



European Commission – Joint Research Centre (JRC)

Brussels, 30 November 2017

The World's Largest Professional Network



+530M

Members around the world

+2

New members per second

+21B

sessions in 2017

LinkedIn in the EU



The Economic Graph

Creating a digital map of the global economy

530M+
Members



18M
Companies



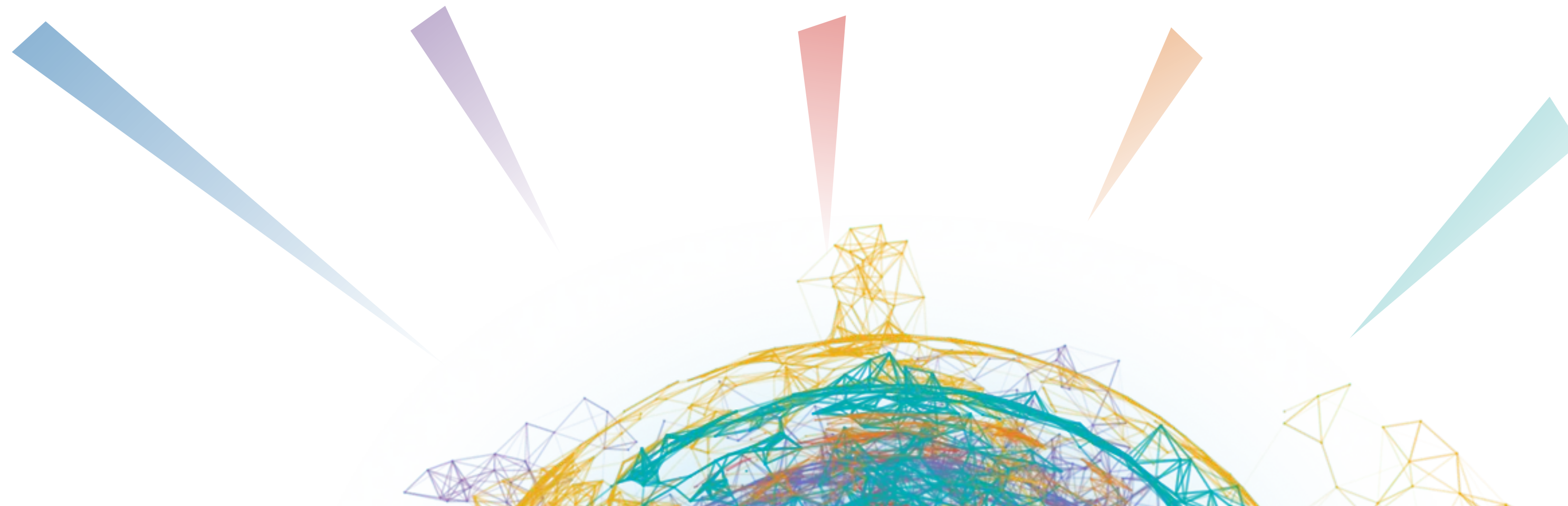
11M
Jobs



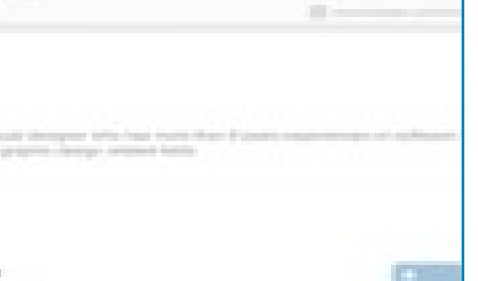
50K
Skills



29K
Schools



Member profiles make up a rich data set that LinkedIn aggregates to understand a region's labor market



Neil Duan
User Experience Designer at LinkedIn
San Francisco Bay Area · Computer Networking
Profile picture of Neil Duan
Connections: 500+ | Add to network

Summary
User Experience Designer and Visual Designer who has more than 10 years' experience in software and web interface design and graphic design related fields.

Experience
User Experience Designer
LinkedIn
April 2014 - Present (9 months) | San Francisco Bay Area
Taking care of user experience design works for both of interaction and visual projects in the team.

User Interface Designer
GE
November 2012 - March 2014 (1 year 5 months) | Louisville, Kentucky Area
Working on diverse interface design projects in GE appliances and lighting group.

Senior Visual Designer
PepsiCo
July 2011 - November 2012 (2 years 4 months) | Greater New York City Area
PepsiCo America and Johnson team is a part of RSCA New York. RSCA is a full service agency for the digital age. It helps some of the world's most recognized brands connect with customers.

User Experience Designer
Microsoft
August 2010 - July 2011 (1 year) | Beijing City, China
Working as User Experience Designer and Visual Designer for Bing search, Bing Music and all the recent projects.

Senior User Experience Designer / Visual Designer
Microsoft
December 2007 - July 2010 (3 years 6 months) | China
Member of Microsoft's senior visual design team, had been spending on the software interface design and marketing the products including MSN, MSN homepage. And also marketing graphic design projects, including training, poster and exhibition design.

Education
Parsons School of Design
Master, Design and Technology
2010 - 2012
Research on Digital Product Design, study in programming and motion graphics, while freelancing for diverse projects and startups.
• 2 honors and awards

Tsinghua University
Bachelor, Design Design
2002 - 2006
Study in Graphic Design programs on the side in Branding Design, Printing, Book Design, Team Design, Package Design and so on.

Skills
Top Skills
22 User Interface Design
20 User Experience
9 Graphic Design
7 User Interface
6 User Experience Design
4 Adobe Creative Suite

Jobs

Members indicate their job history in the experience section of their profile. When a new position is added with a different location or employer, LinkedIn uses these signals to uncover trends. Information is always summarized to protect individual member privacy.

Education

Members indicate their academic achievements in the education section of their profile, such as their higher education organization and degree type.

Skills

Members indicate their expertise within the skills section of their profile. LinkedIn clusters the tens of thousands of individual skills that members choose to display on their profile into categories for analysis.

Technology

Software Engineering Management

Software Modeling and Process Design

Web Programming



The Economic Graph - Two use cases

1. Health & Vibrancy of Local Labour Markets
2. Talent Flows and Labour Mobility

Health & Vibrancy of Local Labour Markets

Helping policy makers around the EU to make smart workforce investments

✖ municipality of
✖ Amsterdam
✖

Bruxelles attire les professionnels internationaux et les métiers technologiques

 **Stockholm**
The Capital of Scandinavia

 **Pioneering LinkedIn project to change the face of recruitment in Manchester**

LINKEDIN PRESENTA IL MILAN ECONOMIC GRAPH, LA METROPOLI LOMBARDA UN VERO E PROPRIO HUB DEL BUSINESS A LIVELLO NAZIONALE E INTERNAZIONALE

Le conseil régional des Hauts-de-France s'associe à LinkedIn

Le conseil régional Hauts-de-France a conclu un partenariat stratégique sur l'emploi avec LinkedIn, le premier réseau professionnel en ligne en France et dans le monde 530 millions de membres dont 15 millions en France.

MAYOR OF LONDON

LinkedIn have created [an Economic Graph](#) for London that looks at technology skills in London's labour market. It provides real time data such as the fastest employers of tech talent in the private and public sectors, and shows that London's LinkedIn users have a comparative advantage to the rest of the UK in skills such as Cloud and Distributed Computing, Machine Learning and Software Code Debugging.



THE ECONOMIC GRAPH

Brussels region

726K
Members



56K
Companies
represented



11K
Jobs
open



17K
Standardised
Skills



6.1K
Schools





Brussels region members with these skills are very likely to have started a new position in the past 12 months

25% of members with Perl/Python/Ruby have started a new position last year

1	Perl/Python/Ruby	25%
2	Mobile Development	24%
3	SEO/SEM Marketing	23%
4	User Interface	23%
5	Statistical Analysis and Data Mining	22%
6	Social Media Marketing	22%
7	Economics	21%
8	Mathematics	21%
9	C/C++	21%
10	Marketing Demand Generation	21%

Today - Two use cases

1. Health & Vibrancy of Local Labour Markets

2. Talent Flows and Labour Mobility

Job changes happen everyday, and in aggregate we can spot talent migrations...



Experience

Research Consultant

LinkedIn

August 2011 – Present (2 years 10 months) | Mountain View, CA

I answer some of LinkedIn's toughest questions by designing insightful research programs at the interface of big data and user behavior. Along the way, I tell compelling stories about how the world works by analyzing LinkedIn data.

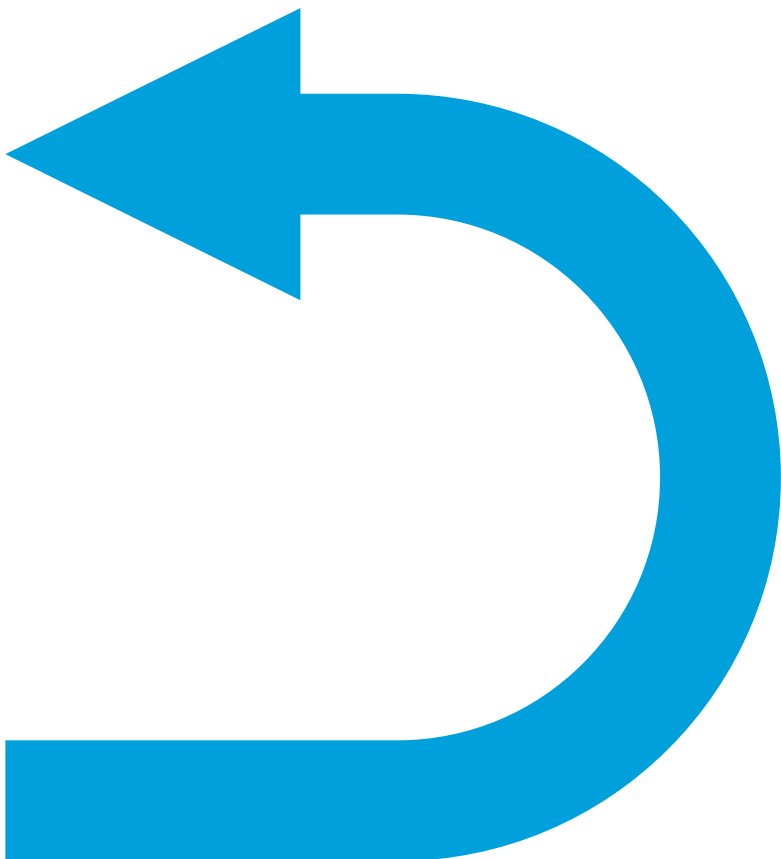


Products Researcher

Procter & Gamble

June 2007 – August 2011 (4 years 3 months) | Cincinnati Area

I developed new laundry detergents for Tide and Gain that prevented clothes from getting dirty and made them smell better for longer. I ended my days looking fresh and smelling really, really good.



Timeliness



Global Reach

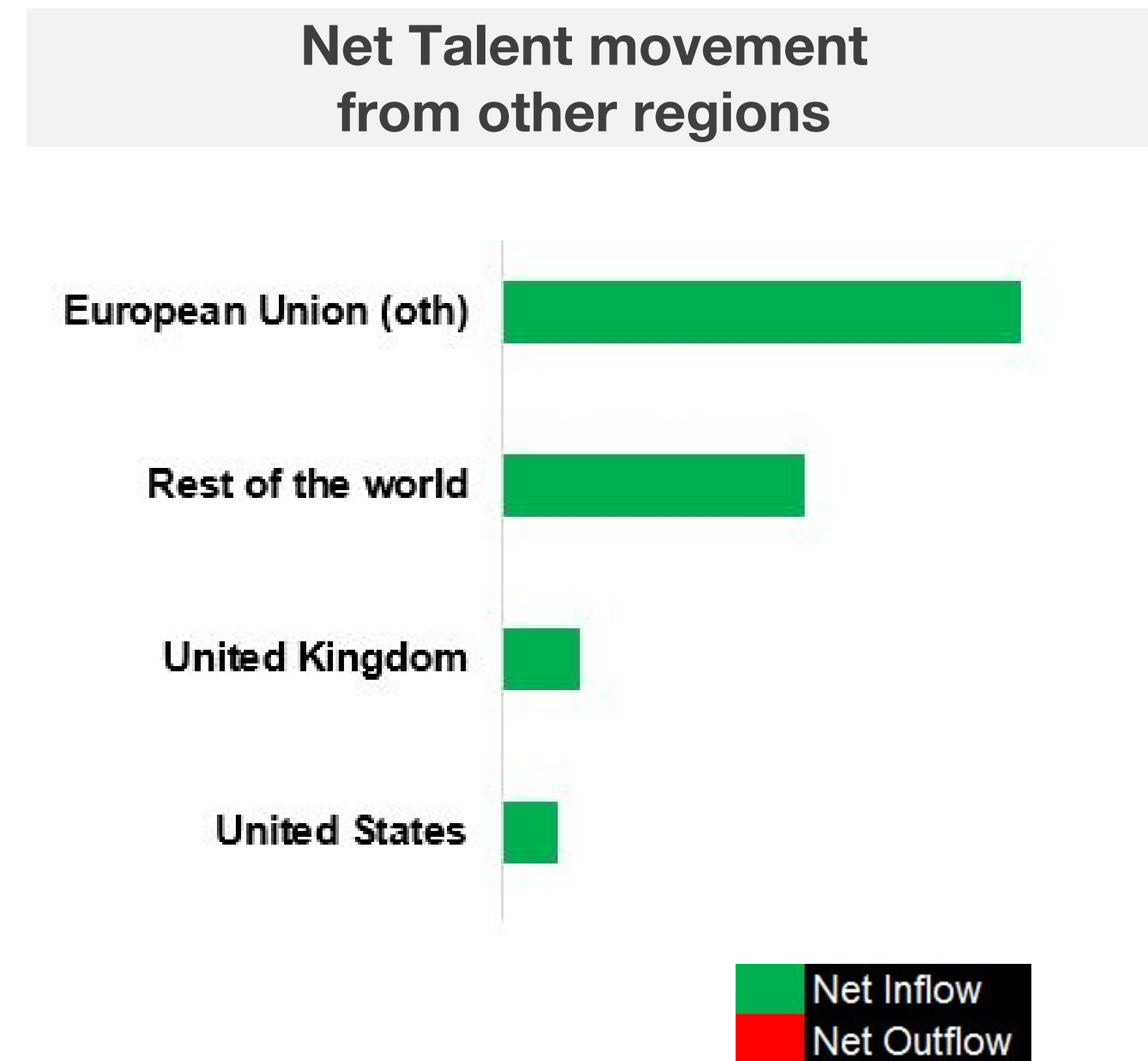
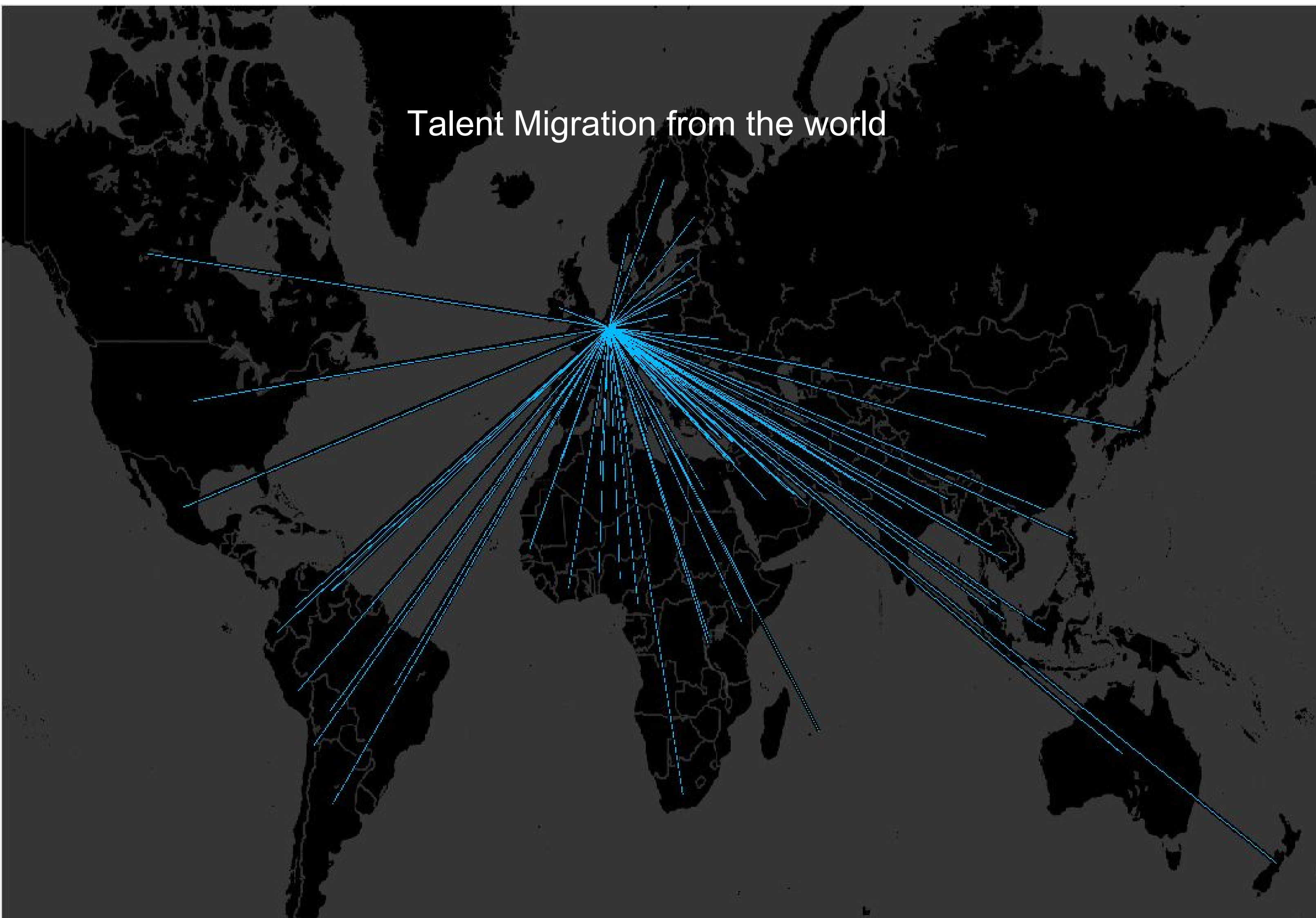


Granularity





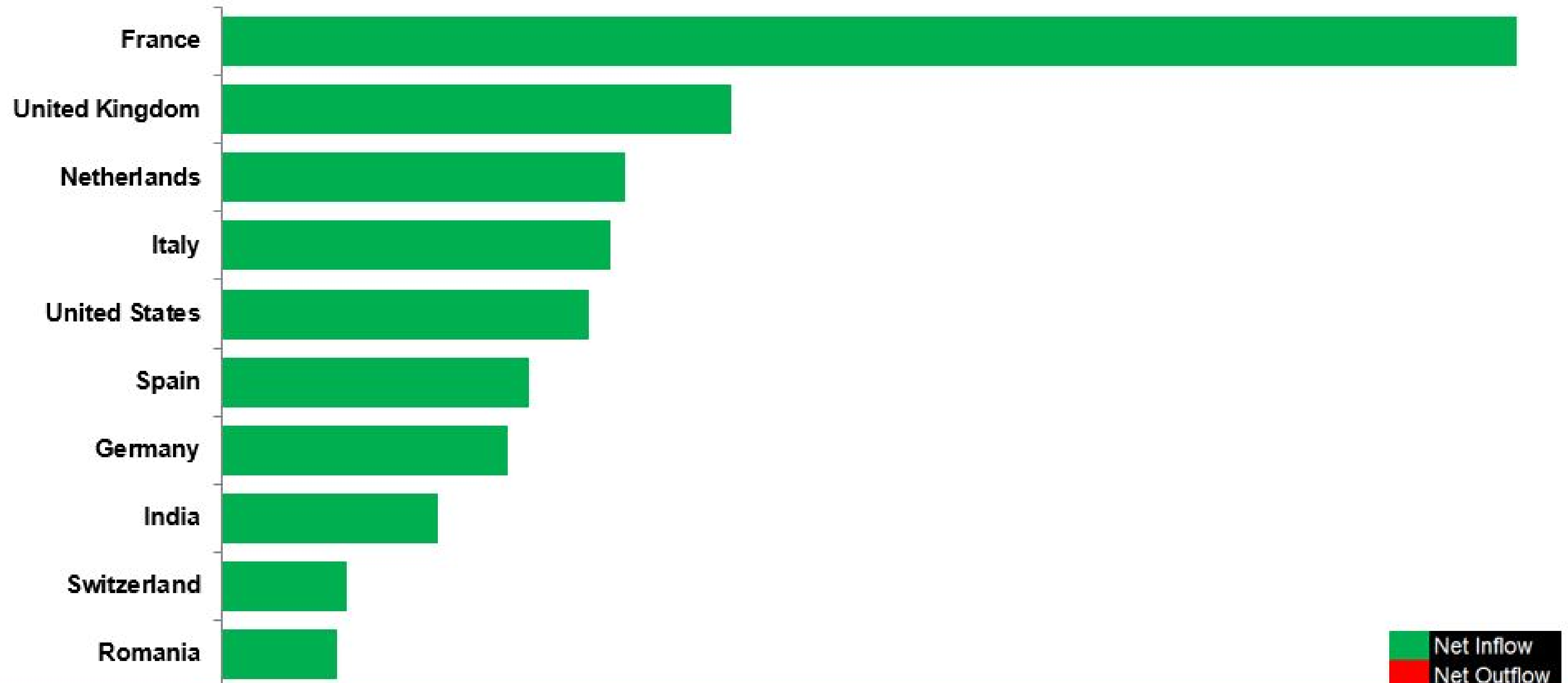
Members arrived from 188 countries into Brussels region





Brussels region is gaining 18 members for 1 emigrated member

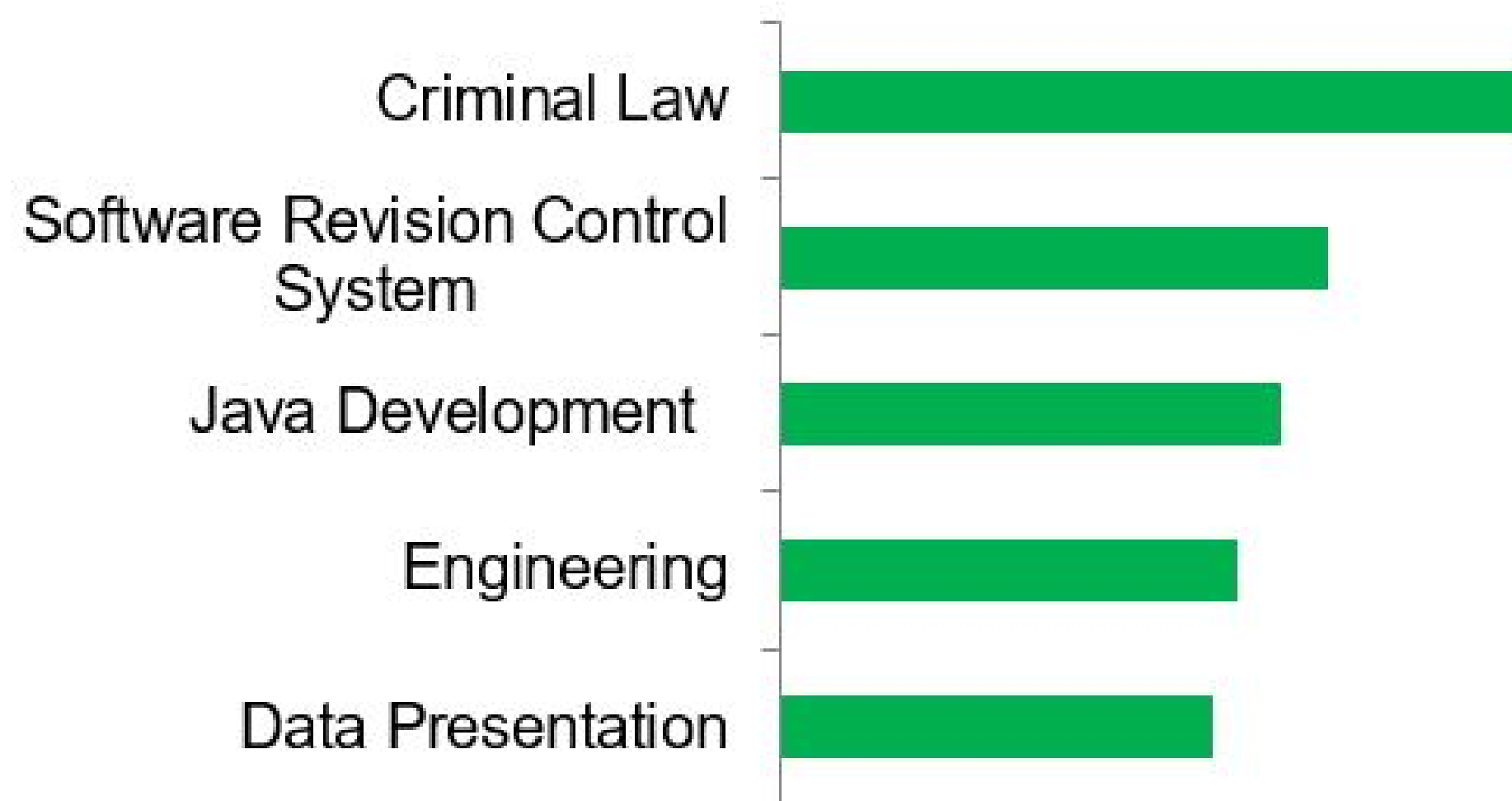
Net Talent Movement from other countries



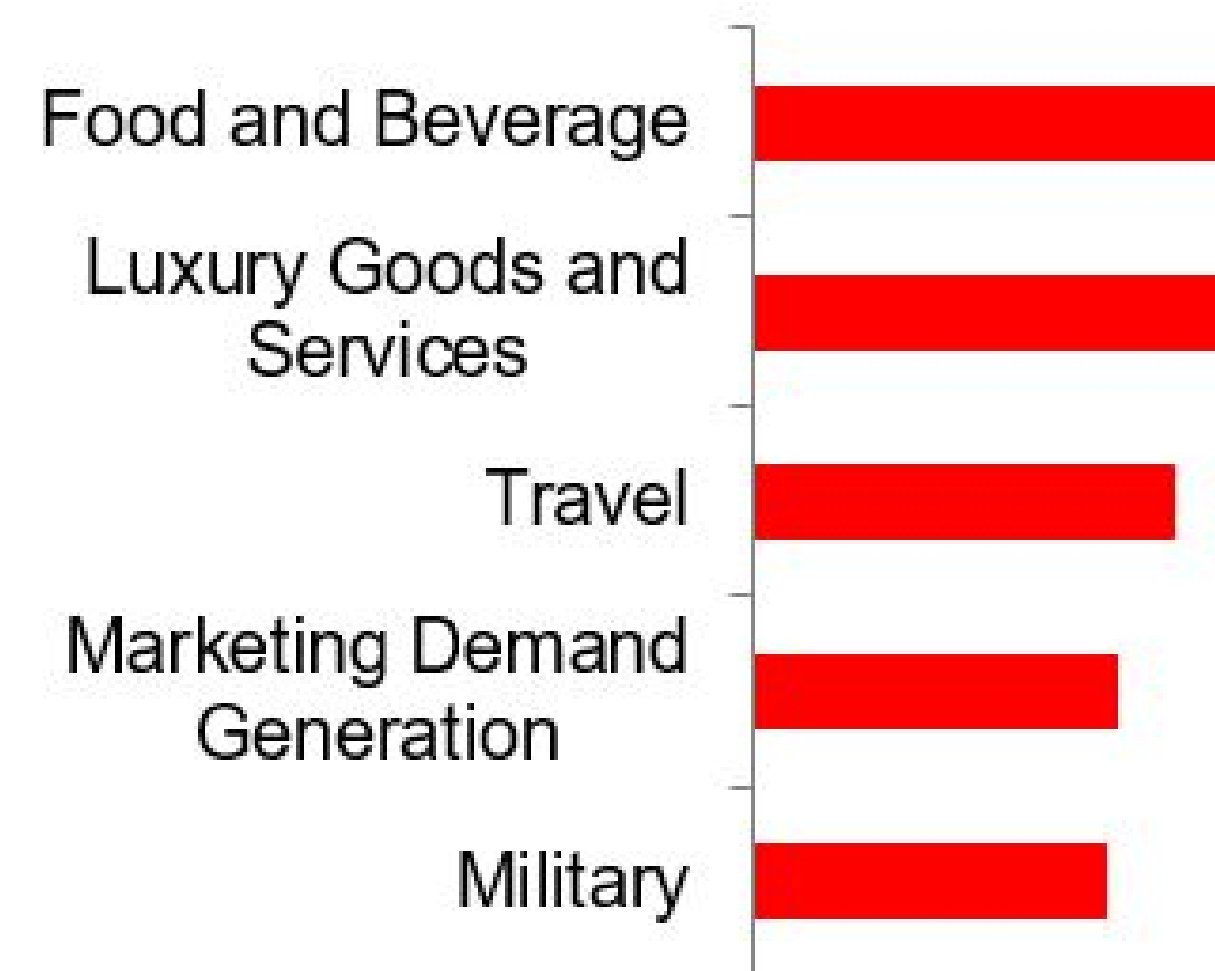


Impact of migration to Brussels on skills

Migration has impacted on the pool of skills in Brussels region



There was a net increase of **3%** in the number of people with Criminal Law skills as a result of migration.



There was a net decrease of **2%** in the number of people with Food and Beverage skills as a result of migration.

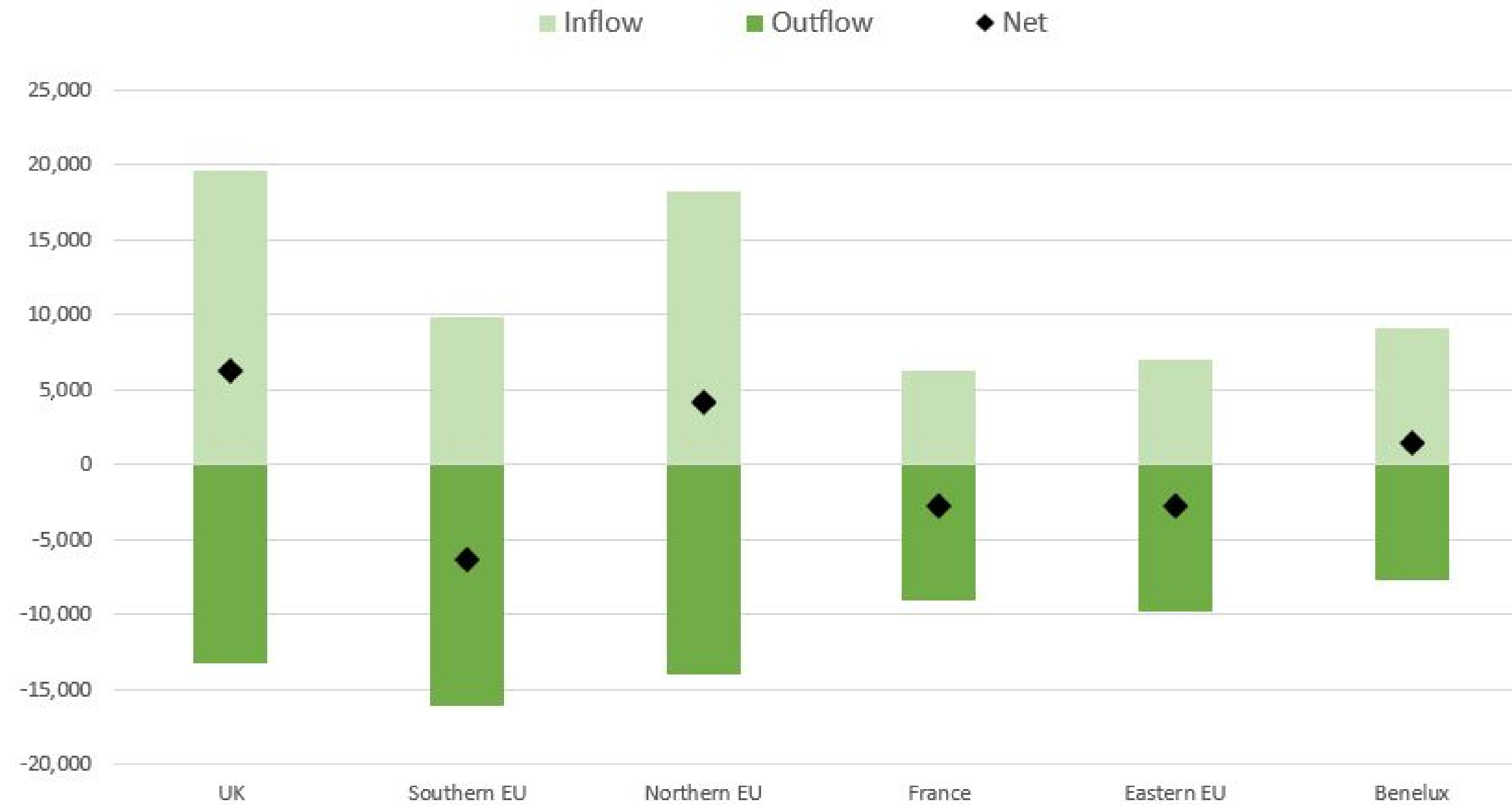
How mobile is tech talent? A case study of IT professionals based on data from LinkedIn

- Intra-EU flows of IT professionals follow a general pattern of mobility: from east and south to west and north. Net flows are substantial and more so for recent graduates.
- The EU is losing tech skills to the US – especially those possessed by new graduates.
- The EU is also losing on quality – the best educated are more likely to leave. This is also the case for intra-EU flows.

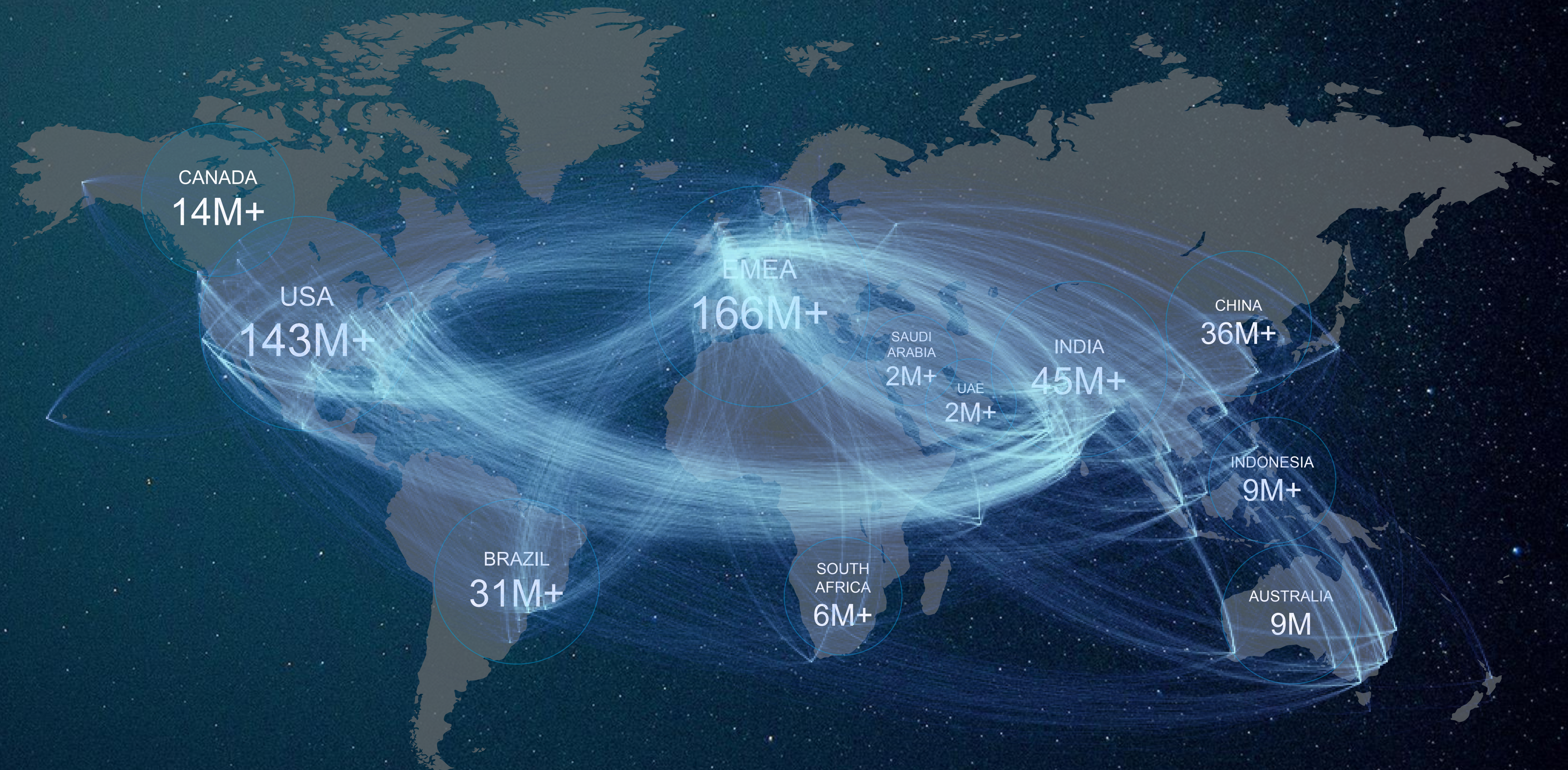
Programming Brexit: How will the UK's IT sector fare?

- A snapshot of IT talent flows between the UK and the EU during 2014
- Half of all EU migration by IT professionals involves the UK
- The UK is a net importer of IT talent
- IT professionals arriving from the EU were roughly twice as likely to hold a Masters and twice as likely to have a PhD than those in the UK

Intra-EU mobility - who gains?



Mapping the Global Economy



Net migration patterns of LinkedIn members with STEM skills, who moved a distance of at least 1,000 miles

UK Workforce Report

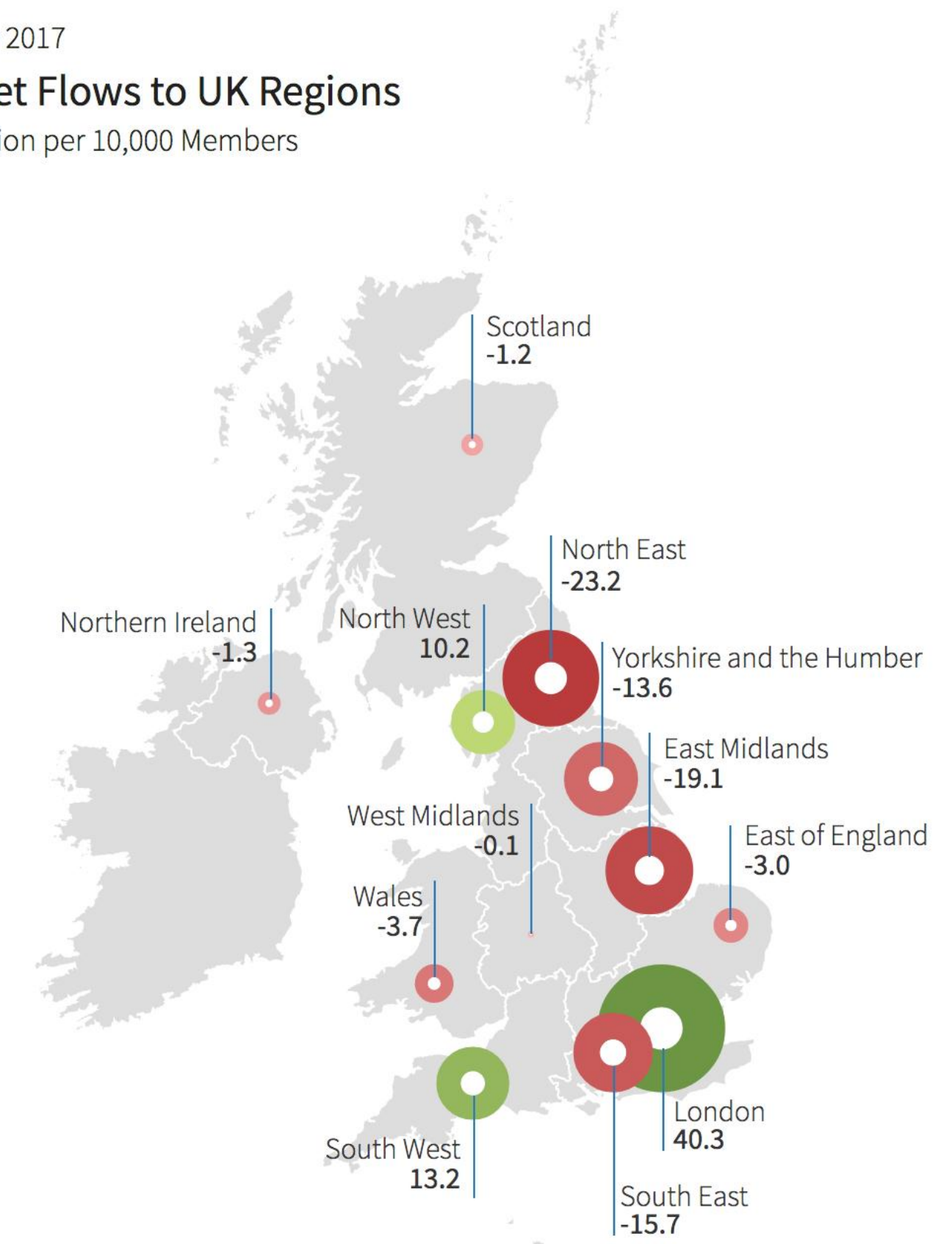
Migration

- London attracts net flow of talent, both from all the other parts of the UK and also from abroad
- South West and the North West also attract net flows
- 10 out of 12 of the UK regions and nations attract international net flows of talent

November 2017

Total Net Flows to UK Regions

Net Migration per 10,000 Members



We define migration as a member changing their location on their LinkedIn profile. This chart shows the total net movement of workers into or out of the UK's 12 regions in the past 12 months. So for every 10,000 LinkedIn members in London, there was a net change of 40.3 workers from within the UK since Oct. 2016.



THE ECONOMIC GRAPH

Learn more at
economicgraph.linkedin.com