the mode answer to this question is yes.

 b.) Interpretation of Results: 15 of 19 respondents, 78.9%, answered yes to this question while 4 of 19, 21.1%, have answered no. The question is self-defining; we were trying to see how many of our respondents have ever used LinkedIn to search for an internship. The results further our suspicion that LinkedIn is not the proper tool for finding an internship, though more analysis is required.

**Variable 9:** Q.8 - How many times do you use LinkedIn per Month?

 a.) Summary of Results: This question is a scale type question with three possible responses, 1-3, 3-10, and 10+. The frequencies of responses were 5, 9, and 5 respectively.

 b.) Interpretation of Results: 5 of 19 respondents said they use LinkedIn 1-3 times per month, validly 26.3%, 9 of 19 respondents answered 3-10 times per month, 47.4%, and 5 of 19, 26.3%, responded that they use LinkedIn 10+ times per month. These results, where 3-10 times per month is the most frequently chosen, will be used to find a correlation, if any, between securing an internship and the amount a student uses LinkedIn per month.

**Variable 10:** Q.9 - What percentage of your collegiate friends use LinkedIn?

 a.) Summary of Results: There were 4 possible answers to this question, 1-10%, 10-25%, 25-50%, and 50%+. The respective frequencies of responses we observed were 3, 4, 6, and 6. The most frequent chosen answers were 25-50% and 50%+.

 b.) Interpretation of Results: 3 of 19 respondents, a valid 15.8%, told us that between 1-10% of their collegiate friends use LinkedIn, 4 of 19, 21.1%, told us between 10-25% of their collegiate friends use LinkedIn, 6 of 19 respondents, 31.6%, told us between 25-50% of their collegiate friends use LinkedIn, and 6 of 19 respondents, also 31.6%, told us that more than 50% of their collegiate friends use LinkedIn. We observe from these results that most of our respondents, 63.2%, say that between 25% and more than 50% of their collegiate friends use LinkedIn.

**Variable 11:** Q.10 - Do you believe LinkedIn helps young professionals find internships? Yes/No

 a.) Summary of Results: This question again uses a yes or no answer format. The results of this question are significantly more definitive than past questions though, 17 respondents selected yes while only 2 selected no. Obviously the most frequent response was yes.

 b.) Interpretation of Results: 17 of 19 respondents, a valid percentage of 89.5%, answered yes to this question while only 2 of 19, or 10.5%, answered no. These results tell us we can almost definitively say that the perception of our target population is that LinkedIn does indeed help young professionals find internships.

**Variable 12:** Q.11 - Where do you consider the best place to find an internship?

 a.) Summary & Interpretation of Results: This question was a nominal, fill in the blank type of answer question, so we got a variety of different responses from people. No two respondents submitted the exact same answer, so we will not include this data in any further analysis we compute. A few of the responses we received were; LinkedIn - mentioned three times, Foxnet - mentioned six times, the internet, networking, and personal connections. We can conclude from the results of this question that our respondents believe Foxnet to be the best place to find an internship.

**Variable 13:** Q.12 - Was your account created entirely voluntarily? Yes/No

 a.) Summary of Results: The respondents were given two answers to choose from, yes or no. 11 participants chose yes, while 8 chose no. Yes was the most frequent response for this question.

 b.) Interpretation of Results: 11 of 19 respondents, 57.9%, told us that yes, their LinkedIn account was created entirely voluntarily while 8 of 19, 42.1%, told us the opposite, that no their LinkedIn account was not created entirely voluntarily. While we did not ask the reason their account was not created entirely voluntarily, we can still observe that more than half of our respondents did indeed create their LinkedIn accounts voluntarily.

**Variable 14:** Q.13 - Is your profile complete and up-to-date? Yes/No

 a.) Summary of Results: Respondents were asked if their LinkedIn profile is complete and up-to-date, they were given two responses, yes and no. 15 respondents said yes their profile is complete and up to date while 4 respondents said no, their profile is not complete and up-to-date.

 b.) Interpretation of Results: 15 of 19 respondents, 78.9% valid, told us that their profile is complete and up-to-date while 4 of 19, 21.1%, told us the opposite, that their profile is not complete and up-to-date. We can interpret these results and say most of our respondents have a complete and up-to-date LinkedIn profile. These results can be used to answer the question of a complete and up-to-date LinkedIn profile increasing the chances of finding an internship.

**Variable 15:** Q.14 - Have you completed an Internship? Yes/No

 a.) Summary of Results: Respondents selected yes or no as an answer to the question ‘Have you completed an Internship?’ 11 respondents selected yes while 8 selected no.

 b.) Interpretation of Results: 11 of 19 respondents, 57.9% valid, told us they have completed an internship and 8 of 19, 42.1% told us they have no completed an internship. These results are interesting but alone cannot tell us anything about our research question. We will likely not use these results in further comparisons

**Variable 16:** Q.15 - Have you secured an Internship before Graduating? Yes/No

a.) Summary of Results: This question is one that will be used to test all of our hypotheses, and as such the results are more important to our study. 13 respondents answered yes and only 6 answered no. The most frequent response was yes.

 b.) Interpretation of Results: 13 of 19 respondents, 68.4%, told us they have secured an internship before graduating and 6 of 19, 31.6%, told us they have not. These results tell us that the majority of our respondents have secured an internship before graduating, and one could infer that they counter the results of some of our previous variables. That however is not the case, the majority of our respondents have secured an internship, yes, but the question we must ask now whether it was the result of using LinkedIn or not.

**Variable 17:** Q.16 - Do you intend to complete an internship before graduation? Yes/No

 a.) Summary of Results: Again, respondents were given a yes or no format. This time however, all 19 respondents selected yes.

 b.) Interpretation of Results: 100% of valid respondents selected yes as their answer to this question. These results are important because we can now compare the amount of respondents who intend on completing an internship to other variables, using this as a base. It will help us get more concrete answers to correlations between variables by serving as an extra comparable variable.

**Variable 18:** Q.17 - Have you ever applied for an internship? Yes/No

 a.) Summary of Results: Again we gave respondents the choice between yes and no as answers. 16 respondents answered yes, they have applied for an internship before while 3 answered no they have never before applied for an internship.

 b.) Interpretation of Results: 16 of 19 respondents, 84.2%, told us they have applied for an internship in the past and only 3 of 19, 15.8% of respondents, told us they have not. This is an important variable to our research because we will be able to compare the respondents who have applied for an internship; to those who intend on completing one, to those who intend on completing an internship, or even to those who have secured an internship.

**Variable 19:** Q.18 - In which order do you value these tools for finding an internship? Rank/Order

 a.) Summary of Results: This question was presented as a rank order question with 4 options. The respondents were asked to put the four options; Fox’s CSPD department, LinkedIn, The Internet, and personal connections, in the order in which they value them most.

 b.) Interpretation of Results: Overall, our respondents ordered these options in this order; Fox’s CSPD department was first, personal connections second, LinkedIn third, and the Internet fourth. This question gives us some insight on how our respondents feel about LinkedIn’s value as a tool for finding an internship when compared to some other tools for the same purpose. The results of this question will likely not make it into further analyses.

**Variable 20:** Q.20 - In your opinion, how effective is LinkedIn during the internship search process?

 a.) Summary of Results: The respondents were given a scale with 4 points to measure perceived effectiveness of LinkedIn during the internship search process. The scale points were; Ineffective, Neither effective nor ineffective, Effective, and Very effective. The frequencies of responses were 2, 5, 9, and 3 respectively.

 b.) Interpretation of Results: We observed that 2 of 19 or 10.5% of respondents said they perceive LinkedIn as ineffective during the internship search process, 5 of 19, 26.3%, responded that LinkedIn is neither effective nor ineffective during the process, 9 of 19 respondents, 47.4%, told us they perceive LinkedIn as effective during the search process and 3 of 19, 15.8%, respondents say LinkedIn is very effective during the internship search process. These results give us insight to the perceived effectiveness of LinkedIn during the internship search process and will be an ideal variable to use to help answer our research questions.

**Multivariate Analysis & Interpretation:** Using only variables that will help decide our hypotheses.

**Hypotheses & Analyses**

* **1.** There is a correlation between the amount of connections a student has on LinkedIn and the likelihood of them finding an internship before graduating.

|  |
| --- |
| **Approximately how many followers do you have on LinkedIn? \* Have you secured an internship before graduation? Crosstabulation** |
| Count  |
|  | Have you secured an internship before graduation? | Total |
| Yes | No |
| Approximately how many followers do you have on LinkedIn? | 0-50 | 7 | 5 | 12 |
| 50-100 | 3 | 1 | 4 |
| 100+ | 3 | 0 | 3 |
| Total | 13 | 6 | 19 |

|  |
| --- |
| **Chi-Square Tests** |
|  | Value | df | Asymp. Sig. (2-sided) |
| Pearson Chi-Square | 2.030a | 2 | .362 |
| Likelihood Ratio | 2.900 | 2 | .235 |
| Linear-by-Linear Association | 1.902 | 1 | .168 |
| N of Valid Cases | 19 |  |  |

**Interpretation of Analysis:** We perform a cross tabs test with Chi-Squared tests on the two variables, variable 3 and 16. This will tell us the correlation, if there is one, between the amount of connections a student has on LinkedIn and if they have found an Internship before graduating. We observe, as we previously did, of the 19 respondents responding to the three choices for variable 3; 12 respondents selected 0-50, 4 selected 50-100, and 3 selected 100+. Of the 12 respondents selecting 0-50, 7 (58.33%) said they have secured an internship before graduating while 5 (41.66%) said they did not. Of the 4 students who selected the response 50-100 connections, 3 (75%) said they have secured an internship before graduating while 1 (25%) did not. And finally, all of the 3 (100%) respondents who selected 100+ connections said that they have secured an internship. These results tell us that there is a positive correlation between these two variables, according to our results the more LinkedIn connections a student has will lead to a better likelihood of them finding an internship before graduation. Before we conclude our analysis of this data, we must look at the Chi-Squared tests to see how significant the correlation really is. To find if the correlation is significant, we look at the Pearson Chi-Squared row, significance column. The value here is (.362), and to be considered statistically significant, we were looking for a significance level of less than (.050). We reject our hypothesis because there is no statistically significant correlation between these two variables.

* 2. There is a significant correlation between a student’s perception of how effective LinkedIn is during the internship search process and securing an internship before graduating.

|  |
| --- |
| **In your opinion, how effective is LinkedIn during the internship search process \* Have you secured an internship before graduation? Crosstabulation** |
| Count  |
|  | Have you secured an internship before graduation? | Total |
| Yes | No |
| In your opinion, how effective is LinkedIn during the internship search process | Ineffective | 2 | 0 | 2 |
| Neither Effective nor Ineffective | 4 | 1 | 5 |
| Effective | 5 | 4 | 9 |
| Very Effective | 2 | 1 | 3 |
| Total | 13 | 6 | 19 |
| **Chi-Square Tests** |
|  | Value | df | Asymp. Sig. (2-sided) |
| Pearson Chi-Square | 1.927a | 3 | .588 |
| Likelihood Ratio | 2.510 | 3 | .473 |
| Linear-by-Linear Association | 1.116 | 1 | .291 |
| N of Valid Cases | 19 |  |  |

**Interpretation of Analysis:** Again we perform a cross tabs with Chi-Squared test on these two variables, variable 20 and 16. This will identify the correlation, assuming one exists, between a students perceived effectiveness of LinkedIn during the internship search process and if they have secured an internship before graduating. We know from previous analysis that more students perceive LinkedIn to be effective than do not. There were four responses to choose from in variable 20, the two students who told us they perceive LinkedIn as ineffective both have secured an internship before graduating. Of the five students who answered that LinkedIn is not ineffective nor effective, 4 (80%) have secured an internship and 1 (20%) did not. Of the 9 students who told us they perceive LinkedIn as an effective resource in the internship search process, 5 (55.56%) have secured an internship before graduating and 4 (44.44%) did not. Of the three students who perceive LinkedIn as very effective, 2 (66%) have secured an internship before graduating and 1 (33%) has not. These results tell us that there is no correlation between the perceived effectiveness of LinkedIn during the internship search process and actually securing an internship before graduating. As proof, we look at the Pearson Chi-Squared significance level of (.588) which tells us that there is certainly no significant correlation between these two variables, and as such we reject our hypothesis.

* 3. There is a relationship between how often a student uses LinkedIn and finding an internship before graduation.

|  |
| --- |
| **How many times do you use LinkedIn per month? \* Have you secured an internship before graduation? Crosstabulation** |
| Count  |
|  | Have you secured an internship before graduation? | Total |
| Yes | No |
| How many times do you use LinkedIn per month? | 1-3 | 4 | 1 | 5 |
| 3-10 | 7 | 2 | 9 |
| 10+ | 2 | 3 | 5 |
| Total | 13 | 6 | 19 |
| **Chi-Square Tests** |
|  | Value | df | Asymp. Sig. (2-sided) |
| Pearson Chi-Square | 2.544a | 2 | .280 |
| Likelihood Ratio | 2.430 | 2 | .297 |
| Linear-by-Linear Association | 1.754 | 1 | .185 |
| N of Valid Cases | 19 |  |  |

**Interpretation of Analysis:** To answer the question posed by our hypothesis we have performed a cross tabs with chi-squared test of the two variables, variable 9 and 16. Variable 9 asks how many times per month does the student use LinkedIn, and gives three possible responses. Of the 5 students who use LinkedIn 1-3 times per month, 4 (80%) have secured an internship before graduating and 1 (20%) did not. 7 of the 9 (77.78%) students responding 3-10 times per month told us they have secured an internship before graduating, and 2 (22.22%) said they did not. And of the 5 students who told us they use LinkedIn 10 or more times per month, 2 (40%) said they have secured an internship while 3 (60%) said they have not. As the data appears, there is no visible correlation between these two variables. We look at the Pearson Chi-Squared test significance level to see if there is or is not a statistically significant correlation between the amount a student uses LinkedIn per month and if they have secured an internship before graduating. The significance level is (.280) which is obviously not (.050) or lower, so we determine that there is no significant correlation. We reject Hypothesis 3 and can say that there is no statistically significant correlation between these two variables.

**Research Project Limitations:**

 Our first limitation was the survey design due to our lack of experience.  We had excessive nominal questions and we could have perhaps collected more specific data through question variance.  It seemed as though our questions were a little redundant.  Time constraints was probably our biggest restraint.  We sent out our survey and had it live for about one week which really did not give students a lot of time to take it especially since it was during finals week for most students.  Time constraints tie into our final restraint which was a small sample size.  Due to the lack of time allotted for students to take the survey, the sample was small.  We only had 52 respondents and of that only 19 got past question 2.  If we were to conduct research like this again we would have the survey active for at least a month to accumulate more responses for a more accurate conclusion.

**Conclusions & Recommendations:**

 After reviewing the results we find that there is no significant correlation between any of the variables. The relationship that reflects the strongest significance is in the amount that a student uses LinkedIn per month and his or her ability to secure and internship before graduation (.280). Students’ perception of LinkedIn’s effectiveness in receiving and internship had the weakest significance among the variables tested (.588). In conclusion, we accept all null hypotheses, and look to our secondary research to reinforce our results. The secondary research shows that there is a much stronger correlation between LinkedIn and job placement rather than getting an internship. Our recommendations to students seeking an internship is not to rule out using LinkedIn as it is an effective tool, but to focus their efforts on other resources. When asking students what they find to be most useful in variable 12 question 11, they said university resources like FoxNet (6 respondents) and CSPD to be more useful in aiding the internship process. Students also included things like the Internet, personal connections, and networking. Ideally we would have had more respondents take the survey to solidify our results; however, because our research aligns closely with our secondary sources we feel as if our research is accurate.

**What We Learned:**

 Our team progressed well through our project, making impromptu decisions and honing our research objectives. We learned that for our research project we were much better off with less opinion based questions. After factually basing a majority of our survey we were able to work with more accurate significance levels. We changed our chi square analysis to reflect mode instead of mean. Looking back we would not use an opinion based skip-logic question. By using this opinion based question (variable 2 question 2), we turned away 22 of our remaining 41 respondents. Although we were satisfied with our results, more time could have been spent on making the survey in the beginning of the semester. Just like most of the groups in our Market Research class, any of us could have benefitted from more respondents. Overall we responded to problems with accuracy and in an expedited nature, so our learning curve provided insightful and beneficial outcomes.

**APPENDICES:**

* **Data Collection Form:**

LinkedIn Survey distributed via Qualtrics

Q1 Do you have a LinkedIn account?

* Yes (1)
* No (2)

If No Is Selected, Then Skip to End of Survey

Q2 Do you actively use LinkedIn?

* Yes (1)
* No (2)

If No Is Selected, Then Skip To End of Survey

Q3 Approximately how many followers do you have on LinkedIn?

* 0-50 (1)
* 50-100 (2)
* 100+ (3)

Q4 In the past month, how many connections have you made on LinkedIn?

* 0 (1)
* 0-10 (2)
* 10+ (3)

Q5 Do you consider your LinkedIn connections to be valid, real world connections?

* Yes (1)
* No (2)

Q19 What do you use LinkedIn for most?

Q6 Has anyone ever offered you an internship via LinkedIn?

* Yes (1)
* No (2)

Q7 Have you ever searched LinkedIn for internships?

* Yes (1)
* No (2)

Q8 How many times do you use LinkedIn per month?

* 1-3 (1)
* 3-10 (2)
* 10+ (3)

Q9 What percentage of your collegiate friends use LinkedIn?

* 0% (1)
* 1-10% (2)
* 10-25% (3)
* 25-50% (4)
* 50%+ (5)

Q10 Do you believe LinkedIn helps young professionals find internships?

* Yes (1)
* No (2)

Q11 Where do you consider the best place to find an internship?

Q12 Was your account created entirely voluntarily?

* Yes (1)
* No (2)

Q13 Is your profile complete and up to date?

* Yes (1)
* No (2)

Q14 Have you completed an internship?

* Yes (1)
* No (2)

Q15 Have you secured an internship before graduation?

* Yes (1)
* No (2)

Q16 Do you intend to complete and internship before graduation?

* Yes (1)
* No (2)

Q17 Have you ever applied for an internship?

* Yes (1)
* No (2)

Q18 In which order do you value these tools for finding an internship?

\_\_\_\_\_\_ Fox's CSPD department (1)

\_\_\_\_\_\_ LinkedIn (2)

\_\_\_\_\_\_ The Internet (3)

\_\_\_\_\_\_ Personal Connections (4)

Q20 In your opinion, how effective is LinkedIn during the internship search process

* Very Ineffective (1)
* Ineffective (2)
* Neither Effective nor Ineffective (3)
* Effective (4)
* Very Effective (5)
* **Completed Questionnaires – results by question**
* 1. Do you have a LinkedIn account?

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| # | Answer |

|  |  |
| --- | --- |
|  |  |

 | Response | % |
| 1 | Yes |

|  |  |
| --- | --- |
|  |  |

 | 44 | 85% |
| 2 | No |

|  |  |
| --- | --- |
|  |  |

 | 8 | 15% |
|  | Total |  | 52 | 100% |

|  |  |
| --- | --- |
| Statistic | Value |
| Min Value | 1 |
| Max Value | 2 |
| Mean | 1.15 |
| Variance | 0.13 |
| Standard Deviation | 0.36 |
| Total Responses | 52 |

* 2. Do you actively use LinkedIn?

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| # | Answer |

|  |  |
| --- | --- |
|  |  |

 | Response | % |
| 1 | Yes |

|  |  |
| --- | --- |
|  |  |

 | 19 | 46% |
| 2 | No |

|  |  |
| --- | --- |
|  |  |

 | 22 | 54% |
|  | Total |  | 41 | 100% |

|  |  |
| --- | --- |
| Statistic | Value |
| Min Value | 1 |
| Max Value | 2 |
| Mean | 1.54 |
| Variance | 0.25 |
| Standard Deviation | 0.50 |
| Total Responses | 41 |

* 3. Approximately how many followers do you have on LinkedIn?

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| # | Answer |

|  |  |
| --- | --- |
|  |  |

 | Response | % |
| 1 | 0-50 |

|  |  |
| --- | --- |
|  |  |

 | 12 | 63% |
| 2 | 50-100 |

|  |  |
| --- | --- |
|  |  |

 | 4 | 21% |
| 3 | 100+ |

|  |  |
| --- | --- |
|  |  |

 | 3 | 16% |
|  | Total |  | 19 | 100% |

|  |  |
| --- | --- |
| Statistic | Value |
| Min Value | 1 |
| Max Value | 3 |
| Mean | 1.53 |
| Variance | 0.60 |
| Standard Deviation | 0.77 |
| Total Responses | 19 |

* 4. In the past month, how many connections have you made on LinkedIn?

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| # | Answer |

|  |  |
| --- | --- |
|  |  |

 | Response | % |
| 1 | 0 |

|  |  |
| --- | --- |
|  |  |

 | 1 | 5% |
| 2 | 0-10 |

|  |  |
| --- | --- |
|  |  |

 | 15 | 79% |
| 3 | 10+ |

|  |  |
| --- | --- |
|  |  |

 | 3 | 16% |
|  | Total |  | 19 | 100% |

|  |  |
| --- | --- |
| Statistic | Value |
| Min Value | 1 |
| Max Value | 3 |
| Mean | 2.11 |
| Variance | 0.21 |
| Standard Deviation | 0.46 |
| Total Responses | 19 |

* 5. Do you consider your LinkedIn connections to be valid, real world connections?

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| # | Answer |

|  |  |
| --- | --- |
|  |  |

 | Response | % |
| 1 | Yes |

|  |  |
| --- | --- |
|  |  |

 | 15 | 79% |
| 2 | No |

|  |  |
| --- | --- |
|  |  |

 | 4 | 21% |
|  | Total |  | 19 | 100% |

|  |  |
| --- | --- |
| Statistic | Value |
| Min Value | 1 |
| Max Value | 2 |
| Mean | 1.21 |
| Variance | 0.18 |
| Standard Deviation | 0.42 |
| Total Responses | 19 |

* 6. What do you use LinkedIn for most?

|  |
| --- |
| Text Response |
| Making connextions |
| Finding jobs outside of Philadelphia |
| staying connected |
| searching for internship positions |
| internships |
| Networking |
| job searching |
| jobs |
| Company Information/Employee look up |
| Connections |
| Job search |
| Jobs |
| Updating my online "resume" and also finding out about employers and finding out what kinds of articles they are sharing or releasing. |
| Learn about companies and research professionals. |
| To network and meet more businss professionals |
| To obtain up-to-date industry news. |
| Making as many conncections as possible |
| Networking |

|  |  |
| --- | --- |
| Statistic | Value |
| Total Responses | 18 |

* 7. Has anyone ever offered you a internship via LinkedIn?

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| # | Answer |

|  |  |
| --- | --- |
|  |  |

 | Response | % |
| 1 | Yes |

|  |  |
| --- | --- |
|  |  |

 | 7 | 37% |
| 2 | No |

|  |  |
| --- | --- |
|  |  |

 | 12 | 63% |
|  | Total |  | 19 | 100% |

|  |  |
| --- | --- |
| Statistic | Value |
| Min Value | 1 |
| Max Value | 2 |
| Mean | 1.63 |
| Variance | 0.25 |
| Standard Deviation | 0.50 |
| Total Responses | 19 |

* 8. Have you ever searched LinkedIn for internships?

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| # | Answer |

|  |  |
| --- | --- |
|  |  |

 | Response | % |
| 1 | Yes |

|  |  |
| --- | --- |
|  |  |

 | 15 | 79% |
| 2 | No |

|  |  |
| --- | --- |
|  |  |

 | 4 | 21% |
|  | Total |  | 19 | 100% |

|  |  |
| --- | --- |
| Statistic | Value |
| Min Value | 1 |
| Max Value | 2 |
| Mean | 1.21 |
| Variance | 0.18 |
| Standard Deviation | 0.42 |
| Total Responses | 19 |

* 9. How many times do you use LinkedIn per month?

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| # | Answer |

|  |  |
| --- | --- |
|  |  |

 | Response | % |
| 1 | 1-3 |

|  |  |
| --- | --- |
|  |  |

 | 5 | 26% |
| 2 | 3-10 |

|  |  |
| --- | --- |
|  |  |

 | 9 | 47% |
| 3 | 10+ |

|  |  |
| --- | --- |
|  |  |

 | 5 | 26% |
|  | Total |  | 19 | 100% |

|  |  |
| --- | --- |
| Statistic | Value |
| Min Value | 1 |
| Max Value | 3 |
| Mean | 2.00 |
| Variance | 0.56 |
| Standard Deviation | 0.75 |
| Total Responses | 19 |

* 10. What percentage of your collegiate friends use LinkedIn?

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| # | Answer |

|  |  |
| --- | --- |
|  |  |

 | Response | % |
| 1 | 0% |

|  |  |
| --- | --- |
|  |  |

 | 0 | 0% |
| 2 | 1-10% |

|  |  |
| --- | --- |
|  |  |

 | 3 | 16% |
| 3 | 10-25% |

|  |  |
| --- | --- |
|  |  |

 | 4 | 21% |
| 4 | 25-50% |

|  |  |
| --- | --- |
|  |  |

 | 6 | 32% |
| 5 | 50%+ |

|  |  |
| --- | --- |
|  |  |

 | 6 | 32% |
|  | Total |  | 19 | 100% |

|  |  |
| --- | --- |
| Statistic | Value |
| Min Value | 2 |
| Max Value | 5 |
| Mean | 3.79 |
| Variance | 1.18 |
| Standard Deviation | 1.08 |
| Total Responses | 19 |

* 11. Do you believe LinkedIn helps young professionals find internships?

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| # | Answer |

|  |  |
| --- | --- |
|  |  |

 | Response | % |
| 1 | Yes |

|  |  |
| --- | --- |
|  |  |

 | 17 | 89% |
| 2 | No |

|  |  |
| --- | --- |
|  |  |

 | 2 | 11% |
|  | Total |  | 19 | 100% |

|  |  |
| --- | --- |
| Statistic | Value |
| Min Value | 1 |
| Max Value | 2 |
| Mean | 1.11 |
| Variance | 0.10 |
| Standard Deviation | 0.32 |
| Total Responses | 19 |

* 12. Where do you consider the best place to find an internship?

|  |
| --- |
| Text Response |
| Fox net or LinkedIn |
| Family connections |
| CSPD at temple |
| LinkedIn |
| Foxnet |
| foxnet |
| Craig's List |
| FoxNet, personal connections |
| The internet |
| Not the best, but one of the best places. As a Fox a Student, I used Fox Net. |
| Temples experience net |
| Through networking person to person. |
| networking events |
| LinkedIn group discussion boards. |
| Each company's official website. |
| Online through programs like foxnet and linked in. Also word of mouth from these connections you make on Linkedin |
| Through previous connections |

|  |  |
| --- | --- |
| Statistic | Value |
| Total Responses | 17 |

* 13. Was your account created entirely voluntarily?

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| # | Answer |

|  |  |
| --- | --- |
|  |  |

 | Response | % |
| 1 | Yes |

|  |  |
| --- | --- |
|  |  |

 | 11 | 58% |
| 2 | No |

|  |  |
| --- | --- |
|  |  |

 | 8 | 42% |
|  | Total |  | 19 | 100% |

|  |  |
| --- | --- |
| Statistic | Value |
| Min Value | 1 |
| Max Value | 2 |
| Mean | 1.42 |
| Variance | 0.26 |
| Standard Deviation | 0.51 |
| Total Responses | 19 |

* 14. Is your profile complete and up to date?

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| # | Answer |

|  |  |
| --- | --- |
|  |  |

 | Response | % |
| 1 | Yes |

|  |  |
| --- | --- |
|  |  |

 | 15 | 79% |
| 2 | No |

|  |  |
| --- | --- |
|  |  |

 | 4 | 21% |
|  | Total |  | 19 | 100% |

|  |  |
| --- | --- |
| Statistic | Value |
| Min Value | 1 |
| Max Value | 2 |
| Mean | 1.21 |
| Variance | 0.18 |
| Standard Deviation | 0.42 |
| Total Responses | 19 |

* 15. Have you completed an internship?

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| # | Answer |

|  |  |
| --- | --- |
|  |  |

 | Response | % |
| 1 | Yes |

|  |  |
| --- | --- |
|  |  |

 | 11 | 58% |
| 2 | No |

|  |  |
| --- | --- |
|  |  |

 | 8 | 42% |
|  | Total |  | 19 | 100% |

|  |  |
| --- | --- |
| Statistic | Value |
| Min Value | 1 |
| Max Value | 2 |
| Mean | 1.42 |
| Variance | 0.26 |
| Standard Deviation | 0.51 |
| Total Responses | 19 |

* 16. Have you secured an internship before graduation?

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| # | Answer |

|  |  |
| --- | --- |
|  |  |

 | Response | % |
| 1 | Yes |

|  |  |
| --- | --- |
|  |  |

 | 13 | 68% |
| 2 | No |

|  |  |
| --- | --- |
|  |  |

 | 6 | 32% |
|  | Total |  | 19 | 100% |

|  |  |
| --- | --- |
| Statistic | Value |
| Min Value | 1 |
| Max Value | 2 |
| Mean | 1.32 |
| Variance | 0.23 |
| Standard Deviation | 0.48 |
| Total Responses | 19 |

* 17. Do you intend to complete and internship before graduation?

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| # | Answer |

|  |  |
| --- | --- |
|  |  |

 | Response | % |
| 1 | Yes |

|  |  |
| --- | --- |
|  |  |

 | 19 | 100% |
| 2 | No |

|  |  |
| --- | --- |
|  |  |

 | 0 | 0% |
|  | Total |  | 19 | 100% |

|  |  |
| --- | --- |
| Statistic | Value |
| Min Value | 1 |
| Max Value | 1 |
| Mean | 1.00 |
| Variance | 0.00 |
| Standard Deviation | 0.00 |
| Total Responses | 19 |

* 18. Have you ever applied for an internship?

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| # | Answer |

|  |  |
| --- | --- |
|  |  |

 | Response | % |
| 1 | Yes |

|  |  |
| --- | --- |
|  |  |

 | 16 | 84% |
| 2 | No |

|  |  |
| --- | --- |
|  |  |

 | 3 | 16% |
|  | Total |  | 19 | 100% |

|  |  |
| --- | --- |
| Statistic | Value |
| Min Value | 1 |
| Max Value | 2 |
| Mean | 1.16 |
| Variance | 0.14 |
| Standard Deviation | 0.37 |
| Total Responses | 19 |

* 19. In which order do you value these tools for finding an internship?

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| # | Answer | 1 | 2 | 3 | 4 | Total Responses |
| 1 | Fox's CSPD department | 7 | 5 | 3 | 3 | 18 |
| 2 | LinkedIn | 2 | 5 | 9 | 2 | 18 |
| 3 | The Internet | 3 | 3 | 3 | 9 | 18 |
| 4 | Personal Connections | 6 | 5 | 3 | 4 | 18 |
|  | Total | 18 | 18 | 18 | 18 | - |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Statistic | Fox's CSPD department | LinkedIn | The Internet | Personal Connections |
| Min Value | 1 | 1 | 1 | 1 |
| Max Value | 4 | 4 | 4 | 4 |
| Mean | 2.11 | 2.61 | 3.00 | 2.28 |
| Variance | 1.28 | 0.72 | 1.41 | 1.39 |
| Standard Deviation | 1.13 | 0.85 | 1.19 | 1.18 |
| Total Responses | 18 | 18 | 18 | 18 |

* 20. In your opinion, how effective is LinkedIn during the internship search process

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| # | Answer |

|  |  |
| --- | --- |
|  |  |

 | Response | % |
| 1 | Very Ineffective |

|  |  |
| --- | --- |
|  |  |

 | 0 | 0% |
| 2 | Ineffective |

|  |  |
| --- | --- |
|  |  |

 | 2 | 11% |
| 3 | Neither Effective nor Ineffective |

|  |  |
| --- | --- |
|  |  |

 | 5 | 26% |
| 4 | Effective |

|  |  |
| --- | --- |
|  |  |

 | 9 | 47% |
| 5 | Very Effective |

|  |  |
| --- | --- |
|  |  |

 | 3 | 16% |
|  | Total |  | 19 | 100% |

|  |  |
| --- | --- |
| Statistic | Value |
| Min Value | 2 |
| Max Value | 5 |
| Mean | 3.68 |
| Variance | 0.78 |
| Standard Deviation | 0.89 |
| Total Responses | 19 |

**SPSS Outputs:**

FREQUENCIES VARIABLES=Q1

 /STATISTICS=STDDEV MEAN MEDIAN MODE

 /ORDER=ANALYSIS.

|  |
| --- |
| **Notes** |
| Output Created | 06-MAY-2014 12:13:40 |
| Comments |  |
| Input | Data | C:\Users\Nathan\LinkedIn\_Survey.sav |
| Active Dataset | DataSet1 |
| Filter | <none> |
| Weight | <none> |
| Split File | <none> |
| N of Rows in Working Data File | 52 |
| Missing Value Handling | Definition of Missing | User-defined missing values are treated as missing. |
| Cases Used | Statistics are based on all cases with valid data. |
| Syntax | FREQUENCIES VARIABLES=Q1 /STATISTICS=STDDEV MEAN MEDIAN MODE /ORDER=ANALYSIS. |
| Resources | Processor Time | 00:00:00.02 |
| Elapsed Time | 00:00:00.06 |

**Frequencies**

|  |
| --- |
| **Notes** |
| Output Created | 06-MAY-2014 12:14:38 |
| Comments |  |
| Input | Data | C:\Users\Nathan\LinkedIn\_Survey.sav |
| Active Dataset | DataSet1 |
| Filter | <none> |
| Weight | <none> |
| Split File | <none> |
| N of Rows in Working Data File | 52 |
| Missing Value Handling | Definition of Missing | User-defined missing values are treated as missing. |
| Cases Used | Statistics are based on all cases with valid data. |
| Syntax | FREQUENCIES VARIABLES=Q1 /STATISTICS=STDDEV MEAN MEDIAN MODE /PIECHART PERCENT /ORDER=ANALYSIS. |
| Resources | Processor Time | 00:00:02.09 |
| Elapsed Time | 00:00:01.29 |

|  |
| --- |
| **Statistics** |
| Do you have a LinkedIn account?  |
| N | Valid | 52 |
| Missing | 0 |
| Mean | 1.15 |
| Median | 1.00 |
| Mode | 1 |
| Std. Deviation | .364 |

|  |
| --- |
| **Do you have a LinkedIn account?** |
|  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Yes | 44 | 84.6 | 84.6 | 84.6 |
| No | 8 | 15.4 | 15.4 | 100.0 |
| Total | 52 | 100.0 | 100.0 |  |



FREQUENCIES VARIABLES=Q2

 /STATISTICS=STDDEV MEAN MEDIAN MODE

 /GROUPED=Q2

 /PIECHART PERCENT

 /ORDER=ANALYSIS.

**Frequencies**

|  |
| --- |
| **Notes** |
| Output Created | 06-MAY-2014 12:16:18 |
| Comments |  |
| Input | Data | C:\Users\Nathan\LinkedIn\_Survey.sav |
| Active Dataset | DataSet1 |
| Filter | <none> |
| Weight | <none> |
| Split File | <none> |
| N of Rows in Working Data File | 52 |
| Missing Value Handling | Definition of Missing | User-defined missing values are treated as missing. |
| Cases Used | Statistics are based on all cases with valid data. |
| Syntax | FREQUENCIES VARIABLES=Q2 /STATISTICS=STDDEV MEAN MEDIAN MODE /GROUPED=Q2 /PIECHART PERCENT /ORDER=ANALYSIS. |
| Resources | Processor Time | 00:00:00.17 |
| Elapsed Time | 00:00:00.14 |

|  |
| --- |
| **Statistics** |
| Do you actively use LinkedIn?  |
| N | Valid | 41 |
| Missing | 11 |
| Mean | 1.54 |
| Median | 1.54a |
| Mode | 2 |
| Std. Deviation | .505 |

|  |
| --- |
| a. Calculated from grouped data. |

|  |
| --- |
| **Do you actively use LinkedIn?** |
|  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Yes | 19 | 36.5 | 46.3 | 46.3 |
| No | 22 | 42.3 | 53.7 | 100.0 |
| Total | 41 | 78.8 | 100.0 |  |
| Missing | System | 11 | 21.2 |  |  |
| Total | 52 | 100.0 |  |  |



FREQUENCIES VARIABLES=Q3

 /STATISTICS=STDDEV MEAN MEDIAN MODE

 /GROUPED=Q3

 /PIECHART PERCENT

 /ORDER=ANALYSIS.

**Frequencies**

|  |
| --- |
| **Notes** |
| Output Created | 06-MAY-2014 12:17:03 |
| Comments |  |
| Input | Data | C:\Users\Nathan\LinkedIn\_Survey.sav |
| Active Dataset | DataSet1 |
| Filter | <none> |
| Weight | <none> |
| Split File | <none> |
| N of Rows in Working Data File | 52 |
| Missing Value Handling | Definition of Missing | User-defined missing values are treated as missing. |
| Cases Used | Statistics are based on all cases with valid data. |
| Syntax | FREQUENCIES VARIABLES=Q3 /STATISTICS=STDDEV MEAN MEDIAN MODE /GROUPED=Q3 /PIECHART PERCENT /ORDER=ANALYSIS. |
| Resources | Processor Time | 00:00:00.17 |
| Elapsed Time | 00:00:00.19 |

|  |
| --- |
| **Statistics** |
| Approximately how many followers do you have on LinkedIn?  |
| N | Valid | 19 |
| Missing | 33 |
| Mean | 1.53 |
| Median | 1.44a |
| Mode | 1 |
| Std. Deviation | .772 |

|  |
| --- |
| a. Calculated from grouped data. |

|  |
| --- |
| **Approximately how many followers do you have on LinkedIn?** |
|  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 0-50 | 12 | 23.1 | 63.2 | 63.2 |
| 50-100 | 4 | 7.7 | 21.1 | 84.2 |
| 100+ | 3 | 5.8 | 15.8 | 100.0 |
| Total | 19 | 36.5 | 100.0 |  |
| Missing | System | 33 | 63.5 |  |  |
| Total | 52 | 100.0 |  |  |



FREQUENCIES VARIABLES=Q4

 /STATISTICS=STDDEV MEAN MEDIAN MODE

 /GROUPED=Q4

 /PIECHART PERCENT

 /ORDER=ANALYSIS.

**Frequencies**

|  |
| --- |
| **Notes** |
| Output Created | 06-MAY-2014 12:17:40 |
| Comments |  |
| Input | Data | C:\Users\Nathan\LinkedIn\_Survey.sav |
| Active Dataset | DataSet1 |
| Filter | <none> |
| Weight | <none> |
| Split File | <none> |
| N of Rows in Working Data File | 52 |
| Missing Value Handling | Definition of Missing | User-defined missing values are treated as missing. |
| Cases Used | Statistics are based on all cases with valid data. |
| Syntax | FREQUENCIES VARIABLES=Q4 /STATISTICS=STDDEV MEAN MEDIAN MODE /GROUPED=Q4 /PIECHART PERCENT /ORDER=ANALYSIS. |
| Resources | Processor Time | 00:00:00.16 |
| Elapsed Time | 00:00:00.14 |

|  |
| --- |
| **Statistics** |
| In the past month, how many connections have you made on LinkedIn?  |
| N | Valid | 19 |
| Missing | 33 |
| Mean | 2.11 |
| Median | 2.11a |
| Mode | 2 |
| Std. Deviation | .459 |

|  |
| --- |
| a. Calculated from grouped data. |

|  |
| --- |
| **In the past month, how many connections have you made on LinkedIn?** |
|  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 0 | 1 | 1.9 | 5.3 | 5.3 |
| 0-10 | 15 | 28.8 | 78.9 | 84.2 |
| 10+ | 3 | 5.8 | 15.8 | 100.0 |
| Total | 19 | 36.5 | 100.0 |  |
| Missing | System | 33 | 63.5 |  |  |
| Total | 52 | 100.0 |  |  |



FREQUENCIES VARIABLES=Q5

 /STATISTICS=STDDEV MEAN MEDIAN MODE

 /GROUPED=Q5

 /PIECHART PERCENT

 /ORDER=ANALYSIS.

**Frequencies**

|  |
| --- |
| **Notes** |
| Output Created | 06-MAY-2014 12:18:17 |
| Comments |  |
| Input | Data | C:\Users\Nathan\LinkedIn\_Survey.sav |
| Active Dataset | DataSet1 |
| Filter | <none> |
| Weight | <none> |
| Split File | <none> |
| N of Rows in Working Data File | 52 |
| Missing Value Handling | Definition of Missing | User-defined missing values are treated as missing. |
| Cases Used | Statistics are based on all cases with valid data. |
| Syntax | FREQUENCIES VARIABLES=Q5 /STATISTICS=STDDEV MEAN MEDIAN MODE /GROUPED=Q5 /PIECHART PERCENT /ORDER=ANALYSIS. |
| Resources | Processor Time | 00:00:00.14 |
| Elapsed Time | 00:00:00.14 |

|  |
| --- |
| **Statistics** |
| Do you consider your LinkedIn connections to be valid, real world connections?  |
| N | Valid | 19 |
| Missing | 33 |
| Mean | 1.21 |
| Median | 1.21a |
| Mode | 1 |
| Std. Deviation | .419 |

|  |
| --- |
| a. Calculated from grouped data. |

|  |
| --- |
| **Do you consider your LinkedIn connections to be valid, real world connections?** |
|  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Yes | 15 | 28.8 | 78.9 | 78.9 |
| No | 4 | 7.7 | 21.1 | 100.0 |
| Total | 19 | 36.5 | 100.0 |  |
| Missing | System | 33 | 63.5 |  |  |
| Total | 52 | 100.0 |  |  |



FREQUENCIES VARIABLES=Q19

 /STATISTICS=STDDEV MEAN MEDIAN MODE

 /GROUPED=Q19

 /ORDER=ANALYSIS.

**Frequencies**

|  |
| --- |
| **Notes** |
| Output Created | 06-MAY-2014 12:18:34 |
| Comments |  |
| Input | Data | C:\Users\Nathan\LinkedIn\_Survey.sav |
| Active Dataset | DataSet1 |
| Filter | <none> |
| Weight | <none> |
| Split File | <none> |
| N of Rows in Working Data File | 52 |
| Missing Value Handling | Definition of Missing | User-defined missing values are treated as missing. |
| Cases Used | Statistics are based on all cases with valid data. |
| Syntax | FREQUENCIES VARIABLES=Q19 /STATISTICS=STDDEV MEAN MEDIAN MODE /GROUPED=Q19 /ORDER=ANALYSIS. |
| Resources | Processor Time | 00:00:00.00 |
| Elapsed Time | 00:00:00.00 |

|  |
| --- |
| **Warnings** |
| Text: Q19 Command: FREQUENCIESThis procedure cannot use string variables longer than 8 bytes. The values will be truncated. |

|  |
| --- |
| **Statistics** |
| What do you use LinkedIn for most?  |
| N | Valid | 52 |
| Missing | 0 |

|  |
| --- |
| **What do you use LinkedIn for most?** |
|  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid |  | 34 | 65.4 | 65.4 | 65.4 |
| Company Information/Employee look up | 1 | 1.9 | 1.9 | 67.3 |
| Connections | 1 | 1.9 | 1.9 | 69.2 |
| Finding jobs outside of Philadelphia | 1 | 1.9 | 1.9 | 71.2 |
| internships | 1 | 1.9 | 1.9 | 73.1 |
| Job search | 1 | 1.9 | 1.9 | 75.0 |
| job searching | 1 | 1.9 | 1.9 | 76.9 |
| jobs | 1 | 1.9 | 1.9 | 78.8 |
| Jobs | 1 | 1.9 | 1.9 | 80.8 |
| Learn about companies and research professionals. | 1 | 1.9 | 1.9 | 82.7 |
| Making as many conncections as possible | 1 | 1.9 | 1.9 | 84.6 |
| Making connextions | 1 | 1.9 | 1.9 | 86.5 |
| Networking | 2 | 3.8 | 3.8 | 90.4 |
| searching for internship positions | 1 | 1.9 | 1.9 | 92.3 |
| staying connected | 1 | 1.9 | 1.9 | 94.2 |
| To network and meet more businss professionals | 1 | 1.9 | 1.9 | 96.2 |
| To obtain up-to-date industry news. | 1 | 1.9 | 1.9 | 98.1 |
| Updating my online "resume" and also finding out about employers and finding out what kinds of articles they are sharing or releasing. | 1 | 1.9 | 1.9 | 100.0 |
| Total | 52 | 100.0 | 100.0 |  |

FREQUENCIES VARIABLES=Q6

 /STATISTICS=STDDEV MEAN MEDIAN MODE

 /GROUPED=Q6

 /ORDER=ANALYSIS.

**Frequencies**

|  |
| --- |
| **Notes** |
| Output Created | 06-MAY-2014 12:19:12 |
| Comments |  |
| Input | Data | C:\Users\Nathan\LinkedIn\_Survey.sav |
| Active Dataset | DataSet1 |
| Filter | <none> |
| Weight | <none> |
| Split File | <none> |
| N of Rows in Working Data File | 52 |
| Missing Value Handling | Definition of Missing | User-defined missing values are treated as missing. |
| Cases Used | Statistics are based on all cases with valid data. |
| Syntax | FREQUENCIES VARIABLES=Q6 /STATISTICS=STDDEV MEAN MEDIAN MODE /GROUPED=Q6 /ORDER=ANALYSIS. |
| Resources | Processor Time | 00:00:00.00 |
| Elapsed Time | 00:00:00.00 |

|  |
| --- |
| **Statistics** |
| Has anyone ever offered you a internship via LinkedIn?  |
| N | Valid | 19 |
| Missing | 33 |
| Mean | 1.63 |
| Median | 1.63a |
| Mode | 2 |
| Std. Deviation | .496 |

|  |
| --- |
| a. Calculated from grouped data. |

|  |
| --- |
| **Has anyone ever offered you a internship via LinkedIn?** |
|  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Yes | 7 | 13.5 | 36.8 | 36.8 |
| No | 12 | 23.1 | 63.2 | 100.0 |
| Total | 19 | 36.5 | 100.0 |  |
| Missing | System | 33 | 63.5 |  |  |
| Total | 52 | 100.0 |  |  |

FREQUENCIES VARIABLES=Q7

 /STATISTICS=STDDEV MEAN MEDIAN MODE

 /GROUPED=Q7

 /ORDER=ANALYSIS.

**Frequencies**

|  |
| --- |
| **Notes** |
| Output Created | 06-MAY-2014 12:20:10 |
| Comments |  |
| Input | Data | C:\Users\Nathan\LinkedIn\_Survey.sav |
| Active Dataset | DataSet1 |
| Filter | <none> |
| Weight | <none> |
| Split File | <none> |
| N of Rows in Working Data File | 52 |
| Missing Value Handling | Definition of Missing | User-defined missing values are treated as missing. |
| Cases Used | Statistics are based on all cases with valid data. |
| Syntax | FREQUENCIES VARIABLES=Q7 /STATISTICS=STDDEV MEAN MEDIAN MODE /GROUPED=Q7 /ORDER=ANALYSIS. |
| Resources | Processor Time | 00:00:00.02 |
| Elapsed Time | 00:00:00.02 |

|  |
| --- |
| **Statistics** |
| Have you ever searched LinkedIn for internships?  |
| N | Valid | 19 |
| Missing | 33 |
| Mean | 1.21 |
| Median | 1.21a |
| Mode | 1 |
| Std. Deviation | .419 |

|  |
| --- |
| a. Calculated from grouped data. |

|  |
| --- |
| **Have you ever searched LinkedIn for internships?** |
|  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Yes | 15 | 28.8 | 78.9 | 78.9 |
| No | 4 | 7.7 | 21.1 | 100.0 |
| Total | 19 | 36.5 | 100.0 |  |
| Missing | System | 33 | 63.5 |  |  |
| Total | 52 | 100.0 |  |  |

FREQUENCIES VARIABLES=Q8

 /STATISTICS=STDDEV MEAN MEDIAN MODE

 /GROUPED=Q8

 /ORDER=ANALYSIS.

**Frequencies**

|  |
| --- |
| **Notes** |
| Output Created | 06-MAY-2014 12:20:20 |
| Comments |  |
| Input | Data | C:\Users\Nathan\LinkedIn\_Survey.sav |
| Active Dataset | DataSet1 |
| Filter | <none> |
| Weight | <none> |
| Split File | <none> |
| N of Rows in Working Data File | 52 |
| Missing Value Handling | Definition of Missing | User-defined missing values are treated as missing. |
| Cases Used | Statistics are based on all cases with valid data. |
| Syntax | FREQUENCIES VARIABLES=Q8 /STATISTICS=STDDEV MEAN MEDIAN MODE /GROUPED=Q8 /ORDER=ANALYSIS. |
| Resources | Processor Time | 00:00:00.00 |
| Elapsed Time | 00:00:00.00 |

|  |
| --- |
| **Statistics** |
| How many times do you use LinkedIn per month?  |
| N | Valid | 19 |
| Missing | 33 |
| Mean | 2.00 |
| Median | 2.00a |
| Mode | 2 |
| Std. Deviation | .745 |

|  |
| --- |
| a. Calculated from grouped data. |

|  |
| --- |
| **How many times do you use LinkedIn per month?** |
|  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 1-3 | 5 | 9.6 | 26.3 | 26.3 |
| 3-10 | 9 | 17.3 | 47.4 | 73.7 |
| 10+ | 5 | 9.6 | 26.3 | 100.0 |
| Total | 19 | 36.5 | 100.0 |  |
| Missing | System | 33 | 63.5 |  |  |
| Total | 52 | 100.0 |  |  |

FREQUENCIES VARIABLES=Q9

 /STATISTICS=STDDEV MEAN MEDIAN MODE

 /GROUPED=Q9

 /ORDER=ANALYSIS.

**Frequencies**

|  |
| --- |
| **Notes** |
| Output Created | 06-MAY-2014 12:20:29 |
| Comments |  |
| Input | Data | C:\Users\Nathan\LinkedIn\_Survey.sav |
| Active Dataset | DataSet1 |
| Filter | <none> |
| Weight | <none> |
| Split File | <none> |
| N of Rows in Working Data File | 52 |
| Missing Value Handling | Definition of Missing | User-defined missing values are treated as missing. |
| Cases Used | Statistics are based on all cases with valid data. |
| Syntax | FREQUENCIES VARIABLES=Q9 /STATISTICS=STDDEV MEAN MEDIAN MODE /GROUPED=Q9 /ORDER=ANALYSIS. |
| Resources | Processor Time | 00:00:00.00 |
| Elapsed Time | 00:00:00.00 |

|  |
| --- |
| **Statistics** |
| What percentage of your collegiate friends use LinkedIn?  |
| N | Valid | 19 |
| Missing | 33 |
| Mean | 3.79 |
| Median | 3.90a |
| Mode | 4b |
| Std. Deviation | 1.084 |

|  |
| --- |
| a. Calculated from grouped data. |
| b. Multiple modes exist. The smallest value is shown |

|  |
| --- |
| **What percentage of your collegiate friends use LinkedIn?** |
|  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 1-10% | 3 | 5.8 | 15.8 | 15.8 |
| 10-25% | 4 | 7.7 | 21.1 | 36.8 |
| 25-50% | 6 | 11.5 | 31.6 | 68.4 |
| 50%+ | 6 | 11.5 | 31.6 | 100.0 |
| Total | 19 | 36.5 | 100.0 |  |
| Missing | System | 33 | 63.5 |  |  |
| Total | 52 | 100.0 |  |  |

FREQUENCIES VARIABLES=Q10

 /STATISTICS=STDDEV MEAN MEDIAN MODE

 /GROUPED=Q10

 /ORDER=ANALYSIS.

**Frequencies**

|  |
| --- |
| **Notes** |
| Output Created | 06-MAY-2014 12:20:37 |
| Comments |  |
| Input | Data | C:\Users\Nathan\LinkedIn\_Survey.sav |
| Active Dataset | DataSet1 |
| Filter | <none> |
| Weight | <none> |
| Split File | <none> |
| N of Rows in Working Data File | 52 |
| Missing Value Handling | Definition of Missing | User-defined missing values are treated as missing. |
| Cases Used | Statistics are based on all cases with valid data. |
| Syntax | FREQUENCIES VARIABLES=Q10 /STATISTICS=STDDEV MEAN MEDIAN MODE /GROUPED=Q10 /ORDER=ANALYSIS. |
| Resources | Processor Time | 00:00:00.02 |
| Elapsed Time | 00:00:00.02 |

|  |
| --- |
| **Statistics** |
| Do you believe LinkedIn helps young professionals find internships?  |
| N | Valid | 19 |
| Missing | 33 |
| Mean | 1.11 |
| Median | 1.11a |
| Mode | 1 |
| Std. Deviation | .315 |

|  |
| --- |
| a. Calculated from grouped data. |

|  |
| --- |
| **Do you believe LinkedIn helps young professionals find internships?** |
|  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Yes | 17 | 32.7 | 89.5 | 89.5 |
| No | 2 | 3.8 | 10.5 | 100.0 |
| Total | 19 | 36.5 | 100.0 |  |
| Missing | System | 33 | 63.5 |  |  |
| Total | 52 | 100.0 |  |  |

FREQUENCIES VARIABLES=Q11

 /STATISTICS=STDDEV MEAN MEDIAN MODE

 /GROUPED=Q11

 /ORDER=ANALYSIS.

**Frequencies**

|  |
| --- |
| **Notes** |
| Output Created | 06-MAY-2014 12:20:52 |
| Comments |  |
| Input | Data | C:\Users\Nathan\LinkedIn\_Survey.sav |
| Active Dataset | DataSet1 |
| Filter | <none> |
| Weight | <none> |
| Split File | <none> |
| N of Rows in Working Data File | 52 |
| Missing Value Handling | Definition of Missing | User-defined missing values are treated as missing. |
| Cases Used | Statistics are based on all cases with valid data. |
| Syntax | FREQUENCIES VARIABLES=Q11 /STATISTICS=STDDEV MEAN MEDIAN MODE /GROUPED=Q11 /ORDER=ANALYSIS. |
| Resources | Processor Time | 00:00:00.00 |
| Elapsed Time | 00:00:00.00 |

|  |
| --- |
| **Warnings** |
| Text: Q11 Command: FREQUENCIESThis procedure cannot use string variables longer than 8 bytes. The values will be truncated. |

|  |
| --- |
| **Statistics** |
| Where do you consider the best place to find an internship?  |
| N | Valid | 52 |
| Missing | 0 |

|  |
| --- |
| **Where do you consider the best place to find an internship?** |
|  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid |  | 35 | 67.3 | 67.3 | 67.3 |
| Craig's List | 1 | 1.9 | 1.9 | 69.2 |
| CSPD at temple | 1 | 1.9 | 1.9 | 71.2 |
| Each company's official website. | 1 | 1.9 | 1.9 | 73.1 |
| Family connections | 1 | 1.9 | 1.9 | 75.0 |
| Fox net or LinkedIn | 1 | 1.9 | 1.9 | 76.9 |
| foxnet | 1 | 1.9 | 1.9 | 78.8 |
| Foxnet | 1 | 1.9 | 1.9 | 80.8 |
| FoxNet, personal connections | 1 | 1.9 | 1.9 | 82.7 |
| LinkedIn | 1 | 1.9 | 1.9 | 84.6 |
| LinkedIn group discussion boards. | 1 | 1.9 | 1.9 | 86.5 |
| networking events | 1 | 1.9 | 1.9 | 88.5 |
| Not the best, but one of the best places. As a Fox a Student, I used Fox Net. | 1 | 1.9 | 1.9 | 90.4 |
| Online through programs like foxnet and linked in. Also word of mouth from these connections you make on Linkedin | 1 | 1.9 | 1.9 | 92.3 |
| Temples experience net | 1 | 1.9 | 1.9 | 94.2 |
| The internet | 1 | 1.9 | 1.9 | 96.2 |
| Through networking person to person. | 1 | 1.9 | 1.9 | 98.1 |
| Through previous connections | 1 | 1.9 | 1.9 | 100.0 |
| Total | 52 | 100.0 | 100.0 |  |

FREQUENCIES VARIABLES=Q12

 /STATISTICS=STDDEV MEAN MEDIAN MODE

 /GROUPED=Q12

 /ORDER=ANALYSIS.

**Frequencies**

|  |
| --- |
| **Notes** |
| Output Created | 06-MAY-2014 12:21:08 |
| Comments |  |
| Input | Data | C:\Users\Nathan\LinkedIn\_Survey.sav |
| Active Dataset | DataSet1 |
| Filter | <none> |
| Weight | <none> |
| Split File | <none> |
| N of Rows in Working Data File | 52 |
| Missing Value Handling | Definition of Missing | User-defined missing values are treated as missing. |
| Cases Used | Statistics are based on all cases with valid data. |
| Syntax | FREQUENCIES VARIABLES=Q12 /STATISTICS=STDDEV MEAN MEDIAN MODE /GROUPED=Q12 /ORDER=ANALYSIS. |
| Resources | Processor Time | 00:00:00.02 |
| Elapsed Time | 00:00:00.02 |

|  |
| --- |
| **Statistics** |
| Was your account created entirely voluntarily?  |
| N | Valid | 19 |
| Missing | 33 |
| Mean | 1.42 |
| Median | 1.42a |
| Mode | 1 |
| Std. Deviation | .507 |

|  |
| --- |
| a. Calculated from grouped data. |

|  |
| --- |
| **Was your account created entirely voluntarily?** |
|  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Yes | 11 | 21.2 | 57.9 | 57.9 |
| No | 8 | 15.4 | 42.1 | 100.0 |
| Total | 19 | 36.5 | 100.0 |  |
| Missing | System | 33 | 63.5 |  |  |
| Total | 52 | 100.0 |  |  |

FREQUENCIES VARIABLES=Q13

 /STATISTICS=STDDEV MEAN MEDIAN MODE

 /GROUPED=Q13

 /ORDER=ANALYSIS.

**Frequencies**

|  |
| --- |
| **Notes** |
| Output Created | 06-MAY-2014 12:21:18 |
| Comments |  |
| Input | Data | C:\Users\Nathan\LinkedIn\_Survey.sav |
| Active Dataset | DataSet1 |
| Filter | <none> |
| Weight | <none> |
| Split File | <none> |
| N of Rows in Working Data File | 52 |
| Missing Value Handling | Definition of Missing | User-defined missing values are treated as missing. |
| Cases Used | Statistics are based on all cases with valid data. |
| Syntax | FREQUENCIES VARIABLES=Q13 /STATISTICS=STDDEV MEAN MEDIAN MODE /GROUPED=Q13 /ORDER=ANALYSIS. |
| Resources | Processor Time | 00:00:00.00 |
| Elapsed Time | 00:00:00.00 |

|  |
| --- |
| **Statistics** |
| Is your profile complete and up to date?  |
| N | Valid | 19 |
| Missing | 33 |
| Mean | 1.21 |
| Median | 1.21a |
| Mode | 1 |
| Std. Deviation | .419 |

|  |
| --- |
| a. Calculated from grouped data. |

|  |
| --- |
| **Is your profile complete and up to date?** |
|  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Yes | 15 | 28.8 | 78.9 | 78.9 |
| No | 4 | 7.7 | 21.1 | 100.0 |
| Total | 19 | 36.5 | 100.0 |  |
| Missing | System | 33 | 63.5 |  |  |
| Total | 52 | 100.0 |  |  |

FREQUENCIES VARIABLES=Q14

 /STATISTICS=STDDEV MEAN MEDIAN MODE

 /GROUPED=Q14

 /ORDER=ANALYSIS.

**Frequencies**

|  |
| --- |
| **Notes** |
| Output Created | 06-MAY-2014 12:21:28 |
| Comments |  |
| Input | Data | C:\Users\Nathan\LinkedIn\_Survey.sav |
| Active Dataset | DataSet1 |
| Filter | <none> |
| Weight | <none> |
| Split File | <none> |
| N of Rows in Working Data File | 52 |
| Missing Value Handling | Definition of Missing | User-defined missing values are treated as missing. |
| Cases Used | Statistics are based on all cases with valid data. |
| Syntax | FREQUENCIES VARIABLES=Q14 /STATISTICS=STDDEV MEAN MEDIAN MODE /GROUPED=Q14 /ORDER=ANALYSIS. |
| Resources | Processor Time | 00:00:00.00 |
| Elapsed Time | 00:00:00.00 |

|  |
| --- |
| **Statistics** |
| Have you completed an internship?  |
| N | Valid | 19 |
| Missing | 33 |
| Mean | 1.42 |
| Median | 1.42a |
| Mode | 1 |
| Std. Deviation | .507 |

|  |
| --- |
| a. Calculated from grouped data. |

|  |
| --- |
| **Have you completed an internship?** |
|  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Yes | 11 | 21.2 | 57.9 | 57.9 |
| No | 8 | 15.4 | 42.1 | 100.0 |
| Total | 19 | 36.5 | 100.0 |  |
| Missing | System | 33 | 63.5 |  |  |
| Total | 52 | 100.0 |  |  |

FREQUENCIES VARIABLES=Q15

 /STATISTICS=STDDEV MEAN MEDIAN MODE

 /GROUPED=Q15

 /ORDER=ANALYSIS.

**Frequencies**

|  |
| --- |
| **Notes** |
| Output Created | 06-MAY-2014 12:21:39 |
| Comments |  |
| Input | Data | C:\Users\Nathan\LinkedIn\_Survey.sav |
| Active Dataset | DataSet1 |
| Filter | <none> |
| Weight | <none> |
| Split File | <none> |
| N of Rows in Working Data File | 52 |
| Missing Value Handling | Definition of Missing | User-defined missing values are treated as missing. |
| Cases Used | Statistics are based on all cases with valid data. |
| Syntax | FREQUENCIES VARIABLES=Q15 /STATISTICS=STDDEV MEAN MEDIAN MODE /GROUPED=Q15 /ORDER=ANALYSIS. |
| Resources | Processor Time | 00:00:00.02 |
| Elapsed Time | 00:00:00.01 |

|  |
| --- |
| **Statistics** |
| Have you secured an internship before graduation?  |
| N | Valid | 19 |
| Missing | 33 |
| Mean | 1.32 |
| Median | 1.32a |
| Mode | 1 |
| Std. Deviation | .478 |

|  |
| --- |
| a. Calculated from grouped data. |

|  |
| --- |
| **Have you secured an internship before graduation?** |
|  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Yes | 13 | 25.0 | 68.4 | 68.4 |
| No | 6 | 11.5 | 31.6 | 100.0 |
| Total | 19 | 36.5 | 100.0 |  |
| Missing | System | 33 | 63.5 |  |  |
| Total | 52 | 100.0 |  |  |

FREQUENCIES VARIABLES=Q16

 /STATISTICS=STDDEV MEAN MEDIAN MODE

 /GROUPED=Q16

 /ORDER=ANALYSIS.

**Frequencies**

|  |
| --- |
| **Notes** |
| Output Created | 06-MAY-2014 12:21:49 |
| Comments |  |
| Input | Data | C:\Users\Nathan\LinkedIn\_Survey.sav |
| Active Dataset | DataSet1 |
| Filter | <none> |
| Weight | <none> |
| Split File | <none> |
| N of Rows in Working Data File | 52 |
| Missing Value Handling | Definition of Missing | User-defined missing values are treated as missing. |
| Cases Used | Statistics are based on all cases with valid data. |
| Syntax | FREQUENCIES VARIABLES=Q16 /STATISTICS=STDDEV MEAN MEDIAN MODE /GROUPED=Q16 /ORDER=ANALYSIS. |
| Resources | Processor Time | 00:00:00.02 |
| Elapsed Time | 00:00:00.03 |

|  |
| --- |
| **Statistics** |
| Do you intend to complete and internship before graduation?  |
| N | Valid | 19 |
| Missing | 33 |
| Mean | 1.00 |
| Median | .a |
| Mode | 1 |
| Std. Deviation | .000 |

|  |
| --- |
| a. Calculated from grouped data. |

|  |
| --- |
| **Do you intend to complete and internship before graduation?** |
|  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Yes | 19 | 36.5 | 100.0 | 100.0 |
| Missing | System | 33 | 63.5 |  |  |
| Total | 52 | 100.0 |  |  |

FREQUENCIES VARIABLES=Q17

 /STATISTICS=STDDEV MEAN MEDIAN MODE

 /GROUPED=Q17

 /ORDER=ANALYSIS.

**Frequencies**

|  |
| --- |
| **Notes** |
| Output Created | 06-MAY-2014 12:22:00 |
| Comments |  |
| Input | Data | C:\Users\Nathan\LinkedIn\_Survey.sav |
| Active Dataset | DataSet1 |
| Filter | <none> |
| Weight | <none> |
| Split File | <none> |
| N of Rows in Working Data File | 52 |
| Missing Value Handling | Definition of Missing | User-defined missing values are treated as missing. |
| Cases Used | Statistics are based on all cases with valid data. |
| Syntax | FREQUENCIES VARIABLES=Q17 /STATISTICS=STDDEV MEAN MEDIAN MODE /GROUPED=Q17 /ORDER=ANALYSIS. |
| Resources | Processor Time | 00:00:00.02 |
| Elapsed Time | 00:00:00.03 |

|  |
| --- |
| **Statistics** |
| Have you ever applied for an internship?  |
| N | Valid | 19 |
| Missing | 33 |
| Mean | 1.16 |
| Median | 1.16a |
| Mode | 1 |
| Std. Deviation | .375 |

|  |
| --- |
| a. Calculated from grouped data. |

|  |
| --- |
| **Have you ever applied for an internship?** |
|  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Yes | 16 | 30.8 | 84.2 | 84.2 |
| No | 3 | 5.8 | 15.8 | 100.0 |
| Total | 19 | 36.5 | 100.0 |  |
| Missing | System | 33 | 63.5 |  |  |
| Total | 52 | 100.0 |  |  |

FREQUENCIES VARIABLES=Q18\_1 Q18\_2 Q18\_3 Q18\_4

 /STATISTICS=STDDEV MEAN MEDIAN MODE

 /GROUPED=Q18\_1 Q18\_2 Q18\_3 Q18\_4

 /ORDER=ANALYSIS.

**Frequencies**

|  |
| --- |
| **Notes** |
| Output Created | 06-MAY-2014 12:22:23 |
| Comments |  |
| Input | Data | C:\Users\Nathan\LinkedIn\_Survey.sav |
| Active Dataset | DataSet1 |
| Filter | <none> |
| Weight | <none> |
| Split File | <none> |
| N of Rows in Working Data File | 52 |
| Missing Value Handling | Definition of Missing | User-defined missing values are treated as missing. |
| Cases Used | Statistics are based on all cases with valid data. |
| Syntax | FREQUENCIES VARIABLES=Q18\_1 Q18\_2 Q18\_3 Q18\_4 /STATISTICS=STDDEV MEAN MEDIAN MODE /GROUPED=Q18\_1 Q18\_2 Q18\_3 Q18\_4 /ORDER=ANALYSIS. |
| Resources | Processor Time | 00:00:00.03 |
| Elapsed Time | 00:00:00.03 |

|  |
| --- |
| **Statistics** |
|  | In which order do you value these tools for finding an internship?-Fox's CSPD department | In which order do you value these tools for finding an internship?-LinkedIn | In which order do you value these tools for finding an internship?-The Internet | In which order do you value these tools for finding an internship?-Personal Connections |
| N | Valid | 18 | 18 | 18 | 18 |
| Missing | 34 | 34 | 34 | 34 |
| Mean | 2.1111 | 2.6111 | 3.0000 | 2.2778 |
| Median | 1.9167a | 2.6429a | 3.2500a | 2.1250a |
| Mode | 1.00 | 3.00 | 4.00 | 1.00 |
| Std. Deviation | 1.13183 | .84984 | 1.18818 | 1.17851 |

|  |
| --- |
| a. Calculated from grouped data. |

**Frequency Table**

|  |
| --- |
| **In which order do you value these tools for finding an internship?-Fox's CSPD department** |
|  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 1.00 | 7 | 13.5 | 38.9 | 38.9 |
| 2.00 | 5 | 9.6 | 27.8 | 66.7 |
| 3.00 | 3 | 5.8 | 16.7 | 83.3 |
| 4.00 | 3 | 5.8 | 16.7 | 100.0 |
| Total | 18 | 34.6 | 100.0 |  |
| Missing | System | 34 | 65.4 |  |  |
| Total | 52 | 100.0 |  |  |

|  |
| --- |
| **In which order do you value these tools for finding an internship?-LinkedIn** |
|  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 1.00 | 2 | 3.8 | 11.1 | 11.1 |
| 2.00 | 5 | 9.6 | 27.8 | 38.9 |
| 3.00 | 9 | 17.3 | 50.0 | 88.9 |
| 4.00 | 2 | 3.8 | 11.1 | 100.0 |
| Total | 18 | 34.6 | 100.0 |  |
| Missing | System | 34 | 65.4 |  |  |
| Total | 52 | 100.0 |  |  |

|  |
| --- |
| **In which order do you value these tools for finding an internship?-The Internet** |
|  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 1.00 | 3 | 5.8 | 16.7 | 16.7 |
| 2.00 | 3 | 5.8 | 16.7 | 33.3 |
| 3.00 | 3 | 5.8 | 16.7 | 50.0 |
| 4.00 | 9 | 17.3 | 50.0 | 100.0 |
| Total | 18 | 34.6 | 100.0 |  |
| Missing | System | 34 | 65.4 |  |  |
| Total | 52 | 100.0 |  |  |

|  |
| --- |
| **In which order do you value these tools for finding an internship?-Personal Connections** |
|  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 1.00 | 6 | 11.5 | 33.3 | 33.3 |
| 2.00 | 5 | 9.6 | 27.8 | 61.1 |
| 3.00 | 3 | 5.8 | 16.7 | 77.8 |
| 4.00 | 4 | 7.7 | 22.2 | 100.0 |
| Total | 18 | 34.6 | 100.0 |  |
| Missing | System | 34 | 65.4 |  |  |
| Total | 52 | 100.0 |  |  |

FREQUENCIES VARIABLES=Q20

 /STATISTICS=STDDEV MEAN MEDIAN MODE

 /GROUPED=Q20

 /ORDER=ANALYSIS.

**Frequencies**

|  |
| --- |
| **Notes** |
| Output Created | 06-MAY-2014 12:23:12 |
| Comments |  |
| Input | Data | C:\Users\Nathan\LinkedIn\_Survey.sav |
| Active Dataset | DataSet1 |
| Filter | <none> |
| Weight | <none> |
| Split File | <none> |
| N of Rows in Working Data File | 52 |
| Missing Value Handling | Definition of Missing | User-defined missing values are treated as missing. |
| Cases Used | Statistics are based on all cases with valid data. |
| Syntax | FREQUENCIES VARIABLES=Q20 /STATISTICS=STDDEV MEAN MEDIAN MODE /GROUPED=Q20 /ORDER=ANALYSIS. |
| Resources | Processor Time | 00:00:00.00 |
| Elapsed Time | 00:00:00.00 |

|  |
| --- |
| **Statistics** |
| In your opinion, how effective is LinkedIn during the internship search process  |
| N | Valid | 19 |
| Missing | 33 |
| Mean | 3.68 |
| Median | 3.71a |
| Mode | 4 |
| Std. Deviation | .885 |

|  |
| --- |
| a. Calculated from grouped data. |

|  |
| --- |
| **In your opinion, how effective is LinkedIn during the internship search process** |
|  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Ineffective | 2 | 3.8 | 10.5 | 10.5 |
| Neither Effective nor Ineffective | 5 | 9.6 | 26.3 | 36.8 |
| Effective | 9 | 17.3 | 47.4 | 84.2 |
| Very Effective | 3 | 5.8 | 15.8 | 100.0 |
| Total | 19 | 36.5 | 100.0 |  |
| Missing | System | 33 | 63.5 |  |  |
| Total | 52 | 100.0 |  |  |

|  |
| --- |
| **Notes** |
| Output Created | 06-MAY-2014 12:28:19 |
| Comments |  |
| Input | Data | C:\Users\Nathan\LinkedIn\_Survey.sav |
| Active Dataset | DataSet1 |
| Filter | <none> |
| Weight | <none> |
| Split File | <none> |
| N of Rows in Working Data File | 52 |
| Missing Value Handling | Definition of Missing | User-defined missing values are treated as missing. |
| Cases Used | Statistics for each table are based on all the cases with valid data in the specified range(s) for all variables in each table. |
| Syntax | CROSSTABS /TABLES=Q3 BY Q15 /FORMAT=AVALUE TABLES /CELLS=COUNT /COUNT ROUND CELL. |
| Resources | Processor Time | 00:00:00.02 |
| Elapsed Time | 00:00:00.01 |
| Dimensions Requested | 2 |
| Cells Available | 131029 |

**END OF UNIVARIATE ANALYSIS**

**BEGINNING OF MULTIVARIATE ANALYSIS**

CROSSTABS

 /TABLES=Q3 BY Q15

 /FORMAT=AVALUE TABLES

 /STATISTICS=CHISQ

 /CELLS=COUNT

 /COUNT ROUND CELL.

**Crosstabs**

|  |
| --- |
| **Notes** |
| Output Created | 06-MAY-2014 12:29:00 |
| Comments |  |
| Input | Data | C:\Users\Nathan\LinkedIn\_Survey.sav |
| Active Dataset | DataSet1 |
| Filter | <none> |
| Weight | <none> |
| Split File | <none> |
| N of Rows in Working Data File | 52 |
| Missing Value Handling | Definition of Missing | User-defined missing values are treated as missing. |
| Cases Used | Statistics for each table are based on all the cases with valid data in the specified range(s) for all variables in each table. |
| Syntax | CROSSTABS /TABLES=Q3 BY Q15 /FORMAT=AVALUE TABLES /STATISTICS=CHISQ /CELLS=COUNT /COUNT ROUND CELL. |
| Resources | Processor Time | 00:00:00.02 |
| Elapsed Time | 00:00:00.05 |
| Dimensions Requested | 2 |
| Cells Available | 131029 |

|  |
| --- |
| **Case Processing Summary** |
|  | Cases |
| Valid | Missing | Total |
| N | Percent | N | Percent | N | Percent |
| Approximately how many followers do you have on LinkedIn? \* Have you secured an internship before graduation? | 19 | 36.5% | 33 | 63.5% | 52 | 100.0% |

|  |
| --- |
| **Approximately how many followers do you have on LinkedIn? \* Have you secured an internship before graduation? Crosstabulation** |
| Count  |
|  | Have you secured an internship before graduation? | Total |
| Yes | No |
| Approximately how many followers do you have on LinkedIn? | 0-50 | 7 | 5 | 12 |
| 50-100 | 3 | 1 | 4 |
| 100+ | 3 | 0 | 3 |
| Total | 13 | 6 | 19 |

|  |
| --- |
| **Chi-Square Tests** |
|  | Value | df | Asymp. Sig. (2-sided) |
| Pearson Chi-Square | 2.030a | 2 | .362 |
| Likelihood Ratio | 2.900 | 2 | .235 |
| Linear-by-Linear Association | 1.902 | 1 | .168 |
| N of Valid Cases | 19 |  |  |

|  |
| --- |
| a. 5 cells (83.3%) have expected count less than 5. The minimum expected count is .95. |

CROSSTABS

 /TABLES=Q20 BY Q15

 /FORMAT=AVALUE TABLES

 /STATISTICS=CHISQ

 /CELLS=COUNT

 /COUNT ROUND CELL.

**Crosstabs**

|  |
| --- |
| **Notes** |
| Output Created | 06-MAY-2014 12:30:10 |
| Comments |  |
| Input | Data | C:\Users\Nathan\LinkedIn\_Survey.sav |
| Active Dataset | DataSet1 |
| Filter | <none> |
| Weight | <none> |
| Split File | <none> |
| N of Rows in Working Data File | 52 |
| Missing Value Handling | Definition of Missing | User-defined missing values are treated as missing. |
| Cases Used | Statistics for each table are based on all the cases with valid data in the specified range(s) for all variables in each table. |
| Syntax | CROSSTABS /TABLES=Q20 BY Q15 /FORMAT=AVALUE TABLES /STATISTICS=CHISQ /CELLS=COUNT /COUNT ROUND CELL. |
| Resources | Processor Time | 00:00:00.00 |
| Elapsed Time | 00:00:00.01 |
| Dimensions Requested | 2 |
| Cells Available | 131029 |

|  |
| --- |
| **Case Processing Summary** |
|  | Cases |
| Valid | Missing | Total |
| N | Percent | N | Percent | N | Percent |
| In your opinion, how effective is LinkedIn during the internship search process \* Have you secured an internship before graduation? | 19 | 36.5% | 33 | 63.5% | 52 | 100.0% |

|  |
| --- |
| **In your opinion, how effective is LinkedIn during the internship search process \* Have you secured an internship before graduation? Crosstabulation** |
| Count  |
|  | Have you secured an internship before graduation? | Total |
| Yes | No |
| In your opinion, how effective is LinkedIn during the internship search process | Ineffective | 2 | 0 | 2 |
| Neither Effective nor Ineffective | 4 | 1 | 5 |
| Effective | 5 | 4 | 9 |
| Very Effective | 2 | 1 | 3 |
| Total | 13 | 6 | 19 |

|  |
| --- |
| **Chi-Square Tests** |
|  | Value | df | Asymp. Sig. (2-sided) |
| Pearson Chi-Square | 1.927a | 3 | .588 |
| Likelihood Ratio | 2.510 | 3 | .473 |
| Linear-by-Linear Association | 1.116 | 1 | .291 |
| N of Valid Cases | 19 |  |  |

|  |
| --- |
| a. 7 cells (87.5%) have expected count less than 5. The minimum expected count is .63. |

CROSSTABS

 /TABLES=Q8 BY Q15

 /FORMAT=AVALUE TABLES

 /STATISTICS=CHISQ

 /CELLS=COUNT

 /COUNT ROUND CELL.

**Crosstabs**

|  |
| --- |
| **Notes** |
| Output Created | 06-MAY-2014 12:31:25 |
| Comments |  |
| Input | Data | C:\Users\Nathan\LinkedIn\_Survey.sav |
| Active Dataset | DataSet1 |
| Filter | <none> |
| Weight | <none> |
| Split File | <none> |
| N of Rows in Working Data File | 52 |
| Missing Value Handling | Definition of Missing | User-defined missing values are treated as missing. |
| Cases Used | Statistics for each table are based on all the cases with valid data in the specified range(s) for all variables in each table. |
| Syntax | CROSSTABS /TABLES=Q8 BY Q15 /FORMAT=AVALUE TABLES /STATISTICS=CHISQ /CELLS=COUNT /COUNT ROUND CELL. |
| Resources | Processor Time | 00:00:00.00 |
| Elapsed Time | 00:00:00.00 |
| Dimensions Requested | 2 |
| Cells Available | 131029 |

|  |
| --- |
| **Case Processing Summary** |
|  | Cases |
| Valid | Missing | Total |
| N | Percent | N | Percent | N | Percent |
| How many times do you use LinkedIn per month? \* Have you secured an internship before graduation? | 19 | 36.5% | 33 | 63.5% | 52 | 100.0% |

|  |
| --- |
| **How many times do you use LinkedIn per month? \* Have you secured an internship before graduation? Crosstabulation** |
| Count  |
|  | Have you secured an internship before graduation? | Total |
| Yes | No |
| How many times do you use LinkedIn per month? | 1-3 | 4 | 1 | 5 |
| 3-10 | 7 | 2 | 9 |
| 10+ | 2 | 3 | 5 |
| Total | 13 | 6 | 19 |

|  |
| --- |
| **Chi-Square Tests** |
|  | Value | df | Asymp. Sig. (2-sided) |
| Pearson Chi-Square | 2.544a | 2 | .280 |
| Likelihood Ratio | 2.430 | 2 | .297 |
| Linear-by-Linear Association | 1.754 | 1 | .185 |
| N of Valid Cases | 19 |  |  |

|  |
| --- |
| a. 5 cells (83.3%) have expected count less than 5. The minimum expected count is 1.58. |

**BIBLIOGRAPHY**

EXPERT, CAREER. "Beyond the Bubble." Career Center, Illinois Wesleyan University, "January 2010 Newsletter"

Hempel, Jessi. "How LinkedIn will fire up your career." FORTUNE Magazine (2010).

Skeels, Meredith M., and Jonathan Grudin. "When social networks cross boundaries: a case study of workplace use of facebook and linkedin." Proceedings of the ACM 2009 international conference on Supporting group work. ACM, 2009.