

## **Exploring LinkedIn Data for Research on High Skilled Migration Patterns in East Asia**

### **Abstract**

The possibility of using data based on digital traces from online activity for monitoring migration patterns has been widely discussed by demographers in recent years. The majority of current research on new data sources for migration has been focused on European and North American contexts. In this presentation, Professor Guy Abel provides an overview of two exploratory analysis for using data trace data to analyse high-skilled migrant distributions in East Asia; the first studying internal migration patterns in South Korea and Taiwan and the second exploring Chinese international migration. In both analyses he uses aggregated data, obtained from LinkedIn advertising platform, on the audience sizes of users in different regions or countries by university alumni networks. He illustrates the process of collecting data, compare the data with possible comparable measures from more traditional population statistics and demonstrate the plausibility of the data by fitting a series of gravity models. He concludes by evaluating the benefits and challenges of using the LinkedIn advertising platform for migration research in East Asia.