



New digital horizons for public employment services: Income transparency to improve labour market signalling

12th Annual NERI Labour Market Conference



This project has received funding from the European Union's Horizon 2020 research & innovation programme under grant agreement No 870702



Riailtas na hÉireann
Government of Ireland



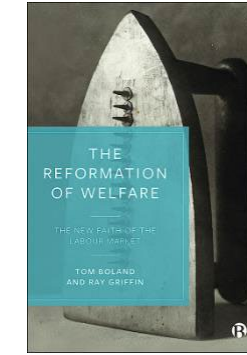
Funded by EU Commission Recovery and Resilience Facility under the *Science Foundation Ireland* Future Digital Challenge
Grant No 22/NCF/FD/11033



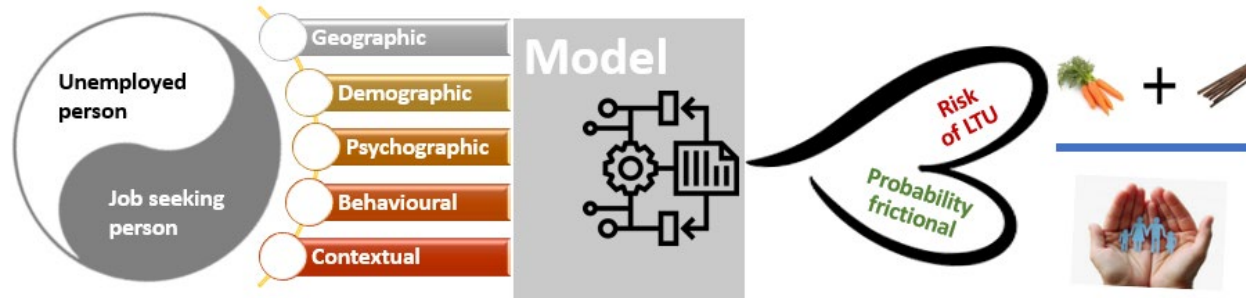
Authors: Emma Holden, P.J. White, Brian Casey, Aisling Tuite, Antoinette Jordan & Ray Griffin

Digital PES

- 40+ years
- Digital-first (Considine et al., 2022)
- Procedural back office streamlining, automation, sorting and judging systems
- More complex advice, mentoring and engagement services (ILO, 2022)
- Critical stances (Allhutter et al., 2020)
- In search of hope... HECAT & PESTech projects



Novel & democratic data ontology in PES?



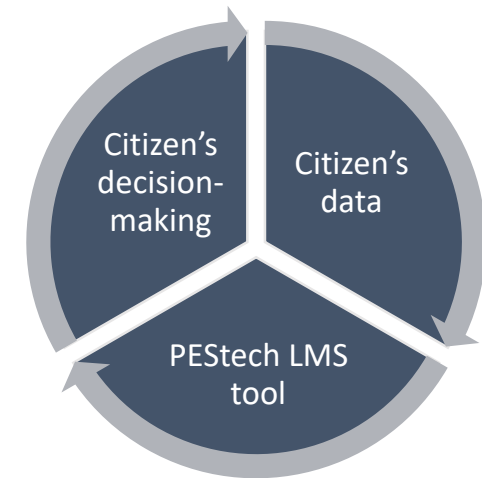
Citizen's data

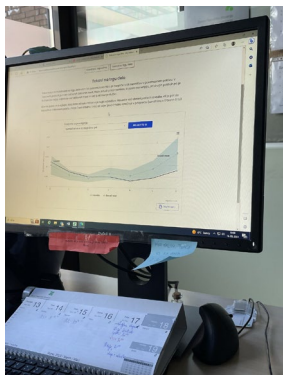
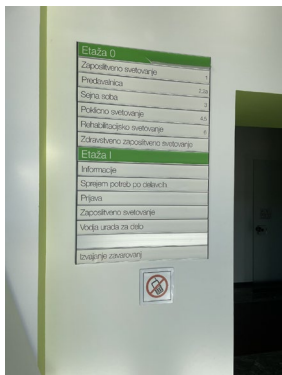
Labour Market & Skills Data
EU Labour Force Survey (EU-LFS)
OECD Programme for International Student Assessment (PISA)
OECD Survey of Adult Skills (PIAAC)
European Working Conditions Survey (EWCS)
European Skills and Jobs (ESJ)
EU Statistics on Income and Living Conditions y (EU-SILC)
EU Adult Education Survey (AES)
EU Continuing Vocational Training Survey (CVTS)
National registry & novel data sources

Policy,
economists, &
Govt.

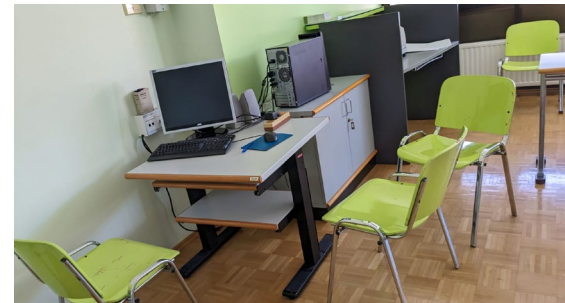
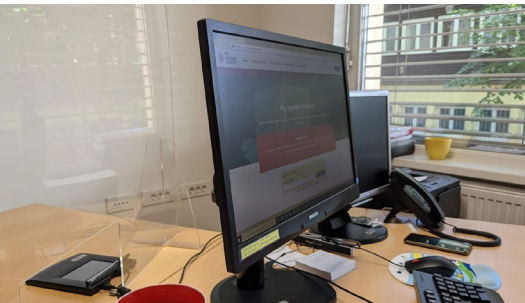
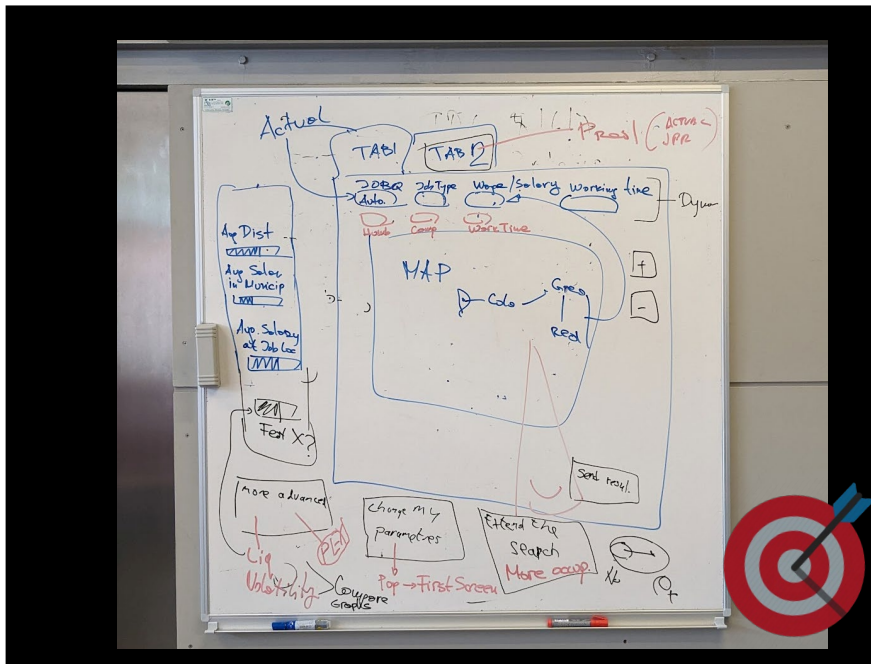
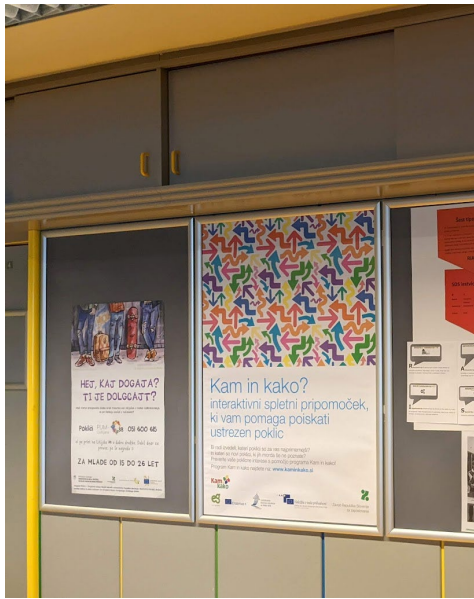
Existing

In search of hope...
HECAT & PESTech
projects





Development
Embedded in ESS





Accident.....

Seeing the labour market rendering visible the market (using new measures), taking the labour market seriously (markets as being distinct from the state), return data to citizens, help people

Skills-related job search that broadening job search horizons and allow people to quick identify feasible job/career opportunities

Quality-based jobs search rebalancing job search to sustainable job search

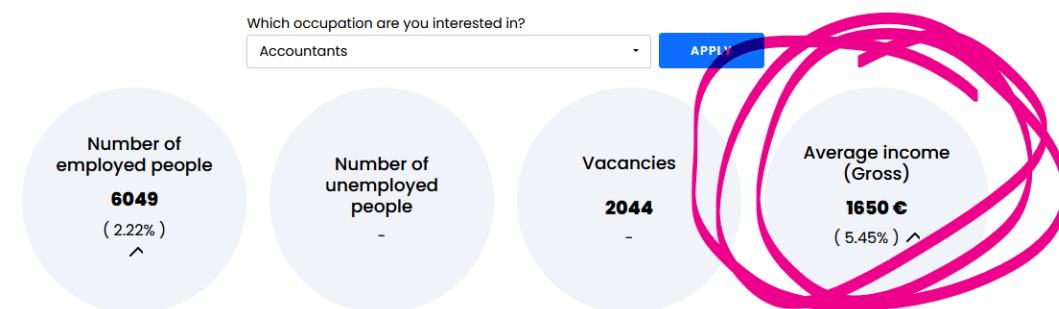
...

35 one-on-one interviews, in two cycles with job seekers and caseworkers which brought to our attention the importance of **income expectation** in job search



<http://pinta.ijs.si/hecat/api/v2/swagger-ui/myl>

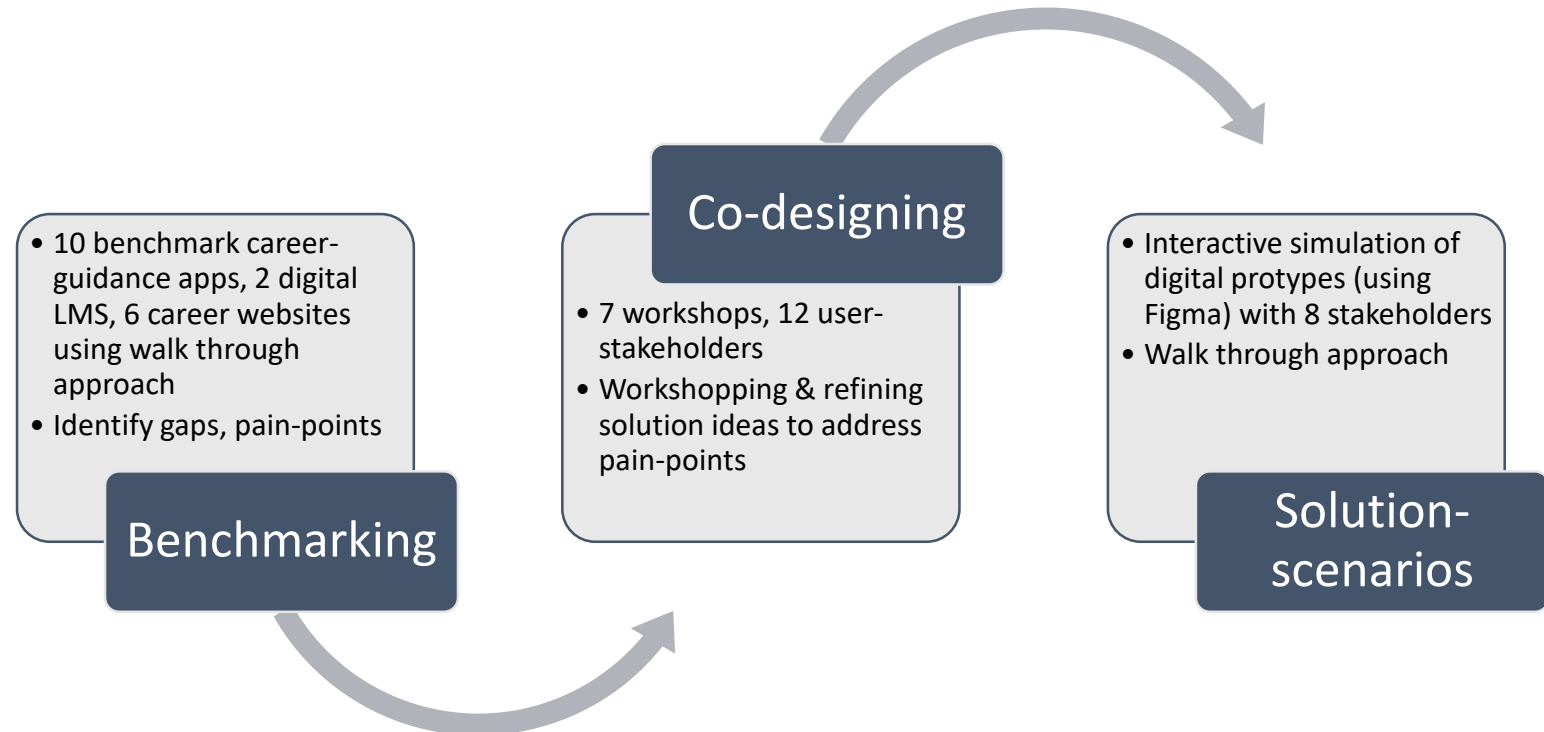
Here is an example of some information about the labour market which may interest you. Try it out!



www.mylabourmarket.com

Method

- STS (Latour/Callon/Law), ethnography (Ingold/Dourish)
- Design thinking policy-making approach (Howlett, 2014)
- Iteratively id, problematise, co-develop, refine & evaluate **with**
- Exploit new data pipeline CSO PAYE-MOD + EU Pay Transparency Directive



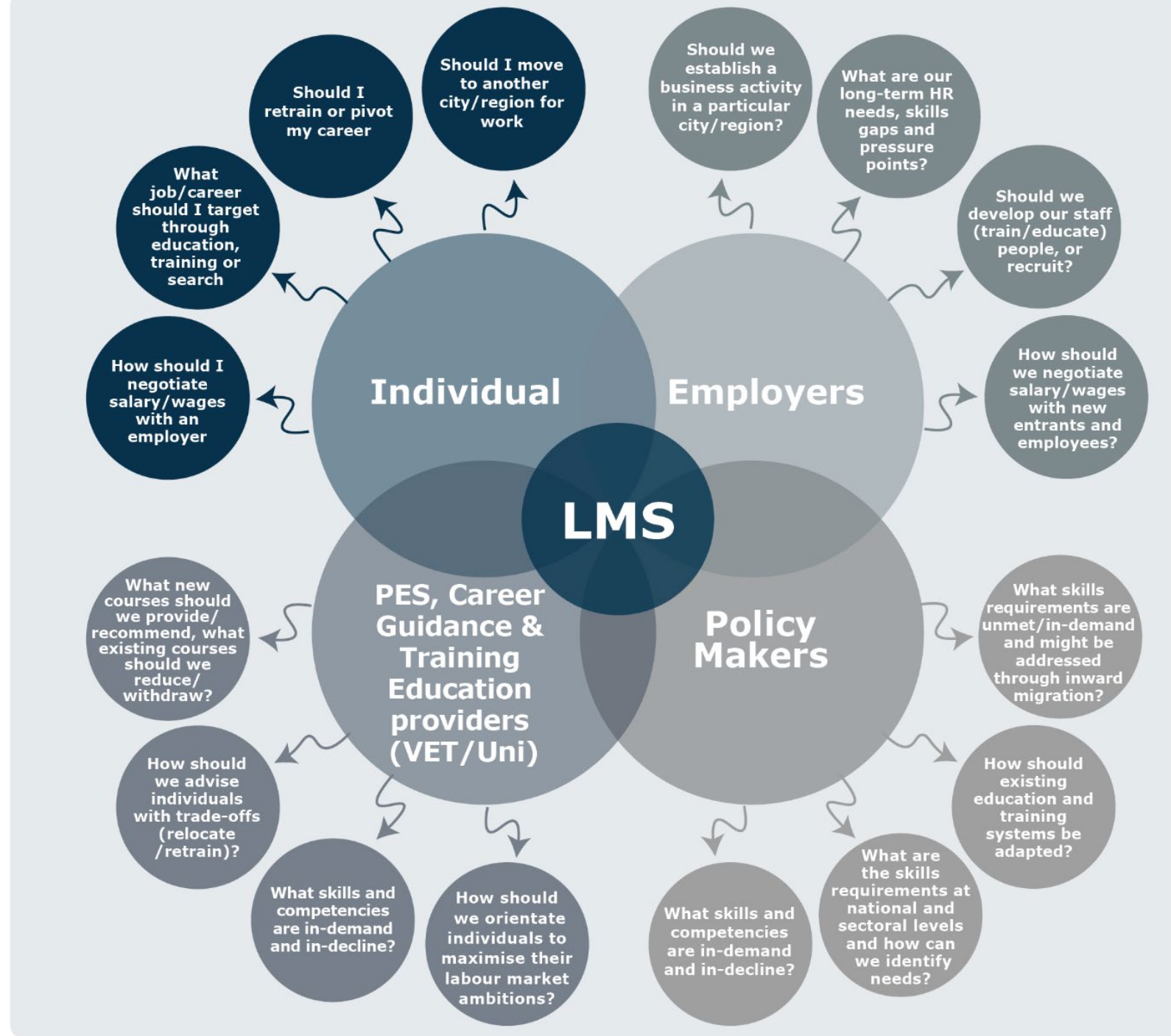


PEStech

Making the Labour Market Visible

Stakeholder Engagement n=196

A universe of problems solved by LMS



Benchmark: User Testing Observations *Websites*

7/20



Successful

13/20



Unsuccessful

6/20

Gave Up



6/20



'No Info Found'

2/20



Site asked for personal data

3/20



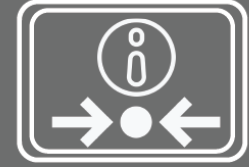
Taken to third party website

12/20



Confused by Terminology

8/10



'Info is too small'

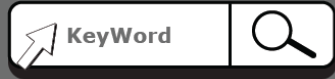
0/10

users could situate the job in the job market with the information found.



13/20

attempts immediately used the site search bar.



Users trusted that the search bar would be the quickest way to find the information. Most users didn't look for alternative options if the keyword search was unsuccessful.

9/10

users negatively commented on sector categories.



Dropdown menus for categorising job sectors are ineffective. Terminology is inconsistent, causing confusion. Users tend to skip this request is possible.

8/10

users said the info is inconsistent across sites.



Terminology, Phraseology, Financial Data, Job Descriptions, Categorisations of Jobs and much more are inconsistently categorised, labelled and sorted across websites

3/10

users used shortcut tabs.



Suggested/Categorised Tabs are rarely used. Instead users depend on the page search box. Also, the tabs rarely make a difference to the user path, often the same search method appears.

3/10

users stated the information looks outdated



Users said the website interfaces such as Public jobs looked dated and made the information seem outdated and irrelevant.

4/10

users emphasised the need for dark mode



Users said the websites were blindingly white, bleak looking and there's too much blue, 'Blue mode' is particularly bad for the eyes.

What About Age?



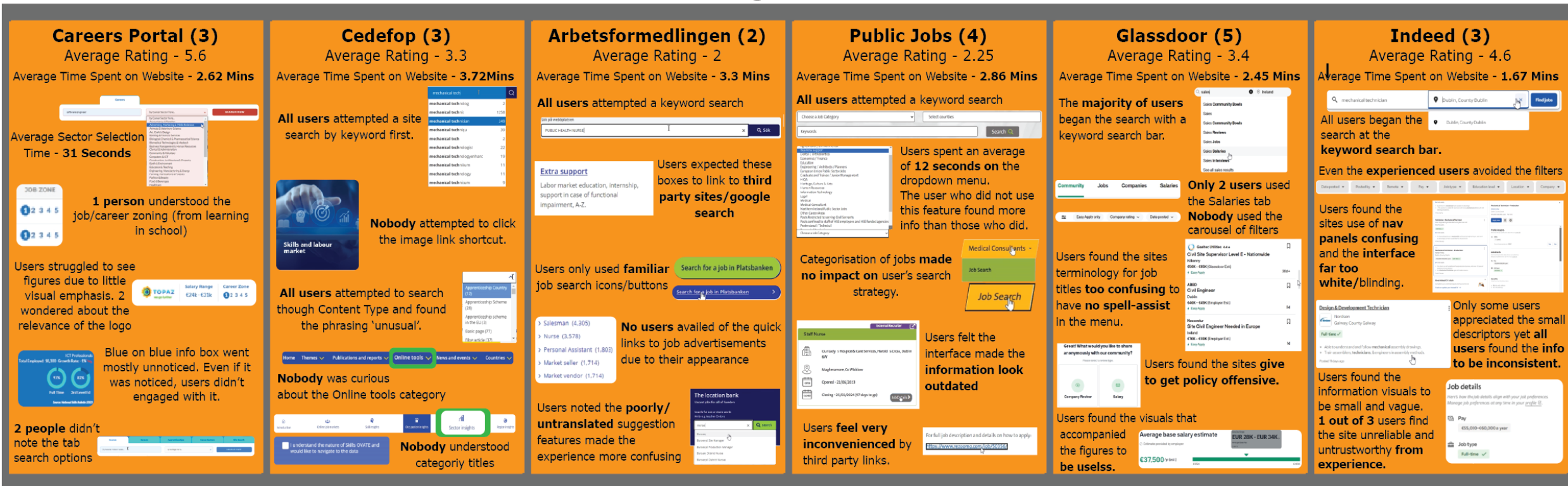
Ages 23 - 53 struggled with interface layout. Men over 35 refused participation, feeling they were 'at nothing' and they have 'no clue' about 'any of that'.

What About the Visuals?



For those who could find any visuals they were unhelpful, too small or the charts began at random numbers not 0. The majority used small figures and bar charts that were inconsistent.

Benchmark: User Testing Result Score Cards Websites

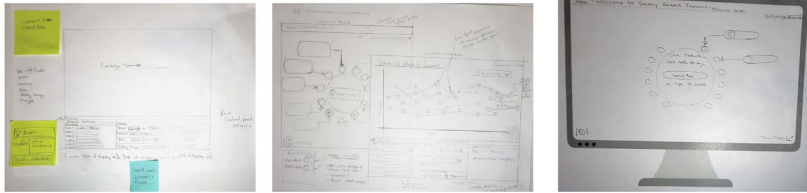


Co-designing



Sticky note contribution examples

Sketched proposed sequence & preferences



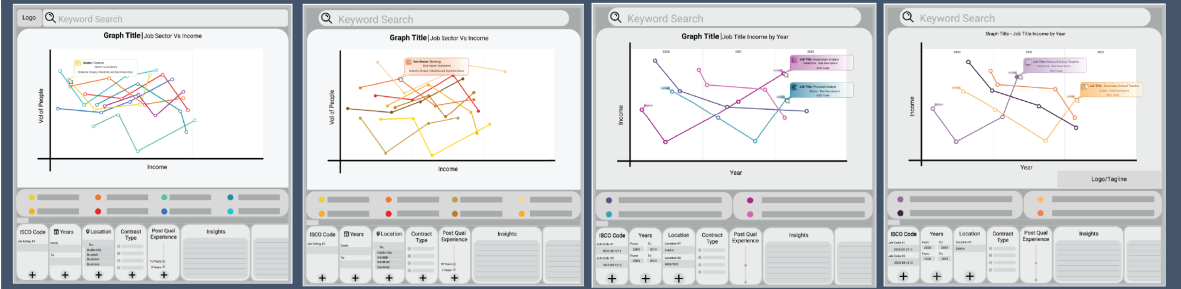
Participant's scale representation page.



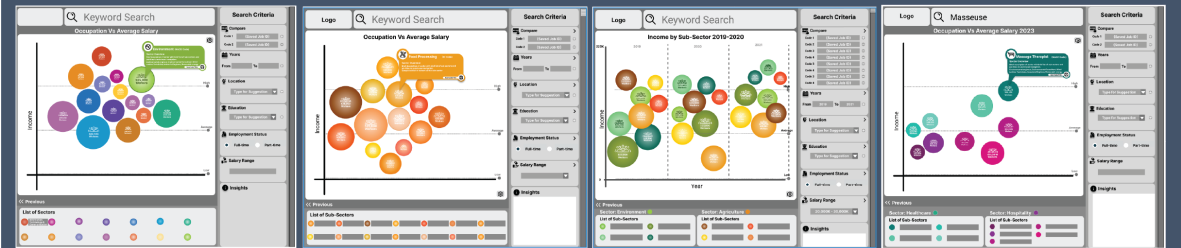
Sample Screens: Interactive Elements



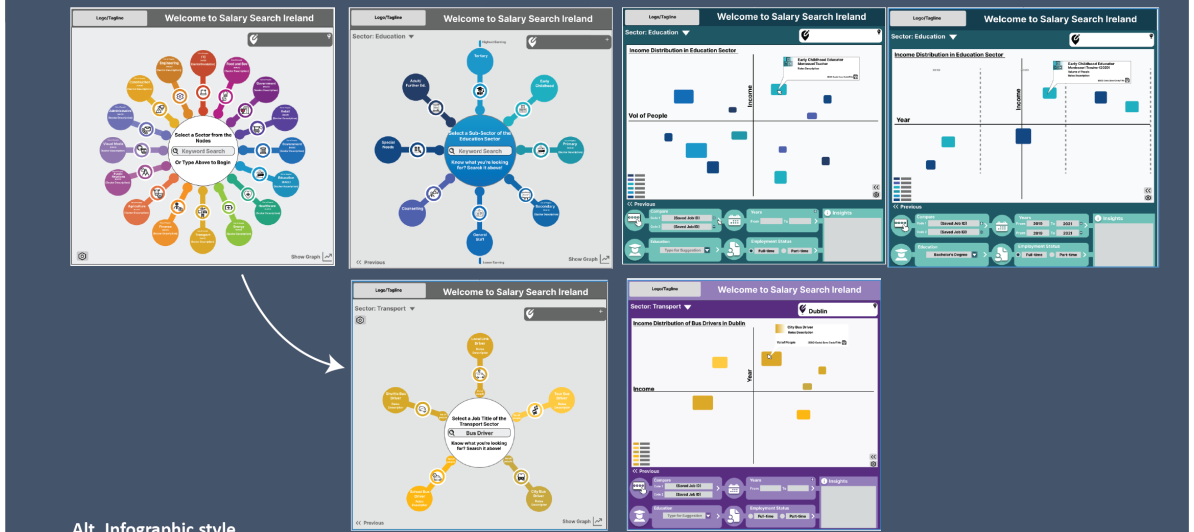
Concept One: Income Distribution Search



Concept Two: Sector Search



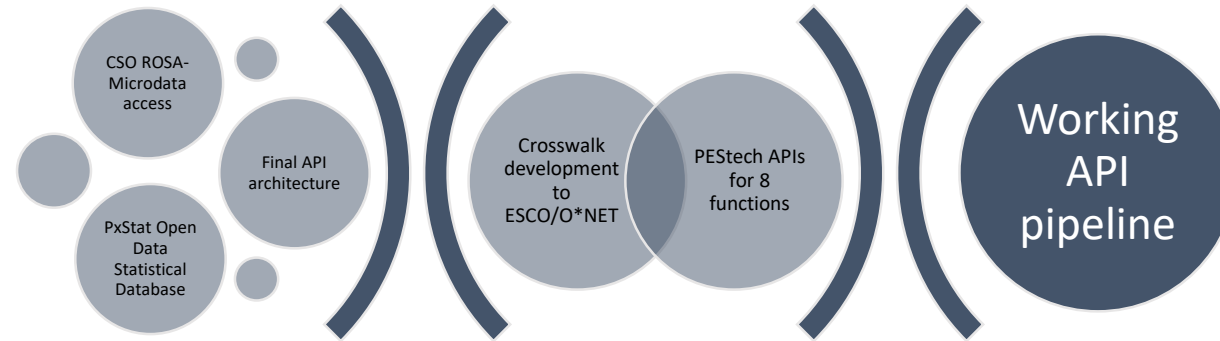
Concept Three: Natural Language Search



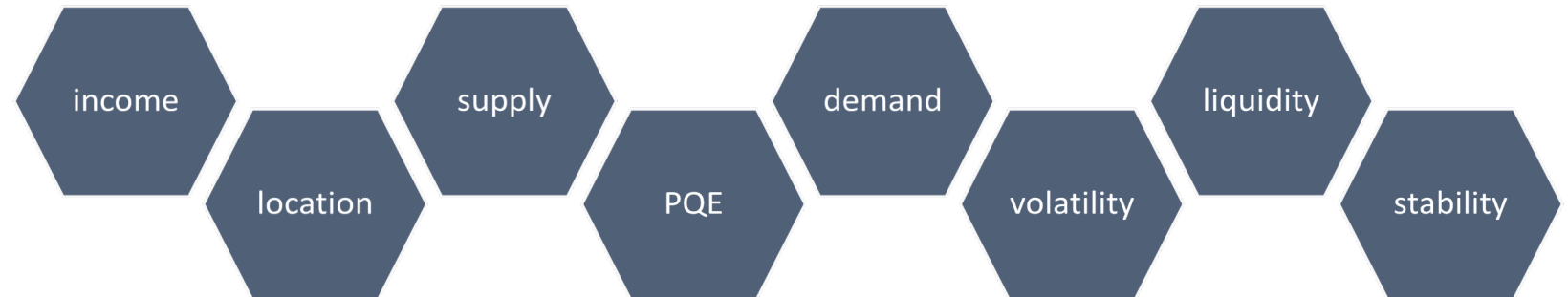
Alt. Infographic style

Three challenges to crack LMS

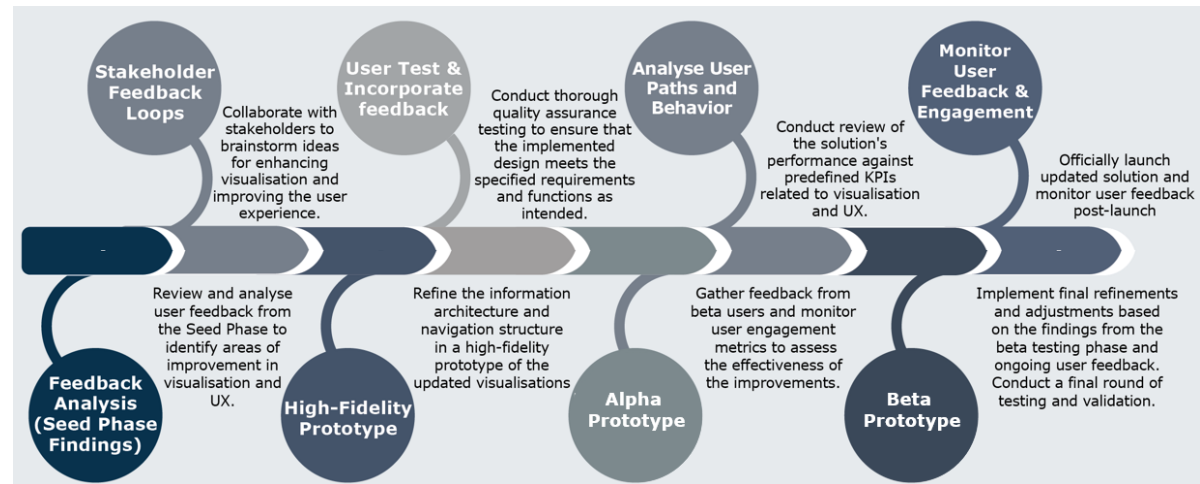
Job 1 Data-API pipeline



Job 2 Novel data ontology



Job 3 Co-design Visualisation and UX





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Questions, discussion + thanks



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Reinstitiú ag an
Aontas Eorpach
Funded by the
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