



# Impact of Online Job Platforms on Youth Employment in Cairo, Egypt 2009

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## Abstract

Online job platforms have become increasingly popular in facilitating employment opportunities worldwide, particularly among youth who are often considered vulnerable to unemployment. The research employs a mixed-methods approach combining qualitative interviews with quantitative data analysis from survey responses. The sample includes unemployed youths aged between 18-25 years who are currently active users of online job platforms in Cairo, Egypt. Survey results indicate that youth who use online job platforms have significantly higher employment rates compared to those who do not access these resources (72% vs. 46%). Interviews revealed themes such as improved networking and skill enhancement opportunities provided by the platforms. The analysis underscores the positive role of online job platforms in enhancing youth employment prospects, though challenges remain regarding digital literacy and platform inclusivity for all socioeconomic backgrounds. Government policies should support the development of online job platforms to ensure they are accessible and beneficial for all segments of the population, including marginalized youth groups.

**Keywords:** *Geography, Africa, Youth, Literature, Social-Ecological, Qualitative, Empirical*

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