Digital platforms and the world of work

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International Labour Organization

Penetration of digital platforms

Mediate work

Digital labour platforms

Online web-based platforms

Education ——————● Byju's ~ Unacademy ~ Vedantu

Software coding/programming ——————● Topcoder ~ HackerRank ~ Kaggle

Microtask ——————● FlexingIT ~ AMT ~ Clickworker

Freelance – All kinds of Professional services ——————● Upwork ~ Freelancer ~ Toptal

Legal and Patent Services ——————● VakilSearch ~ Legistify

Medical consultation ——————● Practo ~ DigiQure ~ DocsApp

Location-based platforms

Domestic services ——————● SweepSouth ~ Batmaid ~ BookMyBai

Personal services ——————● Task Rabbit ~ Doit4u ~ Urban Company

Ride-hailing ——————● Uber ~ Bolt ~ Rapido

Logistics and Delivery ——————● Deliveroo ~ Rappi ~ Zomato

Agriculture ——————● DeHaat ~ Big Haat ~ Ninjacart

Healthcare ——————● Care24 ~ Carelinx ~ Greymate care

Facilitate or mediate exchange

B2B and B2C platforms

Wholesale and Retail eCommerce ——————● Amazon ~ Flipkart ~ Jumia

Payment services ——————● PhonePe ~ Razorpay ~ Paytm

Agritrading ——————● Farm Crowdy ~ Agri10x ~ Ninja

Other digital services

Classifieds

Job Listings

Businesses are using digital labour platforms

➢ Businesses use online web-based platforms
  ➢ Recruitment
  ➢ Accessing knowledge for innovation
  ➢ Cost reduction and efficiency

Challenges:

➢ Increased competition, building skill capabilities

➢ IPR infringements

➢ Lack of digital infrastructure and digital divide

➢ Polarization between enterprises (SMEs and large enterprises)

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Employment creation through digital platforms unclear

➢ Taxi, delivery, domestic work, legal services, design, software coding, programming, web development

  ➢ Existed and continue to exist in the traditional labour market

  ➢ Rise of workers in providing delivery services or microtask work

➢ Expansion of customer base for restaurants

  ➢ Rise of workers in providing delivery services

  ➢ Recruit more workers in the restaurants

➢ Rise of BPO companies and AI start-ups

  ➢ Low infrastructure costs

  ➢ Access to open source platforms

  ➢ Availability of workers with varied types of skills on labour platforms at low costs

▶ ilo.org

Polarization of workforce and increasing insecurity

➢ Working conditions regulated by terms of service agreements of platforms

    ➢ Mis-classification of workers as self-employed or independent contractors

➢ Algorithmic management of work processes

➢ Low pay, poor social protection coverage

➢ Long working hours, occupational safety and health issues

➢ Challenges for collective bargaining and freedom of association

➢ Increase in precarious, short-term/task based jobs and fake self-employment

Advancing social justice, promoting decent work

▶ **ilo.org**

▶ Platforms redefining the relationship between formal education and access to work

▶ Workers' education is not necessarily correlated with their income levels on platforms

▶ Freelance platforms: **Skills often a good match (62%)**

▶ Competitive programming platforms: **Opportunity to learn new skills or upgrade their existing skill-sets**

▶ Microtask platforms: **Highly educated but performing tasks requiring low skills**

▶ Location-based platforms: **20% are highly educated**

Microtask work on platforms (More than 80% highly educated)

Machine-learning task

NEW Record 40 videos of drawing letters and digits in the air using your laptop camera

Jobs: 594
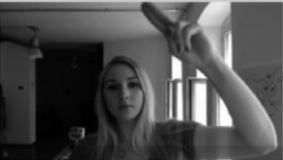Time limit: 120 min
EUR 1.20 per job
> Start!

Instructions

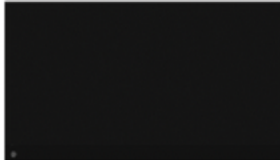When accepting this task, you will see the following interface:

You have recorded **0** of **40** gestures — Submit Task

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 32 33 34 35 36 37 38 39 40

Drawing the letter A in the air - Example
Please use either hand to draw in the air

Drawing the letter A in the air - Your recording
Please use either hand to draw in the air

Back — Next

Some Hints:

- Your work will be reviewed by our support team and depending on the number of submissions we get, it can take some time until you receive your payment.
- Please make sure that the letters and digits are performed as shown in the example video. However, you may use either hand and you should draw the letter like you would normally write it on paper.
- Please make sure to not confuse left and right (which can easily happen because of the "mirroring" setup)

When recording each of the 40 videos, please do the following:

- Play the video on the left, which shows an example of the letter or digit.
- Press the red recording button on the right hand side.
- Wait until the countdown has finished.
- Perform draw the letter within 3 seconds.
- Replay the video to make sure that the recording has worked, that the letter or digit is clearly visible and that it is not cut off at the beginning nor at the end.
- If needed, re-record the video by pressing the record button again.
- If the video is ok, please proceed to the next one.
- When you have recorded all 40 videos, the "Submit Task" button becomes active at the top and you can finish up your submission.

IMPORTANT: Can I do multiple submissions?

- Yes, you can, but only do up to 10 submissions.
- For each submission, please vary the background behind you by moving your laptop or computer to a different location.
- For each submission, please vary the lighting conditions a little bit.
- For each submission, please vary the distance to the camera a little bit.
- Ideally, have a different person draw the letters / digits for every submission.
- Please keep in mind that the support team might reject your submission if they feel that the submissions are too similar!

Search-engine optimisation task

Website: Explore

Work done: 82/⁸⁵
You will earn **$0.12**
Task takes less than 3 min to finish
Job ID: ███████

Employer: ███████████
add to Exclude List
add to Include List
Tasks will be rated within 2 days

You can accept this job if you are from any of these countries:

🇫🇷🇧🇪🇪🇸🇮🇹🇮🇪🇳🇱🇵🇹🇸🇪🇩🇰🇮🇹🇨🇭🇫🇮🇳🇴 Austria, Belgium, Switzerland, Germany, Denmark, Spain, Finland, France, Ireland, Italy, Netherlands, Norway, Portugal, Sweden

Search, Click, and Engage) → Click 3x

? What is expected from Workers?

1. Find Website Link in the image attached. Visit that Website. Select Your Location and stay for one minute on landing home page.

2. You will find 6 categories on home page (Services, Real Estate etc...) click on any one category (example: Services)

3. Stay on the landing page for one minute. There will be nine Block links (results) connected to that category. Click on any one link

4. You will be taken to another page. Stay on that page for one minute. You will find 'More Items you might be interested' Block in that Page. Click on any one Item of it

5. You will get another page. Stay on that page for Two minutes

! Required proof that task was finished?

1. URL of the final page you visited
Attached file: COM.jpg

Digital platforms are here and to effectively use them would require ensuring decent work and having a level playing field…

- Employment status

- Right to bargain collectively

- Adequate social security benefits

- Dispute resolution mechanism

- Fair termination process

- Fair payments and working time standards

- Non-discrimination

- Occupational safety and health

- Transparency and accountability in algorithms and ratings

- Access to local jurisdictions

- Data protection

- Portability of worker data and ratings

- Enabling environment for sustainable enterprises