



香 港 大 學

THE UNIVERSITY OF HONG KONG

## Social Media for Illegal Recruitment Fees

Isla Wilson, Migrasia  
Dr. Lucy Jordan, HKU  
Junjie Zhang, HKU



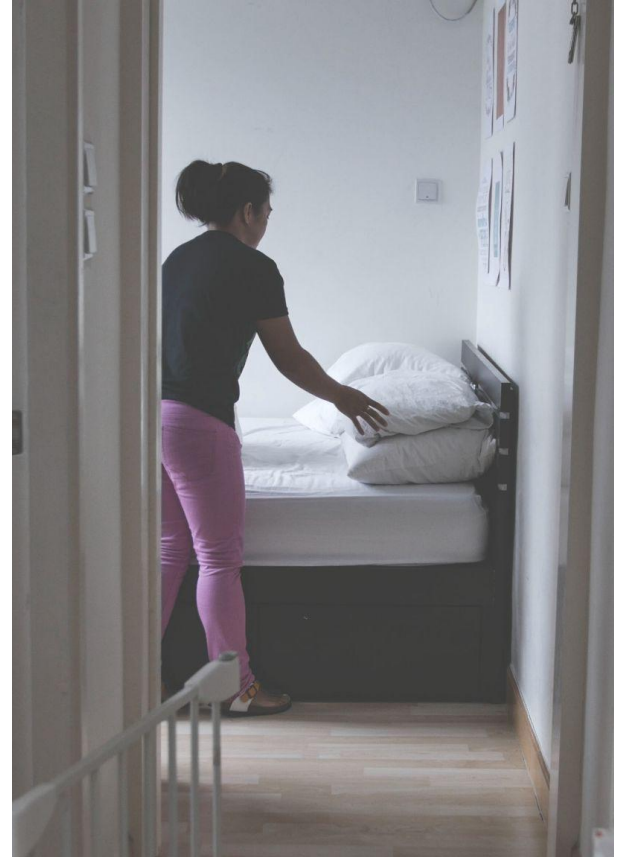
# The Social Problem



- Low skilled migrant workers lack sufficient access to information on safe migration
- Exploitative recruitment of migrant workers
- Fraudulent and coercive practices common in the industry
- Intermediaries essential in matching of labour supply & demand
- Take advantage of asymmetries to charge exorbitant recruitment fees to migrant workers

# Indicators of Forced Labour

- Migrants take on debt to finance recruitment fees
- Can lead to debt bondage, a key indicator of forced labour
- Exposes them to further risk
- Increases likelihood of accepting unfair and dangerous working conditions



**Migrasia is a tax-exempt social enterprise that fosters and incubates solutions relating to migration in Asia.**

We support a range of **innovative** and **data-driven education, technology, investigation, and research** projects with the goal of *eliminating forced labour* and *exploitation* of migrant workers.

# Migrasia's Cyclical System

Figure 2: Migrasia's Cyclical System

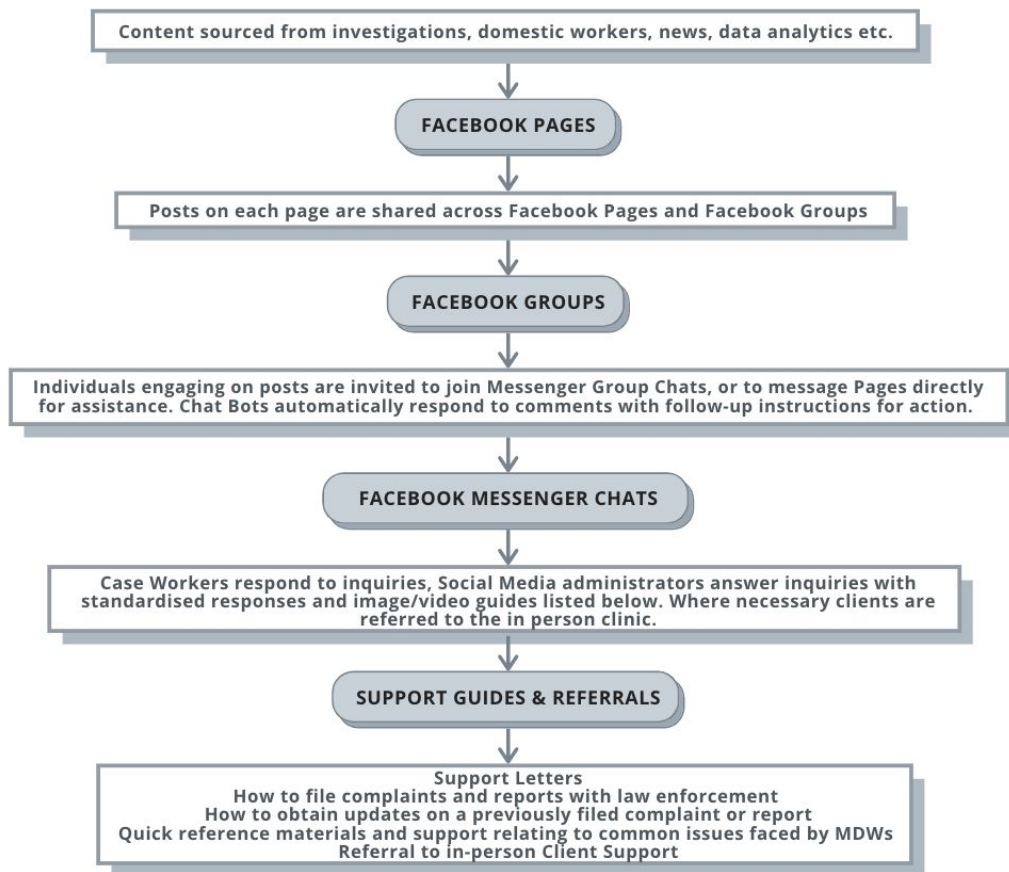


# Social Media:

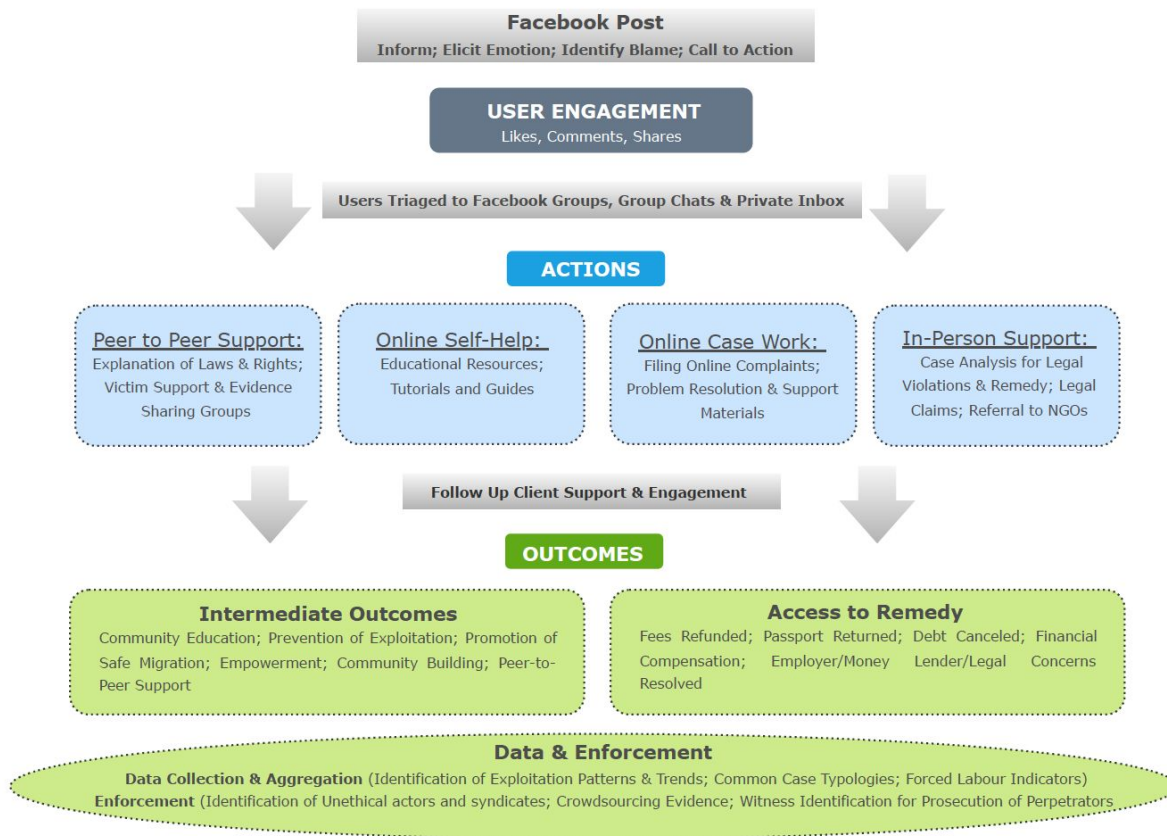
## Online Victim Identification & Client Support

- Educational content, explaining the law & migrant's rights
- Online tutorials and guides for reporting wrongdoing
- Assistance in filing complaints
- Peer-to-Peer support groups
- Referral to NGOs or in-person assistance

Figure 3: Online Client Support Process



# The Intervention - Social Media System



# Example Post

UPDATED LIST OF RECRUITMENT AGENCIES IN THE PHILIPPINES.

If your agency is on the list, you've probably also been victimized by OVERCHARGED FEES.

ILLEGAL COLLECTION OF FEES like:

1. Documentation fee
2. Interview fee
3. Photo or video fee
4. Processing fee
5. Placement fee
6. TRAINING FEE

EVERYTHING CAN BE REFUNDED!

Most of those on the list also violated the POEA law that prohibits referring an applicant to borrow money from a lending company or medical centers. This is the reason for OFWs leaving to be in debt.

If you belong to the agencies mentioned, we would like to let you know that you can file a complaint to recover all paid illegal fees. This is effective for those who were victimized during 2018-2021.

Pass the name here:

<http://bit.ly/Hold-Bad-Agencies-Accountable>

and message the page for process assistance.

#StopIllegalRecruiters #StopOvercharging #fightforyourrights

List of Philippine Agency	
NAMES	
NTURY MANP. RES INC	
INTERNATIONAL MANPOWER SERVICES SPECIALIST	
MANPOWER INT'L SERVICES INC	
ON (PHIL). INC	
RA RECT. AGENCY INC	
IB INT'L SVCS CORP	
3ESHI INTERNATIONAL SVCS INC	
WS MANP. CORP	
EX ALLIED AGENCIES	
-EUROPEAN SERVICES INC	
-EUROPEAN SVCS, INC	
MANAGEMENT AND GENERAL SERVICES	
MGMV. & GEN. SVCS. CORP	
ORLDWIDE RECRUITMENT SERVICES INC.	
REA MANP. SVCS.CO	
SKILLS HUM. RES SVCS INC	
ORLD RECT SVCS INC	
BENGUET INT'L AGENCY INC	
BENGUET INTERNATIONAL RECT AGENCY	
BENGUET INTERNATIONAL RECRUITMENT AGENCY	
STONE ENT. INC	
ROUP MKTG. AGENCY INC	
MANPOWER SERVICES INC	
"L. INC.	
WAY GEN. SVCS & TRADING	
PRO STAFF INC	
RY HIGH HR. INC.	
ELLA INT'L MANPOWER SVCS. CORP	
TERNATIONAL INC	
ENERGY INTERNATIONAL MANPOWER SERVICES CO.	
BUILDERS INTERNATIONAL SVCS INC	
EASTGATE MANP. CONSULTANTS, INC	3
EASTGATE MANPOWER CONSULTANTS INC.	10
FAASI INTERNATIONAL CORP	2
FIRST PERSONNEL SVCS. INC	3
FIRST STEP MANPOWER INTERNATIONAL EMPLOYMENT AGENCY CORP	1
FIRST-SELECT INT'L MANP. SVCS. INC	2
FLORIDA RES. & PLCMINT. SVCS CORP	2
FOREVER MANPOWER SERVICES INC	2
FOUR ACES INT'L STAFFING RES. INC	2
GCC INT'L MANP. AGENCY	3
GLOBAL HOSPITALITY PLCMINT. AGENCY PHILS CORP	4
GMM GLOBAL MARITIME MIA. INC	2
GOLD ICON RECT. & PROMO, INC	3
GOODMAN INT'L MANPOWER INC.	4
HAPPY WORLD HUM. RES. & RECT. AGENCY INC	2
HAPPY WORLD HUMAN RES AND RECT AGENCY INC	2
HAVANA INT'L RES AGENCY CO.	2
HIROTSUGI INT'L AGENCY, INC	2
HOPEWELL OVERSEAS MANP. NETWORK, INC	2
EMPLOY MANP. SVCS INC	2
EXCEL MANP. CORP	3
EXCEL MANPOWER CORP.	3
INT'L EXPERTS FOR TECHNICAL SUPPORT SVCS., INC	8
INTERACTIVE CONNECTIONS INT'L RECT. AGENCY CO.	7
INTERACTIVE CONNECTIONS INTERNATIONAL RECRUITMENT AGENCY CO.	2
IPEOPLE MANP. RES INC	1
J.A.S EMPIRE INT'L PROMO CORP	2
JS CONTRACTOR, INC	2
JSG GLOBAL RECT SVCS INC	1
JTC INT'L MANP. SVCS. INC	2
PANPHIL RECT. CORP	6
PHILCANGO INT'L RECT SVCS INC	2
PINOY OVERSEAS WORKERS EMPLOYMENT RES. (POWER) CORP	2
PINOY OVERSEAS WORKERS EMPLOYMENT RESOURCES (POWER) CORP.	2
PIV HUM RES SVCS CO	2
PRIME GOAL INT'L MANP. INC	3
PRIMOWORLD MANP. AGENCY CO	2
PYRAMIDS INT'L HUM. RES. SVCS.COM	4
RICHLAND INT'L MANPOWER INC.	5
RIN JOB QUEST	3
ROTANA INT'L MANP. INC	2
SAMA INT'L RECT. AGENCY CO.	2
SAOSAN MANPOWER SVCS	1
SHEBA INT'L MANPOWER SVCS. CORP	2
S-STAR RECT MANPOWER CORP	2
STUDIO 85 PROMOTIONS	2
SUN HIKARI MANPOWER SERVICES CORP	4
SUNEGOS MANPOWER SERVICES CORP.	2
T.S PIZARRO MANP. SVCS INC	2
TALENTSPHERE, INC	3
TECHNOLINK (PHILIPPINES) CORP	2
TOP JOBY INT'L MANP. AGENCY CO.	2
VIASAYAN CONSOLIDATED SVCS. AGENCY	6
WESTRIVER INT'L STAFFING AGENCY INC	8
WORLD RENOWNED MANPOWER SUPPLY INC.	2
WRIGHT INT'L MANPOWER INC	2
WILKINSON INT'L MANP. SVCS INC	2



# Victim Identification & Triage

1,859,820  
People reached

272,853  
Engagements

Boost Unavailable

Like

Comment

Share

4K comments 15K shares

Most relevant ▾

Comment as Report Bad Agencies

Ako takas cningil ako ng agency ng 50,897... 🤔 Ipatulfo p dw ako.. Cno hnd ttakas ngrhap kna nga ayw kpa ibalik sa agency

Like · Reply · Message · See translation · 5 w

👍 1

"Most relevant" is selected, so some replies may have been filtered out.

Author  
Report Bad Agencies

Please private message us po.

Like · Reply · Commented on by Julie Xin · 1 m

Reply as Report Bad Agencies

It was a bad experience. I'm still in trauma, I can still feel the pain of what I have experienced.

Like · Reply · Message · 5 w

👍 4

↳ 2 replies

Assign conversation ▾

If you need help filing, please let us know. We would also like to offer additional assistance after you file online.  
While waiting for a response from our admin team, you may ask your question in this community support group here:  
<https://www.facebook.com/groups/634868316863727>

P.S. If you haven't done so already - please kindly send us:

- 1.) A photo of your PDOS;
- 2.) Any agency, training, medical, or other receipts (if any);
- 3.) Any evidence about the agency referring you to a lender (payment slips, QR codes, barcode, etc);
- 4.) Any other documents, such as: your contract, OWWA papers, screenshots (chat messages), etc.

You may also visit your nearest POLO or POEA office and ask for the "agency complaint form".

Sent by Julie Xin [?]

10:10

good morning! how can we help you?

Sent by Ronalene Mendua [?]

Hi good morning , dati po akong xtrainee sa japan

Gusto kopo sanang marefund ung training fee ,

15:12

among agency mo po?

pa send po ng documents po dito, PDOS, OEC, OWWA, CONTRACT, receipts/passbook t.. We need your documents po para ma review namin ang inyong concern.. Thank you

Sent by Ronalene Mendua [?]

Write a reply...

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# Research Objective

**Assess the feasibility of using an RCT to evaluate the effectiveness of behavioural change techniques applied in social media campaigns to:**

- Prevent migrant workers from being overcharged on recruitment fees and related costs which leads to de facto debt bondage and human trafficking, as defined by the US State Department
- Provide support & access to redress for those who have already been overcharged breaking the cycle of debt bondage and human trafficking

# Methodology

Mixed methods approach including secondary and desk review analysis (Study 1) and primary data collection analysis (Study 2 & 3).

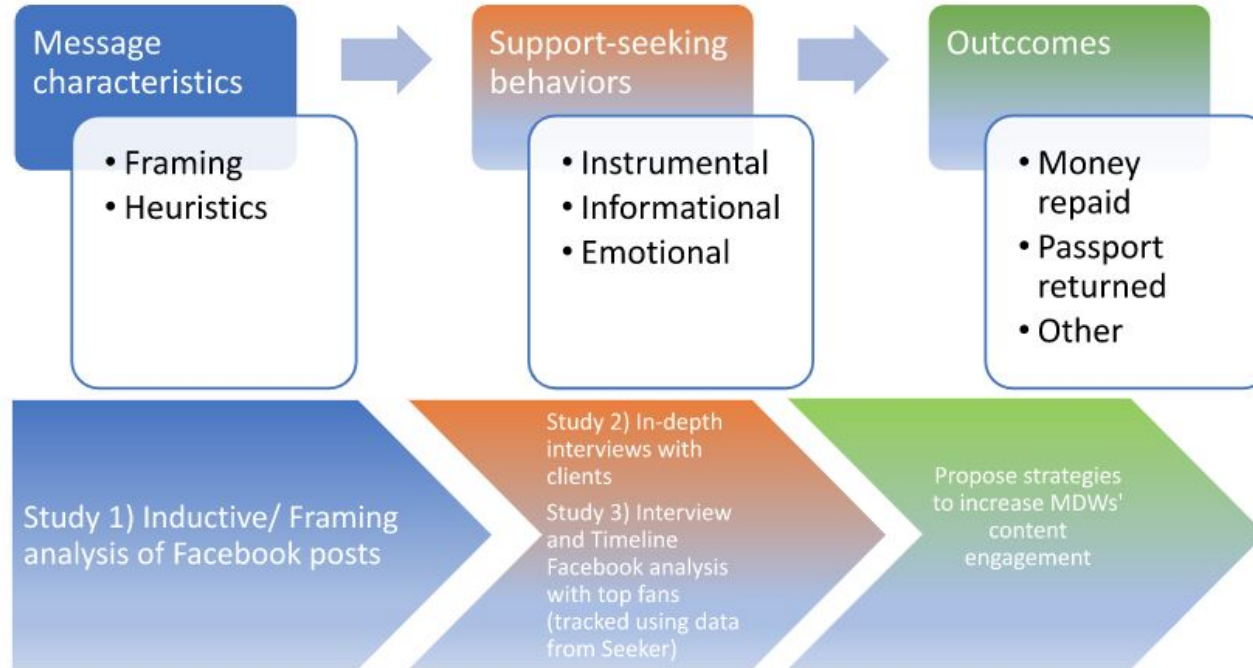
## Secondary & Desk Review Analysis

- Study 1: Inductive content review, sentiment analysis and topic modelling of Facebook posts with highest levels of engagement to categorize variables that likely influence virality

## Primary Data Collection Analysis

- Study 2: In-depth interviews with migrant workers that have/have not received direct remediation (e.g. recruitment fees refunded or passport returned) via instruction provided through social media
- Study 3: Semi-structured interviews with “top fans” of pages to identify underlying reasons for engagement

# Overarching Research Framework



# Framing Theory

Framing is a process of shaping the meaning of an object (e.g., an event, person, or idea) by using communicative strategies to highlight or downplay certain aspects of the object.

In the context of audience engagement in social media campaigns, framing explains how certain ways of presenting a message can either increase or decrease the audience's interest, attention, and sense of urgency to take action.

In our study, we use framing theory (Snow & Benford, 1988) which argues that the extent to which a message engages with the audience effectively depends on whether it attends to three framing tasks:

- o **Diagnostic** => this frame emphasizes how to resolve issues and possible outcomes
- o **Prognostic** => this frame describes the problem and identifies who is to blame
- o **Motivational** => this frame is a “prod to action,” evoking emotional responses and appealing to the masses to create a sense of collective urgency.

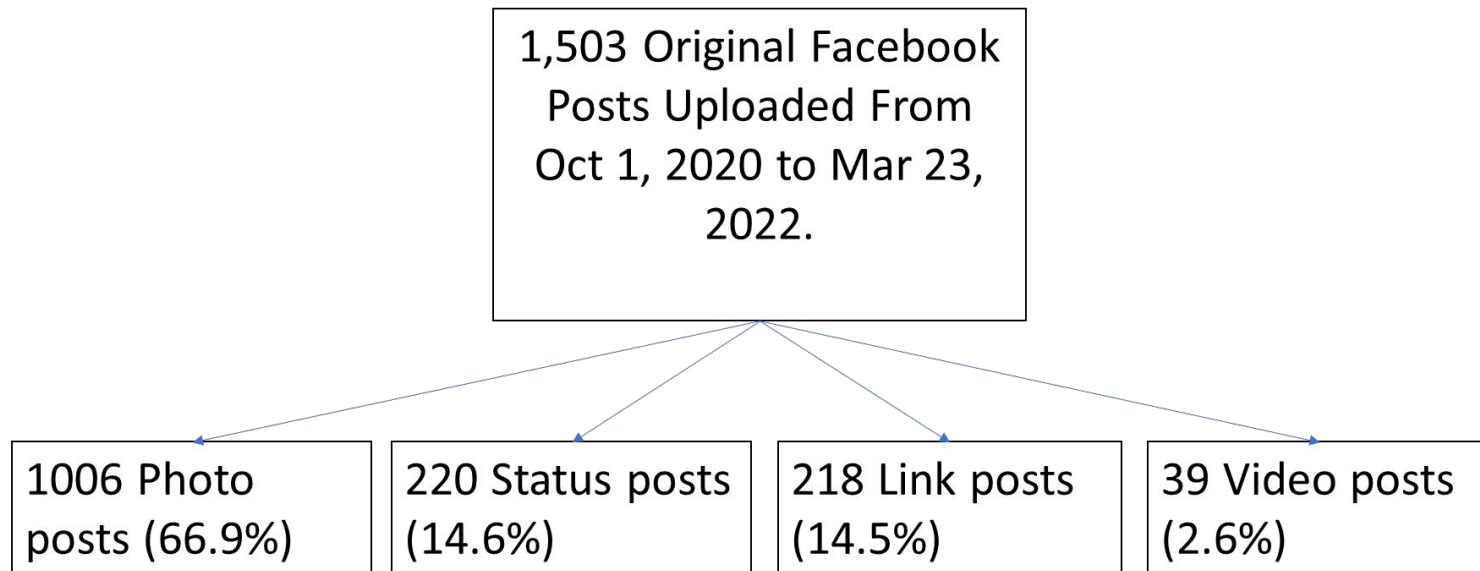
At this stage of the study, we will conduct a content analysis of posts and social media attributes on Migrasia's Facebook page to examine the association between framing and the level of user engagement.

# Study 1: Analysis of Facebook Posts

- The objective of this study is to explore how various context and content features are associated with social media engagement (the number of unique people who engaged in certain ways with the page post, for example by commenting on, liking, sharing, or clicking upon elements of post).
- This study contributes to our project by clarifying a mechanism by which social media posts engage with the audience through the mobilizing power of framing.
- Whether these frames are indeed perceived by the audience and the extent to which the audience takes them into consideration when seeking help will be further explored in the next stage of our project (i.e., in-depth interviews with clients and top fans).

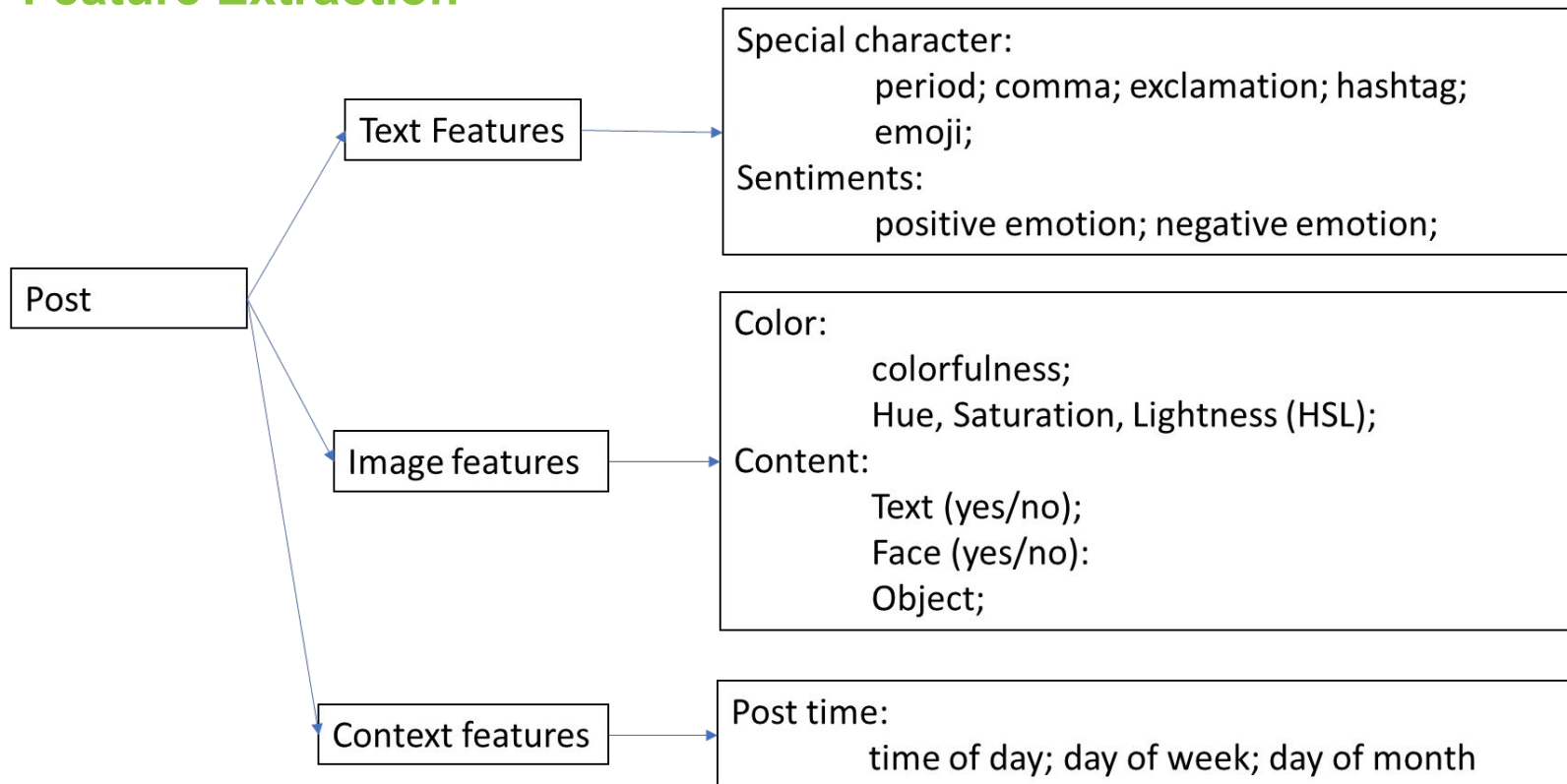
# Data

## Case selecting and Matching



# Data

## Feature Extraction





# Results

## Descriptive Statistics

- The mean of post engagement is 6180, the median is 139.
- There is significant diversity in the use of period ( $M = 8.96$ ,  $SD = 19.3$ ), comma ( $M = 2.45$ ,  $SD = 4.07$ ), exclamation ( $M = 2.19$ ,  $SD = 5.80$ ), hashtag# ( $M = 0.652$ ,  $SD = 7.88$ ), and emoji ( $M = 1.94$ ,  $SD = 8.56$ ).
- On average, the overall sentiment is slightly tilted to positive ( $M = 2.01$ ,  $SD = 8.56$ ) vs. negative ( $M = 1.31$ ,  $SD = 4.32$ )
- February has the most posts ( $N = 213$ ), followed by January and March
- Monday has the most posts ( $N = 287$ ), followed by Tuesday and Thursday;
- More than half of posts are posted after 8pm ( $N = 756$ )
- Very colorful ( $M = 0.727$ ,  $SD = 0.231$ ); 99.2% of posted images contain texts ( $N = 595$ ); website ( $N = 384$ ) and menu ( $N = 91$ ) are the two most frequently identified objects .

## Results

### Regression Model 1

A multiple linear regression was used to test if any text features, context features significantly predict post engagements. (N = 1503)

	Coefficients	StandardError	t Stats	P-value
Intercept	2.935	0.084	34.924	0.000
Type photo posts	0.310	0.035	8.853	0.000
Period	-0.002	0.000	-2.532	0.01
Comma	0.015	0.003	4.486	0.000
Hashtag	-0.003	0.001	-1.963	0.000
Emoji	0.004	0.001	3.020	0.001
Positive words	-0.018	0.006	-2.86	0.001
December	-0.315	0.05	-5.336	0.000
November	0.215	0.079	2.718	0.001
May	0.329	0.077	4.255	0.000
March	0.175	0.057	3.069	0.001
February	-0.185	0.057	-3.234	0.001
January	-0.187	0.055	-3.245	0.001

## Results

### Regression Model 2

A multiple linear regression was used to test if any text features, context features, and image features significantly predict post engagements (N = 601)

	Coefficients	Standard Error	t Stats	P-value
Intercept	0.00241	0.00711	5.246	0.000
Positive words	-0.0031	0.006	-2.86	0.05
Negative words	-0.0025	0.0014	-2.028	0.05
December	-0.0051	0.0011	-5.041	0.000
May	0.215	0.079	2.718	0.001
February	-0.0034	0.0010	-3.347	0.000
January	-0.0018	0.0010	-3.967	0.05
Image: clock	-0.0011	0.0052	-2.296	0.05
Image: band aid	-0.0017	0.0057	-2.053	0.05
Image: book jacket	-0.0096	0.0049	-1.975	0.05
Image: envelope	-0.0011	0.0049	-2.057	0.05
Image: puzzle	-0.0115	0.0065	-2.034	0.05
Image: shower cap	-0.0019	0.0065	-2.738	0.05
Image: website	-0.0095	0.0046	-2.064	0.05

## Preliminary Conclusion and Limitation

- Certain text, context, and image features play important roles in predicting post engagements
- Only text and image are considered
- Only English language posts are processed

## Next Steps

- **Study 1:** Refine machine driven approach to post analysis by integrating human coding of 'framing features' to identify diagnostic, prognostic and motivational frames
- **Study 2 & 3:** Conduct primary data collection to facilitate understanding of triage and assistance process, from engagement to outcome (successful/unsuccessful remediation) and to evaluate interim outcomes (e.g. education, empowerment)
- Design a more tailored intervention to test higher successful outcomes

# Framing Features

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## Diagnostic Frames

= describe the problem and identify who is to blame

## Prognostic Frames

= emphasises how to resolve issue and possible outcomes

## Motivational Frames

= encourage action by evoking emotional responses and appealing to the masses





# Thank you!

## To our team

Fu Yao, HKU

Ines Huynh, HKU

Louis Waruwu, HKU

Yuniar Aristia, Migrasia

Virtual Analysts, Migrasia

## To participants involved in the research

Questions?

Feel free to contact us

[isla@migrasia.org](mailto:isla@migrasia.org)

[jordanlp@hku.hk](mailto:jordanlp@hku.hk)

[zjunjie@connect.hku.hk](mailto:zjunjie@connect.hku.hk)

