Tech for Power? Digital Organizing in Action

Young Workers Lab, UNI Global Union
Young Workers Lab

How can digital technologies be used by unions and young workers to improve young workers’ job quality and voice in the digital world of work?

1. Thought Exchange
2. Spotlight
3. GDPR Compliance report
4. Data governance/ data standard template
1. Thought Exchange and Project Spotlight

Tools designed at the Young Workers' Lab
1.a Dynamic communication

thoughtexchange
We need to ask for more opportunities for professional development and technical training. It's important to keep up-to-date on industry changes.

Great! Share additional thoughts below

Share your second thought here
Say why it's important here

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Product messaging - making sure that everyone is on message, especially with external stakeholders. We do not want our clients to get conflicting messages from marketing, sales, services and support.

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3.8 out of 5 stars
Rated 1 of 10
What are the biggest challenges for the future of archaeology in the UK?

**Unpaid hours** Unpaid driving time, getting to the office early and leave late, all unpaid, means we can be out of the house for 12/14 hours and get paid for 7.5

**Competitive tendering** Not only does it keep wages down, but jobs aren’t given enough time/budget for them to be done properly and corners get cut

**No welfare facilities on site** Period dignity. Changing a tampon in the back of the van. Peeing in a bush whilst wearing company uniform.
RESULTS

Group A
37 (60%)
Rated 64 thoughts on average

+ Show demographic info

Different ratings
Common ratings (high)  Common ratings (low)

Group A rated these thoughts high

Sexism. British commercial -and research even, archaeology is deeply affiliated to great middle aged white males -still! Females professionals have an expiry date. Sooner or later you decide to leave because you are fed up of being either a victim or a clown.

Group A
15 ★ 4.5 (AVG)

Group B
9 ★ 1.2 (AVG)

Group B rated these thoughts low
1b. Project Spotlight

Helping you track your workday
Project Spotlight, the smartphone app we're developing, gives workers the ability to access information from their phone to collectively gain power.
The way Project Spotlight works is simple

- The union and its members choose a demand
  Ex: We want pay for our commuting time!

- Members download the app

- Members tell the app what to measure and for how long
  Ex. ‘Measure commute time for one week’

- Union campaigns & negotiates with what's discovered!
  Ex. Average worker commute time = 2 hrs per day!
Case Study #1

Workers on their feet

Project Spotlight can be told to measure things like: how much the workers walk/run each day, under what physical conditions they work (light? dark? cold? warm?) and how much break time they actually get.
Case Study #2

White Collar Worker

Project Spotlight can be used to allow workers to track their collective sleep patterns (anonymously) to find out whether the group as a whole are too stressed to hold healthy sleep hours. With this information, unions could go to management and push for improvements such as changed working hours.
Case Study #3

Gig Economy Worker

Many gig economy apps track a huge amount of workers' data. This includes when workers text friends or when they use Facebook. Project Spotlight sets up a “mirror” to this surveillance so workers can see how they are being tracked. With this record, unions can campaign to protect the workers' privacy and improve their working conditions.
Core Principles

1. **Co-Design:** we commit to building/testing tools with our union partners, for our union partners

2. **Consent:** we commit to users right of informed consent

3. **Data Minimisation:** we will only record what users choose to share, during the limited period of time they choose to share it (nothing more)
Project Spotlight + the GDPR = happiness

A legal expert will conduct a compliance report for all to have
Stay Posted

http://www.thefutureworldofwork.org/the-lab/
What's in the pipeline?

Review of Digital Organizing Tools
What are others doing? Is it working? How much does it cost?

Union-led Data Standard
Incl data maturity framework and data governance recommendations
The Team!

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