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Seminar

**FOLLOWING A TRAIL OF
BREADCRUMBS: A STUDY OF
MIGRATION THROUGH DIGITAL TRACES**

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Measuring International migration is challenging. The lack of timely and comprehensive data about migrants, and varying measures and definitions used by countries are a barrier to understanding international migration. In this paper, we complement traditional data sources with social media data. We use the Integrated Model of European Migration to combine the data from the Labour Force Survey and Facebook Advertising Platform to study the number of European migrants in the UK, aiming to produce estimates of European migrants closer to their true stock number. The model used in the analysis provides a framework which assesses the limitations of the datasets in terms of the definition of migrants used; the bias and the accuracy are also considered to create an appropriate prior distribution, which could adjust these data issues. The model is divided into a migration theory based model, and a measurement error model. The estimates produced in the model suggest that there are more European migrants than suggested by the official estimates. For the ten most numerous nationalities, we are aiming to produce estimates by 5 years age group and sex. We discussed the advantages and limitations of this approach, and we suggest how we can complement even more data sources in this framework.