

LinkedIn Data Available through the Development Data Partnership

DATA EXPLAINER

ECONOMIC GRAPH RESEARCH & INSIGHTS



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Introduction

About LinkedIn

LinkedIn seeks to connect the world's professionals to make them more productive and successful. As of June 2022, our network has 830+ million members, 58 million + companies, and 38k standardized skills across more than 200 countries and territories worldwide. LinkedIn's vision is to create economic opportunity for every member of the global workforce.

LinkedIn Data Overview

With 830+ million members globally (and [growing](#)), the LinkedIn platform offers a level of global coverage, analytical granularity, and data timeliness that makes it one of the world's richest sources for insights on both the demand and supply side of labor markets. Specific insights include the most in-demand skills among private sector employers, latest industry employment trends, and talent migration dynamics across countries.

LinkedIn has offered specific indicators to DDP Development Partners since April 1, 2021. These indicators go back as far as 2015 and cover over 100 national and sub-national geographies, often disaggregated by industry, skill, occupation, and/or gender. LinkedIn's partnership with the [World Bank](#) provides much of this publicly available data.

The indicators shared through the DDP by LinkedIn represent the world seen through the lens of LinkedIn data, drawn from the anonymized and aggregated profile information of LinkedIn's members around the world. As such, it is influenced by how members choose to use the platform, which can vary based on professional, social, and regional culture, as well as overall site availability and accessibility.

In publishing these insights from LinkedIn's Economic Graph, we want to provide accurate statistics while ensuring our members' privacy. As a result, all data show aggregated information for the corresponding period following strict data quality thresholds that prevent disclosing any information about specific individuals.

For further details on LinkedIn metrics validation, you can refer to the [World Bank Study on LinkedIn Data](#).

Dimensions

LinkedIn's indicators can be cut by the following dimensions, subject to membership totals and data availability.

Geography

LinkedIn can report at a country or administrative level, continent level or region level (e.g., Latin America & the Caribbean). LinkedIn has selected 79 countries for inclusion in DDP datasets based on their LinkedIn membership and/or membership coverage rates. To see a full list of countries, you can refer to this [document](#). Fewer than 79 countries may be available when partners request data cuts that layer additional dimensions on top of geography (for example, industry cuts in a particular country).

Gender

Gender is self-reported by members or inferred from LinkedIn profile data. We only report gender for cuts with a minimum sample size of 50 and for which we can infer gender for at least 67% of profiles.

Skills

Skills come from LinkedIn members, who explicitly list them within the skill section on their profiles. Expert taxonomists standardize skill inputs into approximately 38,000 skills, categorized into 249 skill groups. Skill group descriptions appear in the Appendix of [World Bank Group-LinkedIn Data Insights](#).

Taxonomists have also annotated skills to identify the categories described below: sector-specialized skills, business skills, soft skills, and digital skills. Digital skills can be further disaggregated into tech skills and disruptive tech skills. Disruptive tech skills can be further disaggregated into Artificial Intelligence (AI) skills.

Skill Group Category	Description
Soft Skills	Non-cognitive skills or personality traits valued in the labor market but not assessed by achievement tests. IQ or achievement tests cannot predict these skills.
Business Skills	Knowledge and skills required to start or operate an enterprise. Examples include Business Management, Project Management, Entrepreneurship.
Tech Skills	Defined as a range of abilities to use digital devices, communication applications, and networks to access and manage information. They enable people to create and share digital content, communicate and collaborate, and solve problems.
Disruptive Tech Skills	Skills associated with developing new technologies that are expected to impact labor markets in the coming years. Examples include Robotics, Genetic Engineering, and Artificial Intelligence (which can be isolated as a skill group category itself).
Specialized Industry Skills	Skills that are domain or industry specific and that do not fall in any of the other categories. May be less transferable across jobs compared to other categories.

Occupations

Expert taxonomists standardize and group LinkedIn member's occupational titles into approximately 15K occupations, which are not sector or country specific. Taxonomists further group these occupations into approximately 3.6K occupation representatives. Occupation representatives group occupations with a common role and specialty, regardless of seniority.

Industry

LinkedIn's industry taxonomy maps to [ISIC industry categories](#) and breaks down into 19 industry groups :

<ul style="list-style-type: none">● Accommodation● Administrative and Support Services● Construction● Consumer Services● Education● Entertainment Providers	<ul style="list-style-type: none">● Farming, Ranching, Forestry● Financial Services● Government Administration● Hospitals and Health Care● Manufacturing● Oil, Gas, and Mining● Professional Services	<ul style="list-style-type: none">● Real Estate and Equipment Rental Services● Retail● Technology, Information and Media● Transportation, Logistics and Storage● Utilities● Wholesale
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Datasets Available to DDP Development Partners: Descriptions, Practical Uses, and Considerations

1. LinkedIn Hiring Rate

Description

The LinkedIn Hiring Rate (LHR) is the number of LinkedIn members who added a new employer to their profile in the same month the new job began, divided by the total number of LinkedIn members in that entity (e.g., country, industry, country-industry pair, etc.). This number is indexed to the average month in 2016; for example, an index of 1.05 indicates a hiring rate that is 5% higher than the average month in 2016. This indicator facilitates month-to-month comparisons and accounts for any potential lags in members updating their profiles. The LHR provided via the DDP is *not* adjusted for seasonality.

Characteristics	Availability
Frequencies	Weekly and Monthly
Time Range	2015-present
Dimensions	<ul style="list-style-type: none">• Country• Sub-national in Australia, China, France, Germany, India, UK, USA• Gender (available only for certain countries)• Industry• Segment (e.g., Artificial Intelligence, Green)
Refresh Schedule	Monthly

See a sample of the LHR data [here](#).

Practical Uses

The LHR can help users explore labor market health and shocks.

Sample research questions include:

- What has the impact of the pandemic been on hiring in Country X?
- How has the impact of the pandemic varied across countries, industries and/or gender?
- Which industries and/or countries have increased hiring of AI professionals?

LinkedIn and its partners in government and academia leverage the LHR for labor market insights.

Partner	Insights	Uses LHR to...
European Central Bank	ECB Bulletin	Understand labor market impacts of the pandemic
IDA Ireland	Labor Market Pulse	Produce a quarterly report on the dynamics of the Irish labor market

Partner	Insights	Uses LHR to...
Irish Dept. of Finance	Emerging economic developments	Inform assessments of macroeconomic conditions
LinkedIn	Workforce Reports	Depict labor market trends in the US, UK, India, and Canada
	APAC Labor Market Updates	Provide a monthly overview of labor market trends in Australia, Singapore, and India
Stanford	Who's leading the global AI race?	Compare hiring trends in artificial intelligence fields, highlighting which countries lead the global AI race
World Economic Forum	2022 Global Gender Gap Report	Examine the impact of the pandemic on women
	2020 Future of Jobs Report	Examine labor market changes by country and industry

Additional Considerations

LinkedIn hiring rate vis-a-vis official labor market statistics

The total number of members who update their position on their LinkedIn profile, having changed or started jobs in each month, can be seen as equivalent to a measure of gross hires or gross inflows into employment. As such, the LHR incorporates what economists call “churn” or “turnover”—the job-to-job movement of workers through the labor force— as well as the flow of workers who were not previously active because they were in education or not working for other reasons. More people leaving jobs to start new ones generally signals a more buoyant labor market since it gives a much truer measure of the number of available jobs at any point in time. The bulk of total hires in any given period is made up of the so called “job-to-job” moves, which can either be due to workers quitting or being laid off from their jobs.

2. Career Transitions

Description

Career Transitions shows the aggregate number of job to job moves between entities (e.g., occupational pairs or industries). This can include transition to jobs within the same companies (internal) or to another company (external).

Characteristics	Availability
Frequencies	Quarterly, Yearly and Aggregate (2015-present)
Time Range	2015-present
Dimensions	<ul style="list-style-type: none"> Country Industry

Characteristics	Availability
	<ul style="list-style-type: none"> Occupation
Refresh Schedule	Quarterly or yearly

See a sample of Career Transitions data [here](#).

Practical Uses

[LinkedIn's career explorer tool](#) provides an interactive representation of a use-case for the Career Transitions indicator. The Career Transitions indicator can:

- identify the occupations a worker could practically transition into, given other worker transitions.
- help develop new strategies for transitioning workers as industries and occupations emerge and decline due to technological change and evolving labor markets.

Sample research questions include:

- Are workers transitioning into jobs that effectively leverage their acquired skills i.e., are workers transitioning into emerging or declining occupations?
- Used in combination with Skill Similarity or Skill Genome indicators: what skill “gaps” are holding workers back from transitioning into emerging/high growth occupations?
- What are common career paths into or out of a specific country/industry/occupation?

LinkedIn and its partners in government and academia leverage Career Transitions for a variety of labor market insights.

Partner	Report/Tool	Uses Career Transitions to...
LinkedIn	Career Explorer	Identifies popular role transitions to uncover potential career paths to specific roles
OECD	Benchmarking Higher Education System Performance	Explore transitions early in the career of higher education graduates
World Bank	Industry Jobs and Skills trends	Understand the growth from industry transitions by country
World Economic Forum	2020 Future of Jobs Report	Understand career transitions into emerging occupations (jobs experiencing high growth)

3. Skills Genome

Dataset Description

For any entity (occupation or job, country, industry, etc.), the skill genome is an ordered list (a vector) of the 50 'most characteristic skills' of that entity. Skills Genome identifies the most characteristic skills using a TF-IDF algorithm to identify the most representative skills of the target entity, while down-ranking ubiquitous skills that add little information about that specific entity (e.g., Microsoft Word).

TF-IDF is a statistical measure that evaluates how representative a word (in this case a skill) is to a selected entity by multiplying two metrics:

1. The term frequency of a skill in an entity ('TF').
2. The logarithmic inverse entity frequency of the skill across a set of entities ('IDF'). This indicates how common or rare a word is in the entire entity set. The closer IDF is to zero, the more common a word is.

Therefore, if the skill is very common across LinkedIn entities, and appears in many job or member descriptions, the IDF will approach zero. If, on the other hand, the skill is unique to specific entities, the IDF will approach one. Further details are available in [LinkedIn's Skills Genome](#) Description and the [LinkedIn-World Bank Methodology](#) note.

See a sample of Skills Genome data [here](#).

Characteristics	Availability
Frequencies	Yearly and Aggregate (2015-present)
Time Range	2015-present
Dimensions	<ul style="list-style-type: none">• Country• Industry• Occupation
Refresh Schedule	Yearly

Practical Uses

The Skills Genome indicator can:

- identify the skills needed to provide complete training for a given occupation.
- benchmark a region's unique skills for economic development.

Sample research questions include:

- What are the skills that are most unique to an industry in a country?
- How does an industry/occupation X in Country Y compare to an industry/occupation X in Country Z in terms of unique skills?
- How has the skill-mix of an occupation/industry changed over time? Does this indicate the need for additional training/upskilling?

LinkedIn and its partners in government and academia leverage the Skills Genome for a variety of labor market insights.

Partner	Report/tool	Uses Skills Genome to...
Center for Internet Development and Governance	Digital Economy and Talent Development in the Guangdong-Hong Kong-Macao Greater Bay Area	Identify regionally available skills and craft policy recommendations for local economic development.
European Commission - DRIVES	Automotive Skills Agenda (page 62-64)	Provide insights on the changing skill mix of the automotive industry over time, as well as to benchmark different macro regions
LinkedIn	Career Explorer	Identify the top unique skills for a given occupation and occupations which have a high skill alignment, drawing on skill similarity and career transitions data
	Jobs on the Rise	Identify the top unique skills of high-growth occupations
	Future of Skills	Understand how jobs are changing over time
Tsinghua University	Global Digital Talent Index	Identify the top most representative skills of 31 cities across 18 countries
World Economic Forum	2020 Jobs of Tomorrow Report	Group 99 emerging occupations into eight distinct job clusters based on skill similarity between jobs

4. Skills similarity

Description

The Skills Similarity indicator measures the level of skill alignment between two occupations or industries. Building on the skills genome methodology, we can compute the distance between the skills genome of a pair of entities to indicate how similar these entities are. The distance between two entities accounts for the number of overlapping representative skills (from the skills genome) in addition to the relative importance of each skill to each entity. Entities that are highly similar from a skills perspective will have a high skill similarity score. The skill similarity score ranges from 0 (fully dissimilar) to 1 (the same).

For example, a close “cousin” of data scientist is artificial intelligence specialist (they have a skill similarity score of 0.67). Both jobs feature AI skills—particularly deep learning and NLP. In contrast, data visualization and statistics rank higher in the tool kit of data scientists, while artificial intelligence specialists emphasize skills specially designed for machine learning (e.g., TensorFlow and Keras).

See a sample of Skills Similarity data [here](#).

Characteristics	Availability
Frequencies	Yearly and Aggregate (2015-present)
Time Range	2015-present
Dimensions	<ul style="list-style-type: none"> • Country • Industry • Occupation
Refresh Schedule	Yearly

Practical Uses

The Skills similarity indicator can:

- identify occupations into which a worker might easily transition, given their current role/skillset.
- describe the skill similarity between industries based on their current workers' skill profiles.
- reveal whether different industries or occupations become more or less similar over time based on workers' skill profiles

Sample research questions include:

- What skills do workers need to build to increase the likelihood of transitioning to desired occupations?
- How can policymakers and employers redeploy workforces of declining industry workforces within high growth industries?

LinkedIn and its partners in government and academia leverage the Skills Similarity for a variety of labor market insights.

Partner	Report/Tool	Uses Skill Similarity to...
LinkedIn	Career Explorer	Identify occupations which have a high level of skill alignment to a given role
World Economic Forum	2020 Future of Jobs Report	Understand career transitions into emerging occupations (jobs experiencing high growth)

5. Skill Penetration

Description

The Skill Penetration metric calculates the share of an occupation's, industry's, or country's top 50 skills that come from a singular skills group. The entity's top 50 skills are calculated using the skills genome methodology described above. Skills groups bucket LinkedIn's 35,000 skills into 249 categories. For example, if 5 of 50 skills for Data Scientists in the Information Services industry fall into the Artificial Intelligence skill group, Artificial Intelligence has a 10% penetration for Data Scientists in Information Services.

Characteristics	Availability
Frequencies	Yearly and Aggregate (2015-present)
Time Range	2015-present
Dimensions	<ul style="list-style-type: none"> • Country • Industry • Occupation
Refresh Schedule	Yearly

See a sample of Skill Penetration [here](#).

Practical Uses

Practical uses include benchmarking a region’s unique skills for economic development or investment attractiveness.

Sample research questions include:

- How does an industry/occupation X in Country Y compare to an industry/occupation X in Country Z for a particular skill or skill group?
- To what extent are disruptive technology skills/digital skills penetrated in an industry and/or country; how has this changed over time; how does this compare across industries/countries?

LinkedIn and its partners in government and academia leverage Skills Penetration for a variety of labor market insights.

Partner	Report/Tool	Uses Career Transitions to...
OECD	AI Policy Observatory	The AI Policy Observatory incorporates LinkedIn Skills Penetration data to understand the penetration of AI capabilities across countries, industries and gender along with tracking how this has changed over time.
World Bank	Industry Jobs and Skills trends	Provide a view of industries’ skill makeup and how these skills are spreading across industries globally

Additional Considerations

It is likely this metric is best at capturing skill penetration across tradable and knowledge-intensive sectors. For example, it may underestimate the adoption of AI in Manufacturing, since LinkedIn members globally are less likely to be in this sector compared to others.

Users of Skill Penetration should not perform cross-skill group comparisons because skill groups are not comparable to each other. For example, this methodology cannot be used to compare the penetration of disruptive digital to business skills in USA. Users should instead compare Skill Penetration rates across geographies; for example, the skill penetration of disruptive digital skills can be compared across the USA and Canada.

Green Analyses

Overview

LinkedIn's Green Skills classification identifies and validates job skills that are relevant to the Green Economy. LinkedIn's Economic Graph Research and Insights team identified, classified, and applied these skills to occupations through a four-step process described in detail below. In summary:

1. **Define Green Projects:** Drawing on official sources and original research, we identified a list of green activities tied to Low-Carbon Initiative Skills, which underpins our definition of Green Projects.
2. **Develop Preliminary List of Green Skills:** Drawing on industry experts and original resources, we identified and compiled green skills into a Preliminary List of Green Skills.
3. **Refine and Classify Green Skills:** Drawing on LinkedIn data and official sources, we classified skills in the Preliminary Green Skills list into four levels: Green, Green Ambivalent, Green Adjacent, and Not Classified/Purged.
4. **Identify Green Occupational Titles:** We classified occupations based on their involvement in green projects and their reliance on each of the relevant green skill categories.

Methodology

1. Define Green Projects

We define Green Projects as those that involve a focus on one or more of 12 Green Activities: Pollution Prevention, Waste Prevention, Energy Management, Renewable Energy Generation, Environmental Remediation, Ecosystem Management, Sustainability Education, Sustainability Research, Environmental Auditing, Environmental Policy, Sustainable Procurement, and Environmental Finance.

These activity categories are derived from the definitions of green jobs, green goods and services taken from [Bureau of Labor Statistics \(BLS\)](#), [Greening of the World of Work: Implications for O*NET-SOC and New and Emerging Occupations](#), and Green Economy Analysis conducted in 2019 by the LinkedIn Economic Graph Research and Insights team. This section's appendix lists activities and activity subcategories in detail.

2. Develop Preliminary List of Green Skills

We drew on four sources of information to compile the Preliminary List of Green Skills, which consists of ~2,800 skills. Resources used include LinkedIn top skills, inputs from the Economic Graph Team, and interviews with experts in relevant industries.

3. Refine and Classify Green Skills

Using the criteria in this section’s appendix, we classified skills from the Preliminary List of Green Skills into one of four categories:

Green Skill Classification	Description
Green Skills	clearly associated with “green” occupations
Ambivalent Skills	utilized in both the Green Economy and elsewhere
Adjacent Skills	tangentially associated with the Green Economy
Not Classified/Purged	Unassociated with Green Economy clearly, partially, or tangentially

4. Identify and Classify Green Occupational Titles

Green Projects and Green Skills classifications both serve as inputs into the classification of green occupational titles. Green occupations are classified into one of three categories:

1. **Green Titles** consist of occupations that:
 - usually work with Green Projects, OR
 - are closely associated with Green Skills but not associated with any Ambivalent or Adjacent Skills
2. **Greening Titles** consist of occupations that:
 - sometimes work with Green Projects, AND
 - are not associated with any Ambivalent or Adjacent Skills
3. **Greening Potential Titles** consist of occupations that:
 - occasionally work with Green Projects, AND/OR
 - are associated with two or more Ambivalent Skills

Green Analyses Appendix

Green Activity Categories and Sub-categories

#	Category	Description
1	Pollution Prevention	Clean, sustainable technologies, products, and science; examples of this include clean transportation and lifestyle alternatives. HAZMAT practices to prevent toxic spills are also in this category.
2	Waste Prevention	Solutions for the most efficient use of finite resources.
3	Renewable Energy Generation	Technology and skills for the operation, construction, installation, repair and maintenance of equipment or facilities for renewable electricity generation; these must yield zero or low carbon output.
4	Energy Management	Efficient and conscientious use of energy; this includes sustainable building designs, power grid modernization, urban planning, Carbon trading, Green HVAC, and batteries.
5	Environmental Remediation	The removal of contaminants from soil, water, and sediment. This category also includes carbon sequestration, erosion control, and reforestation.
	5.1 Waste Management	The elimination of existing waste and effluent, and waste treatment. This category also includes promoting the re-use of products and material.

		(i.e., the circular economy, using recycled material for biomass electricity generation, etc.)
	5.2 Water Quality Management	This category includes both water and wastewater treatment, water filtration and purification, as well as groundwater remediation.
	5.3 Environmental Restoration	The restoration of already-polluted biomes, habitats and ecosystems to an approximation of their natural state.
		5.3.1 <i>Habitat Restoration</i> – Ecological restoration, reclamation, and bioremediation
		5.3.2 <i>Urban Redevelopment</i> – Restorative urban planning, and sustainable reutilization of urban spaces
6	Ecosystem Management	The planning, usage, management, and conservation of natural resources and environments.
	6.1 Natural Resource Management	The planning, usage, management, and conservation of natural resources and environments for the purposes of sustainability.
	6.2 Erosion Control	Preventing or controlling wind and water erosion in agriculture, coastal areas, riverbanks, land development and construction projects.
	6.3 Biodiversity Conservation	Protecting and preserving the wealth and variety of species, habitats, ecosystems, and genetic diversity on the planet.
	6.4 Water Resource Management	Planning, developing, distributing and managing the optimum use of water resources.
	6.5 Climate Change Mitigation	Science subdisciplines beneficial or essential to assessing and lessening the impact of climate change such as Climatology, Meteorology, and Atmospheric Science. This category also includes disaster response.
	6.6 Climate Change Adaptation	Adapting to the adverse effects of climate change that have already occurred and/or preventing and minimizing the damage they have caused.
7	Sustainability Education	The education and certification of Green/Sustainable practices and policies.
8	Sustainability Research	Scientific subdisciplines essential to sustainability, ecosystems and biomes. This also includes scientific domains, concepts, and knowledge utilized in the other categories.
9	Environmental Auditing	The assessment of environmental impact.
	9.1 Environmental Impact Assessment	Measuring, monitoring, consulting, reporting, or auditing of energy, air quality, environmental siting, EHS standards or any assessments relevant to the other categories.
	9.2 Carbon Accounting	Assessment and measurement of CO ² emissions. This includes examples such as Carbon Footprinting.
10	Environmental Policy	Knowledge of, and compliance with energy and environmental law.
	10.1 Energy Law	Knowledge of and compliance with energy management regulations or energy law. This also includes the development and analysis of these fields of law.
	10.2 Environmental Law	Knowledge of and compliance with environmental law, HAZMAT regulations, and environmental permitting.
11	Sustainable Procurement	In the domain of procurement and acquisition of materials, Sustainable Procurement entails a cost benefit analysis that includes not only benefit to companies or organizations as traditionally conceived, but also the benefit to society and environment.
12	Environmental Finance	Utilizing financial instruments to promote activities that protect the environment; examples include land trusts and emissions trading.

Criteria for Classification of Green Skills

Class	Criteria
Green Skills	<p>1. Skills under the 12 green categories: <i>Pollution Prevention, Waste Prevention, Energy Management, Renewable Energy Generation, Environmental Remediation, Ecosystem Management, Sustainability Education, Sustainability Research, Environmental Auditing, Environmental Policy, Sustainable Procurement, and Environmental Finance</i></p> <p>2. Skills deemed essential for renewable energy generation (e.g., Energy storage, power plant operations). Other skills may also use these domains (e.g., 'Coral Reefs' knowledge can also be useful in scuba diving or tourism).</p> <p>3. Any specific ecosystem-related skills used for monitoring environmental degradation, environmental health or pollution prevention (e.g. coral reefs, keystone species)</p>
Ambivalent Skills	<p>1. Skills that have a Green 'version' or alternative</p> <p>2. Skills that can be used for both renewables or non-renewables</p> <p>3. Topics that some would refer to as green activities (e.g., nuclear energy, dams)</p> <p>4. Health and safety regulations that could also be for non-green related activities/processes</p> <p>5. Related activities/processes that may allocate green skills (e.g., transportation in terms of electric vehicles, HVAC in terms of energy efficiency, greening initiatives in Oil & Energy industries)</p>
Adjacent Skills	<p>1. Skills with non-green aims or objectives that could be utilized in a green implementation in certain situations.</p> <p>2. Skills that contribute to Contributors: Indirect connection (Incident command, ALTA, SDS)</p> <p>3. Generic natural resources and biodiversity terms that can sometimes be associated with environmental measures (e.g., trees, birds, commercial fishing)</p> <p>4. General scientific studies that people with List A skills could also leverage (e.g., zoology, mammalogy, Herpetology, Biogeochemistry)</p> <p>5. Skills that are not intrinsically Green but are associated with Green job titles (e.g., Mold as a skill is associated with water treatment and remediation-related job titles)</p>

Example Green Skill

Skill Name	Leadership in Energy and Environmental Design (LEED)
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Skill Description	According to the description on Wikipedia: <i>“Leadership in Energy and Environmental Design (LEED) is a green building certification program used worldwide. Developed by the non-profit U.S. Green Building Council (USGBC) it includes a set of rating systems for the design, construction, operation, and maintenance of green buildings, homes, and neighborhoods that aims to help building owners and operators be environmentally responsible and use resources efficiently.”</i>
Skill main category	9. Environmental Auditing
Skill sub-category	9.1. Environmental Impact Assessment
Sub-category Description	Skills involving measuring, monitoring, consulting, reporting, or auditing of energy, air quality, environmental site, EHS standards or any other relevant assessments relating to categories 1-8 or 10-12.