Digital platforms and the world of work

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Penetration of digital platforms

Online web-based platforms
- Education
- Software coding/programming
- Microtask
- Freelance – All kinds of Professional services
- Legal and Patent Services
- Medical consultation

Digital labour platforms
- Domestic services
- Personal services
- Ride-hailing
- Logistics and Delivery
- Agriculture
- Healthcare

Location-based platforms
- Wholesale and Retail eCommerce
- Payment services
- Agritrading
- Classifieds
- Job Listings

B2B and B2C platforms
- Byju’s ~ Unacademy ~ Vedantu
- Topcoder ~ HackerRank ~ Kaggle
- FlexingIT ~ AMT ~ Clickworker
- Upwork ~ Freelancer ~ Toptal
- VakilSearch ~ Legistify
- Practo ~ DigiQure ~ DocsApp
- SweepSouth ~ Batmaid ~ BookMyBai
- Task Rabbit ~ Doit4u ~ Urban Company
- Uber ~ Bolt ~ Rapido
- Deliveroo ~ Rappi ~ Zomato
- DeHaat ~ Big Haat ~ Ninjacart
- Care24 ~ Carelinx ~ Greymate

Other digital services

Facilitate or mediate exchange

Mediate work

ilo.org
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)
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
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
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**

- **Instructions:**
  - 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 a recorded letter within 3 seconds.
  - 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 or at the end.
  - If needed, re-record the video by pressing the red 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.

**Search-engine optimisation task**

- **Website: Explore**
  - Work done: 82%
  - You will earn $0.12
  - Task takes less than 3 min to finish
  - Job ID: [ ]
  - Tasks will be rated within 2 days

- **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

- **Search, Click, and Engage:**
  - Click 3x

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Advancing social justice, promoting decent work
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