STUDY ON
ORGANISING WORKERS THROUGH DIGITAL MEANS

Key Insights

KEY FINDINGS: DIGITAL TECHNOLOGIES USED BY RESEARCH PARTICIPANTS

1 No significant difference in the level of technology affinity* across research participants of different age groups and **there is a strong preference for the use of digital technologies when being organised**

2 **Most used messaging apps** (e.g. WhatsApp, WeChat, Telegram) and **social media and networking digital tools** (e.g. Facebook, Instagram, Twitter, YouTube)

3 **Professional networking tools** (e.g. LinkedIn) **were commonly used by those aged 45 and younger**

4 **Job search websites** (e.g. MyCareersFuture, JobStreet, Glassdoor) **were used by half of our research participants, across all age groups**

		By age		
	Total	**21-30 years**	**31-45 years**	**46 years and above**
Messaging apps (e.g. WhatsApp, WeChat, Telegram)	**98%**	100%	100%	92%
Social media and networking (e.g. Facebook, Instagram, Twitter, YouTube)	**98%**	100%	100%	92%
Professional networking tools (e.g. LinkedIn)	**60%**	82%	54%	31%
Reward programmes and apps (e.g. CapitaStar, Landlease Plus)	**38%**	19%	69%	39%
Online shopping platforms (e.g. Shopee, Lazada, Amazon)	**81%**	96%	85%	54%
Online forums (e.g. HardwareZone)	**27%**	27%	46%	8%
Job search websites (e.g. MyCareersFuture, JobStreet, Glassdoor)	**50%**	50%	54%	46%

*Technology affinity is one's personal resource for coping with technology and measured by one's tendency to actively engage in intensive technology interactions

THE 4As APPROACH TO DIGITAL ORGANISING — GUIDE FOR ORGANISERS

▶ 4As Approach to Digital Organising provide a guide to identify where organisers (e.g. unions) are in terms of digital organising and understand how they might want to enhance the digital organising strategy and use of digital tools

▶ Serve as a self-calibration/self-assessment exercise for organisers to progress to become more digitally-savvy and cultivate an established digital presence as they use digital tools more effectively and consistently

Awareness of the need of using digital tools

Beginning to be aware of the need to digitise and digitalise their organising (little to no digital presence)

Attraction to the promises of using digital tools

Exploration and experimentation of digitising and digitalising organising, without a distinct strategy
(Some digital presence but without distinct identity/strategy)

Association with a digital presence

Have developed a digital organising strategy, identified the key digital tools and in the midst of execution
(A growing digital presence and identity)

Action (using) digital tools effectively

Actively using digital tools to engage members consistently and outreach to new members successfully
(Established online presence and identity)

DIGITAL ORGANISING TOOLKIT

To operationalise the 4As Approach to Digital Organising, the following toolkit is developed to help organisers quickly identify and assess the digital tools they can adopt. A total of 20 digital tools are rated in terms of potential applications for organising^.

	Enhance Awareness	Enhance Interests & Motivations	Encourage Participation of Non-Members	Encourage Participation of Members	Facilitate Feedback to Groups/ Organisations	Respond to Feedback and Provide Support	Facilitate Interactions and Group Identification	Encourage Contribution, Initiatives and Leadership
SOCIAL MEDIA PLATFORMS	★★★	★★	★★★	★★	★★	★	★★★	★★
Facebook	★★★	★★★	★★★	★★★	★★	★★	★★★	★★★
Instagram	★★★	★★	★★★	★★	★	★	★★★	★★
Twitter	★★★	★★	★★	★	★	★	★	★
LinkedIn	★★★	★★	★★	★★	★★	★★	★★	★★★
COMMUNICATION & INSTANT MESSAGING APPS	★	★★	★	★★★	★★★	★★★	★★★	★★★
WhatsApp	★	★★	★	★★★	★★★	★★★	★★★	★★★
Telegram	★★	★★★	★★	★★★	★★★	★★★	★★★	★★★
WeChat	★	★★	★	★★★	★★★	★★	★★★	★★★
Discord	-	★	-	★★★	★★★	★★★	★★★	★★★
Google Hangouts	-	★	-	★★★	★★★	★★★	★★★	★★★
VIDEO CONFERENCING & WEBINAR SERVICES	★★	★★★	★★	★★★	★★★	★★★	★★	★★★
Zoom	★★	★★★	★★	★★★	★★★	★★★	★★	★★★
Skype	-	★	-	★★★	★★★	★★★	★★	★★★
Microsoft Teams	-	★	-	★★★	★★★	★★	★★	★★★
Clubhouse	★★	★★★	★★★	★★	★	★★	★	★
VIDEO SHARING AND LIVE STREAMING PLATFORMS	★★★	★★★	★★★	★	★★	★★	★	★
Tik Tok	★★★	★★★	★★★	★	★	★	★	-
Twitch	★★	★★★	★★★	★	★★	★★	★	★
YouTube	★★★	★★★	★★★	★	★★	★★	★	★
OTHERS	-	-	-	-	-	-	-	-
Official website	-	★★	★	★★	★★	★★	-	★
Email	-	★	★	★★★	★★★	★★★	-	★★
Forums	★★	★★	★★	★★	★	★	★★	★
Eventbrite	★★	★	★★	★	-	-	-	-

^ refer to Research Report for more details

RECOMMENDATIONS

How unions can help, together with tripartite partners:

1 **Leverage a suite of digital technologies** to proactively engage organised and unorganised workers across a range of contexts and services

2 **Keep abreast of technological trends** and developments, and cultivate an open and experimental attitude towards new digital tools and emerging organising opportunities

3 Be deliberate in the selection of and **diversify the use of digital tools** for organising

4 **Be strategic when designing information and events** to attract the target audience and meet the needs of different worker profiles

5 Rethink existing organising models and **explore issue-based organising**

To view the full report, visit www.ntuc.org.sg/Research-OrganisingDigitalMeans

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#EVERY
WORKER
MATTERS

MEMBERS**FIRST**
WORKERS**ALWAYS**