The Jobtech Quality of Work Measurement Tool

Introduction

Several companies, including [Fairwork](), have done a great job of assessing the quality of work at the platform level with not much done looking at the quality of work as perceived by the people working/entrepreneurs selling and earning from those platforms. To bridge the gap, the Jobtech Quality of Work Measurement Tool aims to **understand the quality of work from the perspective of the people working and/or entrepreneurs selling and earning from platforms** to complement the information provided by platforms and thus provide a truly holistic picture of the quality of work offered by platforms. This co-created and co-owned by the Jobtech Measurement Working Group[1], established to provide a space for key stakeholders to align around common frameworks for quantifying and evaluating various aspects within the sector, which would lead to improved decision-making for stakeholders to grow the sector and improve job outcomes.

The Jobtech Quality of Work Measurement Tool is designed for people working/entrepreneurs selling and earning from platforms within three [jobtech taxonomies](): **Platforms for Offline Work, Digitally-Delivered Work, and Digital Services for Microenterprises**. It serves various stakeholders including, but not limited to, **platforms** seeking to understand and improve work quality, boost satisfaction, and achieve success; **support organizations** in tailoring their support and resources effectively, as well as **donors** enabling them to assess the impact of their investments to maximize positive impact.

Note that this tool cannot be used for counting jobs and has no ascribed views on 'good' or 'bad', though as the tool receives greater utilization, we will make benchmarking data available. If you would be willing to share your data to the benchmarking exercise, please contact [info@jobtechalliance.com]()

The tool

Key: SS - Single-select; MS - Multi-select; OE - Open-ended; R - Rubric; NM - Numeric

Note: For Rubric questions, respondents may give open-ended responses, and it would be the role of the interviewer to identify which category the response falls most closely into

Guide: Replace all occurrences of
- [Platform] with the name of your platform
- [working/selling] with working or selling depending on the context of how those earning from your platform engage with the platform
- [work/to sell] with work or to sell depending on the context of how those earning from your platform engage with the platform
- [work/sales] with work or sales depending on the context of how those earning from your platform engage with the platform

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[1] **60 Decibels'** [Jasleen](), **Africa Practice's** [Margarita](), **ANDE's** [Mallory](), **Caribou Digital's** [Jonathan]() and [Annabel](), **CFYE's** [Ahmed](), [Camee](), [Emily](), and [Niek](), **ILO's** [Steve](), **Jobtech Alliance's** *(powered by Mercy Corps and BFA Global)* [Chris](), [Janet](), [Jared](), and [Malika](), and **The Good Economy's** [Matt]().

Intro blurb:

Hello! We would like to assess your experience working with [Platform]. This brief survey takes less than 15 minutes, is voluntary, and won't affect your standing with [Platform]. Your privacy is our priority and responses will be completely anonymous. We value your feedback!

1. Satisfaction & growth - Self-reported satisfaction	On a scale of 0-10, how likely are you to recommend [working/selling] with [Platform] to a friend or family member, where 0 is not at all likely and 10 is extremely likely? *[SS]*	0	1	2	3	4	5	6	7	8	9	10
	[NPS score of 0-6]: What about [Platform] can be improved to make you more likely to recommend it to a friend or family member? *[OE]* *[NPS score of 7-8]:* What specific aspects of [Platform] can be improved to achieve a top score? *[OE]* *[NPS score of 9-10]*: What about [Platform] makes you particularly likely to recommend it to a friend or family member? *[OE]*	*[Open-ended]*										

2. Satisfaction & growth - Upskilling and growth	To what extent do you agree or disagree with the following statement: "Since I started [working/selling] with [Platform], I have learned skills that have helped me grow, develop, and get a better-paying job in the future"? *[SS]*	Strongly agree	Somewhat agree	Neither agree nor disagree	Slightly disagree	Strongly disagree
	[Additional optional] Could you provide more details on what drove your answer? *[OE]*	*[Open-ended]*				
3. Income & Sufficiency of work/market - Reliability of work/markets / Sufficient work	In the last 3 months, how often have you experienced situations where you were ready and available for [work/to sell], but there were no opportunities available with [Platform]? *[SS]*	Never	Rarely	Some of the time	Most of the time	Always
	[Additional optional] Could you provide more details on what drove your answer? *[OE]*	*[Open-ended]*				
4. Income & Sufficiency of work/market - Fair pay	How would you describe the amount you earn from [Platform] for the amount of [work/sales] you put in? *[SS]*	Very fair	Fair	Somewhat fair	Not fair	Not fair at all

	[Additional optional] Could you provide more details on what drove your answer? *[OE]*	*[Open-ended]*			
5. Income & Sufficiency of work/market - Contribution to livelihood	In the last 3 months, what proportion of your total personal income came from [working/selling] with [Platform]? *[SS]*	76%-100% (Almost all)	51-75% (More than half)	26-50% (Less than half)	1-25% (A little bit)	0% (None)
	[Additional optional] More details / explanation of response *[OE]*	*[Open-ended]*				
6. Income & Sufficiency of work/market- Adequate protections and safety nets	Imagine that tomorrow you have an unexpected emergency and need to come up with [5% of annual gross national income per capita in local currency] within the next month, would you say [working/selling] with [Platform] has made it easy or difficult for you to be able to come up with this money? *[SS]*	Very easy	Slightly easy	Neither easy nor difficult	Slightly difficult	Very difficult
	[Additional optional] Could you provide more details on what drove your answer? *[OE]*	*[Open-ended]*				
7. Working conditions - Decent hours	How well do your [working/selling] hours fit in with family or social commitments outside of work?	Very well	Well	Neutral	Not well	Not well at all
	[Additional optional] Could you provide more details on what drove your answer? *[OE]*	*[Open-ended]*				
8. Working conditions - Health & safety	Do you feel safe from threats and hazards [working/selling] with [Platform]? *[SS]*	Very safe	Somewhat safe	Neutral	Somewhat unsafe	Very unsafe
	[Additional optional] Could you provide more details on what drove your answer? *[OE]*	*[Open-ended]*				
9. Working conditions - Recognition, respect, & professionalism	Do you feel respected in your interactions on [Platform], both by [Platform] and its platform? *[SS]*	Very respected	Somewhat respected	Neutral	Somewhat disrespected	Very disrespected
	[Additional optional] Could you provide more details on what drove your answer? *[OE]*	*[Open-ended]*				
10. Working conditions - Inclusion	To what extent are the opportunities with [Platform] open to anyone, regardless of gender, religion, tribe, race, or something else? *[R]*	[Platform] enables me to access opportunities which might otherwise	[Platform] offers equal opportunity and treatment to everyone,	I am not aware of any instances of discrimination in accessing	Someone I know has experienced discrimination in accessing	I've experienced discrimination in accessing opportunities or

		have been unavailable to me because of my gender, religion, tribe, race, or something else	regardless of gender, religion, tribe, race, or something else	opportunities or unfair treatment through [Platform] based on gender, religion, tribe, race, or something else	opportunities or unfair treatment through the [Platform] based on their gender, religion, tribe, race, or something else	unfair treatment through the [Platform] based on my gender, religion, tribe, race, or something else
	[Additional optional] More details / explanation of response *[OE]*	*[Open-ended]*				
11. Management, representation, & contracts - Contracts/T&C	To what extent do you agree or disagree with the following statement: "I have a good understanding of rules, conditions, and/or my rights as per my contract/T&C with [Platform]". *[SS]*	Strongly agree	Somewhat agree	Neither agree nor disagree	Slightly disagree	Strongly disagree
	[Additional optional] Could you provide more details on what drove your answer? *[OE]*	*[Open-ended]*				
12. Management, representation, & contracts - Recourse	To what extent do you agree or disagree with the following statement: "[Platform] has effective mechanisms for taking in and addressing feedback, complaints, and concerns raised"? *[SS]*	Strongly agree	Somewhat agree	Neither agree nor disagree	Slightly disagree	Strongly disagree
	[Additional optional] Could you provide more details on what drove your answer? *[OE]*	*[Open-ended]*				
13. Management, representation, & contracts - Voice and representation	Do you have any way of getting support to address issues with [Platform], such as bargaining for better pay or working conditions? For example, do you know other users of the platform, are you part of any groups, or a formal union? *[R]*	I am in a formal union or collective to bargain for better conditions	I am in an informal group which enables us to gain advice and/or collectively organize, that engages directly with the platform	I am in an informal group which enables us to gain advice and/or collectively organize, but with no engagement with the platform	I have informal connections with others on the platform, for advice or guidance	I have no engagement with any other workers on the platform
	[Additional optional] More details / explanation of response *[OE]*	*[Open-ended]*				
i. Demographics - Age	Could you share your age with me? *[SS]*	*[Numeric]*			Rather not say	
ii. Demographics - Gender	What is your gender? *[SS]*	Man		Woman	Other	

Thank you for your time! Your feedback will help [Platform] know how best to serve you and others like you better.

Proposed analysis
Suggested methods of analyzing this data are as follows. We will make benchmarking data available when the dataset is big enough.
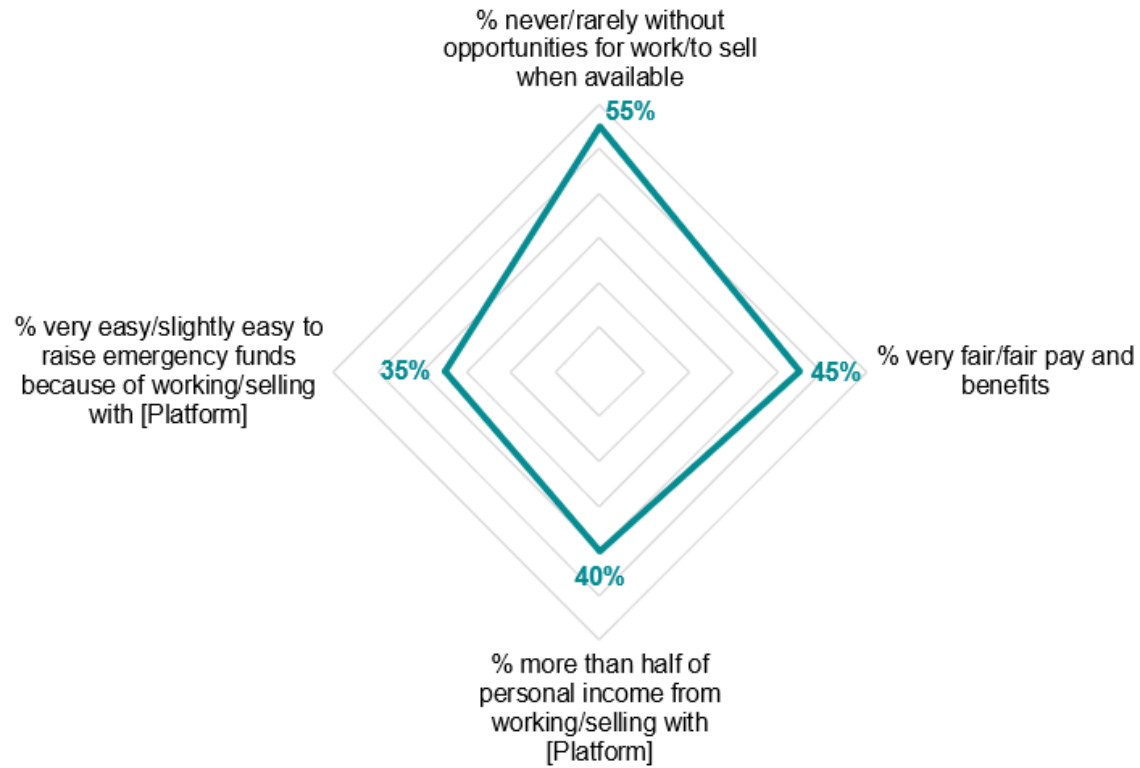
Note that benchmark data will be used to assess the value/viability of 'bucketing' (around themes which may include Satisfaction & growth, Income & Sufficiency of work/market, Working conditions, and Contracts, management, & representation) but we currently provide no guidance on how to bucket.

Descriptive analysis: An infographic summarizing each question, displaying the percentage breakdown of respondents for each answer option.

How well do your working/selling hours fit in with family or social commitments outside of work?
(Sample size = 50)

|	
Very well	30%
Well	4%
Neutral	30%
Not well	34%
Not at all well	2%
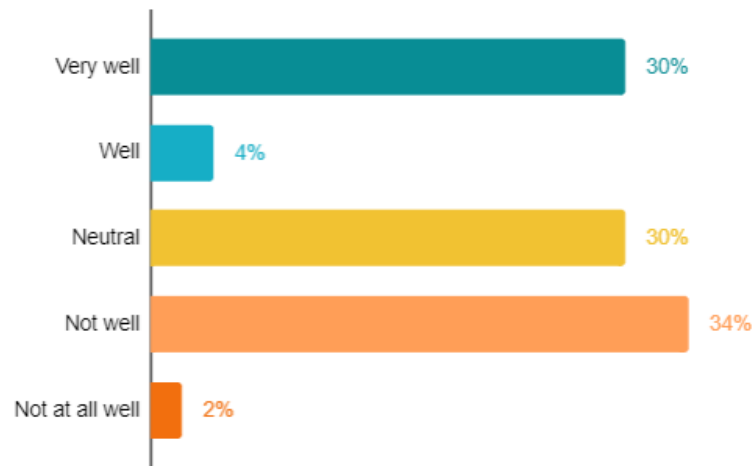
Comparative analysis across questions: An infographic illustrating the similarities or differences in performance across multiple questions.

% never/rarely without
opportunities for work/to sell
when available
55%

% very easy/slightly easy to
raise emergency funds
because of working/selling
with [Platform]
35%

% very fair/fair pay and
benefits
45%

40%

% more than half of
personal income from
working/selling with
[Platform]

Comparative analysis across companies: An infographic illustrating the similarities or differences among various companies, showcasing the distribution of responses across answer options for each question.

How well do your working/selling hours fit in with family or social commitments outside of work?
(Sample size: Company 1 = 55; Company 2 = 60)
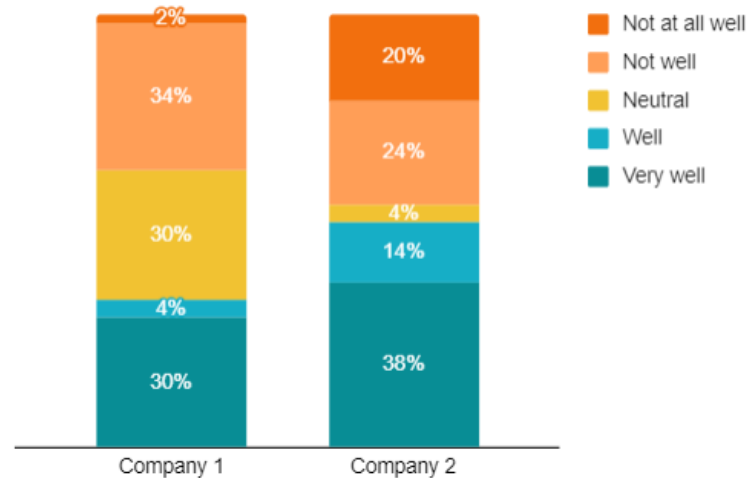
Qualitative analysis: Conduct qualitative analysis of the open-ended questions.

Benchmark analysis: We will later make benchmarking guidance available, which would allow assessments against benchmarks.

	1. Satisfaction & growth - Self-reported satisfaction: NPS score	2. Satisfaction & growth - Upskilling and growth: % learning skills for growth and better future jobs	...
Company score	65%	50%	...
Company benchmark mapping	Top 40%	Middle	...
Top 20%	80	90%	...
Top 40%	60	75%	...
Middle	50	66%	...
Bottom 40%	40	40%	...
Bottom 20%	20	35%	...