



Session 6

Skills OVATE: Cedefop tool for analysing online job advertisements

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CEDEFOP

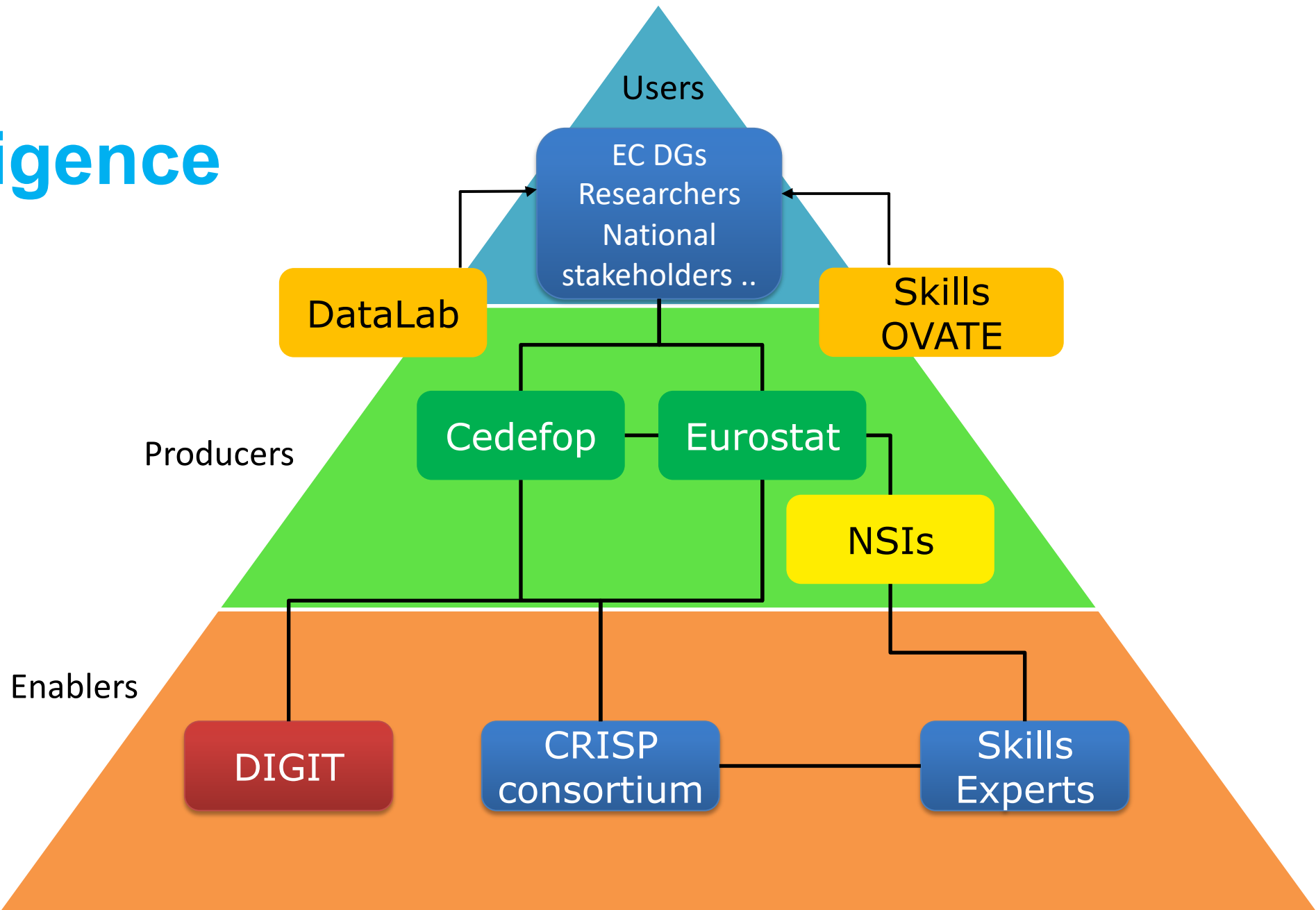
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A quick warm-up:

You and Skills OVATE (poll 1):

1. I never heard of it.
2. I've heard, never visited.
3. I visited once or few times
4. I visit and use regularly.

Web Intelligence Hub





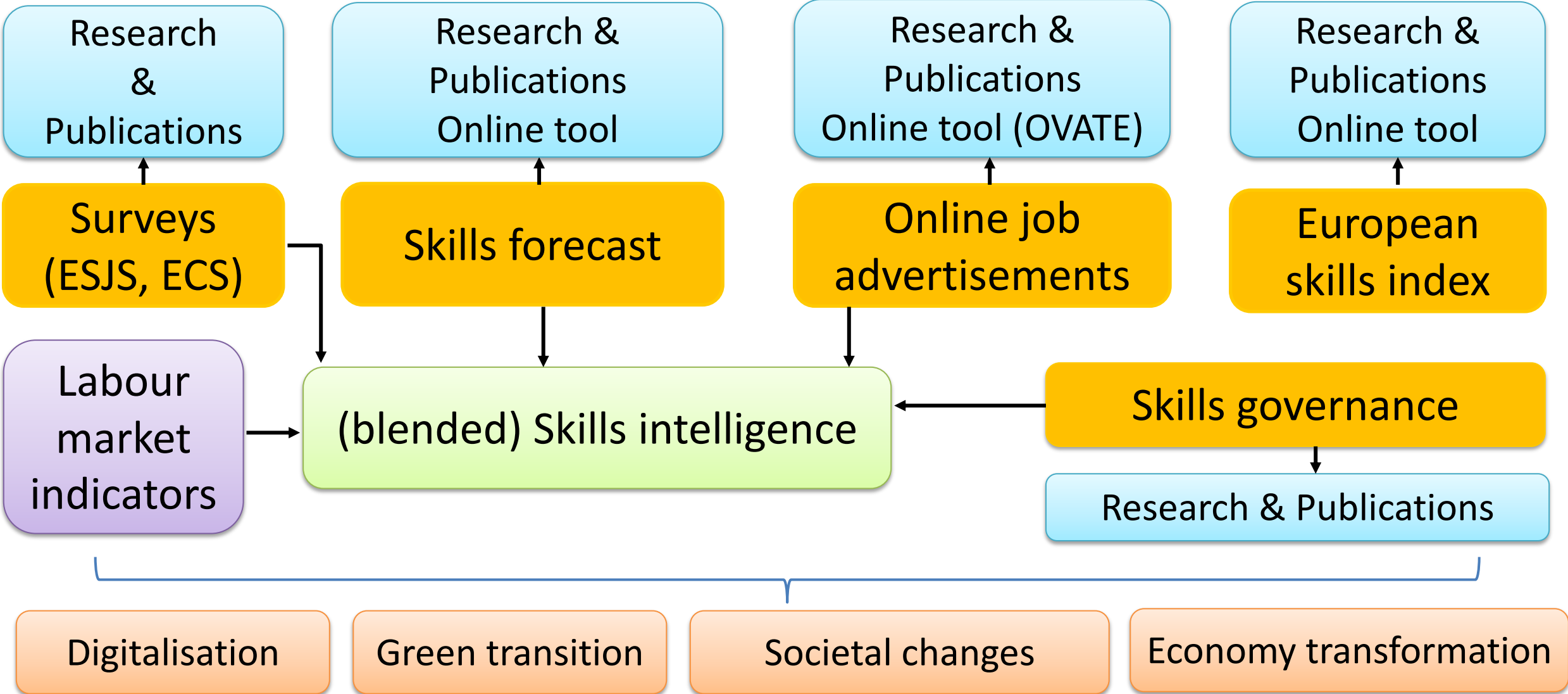
Best career paths for young people

European mobility of skills

Skills development in school and in life

Matching of skills demand and supply

Cedefop's Skills intelligence



Skills OVATE expanded

- 28 countries
- ISCO 3-digit (100+ occupations)
- NUTS 2-digit (281 regions)
- ESCO and ONET skill hierarchy (around 300 skills)
- NACE 1-2 digit (22 sectors)

Last **4 quarters** of OJA data

Updated **4 times a year**

Delay: **6-8 weeks**



- Research work:
 - Landscaping activity providing country level context for OJA analysis
 - Representativeness of OJAs: Use of OJA in official statistics
 - OJAs and task demand on crowdwork portals
- Gradual expansion of the system (Norway, Switzerland, Iceland, Liechtenstein)

Challenges of OJA analysis

- **Online job advertisement ≠ job vacancy**
(Ghost vacancies? Relation to actual hirings? Offline postings? 1:N?)
- **Purpose of a job advertisement is not to report on skill profiles of jobs**
(Completeness? Objectiveness? Format? Structure? Implicit skills?)
- **Quality of underlying ontologies**
(Emerging skills and jobs? Language challenges? Synonyms and alternate labels?)
- **Should not be a standalone source of skills and labour market analysis**

If you can figure this out, you may have a future with Google.

```
8 M L D Q 6 T U I
6 T F M L R H A A
N R A 6 Q 8 E F L
D M Q 8 6 I I 2 O 3
2 S 5 J 1 3 J X O J
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Google
Jobs

An opinion poll:

Which skills you expect to be rising in demand most during pandemic (poll 2)?

1. Teamwork
2. Adaptability
3. Digital skills
4. Communication skills
5. Business and administration skills
6. Any other? Use comments!

2020 in skills: Digital on the rise

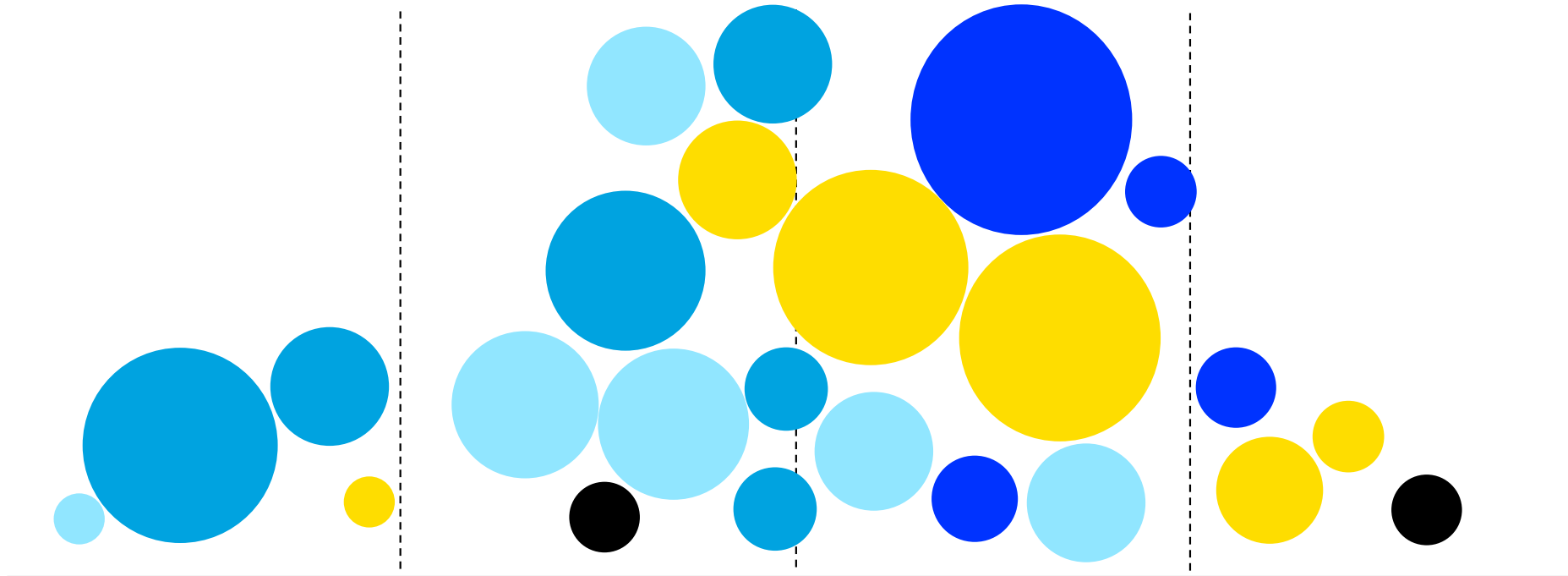
Skill demand in online job ads: 2020 vs. 2019

Rapid growth

Some growth

Some decline

Rapid decline



Digital skills

Business / office

Communication / collaboration / creativity

Values / attitudes

Mechanical / electrical trades



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BRIEFING NOTE

TRENDS, TRANSITIONS AND TRANSFORMATION

The Covid-19 pandemic is changing skill needs and reshaping jobs, while challenging our understanding and analysis of them

NEVER WASTE A GOOD CRISIS
This time, many decision-makers have remained confident in the economic fundamentals, viewing the pandemic as a severe albeit temporary disruption. Many see the structural changes in learning and working, brought about by the crisis, as innovation opportunities, drivers of future job creation and enablers of the digital and green transitions. Emboldened by the already visible benefits of the economic changes and the funds made available through the EU Recovery package, policy-makers across Europe are resolved to push ahead with the green and digital transformation, adopting holistic transformational strategies.

In making and shaping change and transitions, reliable, customised, and well-communicated skills intelligence is more important than ever. Cedefop has provided skills intelligence to the EU for over a decade and covered the term long before its full potential was widely acknowledged. In a context of rapid labour market change, it should not come as a surprise that skills intelligence is at the heart of the 2020 European skills agenda and the post-2020 EU policy framework for NET (5).

Covid-19 challenges skills intelligence
In 2020, labour market research into the impact of the pandemic focused on the vulnerability of jobs and limitations imposed by social distancing (3). Such analyses have been using available surveys and occupational classification frameworks to map occupations or sectors in terms of their resilience in the wake of the pandemic and to shed light on groups of workers most affected by it. However, this approach does not reveal how the pandemic has been reshaping skill needs.

Online job advertisement analysis (EasJob Skills DATE)
Analysis of online job advertisements allows for generating fast and detailed information on labour market and skills trends as they unfold.

(5) In 2020, according to first Eurostat estimates, real EU GDP declined by 6.4% in 2020 and 4.3% in 2021.
(3) See for example Cedefop (2020), EU jobs at risk in the wake of Covid-19 social distancing (5). Is the pandemic reshaping the labour market driver?

Online job advertisements and the pandemic (Jan 2020 to Jun 2021):

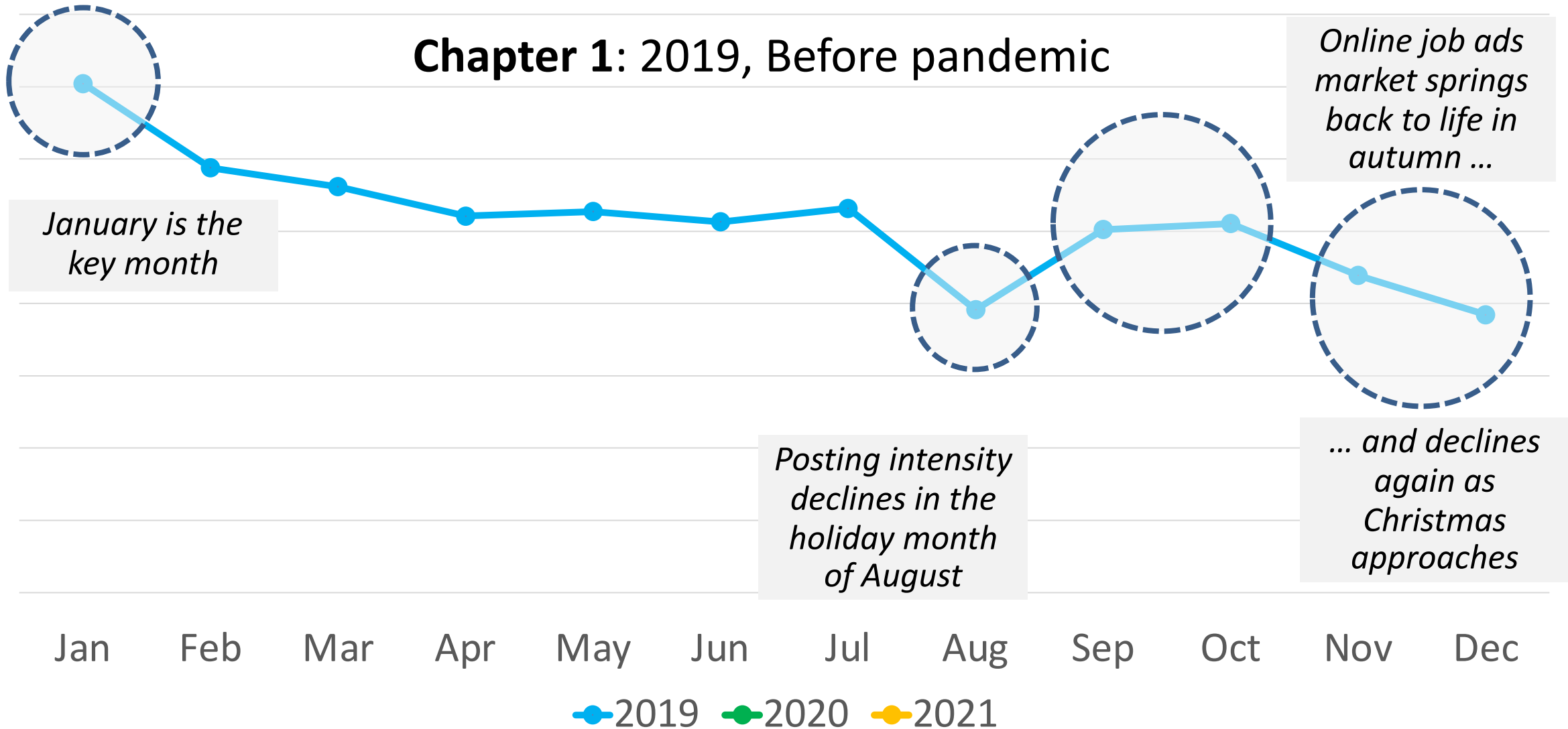
(Poll 3) Do you expect the online job ads market to:

1. Fall sharply and stay depressed?
2. Fall sharply and partly recover?
3. Fall sharply and fully recover?
4. Only fall slightly and recover?
5. Falls gradually during pandemic?

Share your opinions in comments!

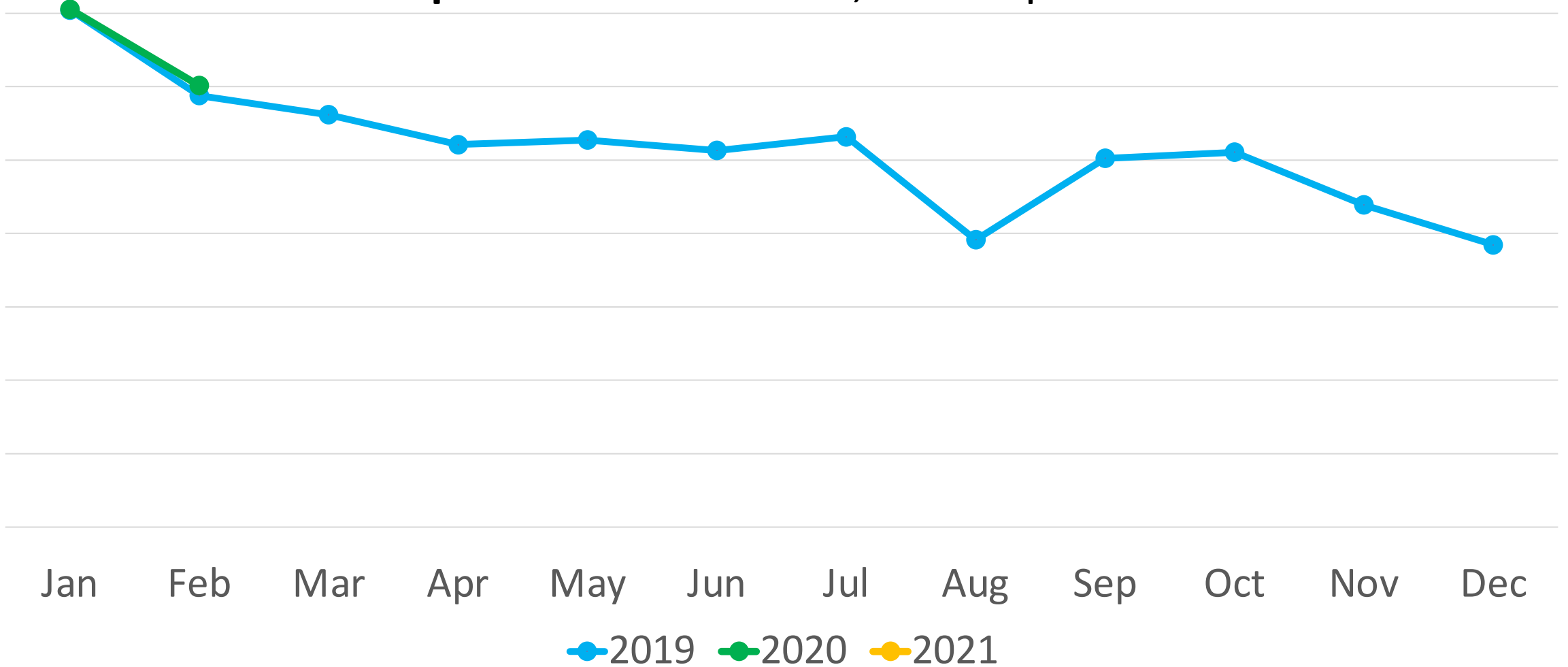
ONLINE JOB ADVERTISEMENTS: TRENDS 2019-2021

Chapter 1: 2019, Before pandemic



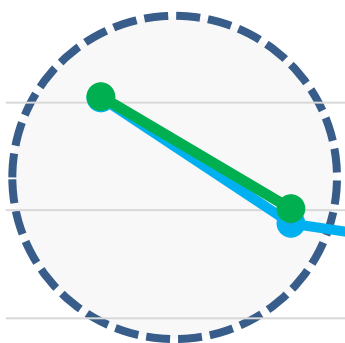
ONLINE JOB ADVERTISEMENTS: TRENDS 2019-2021

Chapter 2: Jan-Feb 2020, Before pandemic



ONLINE JOB ADVERTISEMENTS: TRENDS 2019-2021

Chapter 2: Jan-Feb 2020, Before pandemic



2020 is here, with almost identical developments: Strong postings with the start of the new year, and a decline in February

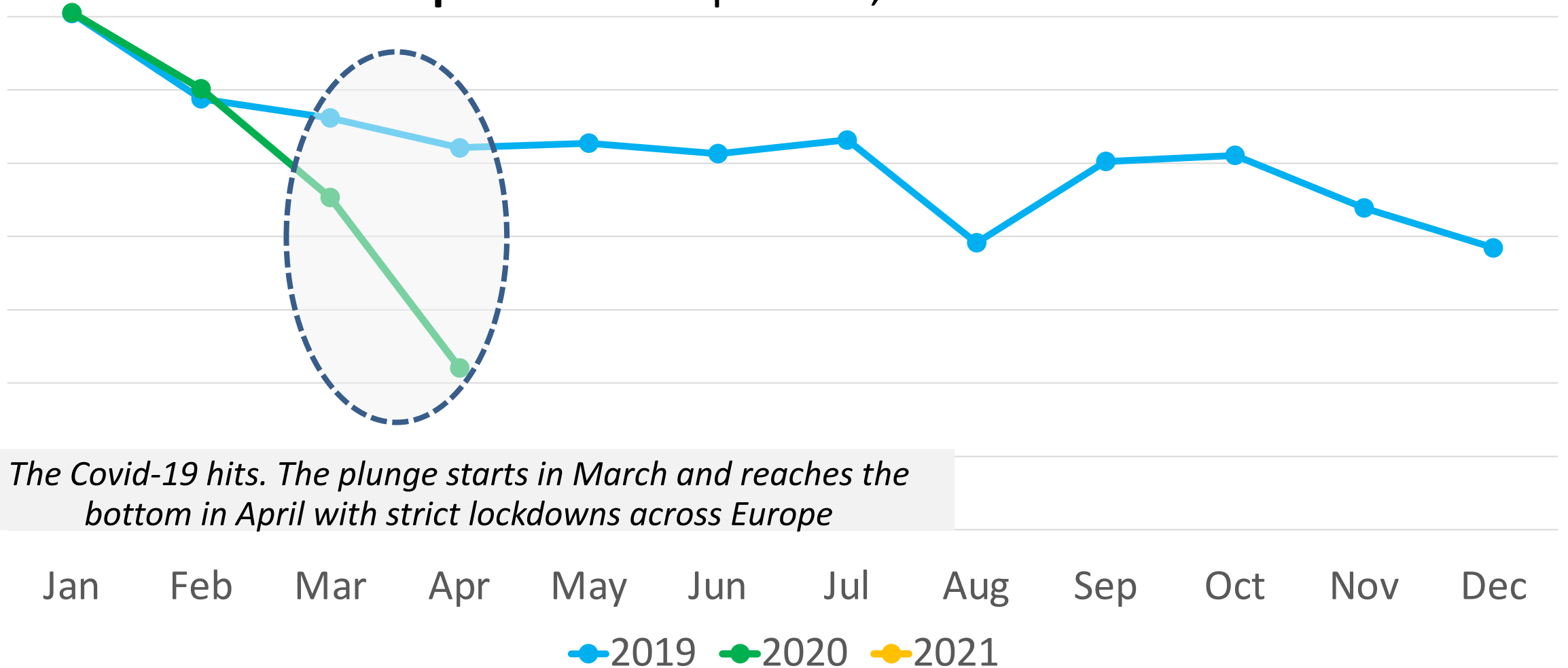
Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec

● 2019 ● 2020 ● 2021



ONLINE JOB ADVERTISEMENTS: TRENDS 2019-2021

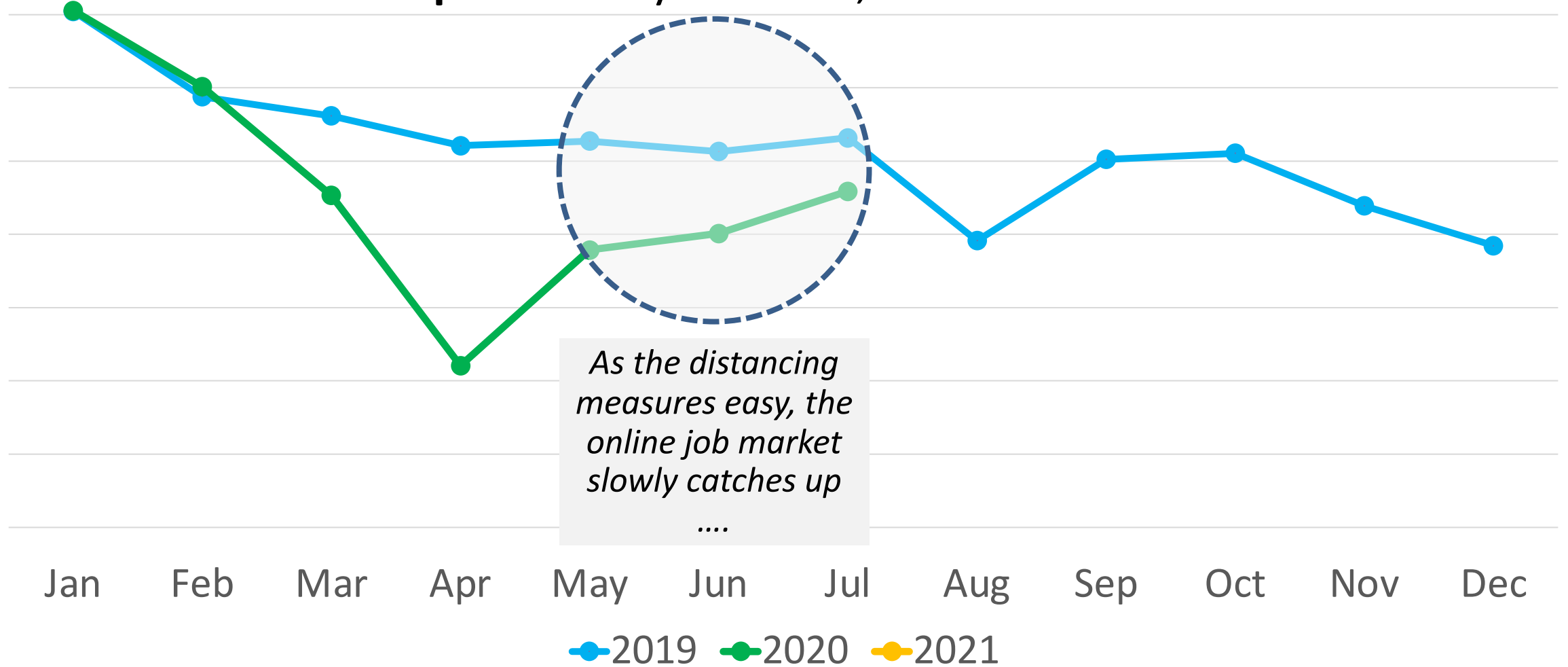
Chapter 3: Mar-Apr 2020, First lockdown



The Covid-19 hits. The plunge starts in March and reaches the bottom in April with strict lockdowns across Europe

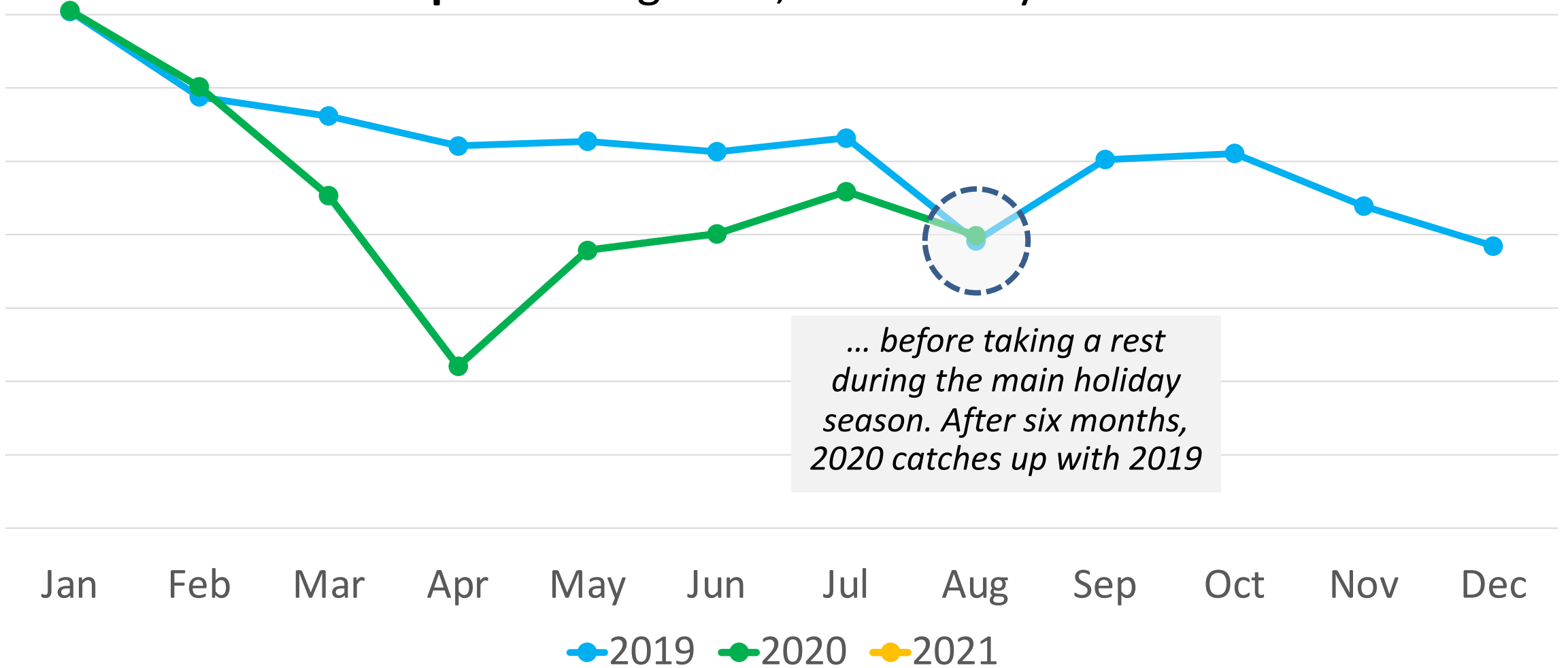
ONLINE JOB ADVERTISEMENTS: TRENDS 2019-2021

Chapter 4: May-Jul 2020, The first wave abates



ONLINE JOB ADVERTISEMENTS: TRENDS 2019-2021

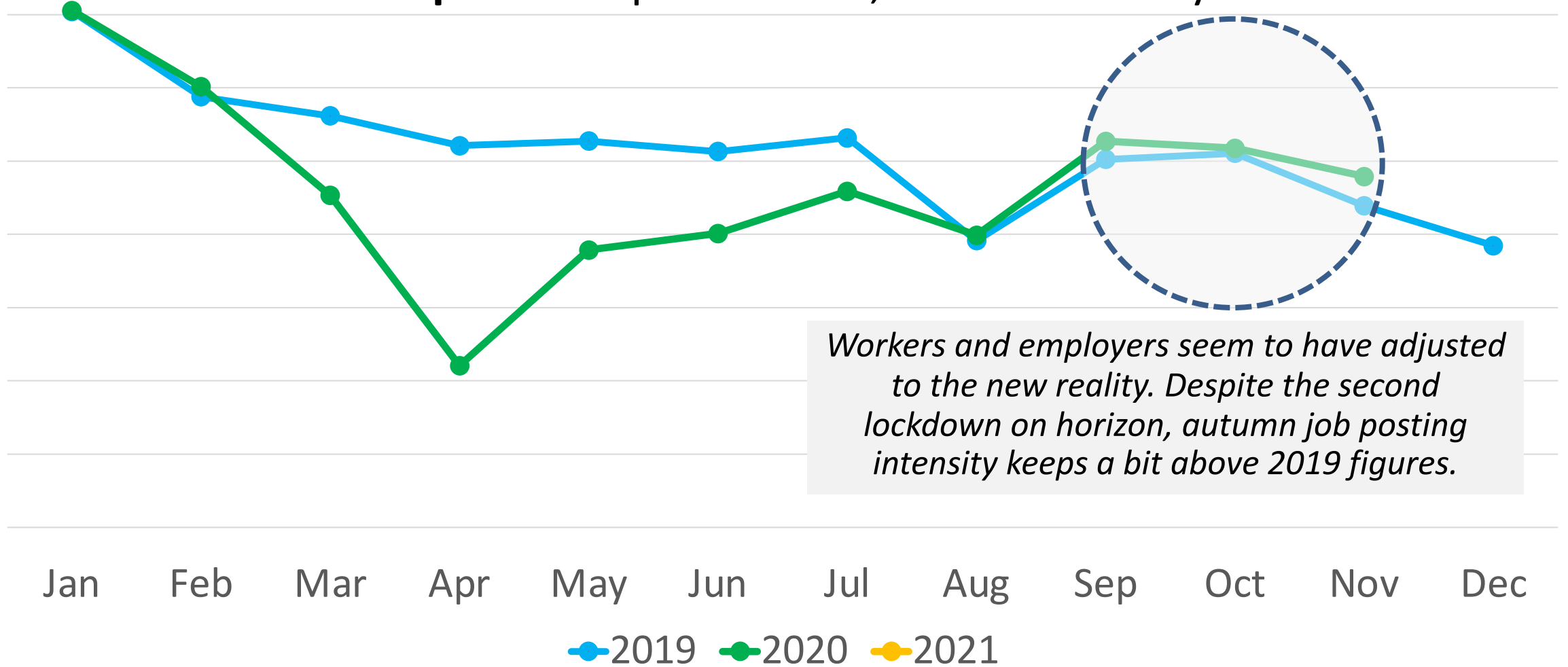
Chapter 5: Aug 2020, The holidays



... before taking a rest during the main holiday season. After six months, 2020 catches up with 2019

ONLINE JOB ADVERTISEMENTS: TRENDS 2019-2021

Chapter 6: Sep-Nov 2020, The new reality

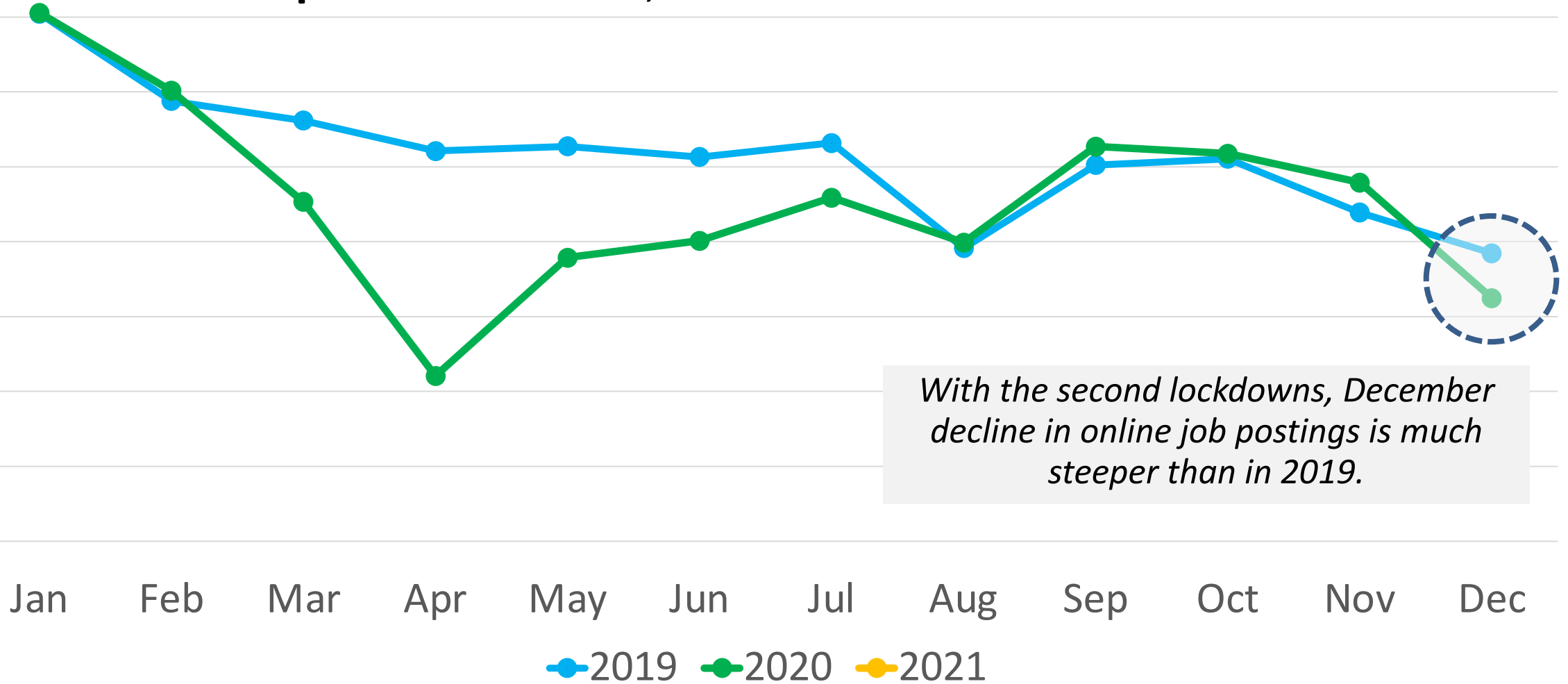


Workers and employers seem to have adjusted to the new reality. Despite the second lockdown on horizon, autumn job posting intensity keeps a bit above 2019 figures.



ONLINE JOB ADVERTISEMENTS: TRENDS 2019-2021

Chapter 7: Dec 2020, The second lockdowns sink in

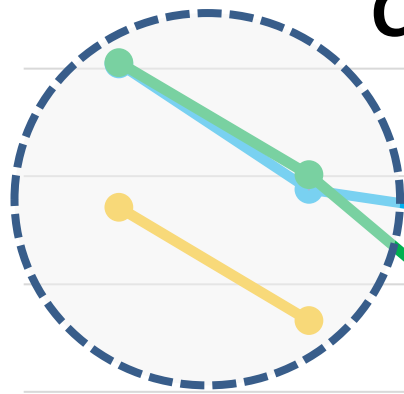


With the second lockdowns, December decline in online job postings is much steeper than in 2019.



ONLINE JOB ADVERTISEMENTS: TRENDS 2019-2021

Chapter 8: Jan-Feb 2021, Depression continues



2021. The pattern is the same, but losses obvious: still way below pre-pandemic figures.

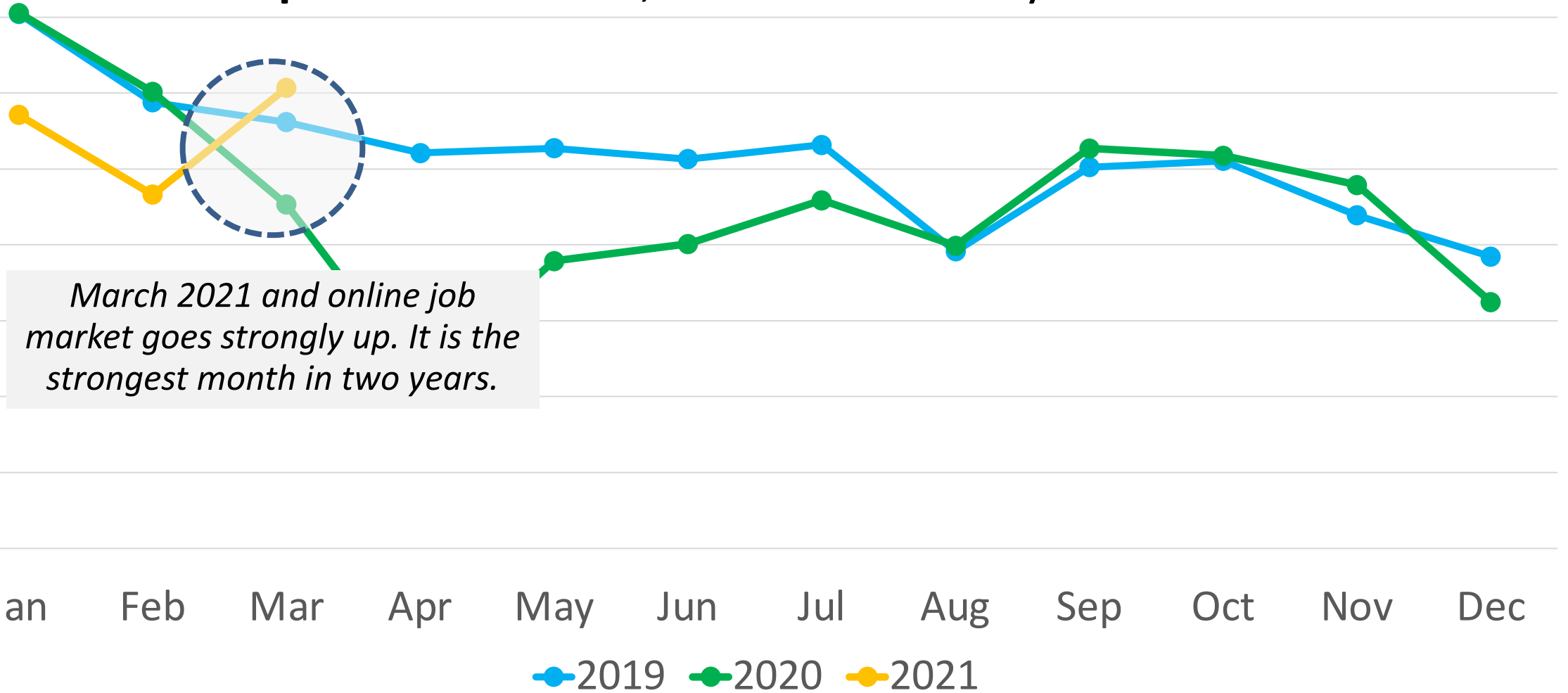
Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec

● 2019 ● 2020 ● 2021



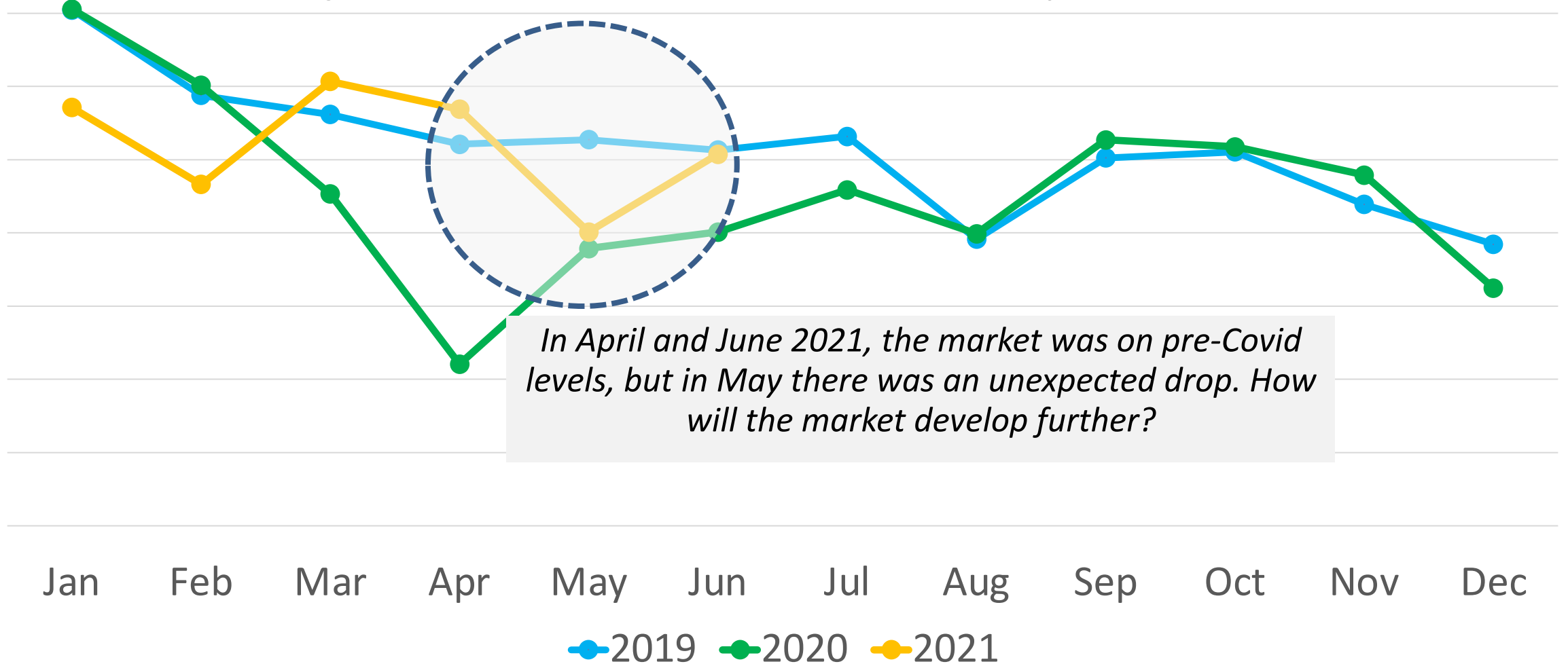
ONLINE JOB ADVERTISEMENTS: TRENDS 2019-2021

Chapter 9: Mar 2021, The final recovery at last?



ONLINE JOB ADVERTISEMENTS: TRENDS 2019-2021

Chapter 9: Mar 2021, The final recovery at last?



Key takeaways:

- Sharp fall and quick recovery
- Long term impact almost invisible
- **However:**
- Decline in job postings \neq job cuts (employers stop hiring before they start to fire people)
- Connection between rising OJAs and employment growth more direct (probably)
- **But:**
- Lesser impact on OJAs because teleworkable jobs more likely advertised online?

Context and validation with other data important!!

Let's check the tool together



Questions?



Want to know more?

- **Skills OVATE**

www.cedefop.europa.eu/en/data-visualisations/skills-online-vacancies

- **OJAs in Cedefop Skills intelligence** (former Skills Panorama; yearly averages for key variables)

<https://www.cedefop.europa.eu/en/tools/skills-intelligence/skills-online-job-advertisements>

- **How to Skills OVATE**

<https://www.cedefop.europa.eu/en/videos/skills-ovate-database-presentation>

- **Cedefop OJA and digital skills workshops** (latest research, findings and videos in OJA field):

<https://bit.ly/3xWkv62> and <https://bit.ly/3h5Fa1l>

Want to know more (and more)?

Year 2020 in OJA data

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The Covid-19 pandemic is changing skill needs and reshaping jobs, while challenging our understanding and analysis of them

Pandemic-induced social distancing measures and large-scale lockdowns have caused an economic downturn that is more severe than the recession following the 2008 global financial crisis (1). In a little more than a year, the ubiquitous health threat has unsettled almost all areas of society and economy, learning and working being no exception.

In the previous crisis, many governments reacted by imposing severe austerity measures; policy responses to the current health crisis have been more accommodating and, in many respects, bolder. Law-makers in most EU Member States have taken action to alleviate its immediate effects and protect jobs, businesses, and livelihoods.

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Covid-19 challenges skills intelligence

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Skills intelligence

Outcome of a knowledge-driven process of collecting, selecting, combining and presenting evidence to map and anticipate labour market and skills trends.

Main conventional skills intelligence methods

Skills forecasts capture long-term trends at an aggregate level; skills surveys depict skills development, utilisation and matching at workplaces at a given time. Typically, there is a calendar for generating skills intelligence (e.g. biennially) and there is a significant time lag between collection of data and release of analysis results.

Online job advertisement analysis (Cedefop Skills CVAR)

Analysis of online job advertisements allows for generating fast and detailed information on labour market and skills trends as they unfold.

(1) In 2020, according to Eurostat estimates, real EU GDP declined by 6.4%, vs 2009 it was -4.3%.

(2) Framed by the 2020 Council recommendation on vocational education and training for sustainable competitiveness, social fairness and resilience and the Commission decision.

(3) See for example Cedefop (2020), EU jobs at highest risk of Covid-19 social distancing: Is the pandemic reshaping the labour market divide?

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Building and OJA system

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Online job vacancies and skills analysis

A Cedefop pan-European approach

Using OJAs to inform skills policies

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Perspectives on policy and practice

Tapping into the potential of big data for skills policy



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ETF
European Training Foundation

OECD
Organisation for Economic Co-operation and Development

International Labour Organisation

Big data and artificial intelligence methods

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Understanding technological change and skill needs

Big data and artificial intelligence methods

Cedefop practical guide 2

Thank you



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