How much do Dutch academic job ads talk about Recognition & Rewards?

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What we did

We scored over 98,000 job ads (academic and support jobs) posted on AcademicTransfer since 2017 on 65 indicators. A score mixes what the AI reads (30%), exact keywords (40%) and related ideas the AI finds (30%).

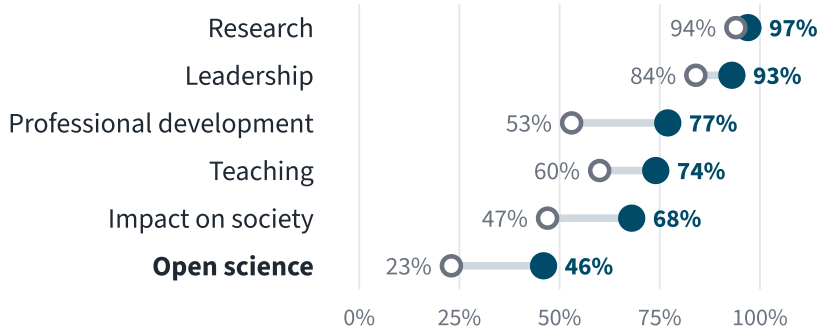
What changed

Based on the 49,788 academic job ads that AcademicTransfer members posted from 2018 to 2025, scored by AI.

1 **Every theme is in more job ads now. Open science went from 23% to 46% of ads.**

Share of ads that mention each theme.

○ 2018 ● 2025



2 **The average score went from 26.9 to 30.4.**
+3.5 points, or +13%. It went up every year.

The score runs from 0 to 100 and shows how much an ad talks about Recognition & Rewards. Use the score to compare years and groups with each other.

Keep in mind

- Experts have checked a sample of the scores so far.
- Ads also got longer, and longer ads tend to mention more and score higher. At the same length, scores still rose.
- The data show what job ads say. Combine them with other sources to study hiring and policy effects.

What you can do

- **This is a pilot.** Scan the QR code to open the form, or go to **recognition.academictransfer.com/Research_Access** and choose **Request data**. Share your research interest, and we will contact you.
- Who can ask? Researchers, and policy staff of Dutch universities, medical centres and sector bodies. It is free.

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