

Indexes of LinkedIn member rates by college or university

This paper presents tables for the number of current students and graduates with LinkedIn accounts from approximately 225 colleges and universities in the United States. The LinkedIn membership data are for August 2015 and are presented as a proportion of the full and part-time undergraduate student enrollment of the schools in 2014 and by the average undergraduate full and part-time enrollment of the schools for the years 1991 and 2014. Two hundred of the colleges and universities are from the 2014 U.S. News & World Report ranking of top national universities in the United States. These data are also presented for colleges and universities in the New York, Philadelphia, Boston, and Los Angeles metropolitan areas.

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LinkedIn is a social network site aimed at professionals. It began in 2003 and presently has about 100 million users in the United States and about 370 million users worldwide (<https://en.wikipedia.org/wiki/LinkedIn>). The tabulations presented here may be of interest to perspective students and others who consider LinkedIn membership rates to be one indicator of college quality. Other things the same, LinkedIn membership rates should be higher for schools that emphasize professional education and lower for schools that emphasize the liberal arts. Enrollment data for 1991 are used when available in the determination of membership rates because school enrollments vary overtime and some LinkedIn members may have graduated from college as far back as the 1960's.

All data were collected from the university pages at LinkedIn.com in August 2015, except for the 1991 enrollment data, which are from *American Universities and Colleges, 14th ed.*, Walter de Gruyter, New York, 1992. The largest number of current students and graduates on LinkedIn for a school in the data set is 308,000, for Pennsylvania State University. LinkedIn users per 2014 enrollment were highest for MIT, 21.51; Stanford, 21.14; Harvard, 20.69; and CalTech, 18.98.

The tables are available at

<https://sites.google.com/site/linkedinrankings/linkedin-tables>

