

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

The possibility of using data based on digital traces from online activity to monitor migration patterns has been widely discussed by demographers in recent years. Most current research on new data sources for migration has focused on European and North American contexts. In this presentation we provide an overview of two exploratory analyses 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, we use aggregated data, obtained from the LinkedIn advertising platform, on the audience sizes of users in different regions or countries by university alumni networks. We illustrate the process of collecting data, compare the data with comparable measures from more traditional population statistics, and demonstrate the plausibility of the data by fitting a series of gravity models. We conclude by evaluating the benefits and challenges of using the LinkedIn advertising platform for migration research in East Asia.