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## Organising Workers Through Digital Means

### Organising Workers Through Digital Means

Digital tools are increasingly the norm for organising today. While some unions are experiencing declining membership rates, other unions have managed to thrive and continue to grow by embracing digital technologies in their organising and reinventing themselves to appeal to new groups of workers. The proliferation of digital tools signals an opportunity for rethinking existing organising models. The convenience and reach provided by organising through digital means enable traditional Labour Movements to expand or change the *How* and *Who* they are organising.

In this edition of the *Singapore Labour Research Digest*, we examine the preferred digital platforms and tools for organising, provide a framework to incorporate it, and propose five recommendations for unions to transition into digital organising so that a greater collective voice may be forged.

Click [here](#) for the full report!

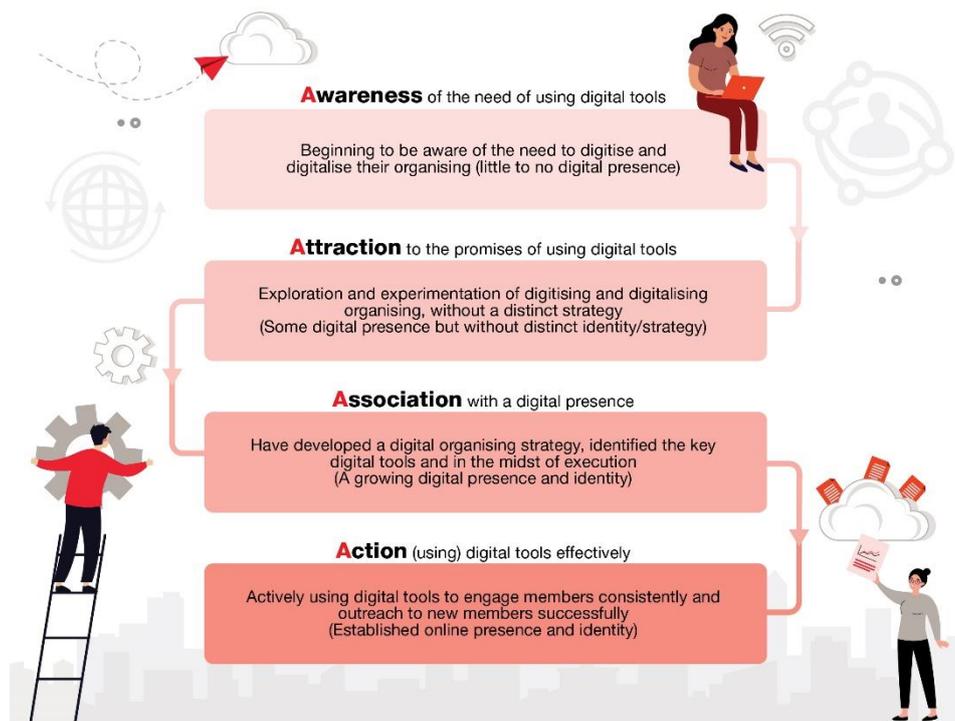
## Digital Technologies Used by Research Participants

There is no significant difference in the level of technology affinity across research participants of different age groups (21-30 years; 31-45 years; 46 years and above) and there is a **strong preference for the use of digital technologies when being organised.**



## The 4As Approach to Digital Organising – Guide for Organisers

The 4As Approach to Digital Organising serves as a **self-assessment tool** for organisers to identify where they are in terms of digital organising and how they might **enhance their strategy and use of digital tools to establish a greater digital presence effectively and consistently.**

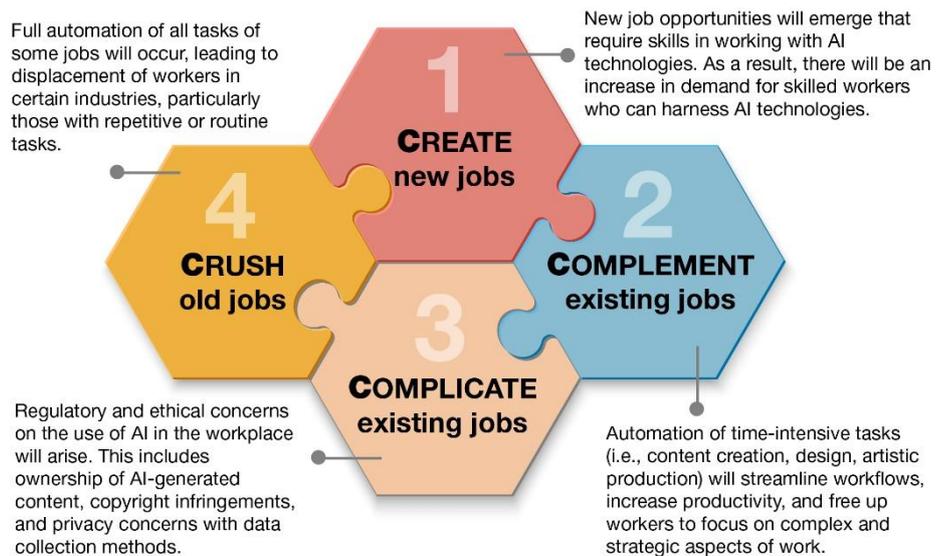


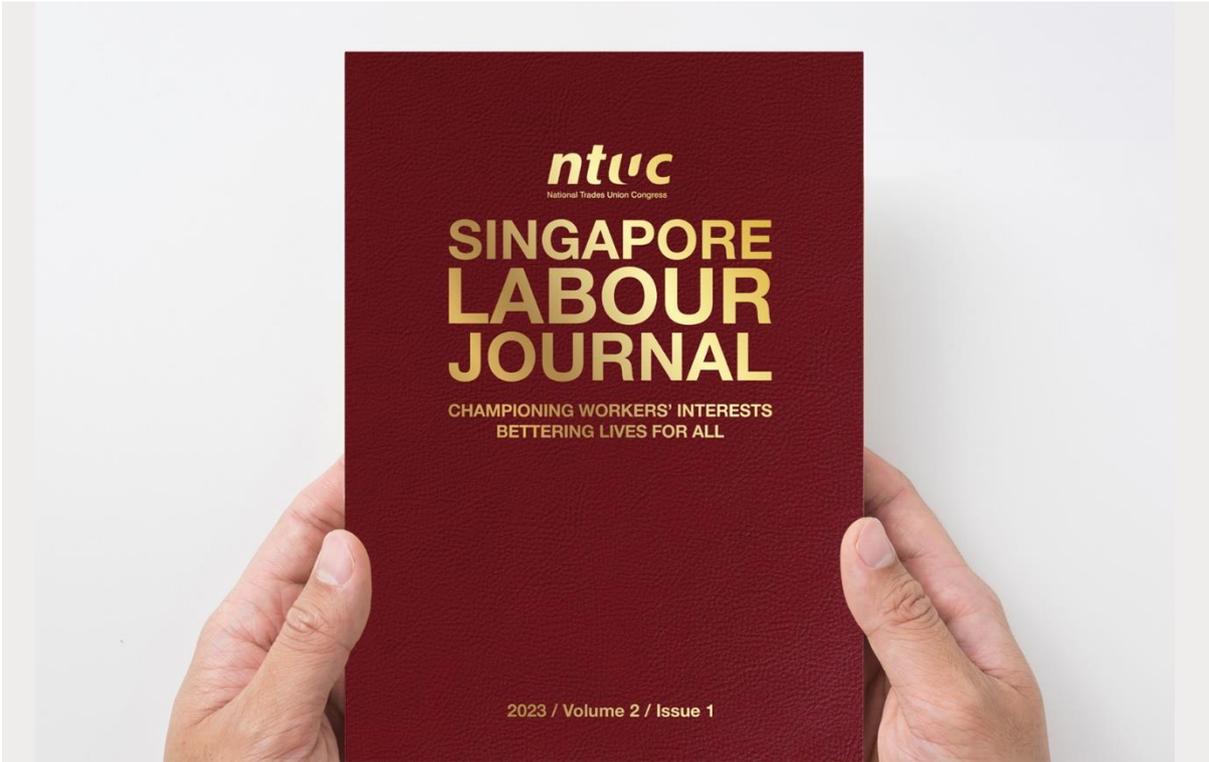
## Key Recommendations of Research Study



## At A Glance: AI's Impact on Jobs

The impact of AI on jobs is multifaceted and can be summarised by the **4Cs**: **C**reate, **C**omplement, **C**omPLICATE, and **C**rush — the creation of new opportunities, the complementing of human capabilities, the introduction of complexities and challenges, as well as the crushing of old jobs.





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Look out for the **second volume of NTUC's Singapore Labour Journal** which will be **released next month!** The peer-reviewed journal promotes labour research and enhances the awareness of labour-related topics, contributing to the development of fair, inclusive, and sustainable labour practices and policies that benefit workers and society as a whole. It provides a platform for academics, policymakers, and practitioners in Singapore and the region to publish and advance research in the field of labour. Click "read more" to download a copy of the first volume.

If you're interested in contributing an article, get in touch with us at [strategy@ntuc.org.sg](mailto:strategy@ntuc.org.sg).

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**Upcoming newsletter:**

- Bridging the Gap in the Pursuit of Sustainability: A Focus on Workers
- Underemployment in Singapore

Thank you for reading this issue of the ***Singapore Labour Research Digest!*** Through this space, we aim to initiate discussions, promote debate, and advance the understanding of labour issues. Feel free to also forward this newsletter to colleagues who may find the resource relevant to their work.

Have feedback you would like to share, or interested in a research collaboration? Get in touch with us at [strategy@ntuc.org.sg](mailto:strategy@ntuc.org.sg).

Stay tuned for our next newsletter!

**Presented by the NTUC Strategy**

Find out more about the team behind the research [here!](#)

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If you are not already on our mailing list and would like to receive an issue of the *Singapore Labour Research Digest*, please write to us at [strategy@ntuc.org.sg](mailto:strategy@ntuc.org.sg).