



Week 4

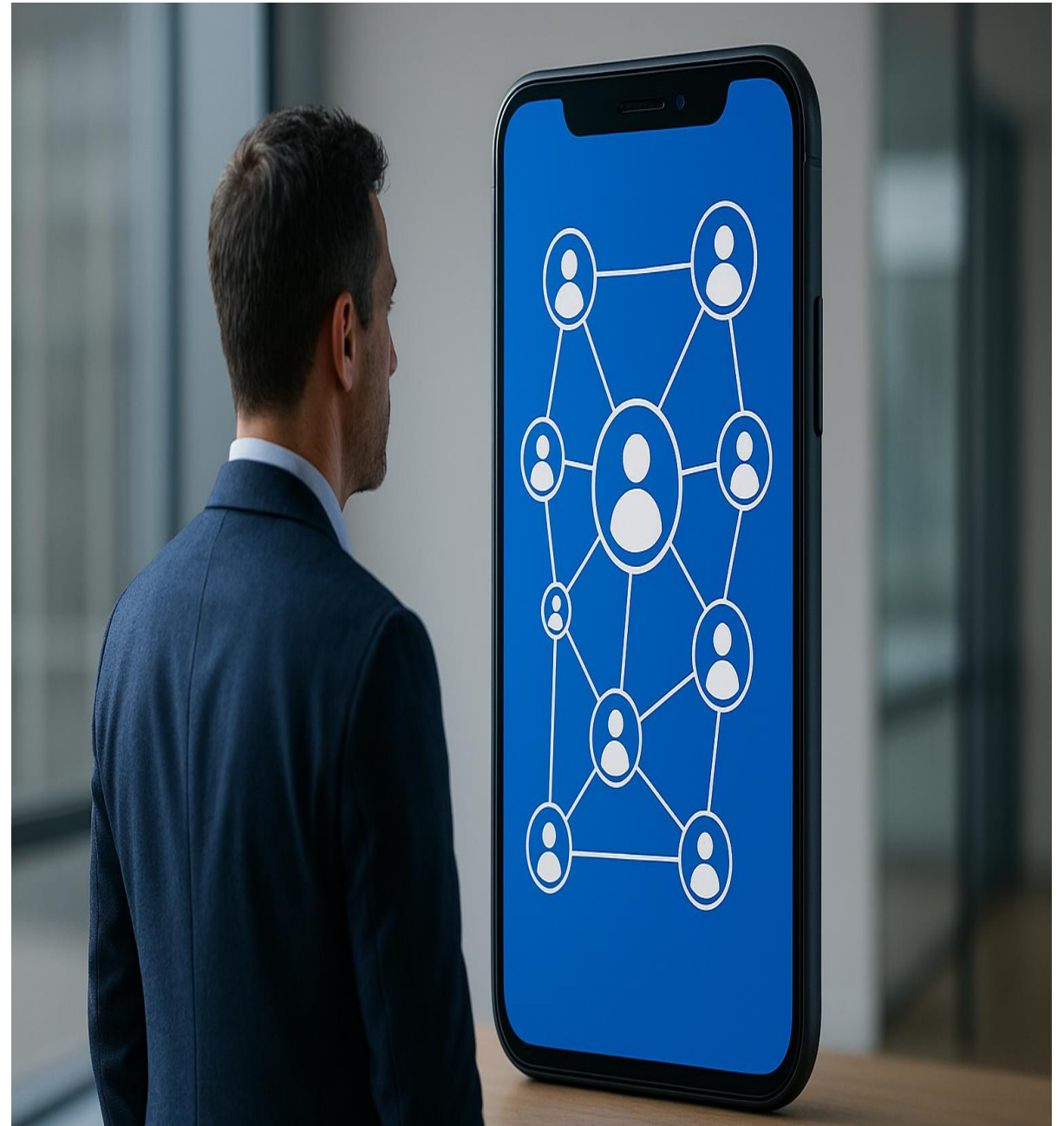
LinkedIn and LinkedIn Learning and AI



Learning Outcomes

- By the end of this session, you will be able to:
 - Create and improve a professional LinkedIn profile.
 - Use LinkedIn Learning to support your development.
 - Explain how AI and LLMs can be used in business and education.
 - Identify the benefits, risks and limitations of AI.
 - Discuss responsible and ethical AI use, including academic integrity.
 - Use AI tools to support your own learning.
-

Your professional
networking site.



Take a **closer** look!



<https://www.linkedin.com>

Week 3

- Over 15.7 million active job listings are available on LinkedIn Jobs worldwide
- Around 50 million users search for jobs on LinkedIn each week.
- Approximately 80--87% of recruiters use LinkedIn regularly for hiring and talent sourcing.
- LinkedIn has helped over 122 million users secure interviews through networking and job applications.
- Active job seekers often spend up to 30 minutes a day on LinkedIn, particularly when actively **searching for roles**.
- Interest in **remote and hybrid roles** remains significantly higher than pre-pandemic levels, reflecting ongoing changes in working patterns.



LinkedIn Job Market Statistics (2025)

Why LinkedIn Is One of the Best Sites for Job Seekers

- 7– 8 people are hired on LinkedIn every minute
- Annual hires exceed 3 million globally
- 75% of job seekers use LinkedIn to find new opportunities
- LinkedIn supports over 41 000 unique skills



LinkedIn processes 101–183 job applications every second



Increase:
16,7% to 33,3%



72% of recruiters hires from LinkedIn are higher quality



What We Want To Achieve



LinkedIn has become the go-to site for most recruiters and hiring managers.

Having a comprehensive LinkedIn profile gives a 71% higher chance of getting interviewed.

LinkedIn has 756 million users and 57 million companies

The majority (87%) of recruiters find LinkedIn most effective when vetting candidates during the hiring process.



LinkedIn

Presenter: Jess Hill



www.digitalskills.uwtsd.ac.uk



@UWTSDlib

uc.uk

NEW 2024 TUTORIAL



Linked 

Open to

Add profile section

More



DO'S



DON'TS





Activity 20 minutes

Let's look at LinkedIn

- If you don't already have one create a LinkedIn account
- Research successful business people you admire
- Look at their profiles
- How do they look
- How does yours look can you make improvements

<https://www.linkedin.com>

Remember you also have access to LinkedIn Learning.

- LinkedIn Learning is an online educational platform offering a vast array of video courses across business, creative, and technical disciplines.
- These courses are delivered by industry experts and are designed to support both professional and personal development.
- The platform provides users with access to a wide range of courses taught by industry experts, with many new courses added weekly.





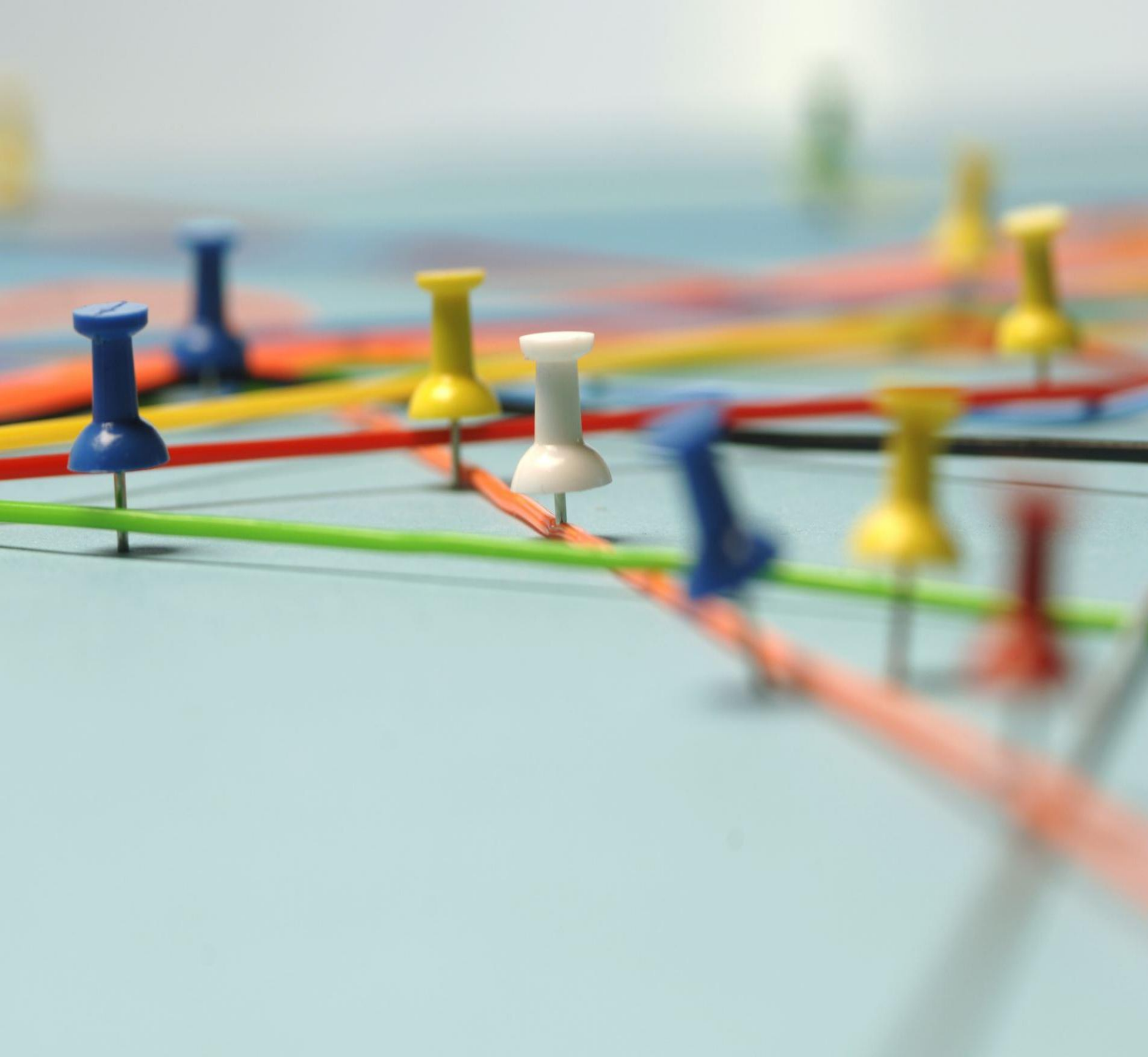
Getting to Know LinkedIn Learning

You can access LinkedIn Learning in one of two ways

Follow the link or go to your HWB and click the tile on there

<https://lnkd.in/equPUue>





Log into
LinkedIn
learning and
start your
first course.

LinkedIn learning Outlook & Word

[Customize the Outlook inbox | LinkedIn Learning](#)
[What you should know | LinkedIn Learning](#)

AI & Ethics



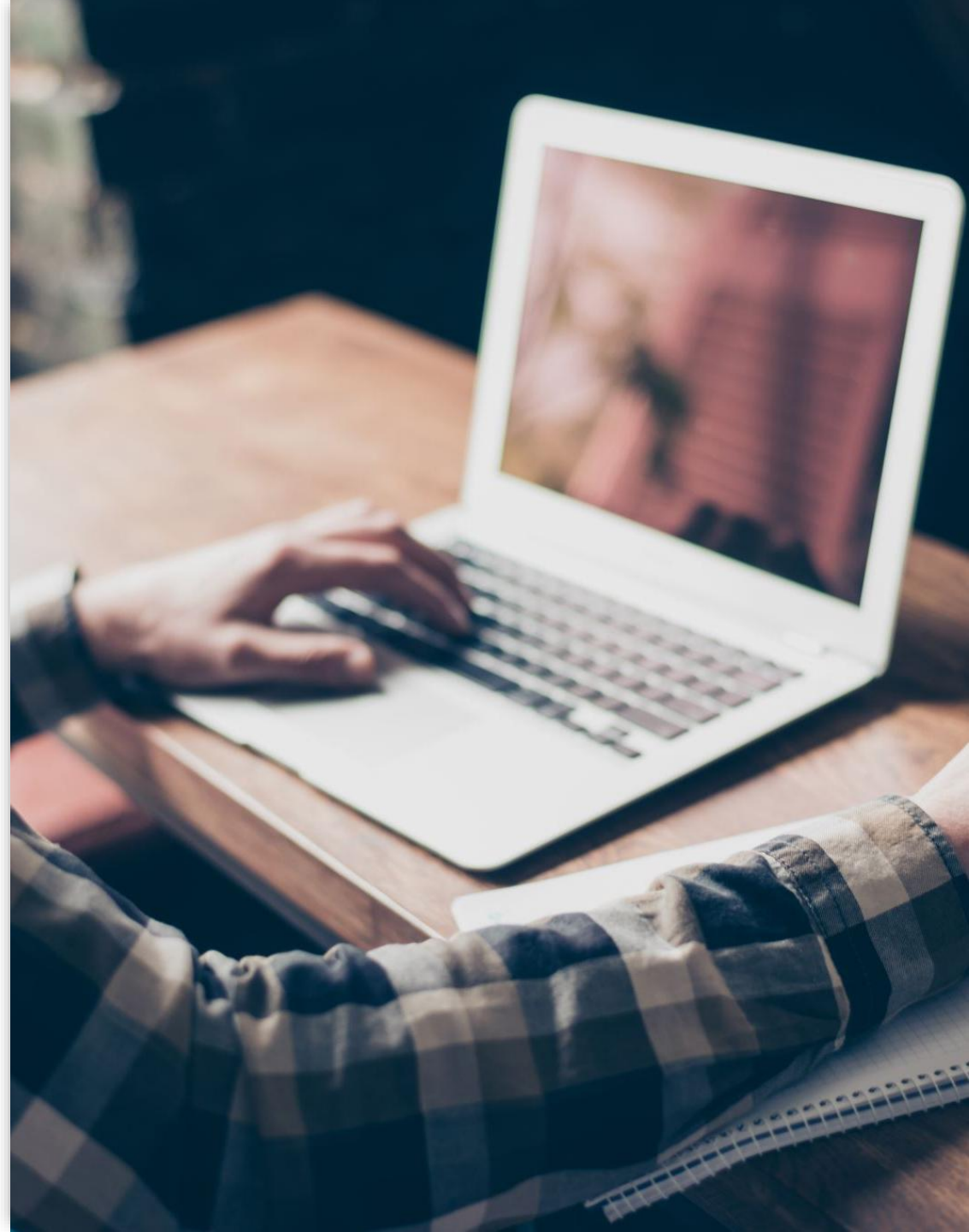
Digital Ethics and Integrity

- Data Privacy
- Plagiarism
- Digital Citizenship
- Algorithmic Bias
- Security and Data Protection



It's Definition Time!

- Digital ethics refers to a form of applied ethics where organisations and professionals work with the intent to eliminate and mitigate harmful outcomes that result from their work with digital products and services.
- For further reading, please feel free to click on the link:<https://www.bcs.org/articles-opinion-and-research/practical-digital-ethics/>



Let's explore the GDPR

What does GDPR stand for?



The General Data Protection Regulation (GDPR) was adopted by the EU in April 2016 and replaced the EU Data Protection Directive 95/46/EC, becoming enforceable 25th May 2018. The GDPR introduces new obligations to data processors and data controllers, including those based outside the EU (GDPR associates, 2019).



GDPR, and Data Protection aims to protect individuals' fundamental rights and freedoms, particularly their right to protection of their personal data. The right to one's private life is laid down in the European Convention on Human Rights (ECHR).



Key aspects of the GDPR include:

- **Expanded territorial scope:** The GDPR applies to all organisations processing personal data of EU residents, regardless of the organisation's location.
- **Increased penalties:** Organisations found in breach of the GDPR can face fines of up to €20 million or 4% of their annual global turnover, whichever is higher.
- **Consent requirements:** Organisations must obtain clear, freely given, and informed consent from individuals before processing their personal data.
- **Data subject rights:** Individuals have the right to access, rectify, erase, restrict processing, and port their personal data, as well as the right to object to processing in certain circumstances.
- **Data protection by design and default:** Organizations must implement appropriate technical and organisational measures to ensure data protection from the outset of any project.
- **Data breach notification:** Organisations must notify the relevant supervisory authority within 72 hours of becoming aware of a personal data breach.

The Right to Protection

The right to protection of personal data is considered a fundamental right under the European Convention on Human Rights (ECHR), which was adopted by the Council of Europe in 1950. Article 8 of the ECHR states that everyone has the right to respect for their private and family life, home, and correspondence. This includes the protection of personal data as an essential aspect of an individual's private life.

The GDPR aims to uphold and strengthen this fundamental right by providing a comprehensive framework for the protection of personal data within the EU. It ensures that individuals have greater control over their personal data and that organisations are held accountable for their data processing activities.



Its important to uphold
these rights when
handling data

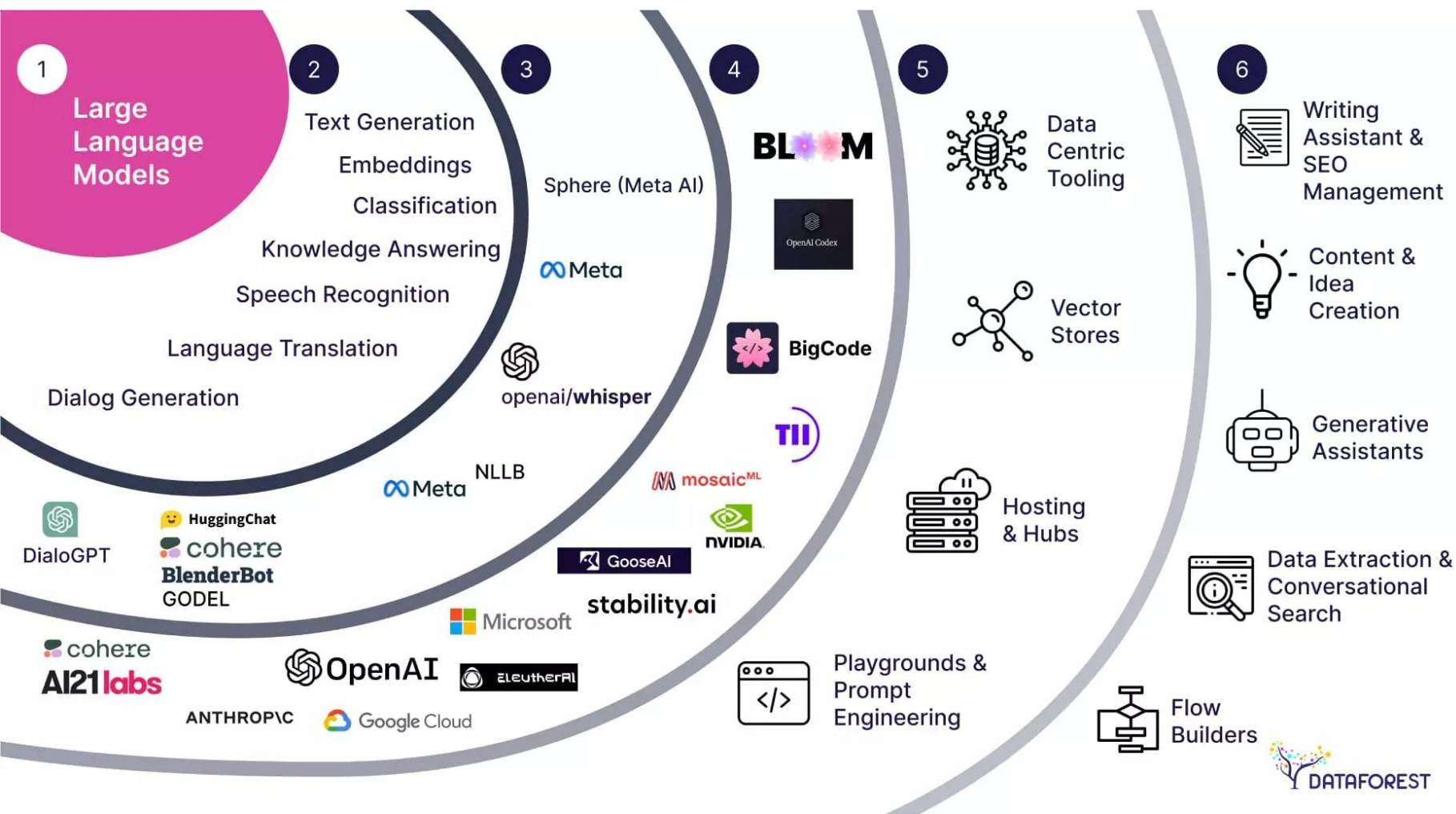
Artificial Intelligence



Artificial intelligence is the simulation of human intelligence processes by machines, especially computer systems (Techtarget, 2023)



Large Language Models (LLMs)



1 — Available Large Language Models

2 — General Use-Cases

3 — Specific Implementations

4 — Models

5 — Foundation Tooling

6 — End User UIs

LLMs for Strategic Business Advancements

LLM Business Possibilities	Implementations	Advantages for Businesses
Customer Service Automation	AI-powered chatbots and virtual assistants	- Customer satisfaction through 24/7 support - Reduction in operational costs - Quick resolution of customer inquiries
Content Creation & Curation	Automated content generation for articles, reports, and marketing materials	- Scalable content production - Consistency in brand messaging - Time and resource efficiency
Data Analysis & Insight Generation	Sentiment analysis, trend forecasting, and market research	- Informed decision-making based on data-driven insights - Early identification of market trends - Competitive intelligence
Personalisation & User Engagement	Tailored recommendations, personalised marketing, and targeted advertising	- Increased customer engagement and loyalty - Higher conversion rates - Improved user experience
Process Automation & Efficiency	Automating administrative tasks like scheduling, email responses, and document summarisation	- Streamlined operations and reduced manual workloads - Higher operational efficiency - Cost savings through automation
Risk Management & Compliance	Monitoring communications for compliance, analyzing legal documents	- Enhanced compliance and risk mitigation - Proactive identification of potential issues - Saving time on legal reviews
Innovation & Product Development	Ideation support, prototype testing, and market analysis	- Accelerated innovation cycles - Alignment with market needs - Leveraging AI for creative solutions

What is
ChatGPT?



What are the
pros of
ChatGPT?



Pro's of chatGPT

FREE to use!

Provides specific responses

Can code and debug

It is quick!

Can generate long, and short form text

Helps with problem-solving

And so much more...

Con's of chatGPT



May occasionally generate
incorrect information

May occasionally produce
harmful instructions or biased
content

Limited knowledge of world and
events after 2021

AI Hallucinations

Tell me, what is Hallucination?

“A hallucination occurs in AI when the AI model generates output that deviates from what would be considered normal or expected based on the training data it has seen.”



What Are Your Thoughts?

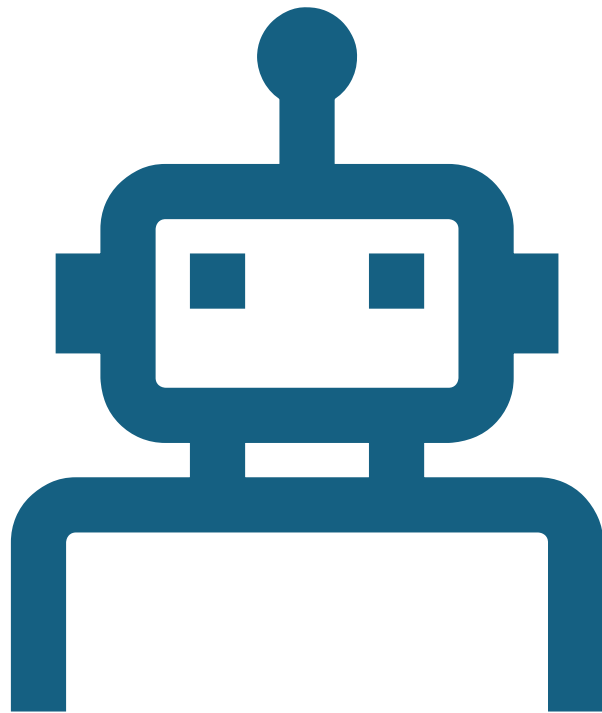


What are the Impacts to the Environment

How
thirsty
is AI?



BBC NEWS | WORLD SERVICE



How Can AI, Like ChatGPT, Impact You as a Student?

'Think outside the bots': How to stop AI from turning your brain to mush - BBC Future

Activity 30 Minutes

Use the link provided on Moodle to open NotebookLM

[NotebookLM | Note Taking & Research Assistant Powered by AI](#)

Open one of your previous assignments and save a copy as a PDF

Then drag and drop that assignment into the new chat box

It will give you the option to generate an audio overview/podcast

This may take a few minutes

Once this has been done you can listen to this AI generated podcast of YOUR work

Game time

Chat and see. Try to see if you can guess correctly, is it AI or a human?

[Human or Not: A Social Turing Game is Back, Play Now](#)

And can you tell the difference between AI generated Image or Human?

[Human or AI Game](#)



PodCast

[BBC World Service - Tech Life - Downloads](#)

