


- Survey Report: Insights For Impact (i4i) Programme

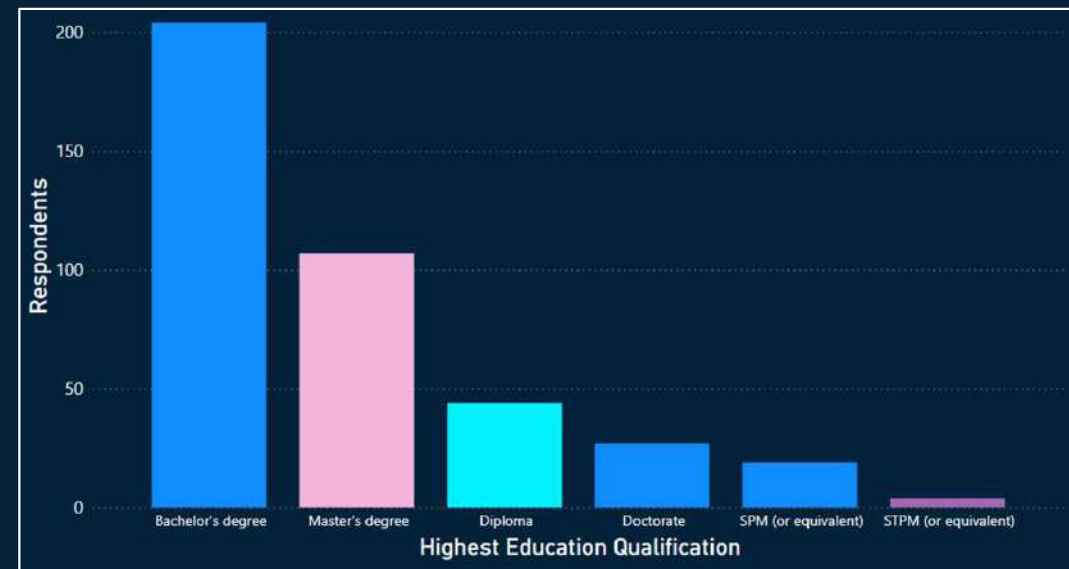
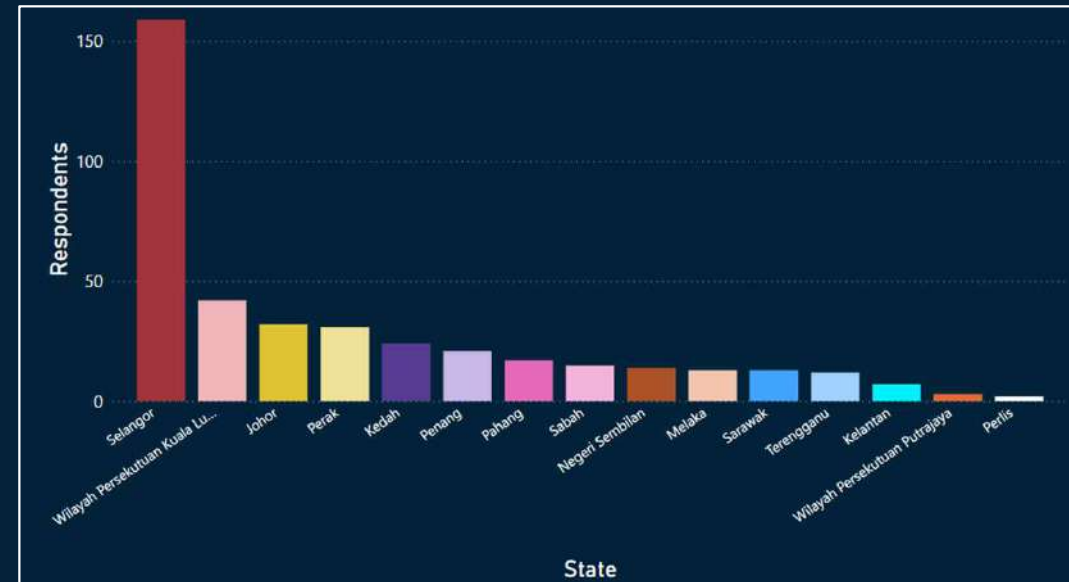
Introduction

- The Insights for Impact programme aims to focus on unreached fragmented gig workers, specifically the freelance educators. To support the gig workers that are affected by the COVID-19 pandemic by guiding the development of policy for this segment of the gig economy, a policy that will help them to become more resilient in facing the economic uncertainties, through digital business transformation.
- The programme aligns itself with one of the thrusts in the MyDigital blueprint, which is “**build agile and competent digital talent**”. With the collaboration together with HRD Corp’s e-LATiH platform, the freelance educators can benefit this ideal platform for them to obtain new insights and skills.

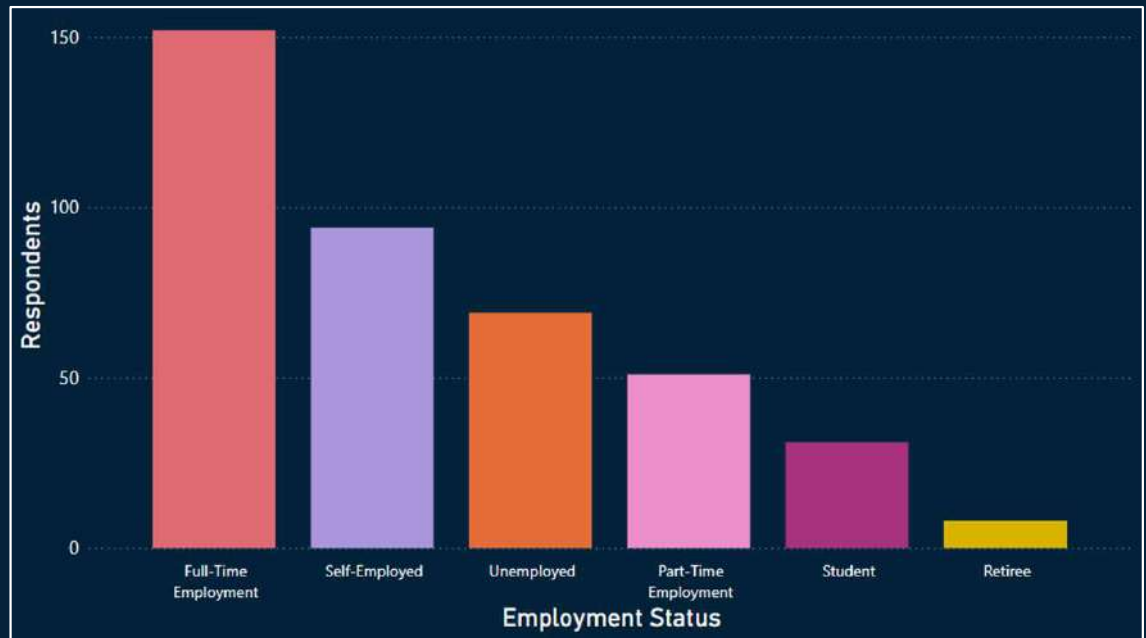
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- ❖ The reason for the focus towards freelance workers is that most of the current emphasis on gig workers is placed on e-hailing drivers. However, freelance educators are an important contributor to the sharing economy as they teach and develop the future generation. Thus, a need of equal amount of emphasis from the policymakers should be given.
 - ✓ Promotion of this survey was done via aggressive digital marketing through various methods that are **launching videos on all social media platforms throughout the weeks in multiple languages, email marketing and article posts.** Furthermore, aside from the survey being a registration and data collection for the programme, the opportunity to upskill is provided through free certified digital courses on the e-Latih platform.
 - The survey ran the duration of 17 days and a total of 405 survey responses were collected. The survey report will then assist the government in making informed decisions in the formulation of future policies on the gig economy.

Methodology & respondents

- Insights are garnered through random sampling of respondents on where they are based, highest education qualification, academic major field background and employment status.
- Selangor accounted for 39.26% by State.
- Selangor had the highest State respondents at 159, followed by Wilayah Persekutuan Kuala Lumpur and Johor. Perlis had the lowest respondents at 2.
- Having a Bachelor's degree for the Highest Education Qualification is the most at 204 followed by having a Master's degree at 107.



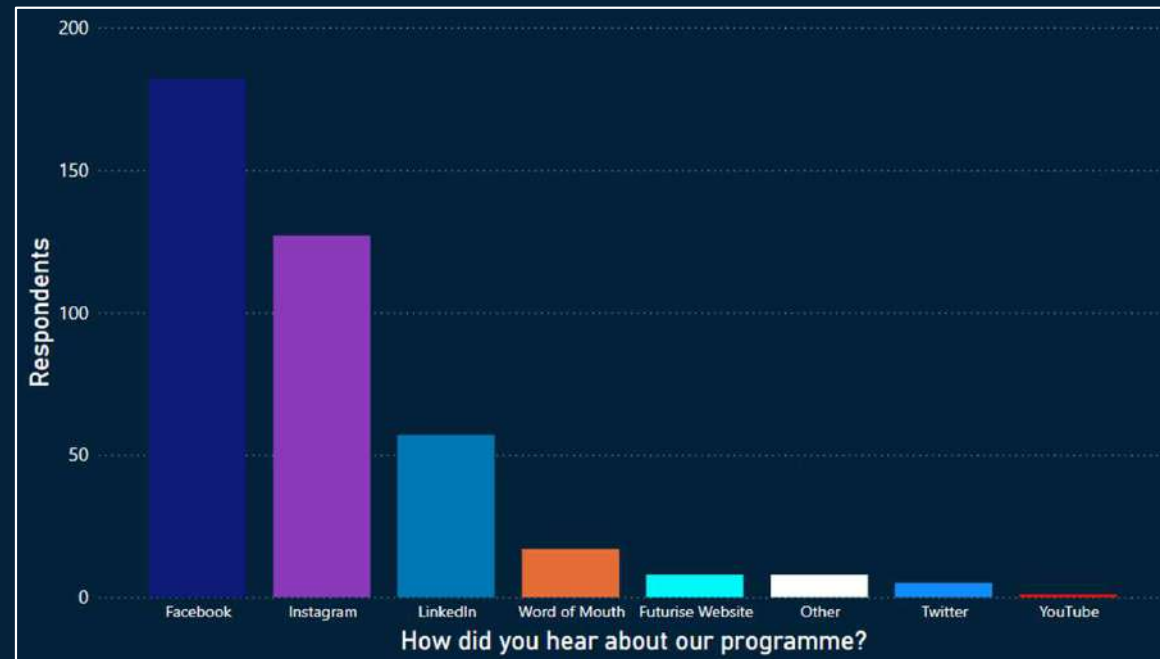
- The academic majors of the 405 responses spread far and wide with the highest majors in Engineering, IT/Computing and Education.
- 152 of the respondents are in a Full-Time Employment status, contributing 37.5% of the total followed by respondents who are Self-Employed at 94 or 23.2%.



How did you hear about our programme?

When asked where have they heard about our programme:

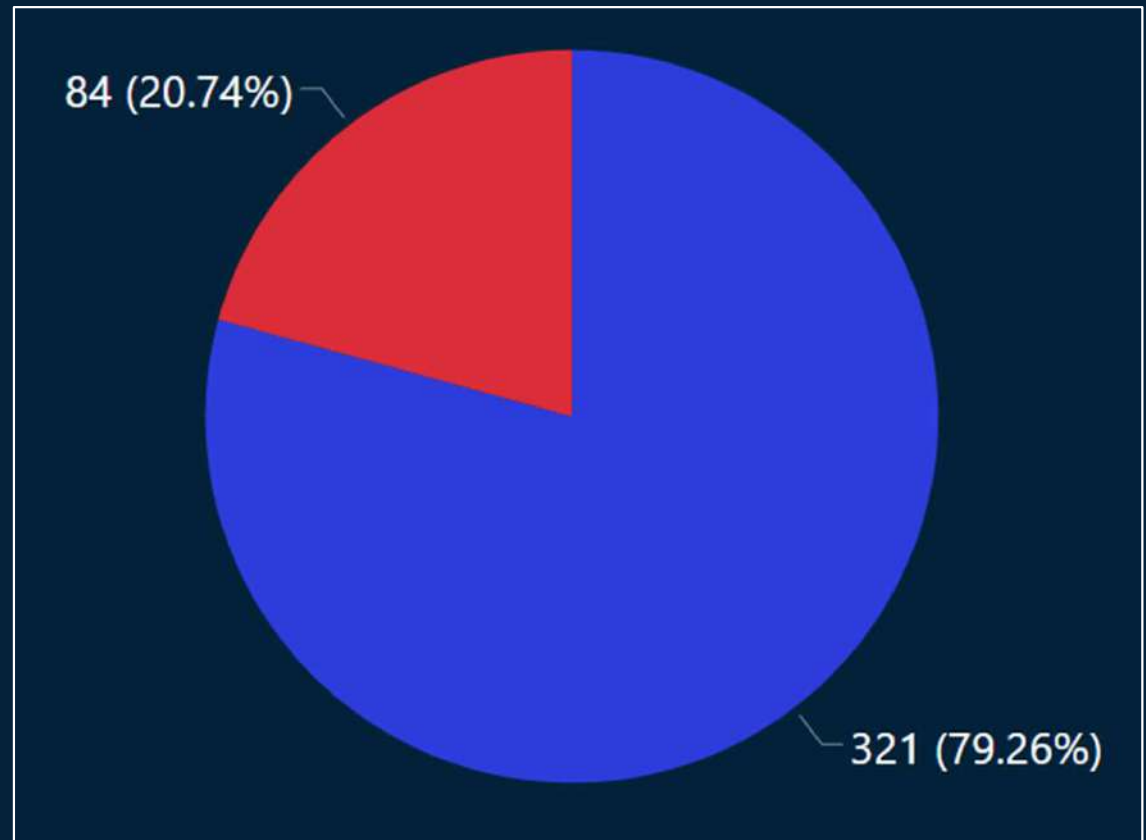
- 182 responded they have heard it through Facebook.
- Followed by 127 through Instagram.
- 1 responded through YouTube and the others mentioned email and friends.



Have you used e-latih before?

When asked about having used e-Latih before:

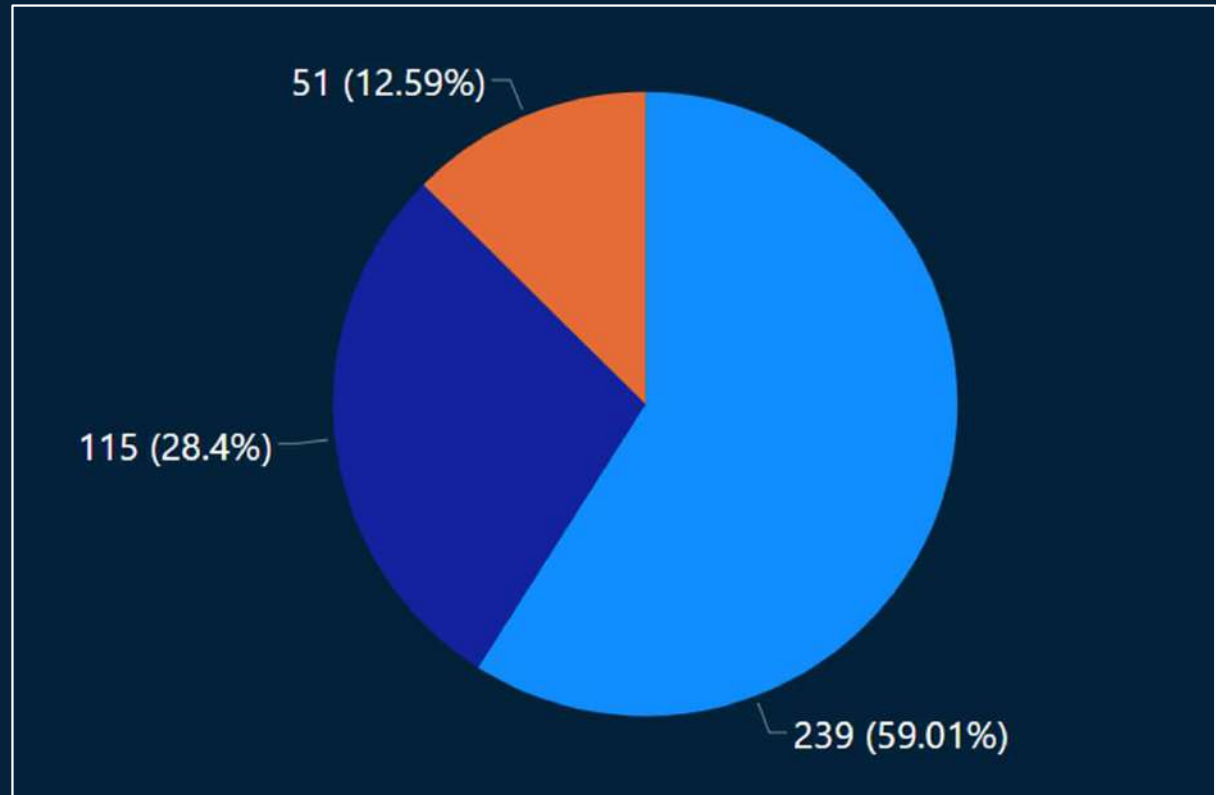
- 79.26% said No.
- 20.74% said Yes.



Are you a full time or a part-time freelance educator?

When asked whether they are a full-time or part-time freelance educator:

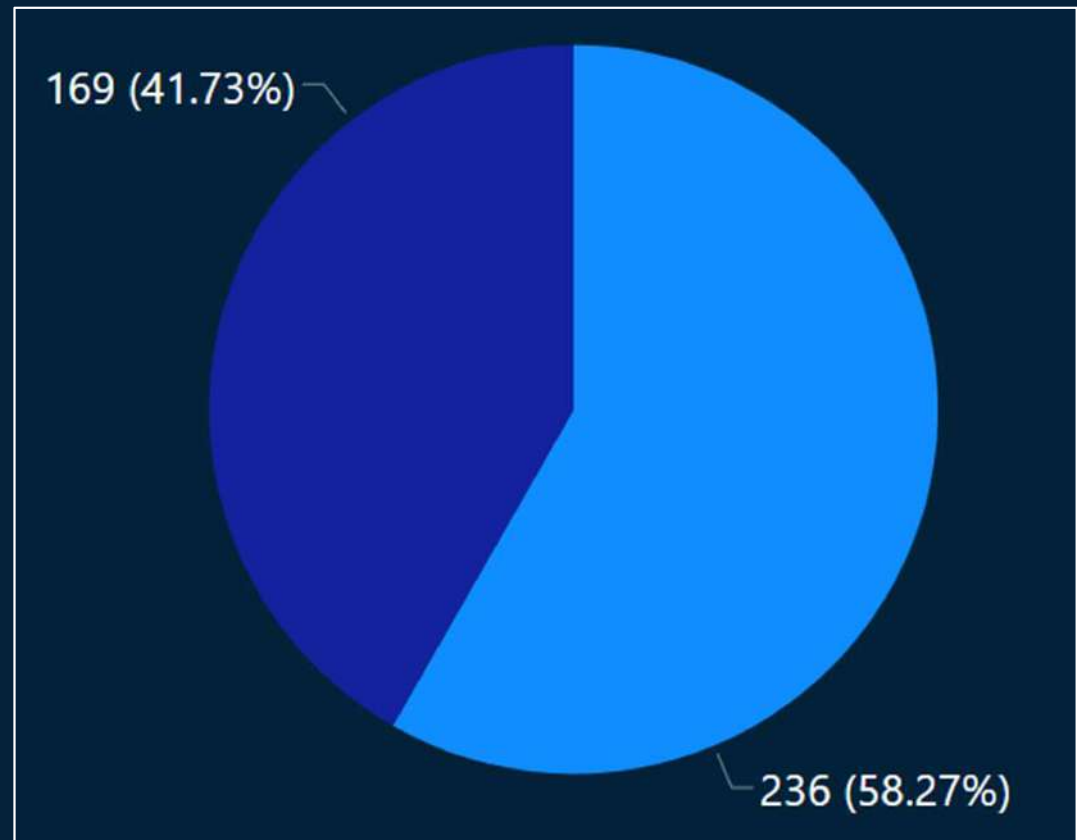
- 59.01% said they are flexible; based on demand.
- 28.4% said Part-Time.
- 12.59% said Full-Time.



Is freelance education your primary source of income?

When asked whether freelance education is their primary source of income:

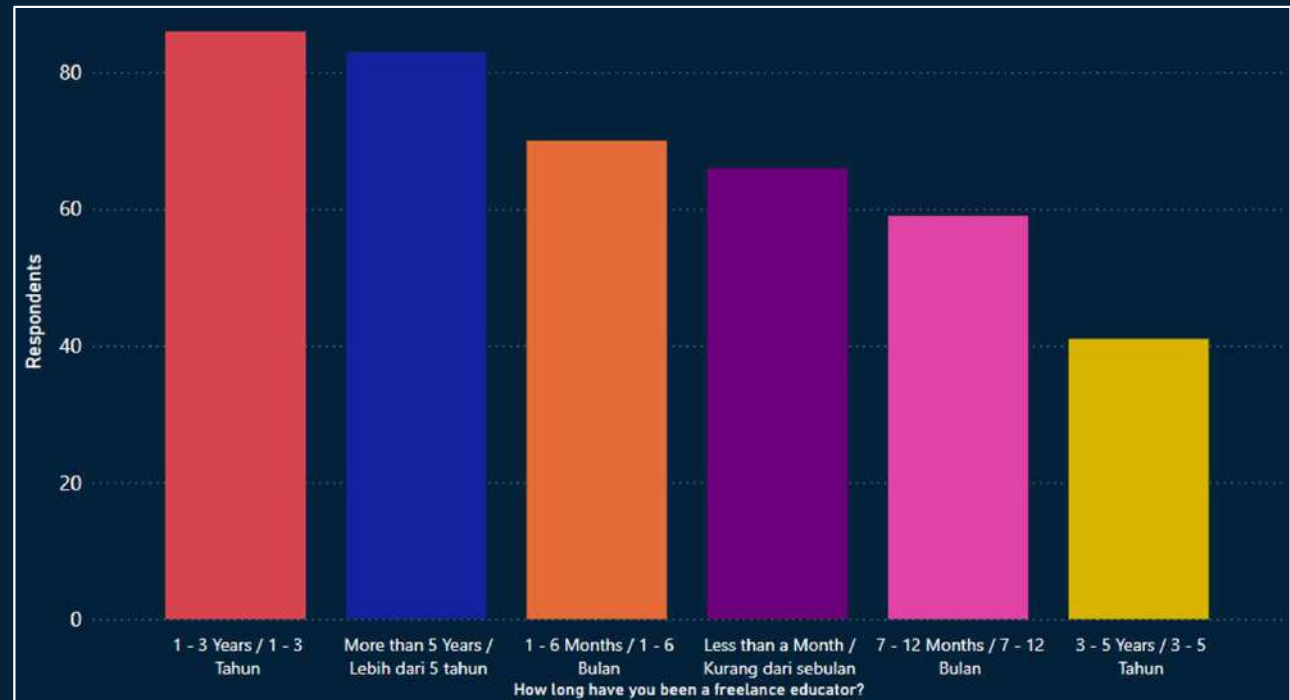
- 58.27% said No.
- 41.73% said Yes.



How long have you been a freelance educator?

When asked about their working duration as a freelance educator:

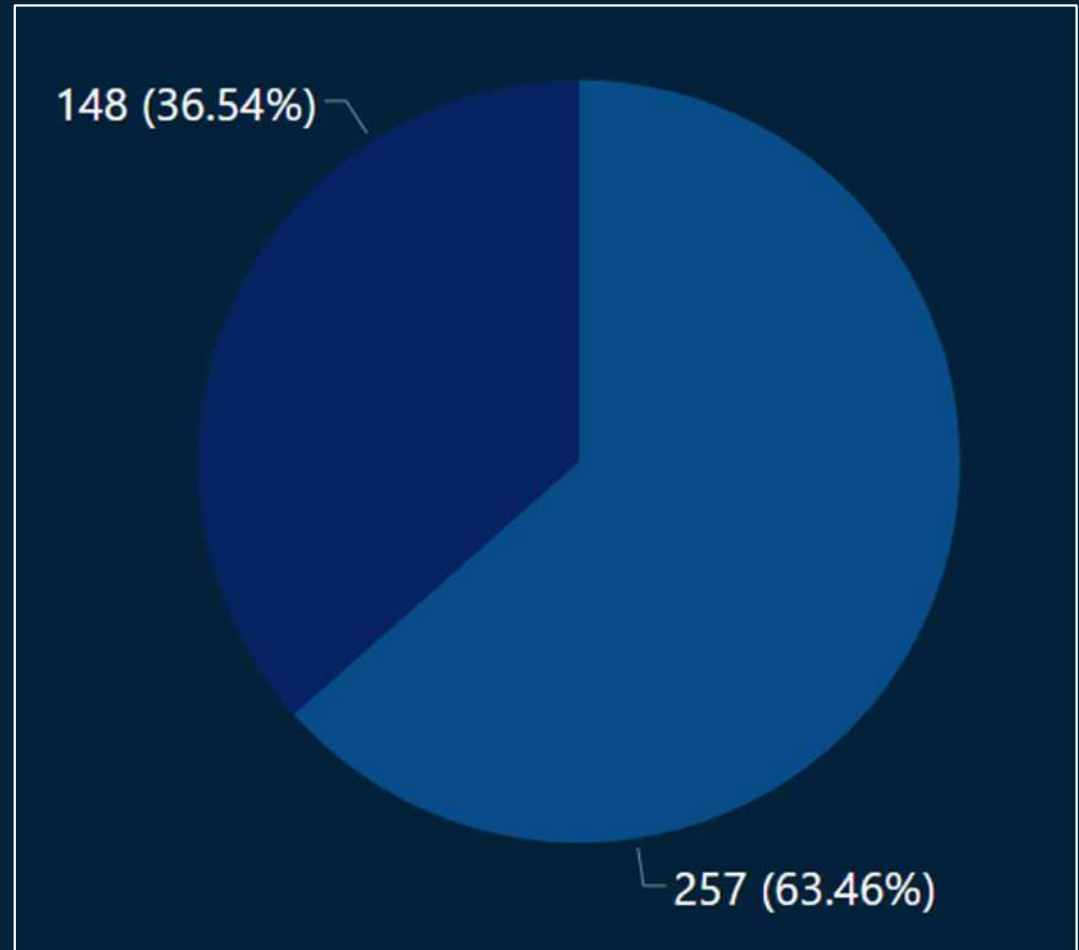
- Most said 1-3 Years at 86 respondents.
- 83 said more than 5 years.
- The least response at 41 respondents said 3-5 years.



Are you a certified educator?

When asked if they were a certified educator:

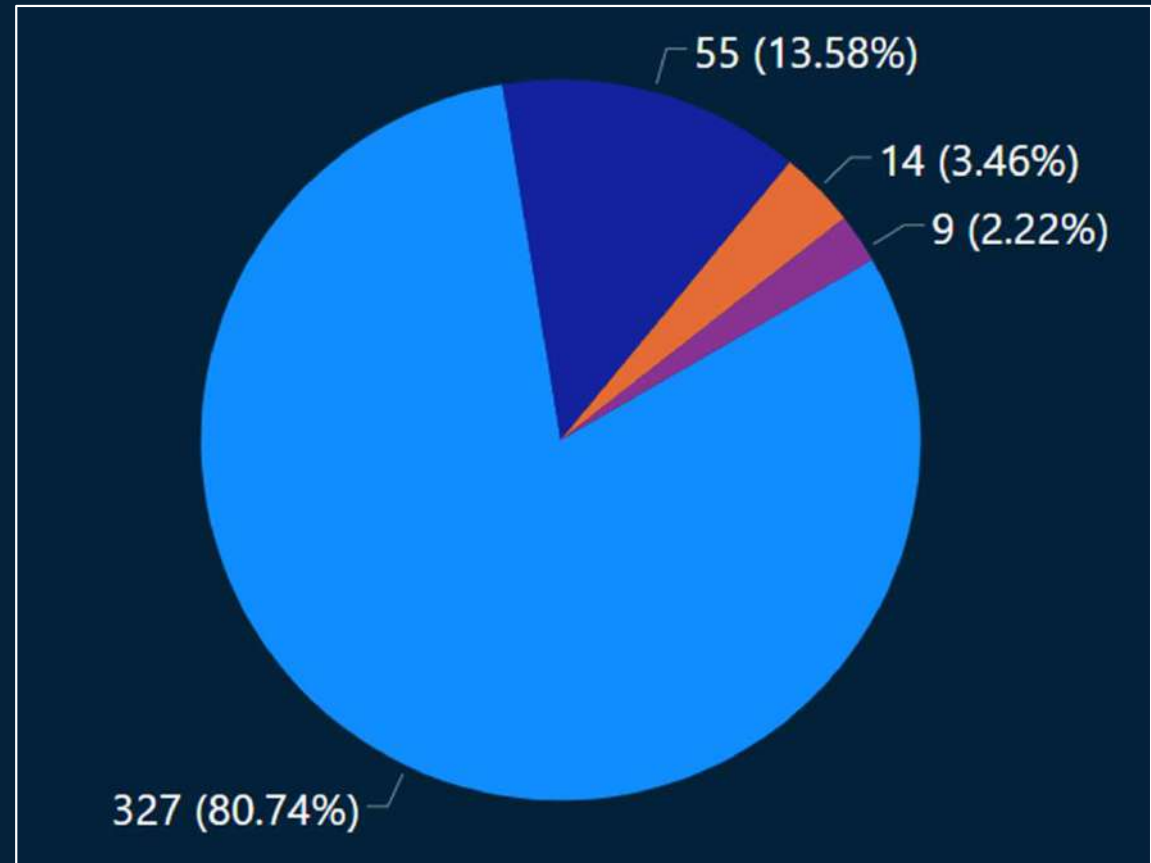
- 63.46% said No.
- 36.54% said Yes.



Do you own a registered business for your freelance education work?

When asked if they own a registered business for their freelance education work:

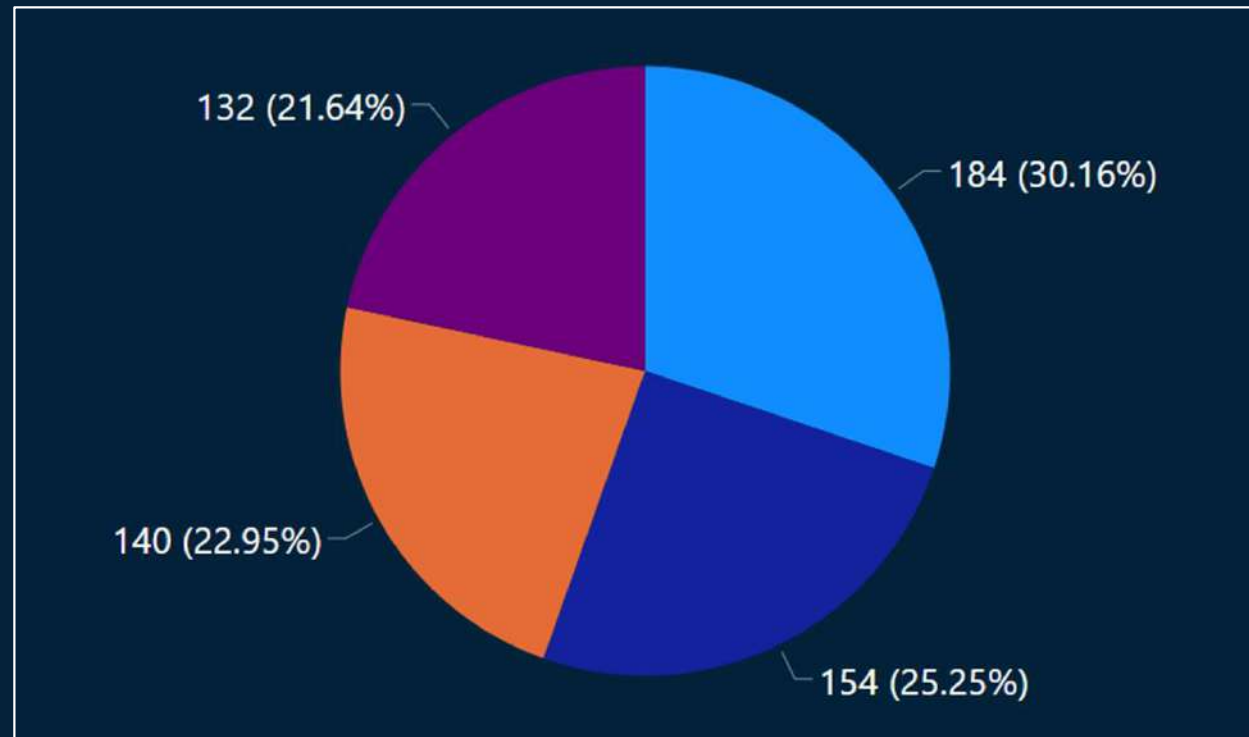
- 80.74% said they do not own a registered business for their freelance education work.
- 13.58% said they own a Sole Proprietorship business.
- 3.46% said they own a Private limited business.
- 2.22% said they are registered in a Partnership.



What level(s) of education are you teaching?

When asked what level of education the respondents are educating (multiple responses):

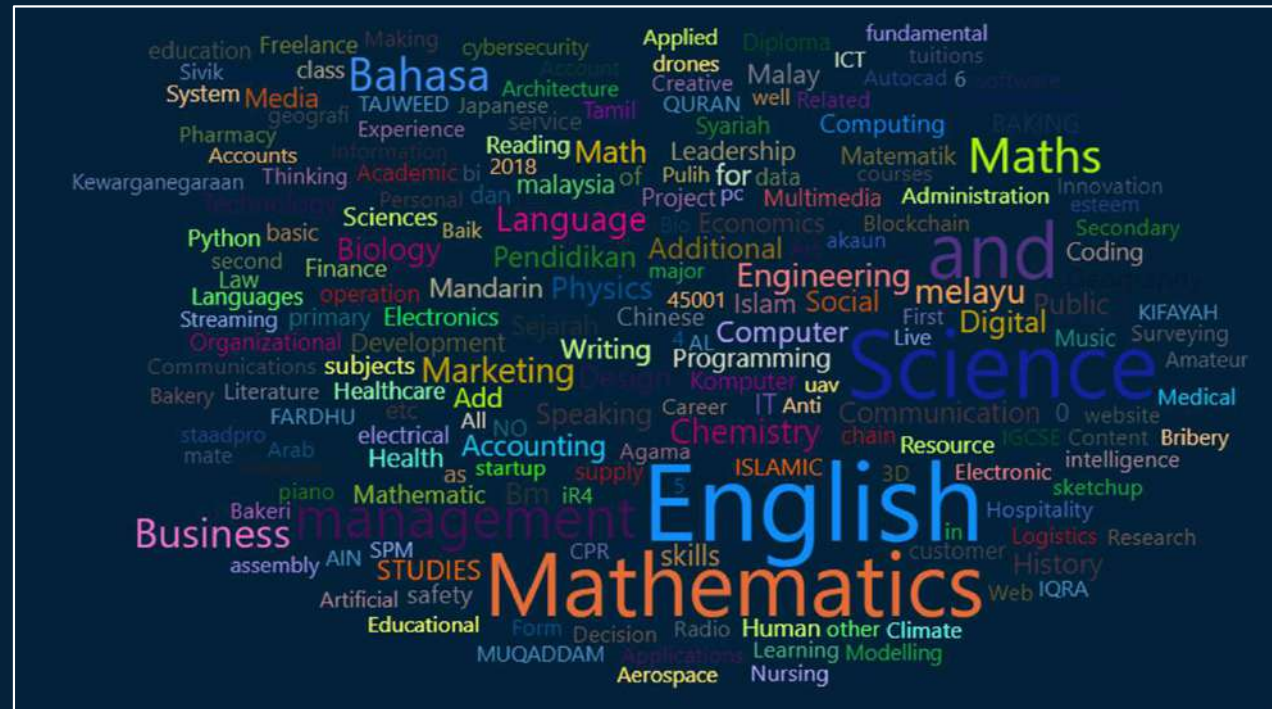
- Many responded that they educate in Primary Education, followed by Secondary Education.
- Deeper analysis shows that most of the respondents educating in Secondary or Tertiary Education also provide Enrichment education.
- This could be because Secondary and Tertiary students are looking to improve their soft skills and/or learn other skills outside of formal education.



What subject area(s) are you teaching in your Freelance education? (Science, Accounting, Baking, etc.)

When asked what subject area they teach:

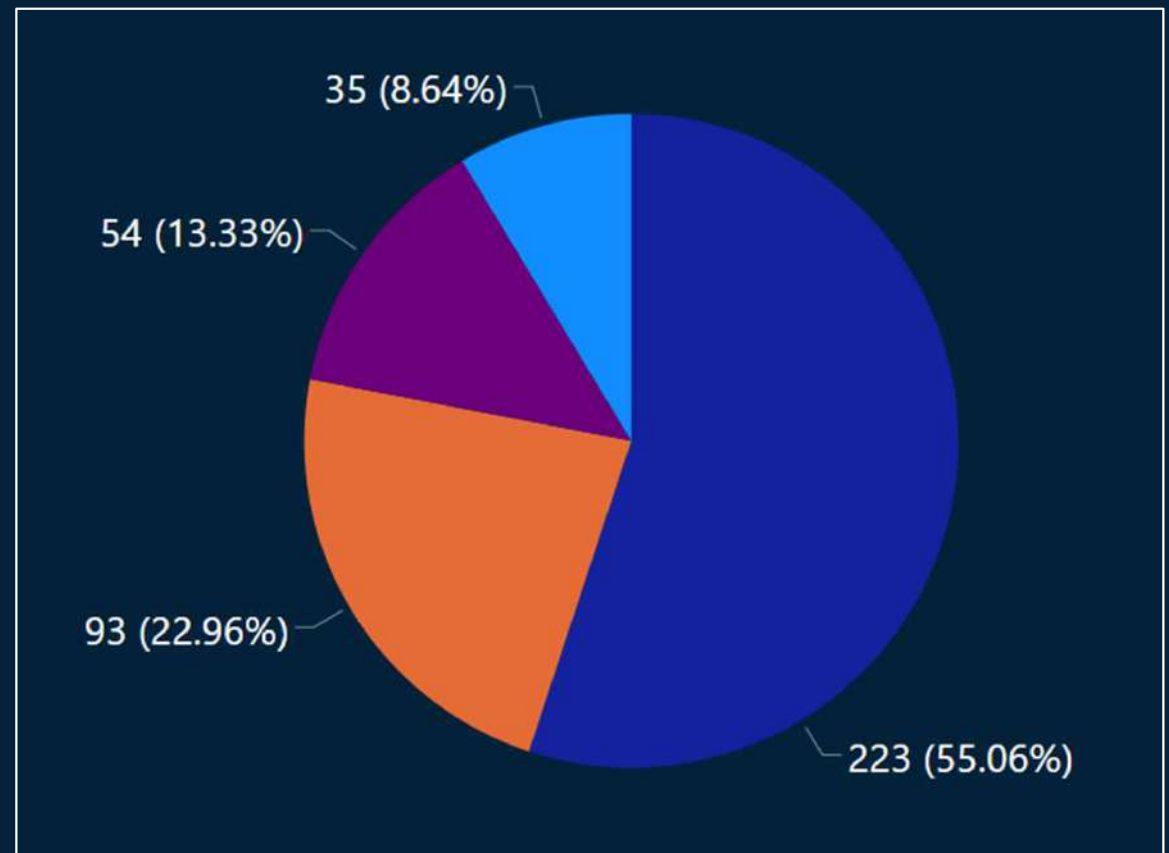
- The three largest response are English, Science and Mathematics.



How many students are you teaching across all your classes?

When asked how many students are they teaching across their classes:

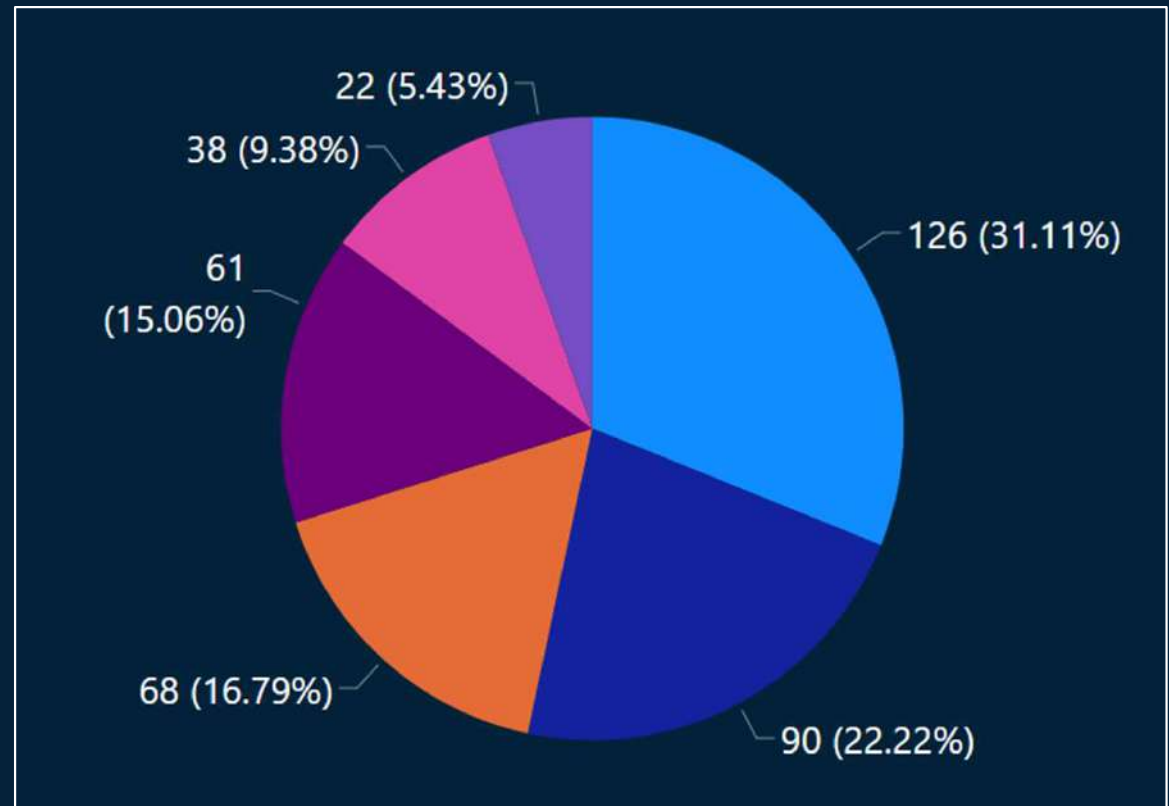
- 55.06% said 1-10.
- 22.96% said 11-20.
- 13.33% said 21-50.
- 8.64% said more than 50.



How has the COVID-19 pandemic affected student enrolment to your classes?

When asked how has the COVID-19 pandemic affected their student enrollment:

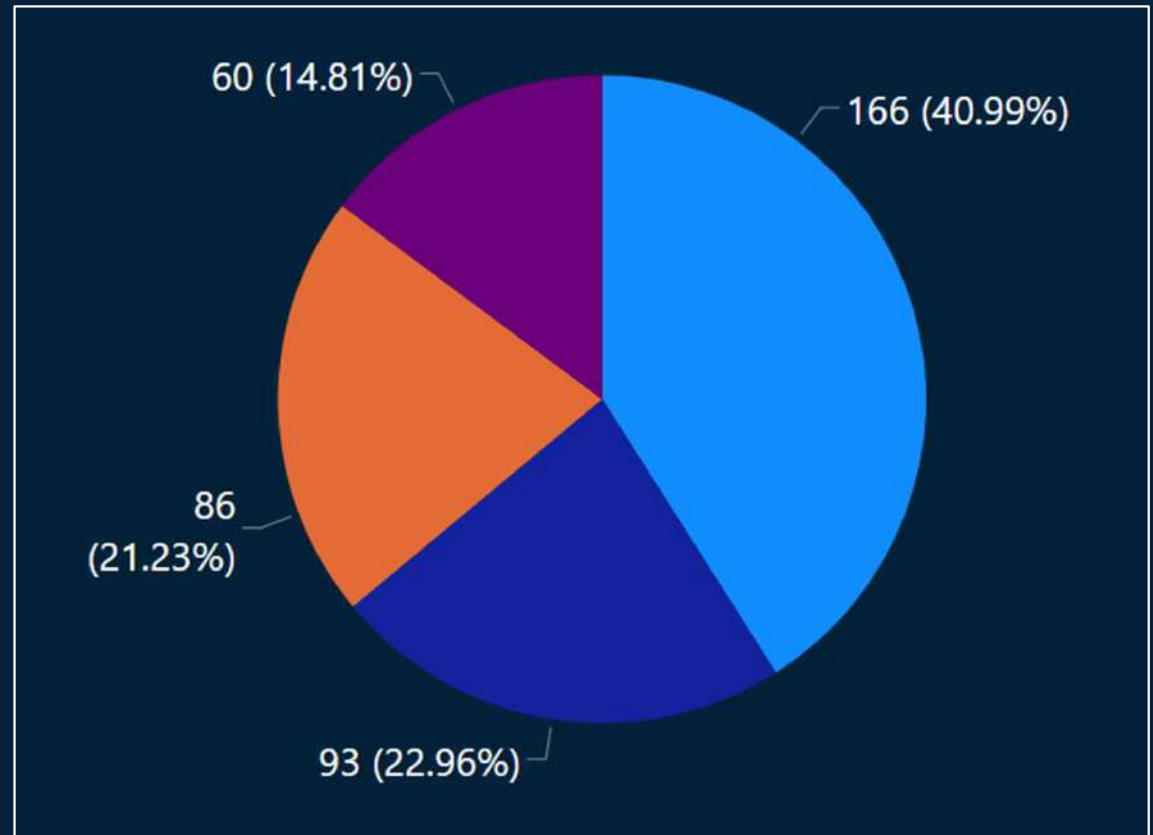
- 31.11% said they were not a freelance educator prior to the pandemic.
- 22.22% said their enrolment was drastically decreased.
- 16.79% said their enrolment was somewhat decreased.
- 15.06% did not have any changes to their enrolment.
- 9.38% said their enrolment was somewhat increased.
- 5.43% said their enrolment was drastically increased.



What was the mode of delivery for your classes before COVID-19?

When asked about their mode of delivery for their classes before COVID-19:

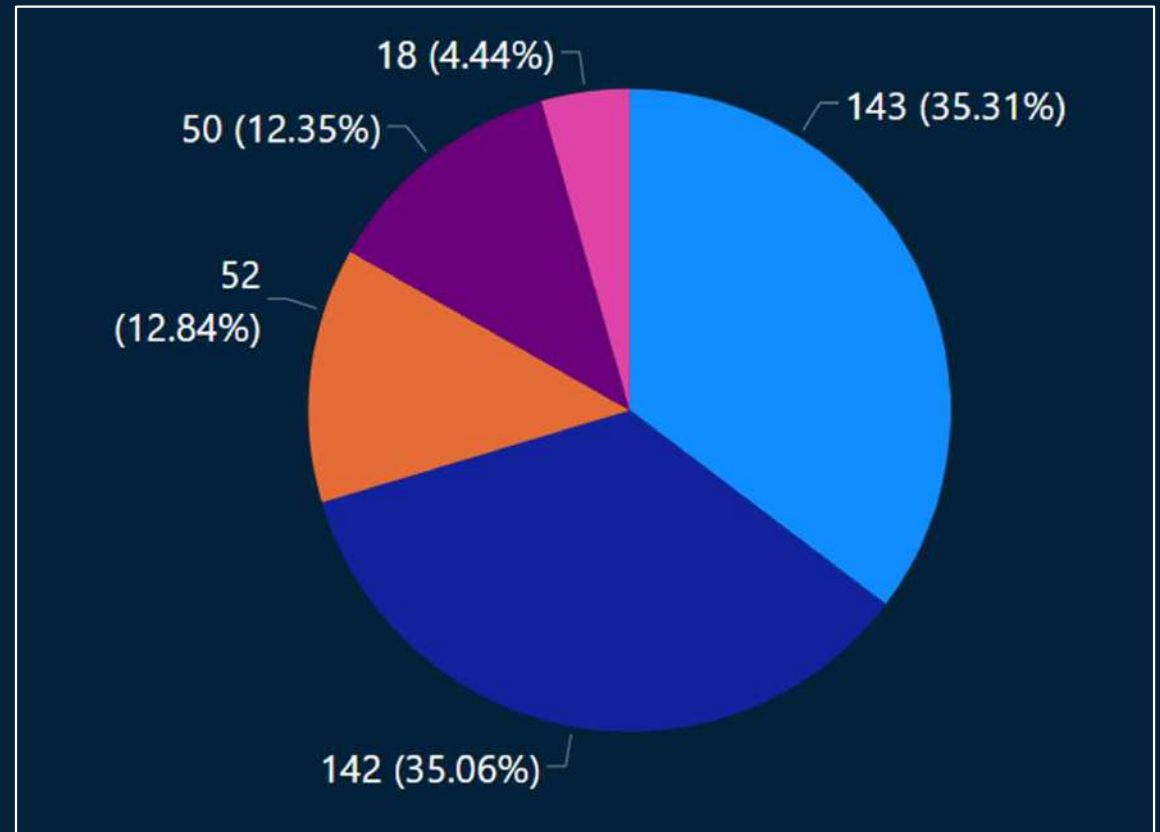
- 40.99% said they did it in-person.
- 22.96% said they did it online.
- 21.23% said they were not a freelance educator before the pandemic.
- 14.81% said they had a hybrid mode of class delivery.



How difficult has it been in delivering online education?

When asked how difficult their online education delivery has been:

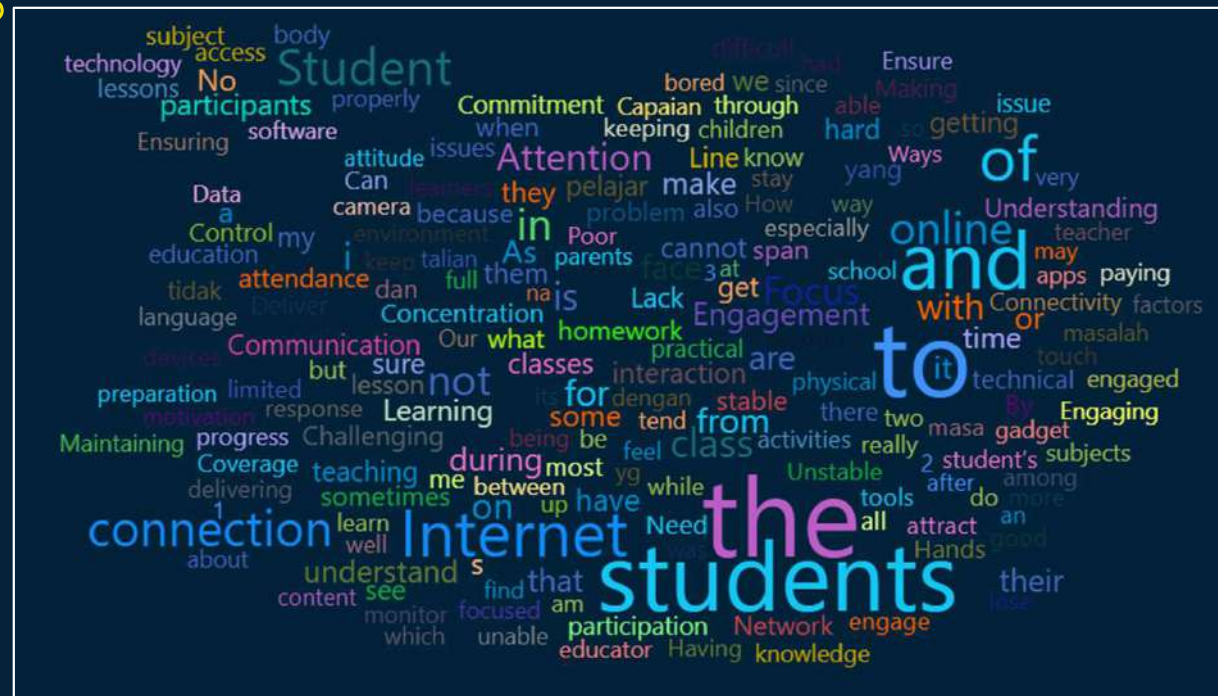
- 35.31% said moderately difficult.
- 35.06% said slightly difficult.
- 12.84% said very difficult.
- 12.35% said not difficult at all.
- 4.44% said extremely difficult.



As a freelance educator, what do you think are the most challenging factors in delivering online education?

When asked what are the most challenging factors in delivering online education as a freelance educator:

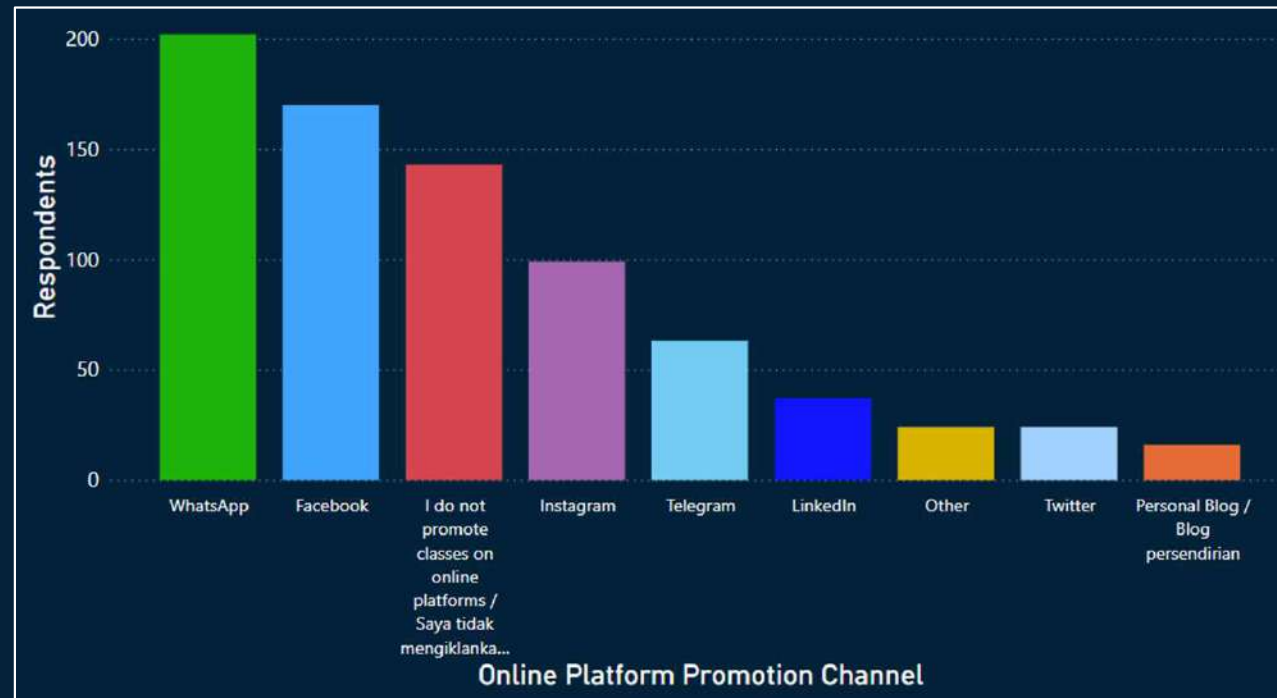
- Most share the same sentiment that their students are the most challenging factor.
- Other challenges are related to their students not paying attention, difficulty of interaction.
- Also, Internet network connection is the next challenge after students.



What online platforms do you use to PROMOTE your classes? (Select ALL that apply)

When asked which online platform do they use to promote their classes:

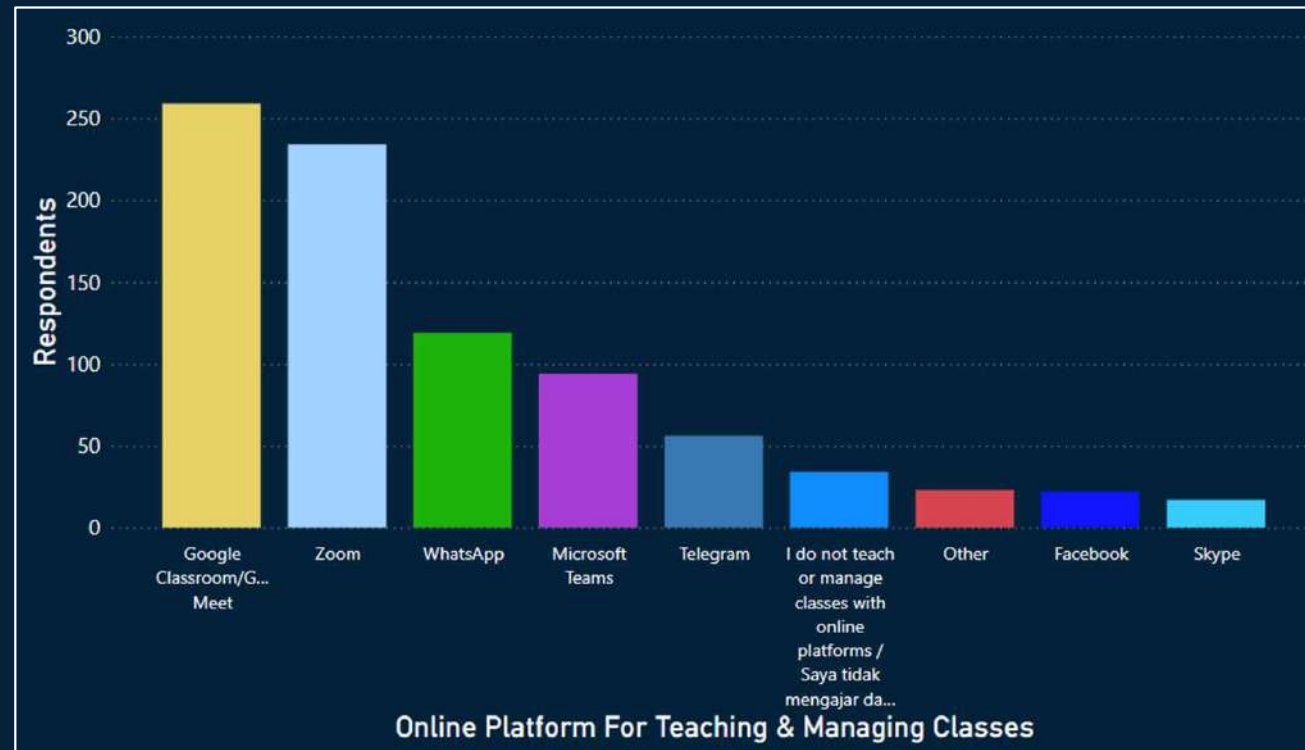
- Most respondents said WhatsApp, followed by Facebook, then Instagram.
- A large response also said that they do not promote their classes on online platforms.



Which online platforms do you use to TEACH and MANAGE your classes? (select ALL where applicable)

When asked what are the platforms they use for teaching and managing their classes:

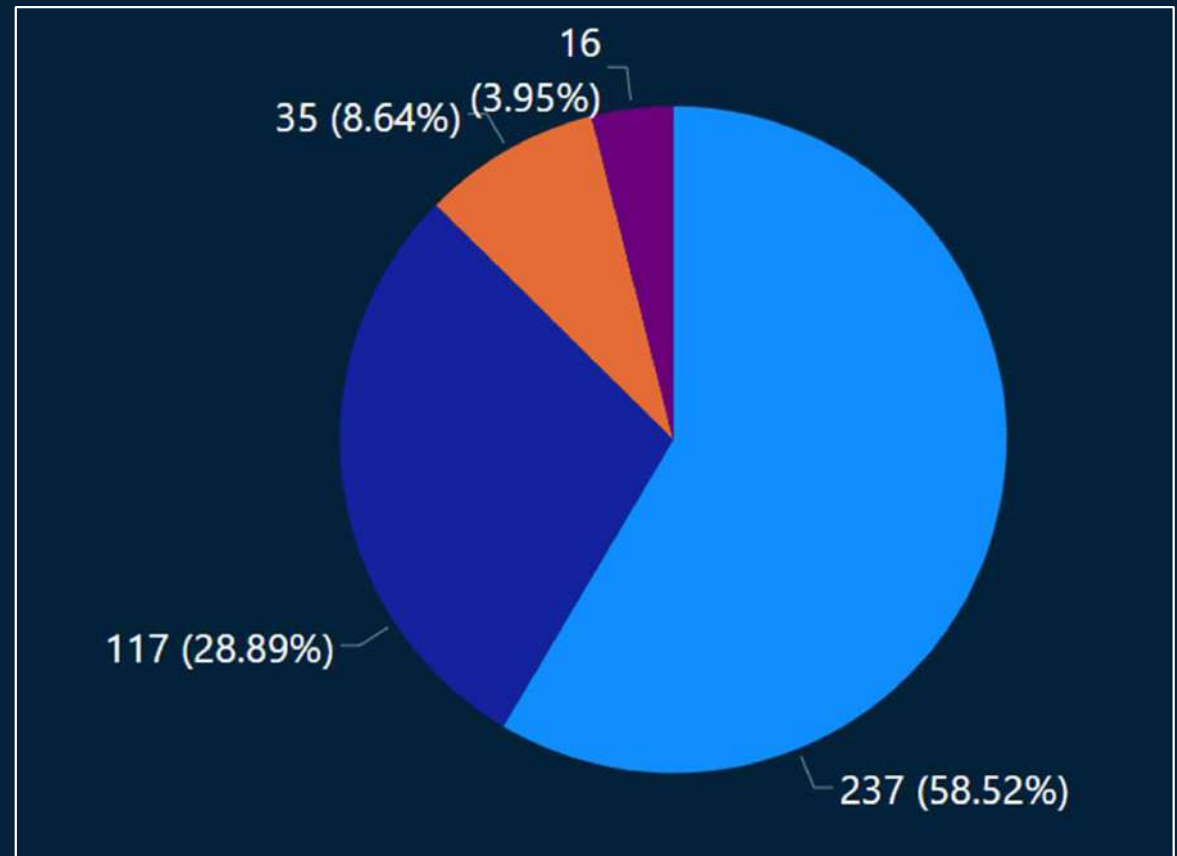
- They share an overwhelming response to using Google Classroom/Google Meet with Zoom following closely for their method of teaching and managing.
- WhatsApp also showed a high response as it is used to provide updates, managing and more, before and after their classes.



Do you teach your online classes live or with video recordings?

When asked if they teach their classes live or with video recordings:

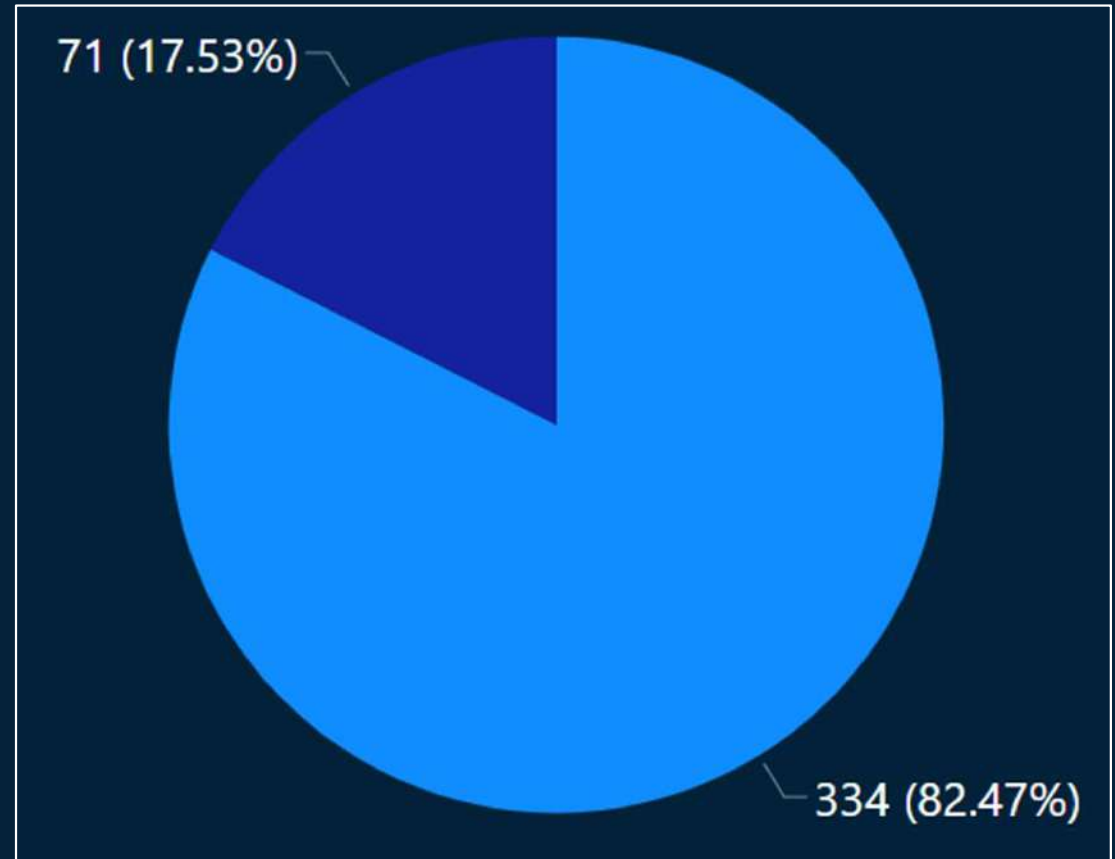
- 58.52% of respondents said Live.
- 28.89% said both live and video recordings.
- 8.64% said they do not teach classes online.
- 3.95% said they teach only through video recordings.



After the COVID-19 Pandemic has been contained and physical restrictions are removed in future, will you still utilize online teaching/delivery of classes?

When asked if they will still utilize online teaching as a delivery method for their classes after the COVID-19 pandemic has been contained with removed physical restrictions:

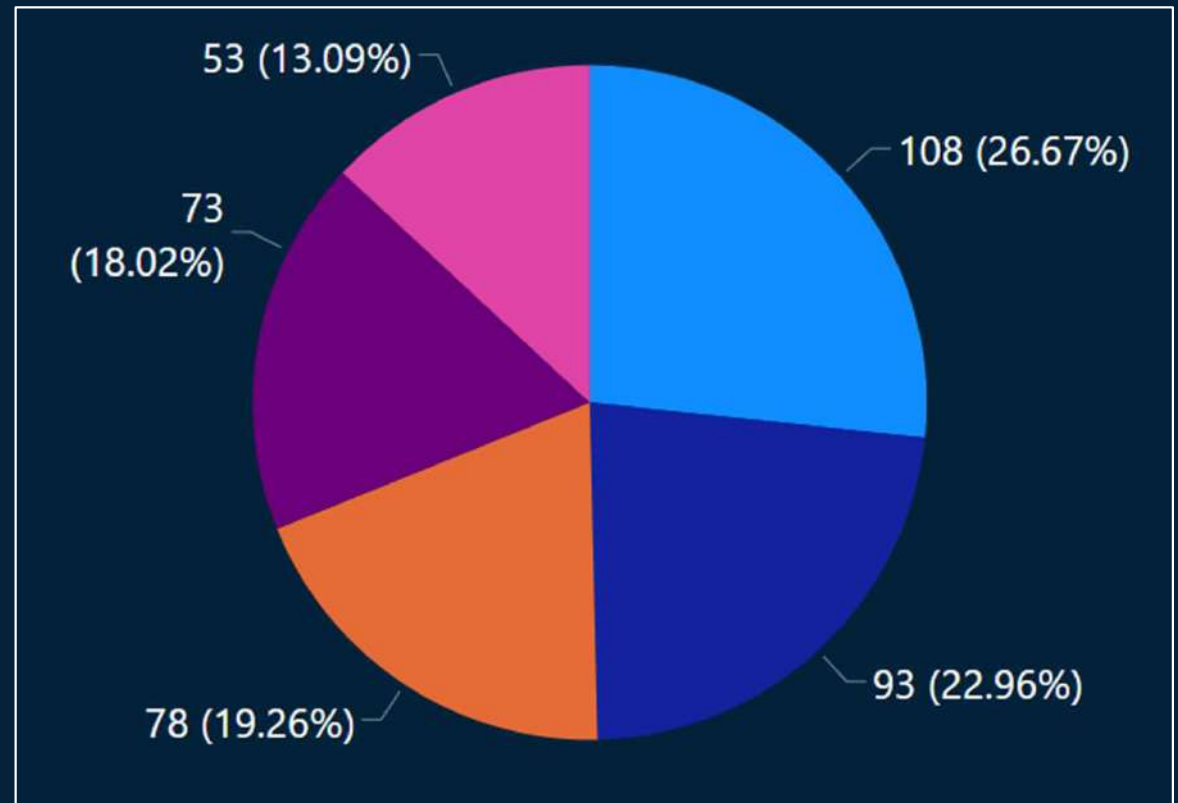
- A whopping 82.47% said Yes.
- Whereas 17.53% said No.



Overall, how has COVID-19 affected your freelance education business?

When asked how COVID-19 has affected their overall freelance education business:

- 26.67% said slightly affected.
- 22.96% said moderately affected.
- 19.26% said very affected.
- 18.02% said not affected at all.
- 13.09% said seriously affected.

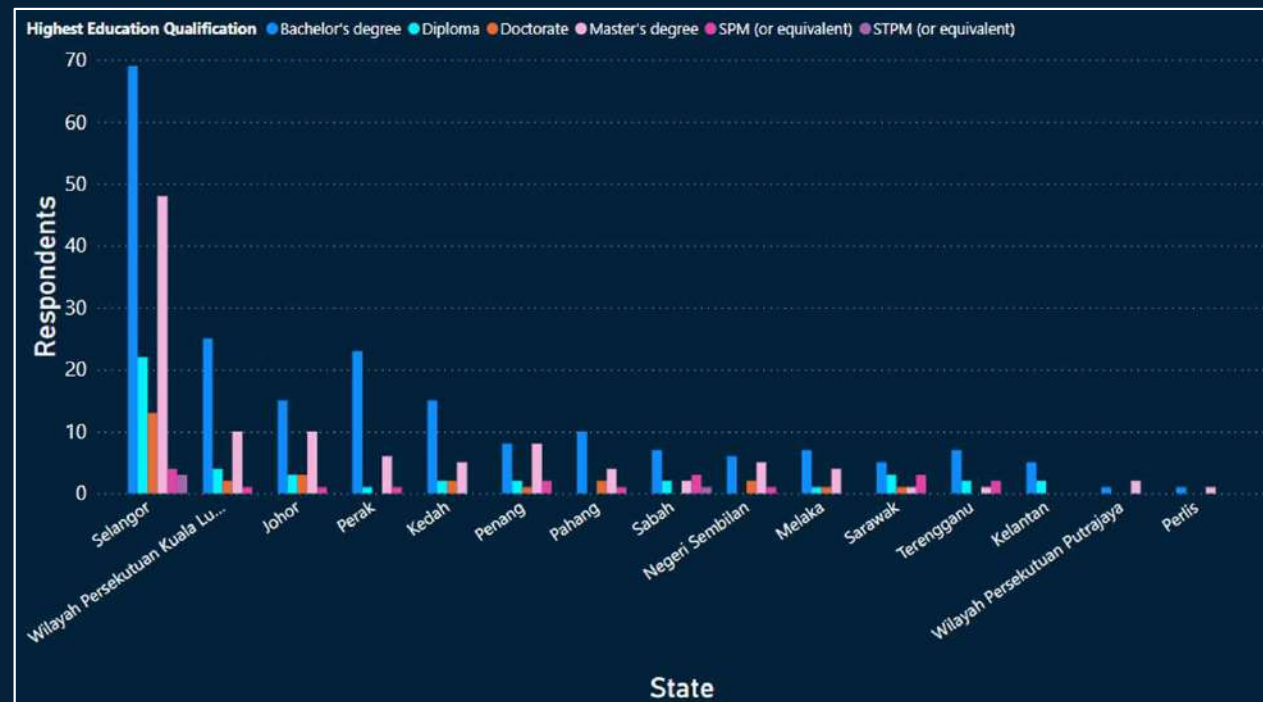


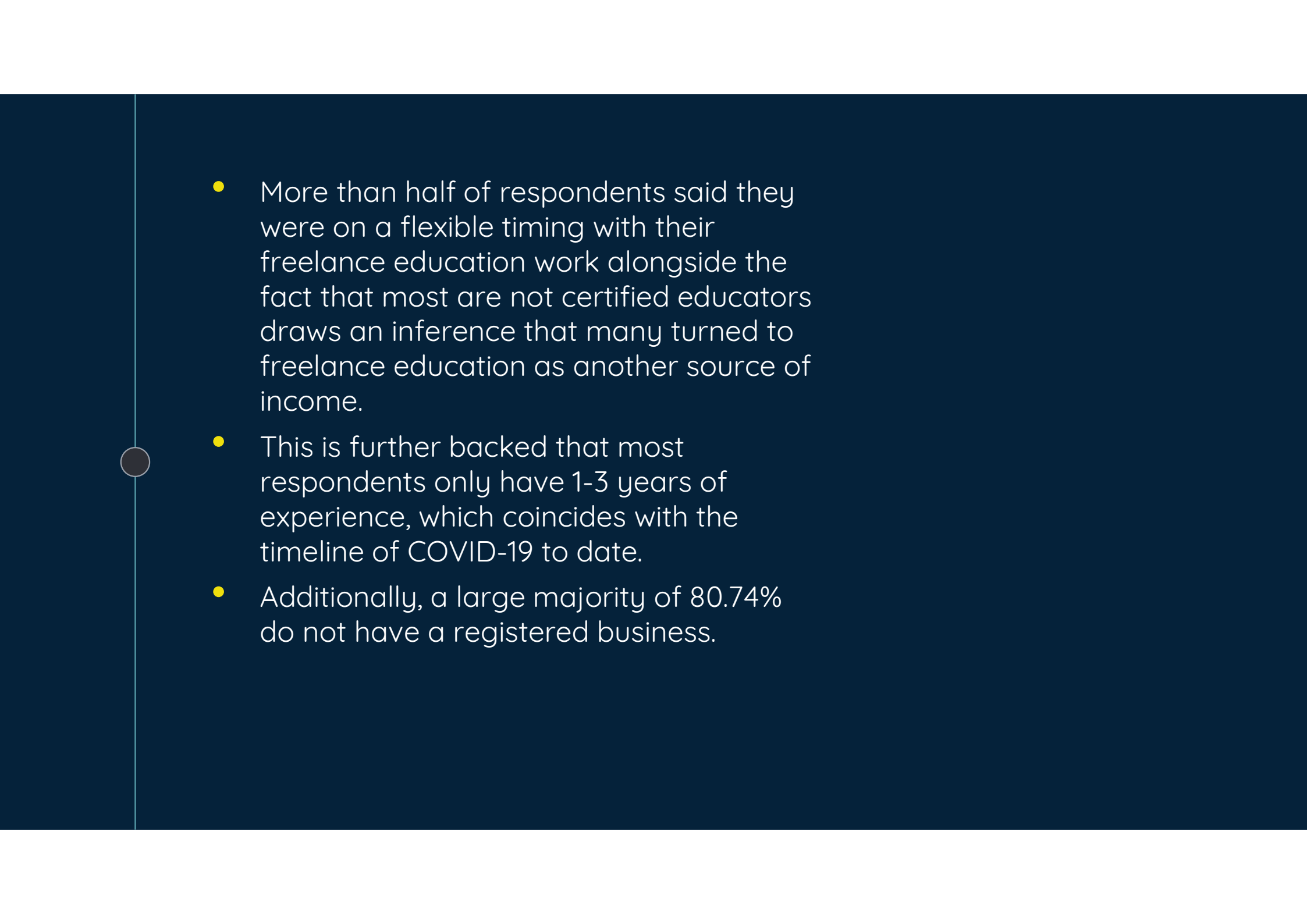
Constraints

- Considering that Selangor, Wilayah Persekutuan Kuala Lumpur and Wilayah Persekutuan Putrajaya are within the Klang Valley region and have very similar infrastructures. Totaled up, Klang Valley contributes to 50.3% of the total respondents which introduces a level of bias towards the sample dataset.
- The survey was done in a short duration being less than 3 weeks. A higher sample rate would have been preferred especially for making inferences with other states to achieve a better overall view of freelance educators in Malaysia.
- Alongside the high bias towards Klang Valley, according to an insight report done by María, 2020 on Speedtest.net, Selangor and Wilayah Persekutuan of Kuala Lumpur which is in the Klang Valley has the highest mean broadband download and upload speeds. However, many respondents still face challenges with internet connectivity.

Insights

- Looking through the breakdown of Highest Education Quality by each state, having a Bachelor's Degree is still the highest in each state except Wilayah Persekutuan Putrajaya. In Selangor alone, they are 69 respondents with a Bachelor's Degree compared to 22 respondents having a Diploma which is more than double the amount.



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- More than half of respondents said they were on a flexible timing with their freelance education work alongside the fact that most are not certified educators draws an inference that many turned to freelance education as another source of income.
 - This is further backed that most respondents only have 1-3 years of experience, which coincides with the timeline of COVID-19 to date.
 - Additionally, a large majority of 80.74% do not have a registered business.

- According to the respondents: Facebook, Instagram and WhatsApp are the main platforms for promoting their freelance education business. A research done by Digital Business Lab in 2021 regarding Social Media Penetration in Malaysia, aside from YouTube, Facebook sees a high number of Malaysian users at 89% followed by WhatsApp and Instagram. The respondents also said that they heard about the programme through Facebook and Instagram. This solidifies that Facebook is still the main platform for online promotion due to its high user traffic.
- For teaching and management of classes: the usage of Google Classroom/Google Meet and Zoom are the highest which could be due to it being readily accessible compared to the Office 365 provided “Microsoft Teams”. Even though Microsoft provides a better overall application, the usage of Google and Zoom’s products in other countries as well as the multitude of brand exposure through news, word of mouth and etc makes it sort of a household name even if there are better and other free options available.

- WhatsApp is the most used messaging app. Research done by Statistica.com showed 98.7% of their respondents mentioned WhatsApp as their preferred chat application. Which makes no surprise that the respondents in this survey said WhatsApp are one of the main methods for promotion and management of their classes.