



ENTEEF

Fostering Entrepreneurship through Freelancing

Global Freelancer Market Report: Methodology of Data Gathering and Analysis

This document sets out the methodology for researching the global freelancer market, forming the foundation for the ENTEEF project's later activities. Its aim is to understand the dynamics of digital labour markets worldwide, identify trends in freelancer supply and demand, and map the skills and competencies freelancers need to succeed in an evolving global environment.

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Defining Freelancers and Digital Labour Platforms

Freelancers are defined here as self-employed professionals—newcomers or experienced—working remotely on short- or long-term projects, either full- or part-time, with individual or organisational clients. The study focuses specifically on freelancers who operate through global, general-purpose, English-language platforms such as Upwork or Fiverr. Localised or specialised platforms (e.g., national-only, language-specific, or niche platforms) are excluded to ensure a focus on freelancers competing in the most competitive, international markets.

This sharper definition allows the project to concentrate on those individuals whose skills are globally relevant and transferable, reflecting broader trends in the digital economy.

Data Collection Strategy

The methodology combines secondary and primary data to achieve both breadth and depth:

Secondary data comes from academic literature, industry and government reports, and statistics from international organisations (OECD, ILO, Eurostat).

Primary data will be collected by web scraping one carefully selected global labour platform. Criteria for selection include global reach, diversity of freelancers and job postings, data availability, and suitability for scraping. A pilot study will test feasibility before large-scale collection.

Two databases will be built: one covering freelancer profiles (supply side) and one capturing job postings (demand side). Together, they will represent freelancers and employers across more than 100 countries, including project partner nations (Indonesia, Poland, Romania, Serbia, Spain, and Ukraine).

Collected data will include freelancer demographics, education, skills, hourly rates, client base, ratings, and reviews, as well as job requirements, budgets, and employer information. Data will be cleaned, anonymised, and securely stored to meet GDPR and ethical standards.

Planned Analysis

The analysis will begin with descriptive statistics – such as income distributions, skill sets, and gender or regional differences – supported by visualisations like charts and histograms. Where useful, more advanced methods (correlation, regression, cluster analysis) may be applied.

Two levels of analysis are planned:

Global overview: Examining trends such as the rise of freelancing platforms, digital nomadism, impacts of economic shocks, and future risks and opportunities, including AI.

Asia-Europe comparison: Exploring regional differences in infrastructure, policies, platforms, workforce structure, and pay gaps, with detailed insights into partner countries.

Conclusions

By combining clear conceptual definitions, a layered data collection strategy, and rigorous ethical standards, this methodology provides the groundwork for a rich, comparative picture of the freelancer economy. It will directly support the project's next phases, particularly the development of MOOCs tailored to equip freelancers with globally competitive skills.

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Link to full document:

<https://enteef.uek.krakow.pl/wp-content/uploads/2025/11/ENTEEF-WP2-A1-Global-Freelancer-Market-Report-Methodology.pdf>