



Labor Market Demands and their Perception on Social Media

Research Question: Can we find labor market demands and their perception on Social Media data, e.g. X or YouTube?

Background: The skills and qualifications of professionals are constantly changing and under discussion. In particular, we see the impact of emerging technologies and tools, such as AI, on the labor market and their reflection in the broader scientific community, media and everyday life. Several approaches have discussed how to assess their impact, for example, of computer science education from the perspective of education and labor market research. However, in order to uncover the complex dynamics surrounding education, we may take a closer look at the labor demand as well as the public perception and valuation of professionals. Therefore, we can combine the analysis of classical approaches, e.g., online job advertisements (OJA) for occupations at different qualification levels with social media data (Twitter/X and YouTube). As OJA and social media are usually described in unstructured natural language, text mining methods are key to extract information about skills and competencies. We may use the Computer Science Ontology (CSO) for annotation.

Data: German Social Media Data, e.g., X/Twitter or YouTube.

Literature:  S. Udelhofen, J. Dörpinghaus. 2024. IT Professionals in Germany. Labor Market Demands of Computer Science Education and their Perception on Social Media. *In Proceedings of the 2024 on Innovation and Technology in Computer Science Education V. 2 (ITiCSE 2024)*. Association for Computing Machinery, New York, NY, USA, 802.

 K. Hein, J. Dörpinghaus: What is said about VET on social media in Germany? Trends, demands, and opinions. Nordyrk conference 2024, Reykjavík, Iceland.

Requirements: Coding (Python), descriptive statistics, NLP/Text Mining

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