



# Adzuna Webinar

24 May 2022



Urban  
Big  
Data  
Centre

JOINTLY FUNDED BY



Economic  
and Social  
Research Council



University  
of Glasgow

# Welcome and Housekeeping

- Please keep microphones muted and cameras off throughout the session for privacy and bandwidth reasons
- Feel free to introduce yourself on the chat box, but please do not include personal information such as phone numbers or emails.
- Questions can be issued via the Zoom chat - we will have time at the end for these

# Programme

- 10:30-10:35 Welcome and Housekeeping
- 10:35-10:50 Presentation from Adzuna data user, Professor Paul Sissons
- 10:50-10:55 Introduction to new Adzuna fields by Adzuna representative Nadiia Gorash
- 10:55-11:10 Presentation from UBDC's Senior Researcher Dr Qunshan Zhao, UBDC
- 11:10-11:25 Question and Answer Session
- 11:25-11:30 Close of Webinar

# Zoom poll

Please complete the short Zoom poll which will appear on screen shortly....

## About the Urban Big Data Centre

- Jointly funded by ESRC & University of Glasgow
- World-leading research centre in social sciences
- Priority research strands: transport & mobility; neighbourhood; housing & environment; education, skills & productivity; big data & urban governance
- First class data collection and national data service



# Adzuna data

Adzuna is a search engine for job advertisements, at <https://www.adzuna.co.uk/>



Adzuna provides

- Data about the job market in the UK
- Full point in time snapshots with details of all advertisements which were on Adzuna.co.uk
- Access to historical data from Spring 2017
- Ongoing data until Spring 2022

# What is included in Adzuna data?

Field name	Description
category_id	An ID linking to the Adzuna category of the advert.
contract_time [or hours]	Contracted hours
contract_type	Type of contract
company	The Adzuna normalised company name
company_id	The Adzuna ID of the normalised company
date_created	Date listing was created.
description	Full description text of the advert.
id	Adzuna advert ID
location_id	Adzuna's location ID
location_latitude	Latitude
location_longitude	Longitude
location_name	Name of location
region	Region of the UK
salary_min	Minimum salary
salary_max	Maximum salary
salary_predicted	For adverts without salary
salary_currency	Currency of salary
title	Advert title
url	The advertisement's original URL or the link via an Adzuna page

# First Presentation

Professor Paul Sissons - Professor of Work and Employment at the University of Wolverhampton



# Second Presentation

Nadiia Gorash, Data Engineer at Adzuna

# Third Presentation

Dr Qunshan Zhao, Lecturer in Urban Analytics, Urban Big Data Centre

# Questions and Answers

**Q1 What % of job listings do Adzuna have among all the new job listings in the UK?** Or maybe in some specific areas?

A2 95% of job advertisements

**Q2 What is the location id column?**

A2 The location ID column is Adzuna's proprietary ID number indicating which of the ~30k UK locations they have matched the advert to.

- You can actually explore the full location on their live website ([adzuna.co.uk](http://adzuna.co.uk), as it's one of the facets on the left).
- On its own, this ID number is probably not important for researchers, since all the other information (like the text name of the location and the long/lat) are in other fields.

# Questions and Answers

## Q3 **What is the predicted salary field?**

A3 Adzuna has a Machine Learning model that attempts to predict the salary for every job advert. The model uses keywords from the title, description and company name and location. Note it is only an estimate. It is helpful for job seekers but researchers are recommended to use normalised salary fields.

## Q4 **Is it possible to use the results from the analysis that has been done once the contract has finished?**

A4 Yes, Adzuna Data Sales/ Contracts team have confirmed that is fine

## Q5 **What systems do people use to manage the large data files?**

A5 Stata, Python [if you are using something different, feel free to put it the chat]

# Questions and Answers

## Q6 How do we identify new vacancies?

**A6** UBDC will be sharing a new version of the Adzuna data with all Adzuna data users which contains the unique vacancy ID. When a vacancy is added, a new id is generated. The presence of a new id indicates a new vacancy.

**Q7. Does Adzuna remove duplicates?** A company might post the same advertisement for one job on different websites

**A7** Adzuna deduplicates the vacancies. For every new vacancy, there is a unique id created, then for each vacancy, there is a process of comparison(for new id and existing ids). When two ads are essentially the same, Adzuna deduplicates them.

## Q8 How do we tell from the data how long a vacancy remains open for?

**A8** To calculate 'time to fill the vacancy' columns year, month, and day to get the date/week number, then using id column (might be under a different name in a data provided to UBDC users, see #1) user could find the first date/WEEK when job ad appeared in the dataset and the end date/WEEK when it was observed in a data for the last time.

# Stay in touch!

## Join the UBDC Employment Data JISC Mail list

<https://www.jiscmail.ac.uk/UBDC-EMPLOYMENT-DATA>

## Visit the Urban Big Data Centre website

at <https://www.ubdc.ac.uk/>

for details of upcoming webinars and to find out more about our research and how to access data.

## Subscribe to the UBDC newsletter

to keep up-to-date with future events and data service updates re new data acquisitions at <https://www.ubdc.ac.uk/>

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