In collaboration with the International Labour Organisation (ILO) Country Office for Indonesia, Pulse Lab Jakarta conducted a feasibility study to explore online data as a source of real-time signals of discrimination against women in the workplace. Keywords were used to filter public tweets related to discrimination, identifying four topics with significant volume of discussions (over 100,000 tweets over three years); discrimination in job requirements, permission for women to work, perceptions on appropriateness of different types of work for women, and the multiple burdens of working women. The study found that, using these keywords, signals were not strong enough in ILO’s priority focus areas in Indonesia. Therefore, the tweets analyzed in the research did not lead to conclusive results. While most of the identified tweets corresponded to discriminatory job requirements, weak signals from messages coming from directly affected populations may imply that it is common for women workers to keep silent about their experience related to discrimination and violence in the workplace for various reasons including fear of losing the job and facing further discrimination.

BACKGROUND

In Indonesia, as is the case in many other countries, women continue to face discrimination in the world of work, including access to training and employment and terms and conditions of employment. Traditional ideas on what women and men should do persist and women continue to bear heavy and unequal care responsibilities, limiting their involvement in the labour market. Women’s labour force participation rate has been around 50-53 per cent, while it has been 80-83 per cent for men in the past 10 years. The proportion of workers in vulnerable employment is higher for women compared to men including higher proportion of women as unpaid family workers, and women are 24 percent more likely to be working informally than men. Women generally earn less than men and the gender wage gap is 35 per cent.

Monitoring workplace discrimination can be challenging because both workers and employers seldom report incidents. Monitoring of public perceptions and discriminatory practices is traditionally conducted through surveys, which can be costly and time-consuming. New sources of digital data have the potential to provide new insights on a population’s behavior in real-time, and can supplement existing monitoring and evaluation tools.

The International Labour Organization (ILO) promotes social justice and internationally recognized human and labour rights, and helps advance the creation of productive and decent work for all around the world. The ILO Country Office for Indonesia (CO-Jakarta), in close partnerships with the Government of Indonesia and employers’ and workers’ organizations, oversees programmes in Indonesia and Timor-Leste, where employment issues are considered one of the priority development issues.

Pulse Lab Jakarta worked with the Government of Indonesia and the ILO CO-Jakarta to analyse online perceptions of workplace discrimination as a potential complement to traditional surveys.

HOW TO CITE THIS DOCUMENT:
In order to extract relevant conversations from Twitter, a keyword taxonomy was developed for each topic in the Bahasa Indonesia language. Tweets containing words from the taxonomy were filtered, and then analysed for volume and content using a social data analytics platform called Crimson Hexagon.

Tweets from January 2010 to August 2013 were analysed to identify which topics provided sufficient volume of tweets to analyse further as potential signals of perceptions, opinions and incidents of discrimination.

INSIGHTS & OUTCOMES

The feasibility study found that four topics returned a sufficient number of relevant tweets for further exploration:

1. Permission to work (3K tweets)
2. Perceptions regarding the appropriateness of work (5K tweets)
3. The multiple burdens of working women (21K tweets)
4. Discrimination in job requirements (78K tweets)

Online signals were extracted from conversations about the need for women to have permission to work from husband and family members. Others talked about continuing to work after marriage.

In order to extract relevant conversations from Twitter, a keyword taxonomy was developed for each topic in the Bahasa Indonesia language. Tweets containing words from the taxonomy were filtered, and then analysed for volume and content using a social data analytics platform called Crimson Hexagon.

Tweets from January 2010 to August 2013 were analysed to identify which topics provided sufficient volume of tweets to analyse further as potential signals of perceptions, opinions and incidents of discrimination.

The topic of discriminatory job requirements, which included physical attributes, the obligation or interdiction to wear a jihab, and gender was also widely discussed. Most of the tweets extracted announced job postings rather than expressing public opinion. A more detailed definition and keyword taxonomy of what is considered to be discriminatory in the specific context of job requirements would be needed for more comprehensive analysis of the conversations within this topic.

CONCLUSIONS

This study demonstrated that social media could provide real-time information related to discrimination against women for certain topics in the Indonesian workplace.

Four topics could be further analysed as a supplemental source of insights about discrimination. In particular a large number of messages about discriminatory job requirements needs further exploration. The study found that social media was not well developed as a source of information on the other four topics.

The study also noted an increasing volume of relevant tweets over time. As of December 2010, there were only 17 tweets (0.002% of the total) related to workplace discrimination against women in Indonesia. By 2013 the number of relevant public tweets exceeded 10,000 per month, revealing a dramatic increase in public engagement on social media.

Ultimately, this feasibility study showed the possibility of using social media for real-time information related to public concerns and opinions, which could be integrated into existing methods of monitoring and evaluation.

REFERENCES: