

## 科研人才关注度的地域差异及宏观机制 ——基于搜索引擎大数据的面板分析

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**摘要：**人才引进是近年来我国公共治理中各地高度重视的工作。本研究利用科研人才称号的百度搜索大数据构建起全国地级市层面的人才关注指数，探究当代中国人才称号关注度的时空特征和市级层面的宏观影响机制。研究发现：在市级层面，近年来对两院院士和长江学者的关注度水平均呈现稳步上升趋势；在省级层面，东部沿海省份人才关注度较高。双向固定效应面板模型分析结果发现：经济发展水平、国际化指数和信息化指数对两院院士、长江学者的人才关注度具有显著的正向影响。

**关键词：**人才称号 关注度指数 市域差异 面板数据

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# **The regional disparities and macro mechanisms of attention to scientific research talents: Based on panel analysis of big data from search engines**

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## **ABSTRACT**

Talent recruitment has become a pivotal aspect of public governance across China in recent years. This study utilizes extensive data from Baidu searches for scientific titles to meticulously construct a comprehensive Talent Attention Index at the prefectural level nationwide. It not only scrutinizes the spatiotemporal intricacies of contemporary China's focus on talent titles but also delves into the overarching macro-level impact mechanisms at the city level. The research reveals a consistent upward trajectory in attention towards academicians of the Chinese Academy of Sciences and Changjiang Scholars at the city level, reflecting a growing recognition of their significance. Moreover, coastal provinces in eastern China stand out with notably higher levels of talent attention at the provincial level. In-depth analysis employing a two-way fixed effects panel model uncovers significant positive influences of economic development, internationalization, and informatization indices on the attention directed towards academicians of the Chinese Academy of Sciences and Changjiang Scholars.

## **KEY WORDS**

Talent title; Attention index; Urban-rural disparity; Panel data