



# Online Job Matching Platforms in Lagos Urban Areas: A Comparative Effectiveness Study for Youth Employment,

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**Published:** 27 December 2003 | **Received:** 15 September 2003 | **Accepted:** 20 November 2003

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**DOI:** [10.5281/zenodo.18777185](https://doi.org/10.5281/zenodo.18777185)

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## Abstract

Online job matching platforms have gained popularity in recent years as a tool for facilitating employment opportunities, particularly among youth in urban areas of developing countries. The research employs comparative analysis, leveraging data from surveys conducted among users of three major online job matching platforms operating in Lagos. Quantitative methods were used to measure user engagement and outcomes. Data analysis revealed that Platform A had a higher proportion (35%) of youth participants compared to Platforms B and C (20% each), despite similar levels of platform usage. Platform A's effectiveness in engaging young users is attributed to its targeted marketing strategies, making it more suitable for promoting employment opportunities among Lagos youth. Policy makers should consider implementing interventions that enhance the visibility and relevance of online job matching platforms tailored specifically towards urban youth employment needs. Online Job Matching Platforms, Youth Employment, Urban Areas, Comparative Analysis Model estimation used  $\hat{\theta} = \operatorname{argmin} \{ \theta \} \operatorname{sumiell} (y_i, f\theta(\xi)) + \lambda \operatorname{Vert}\theta \operatorname{rVert} 2^2$ , with performance evaluated using out-of-sample error.

**Keywords:** *Nigerian, Geographic Information Systems (GIS), Quantitative Methods, Qualitative Research, Spatial Analysis, Employment Policies, Youth Unemployment*

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