

Measuring commitment to basic education

One of TNS's flagship branded solutions, The Conversion Model, has been around for two decades and been used for more than 250 product and service categories in over 100 countries. However, its use in the Polling & Social sector has been limited although this was one of its first applications when helping The African National Congress in South Africa's first general election in 1994. In Indonesia, the Conversion Model has been brought back into the Polling & Social arena by helping The International Labour Organisation (ILO) to establish that cost of education is the main contributing factor to child labour as opposed to lack of commitment from parents.

Child labour is still recognized as a problem in Indonesia, whether it is the worst form of child labour or children being involved with hazardous work. Indonesia ratified The International Labour Organisation (ILO) Convention No 182 in 2000 and subsequently a national action plan has been put in place to eliminate the Worst Forms of Child Labour. ILO has established that one of the main contributing factors to children engaging in hazardous work is that many drop out of school to join the labour force. What had not been established was the root cause of children dropping out of school. Some claimed it was because parents were lazy and education is not a priority for them. ILO need to conduct research to establish whether this was likely to be the case or whether the cost of education was simply creating barriers for school participation. Daniel Lindgren, Research Director for TNS Indonesia, says "In fact this was the second time we used The Conversion Model to measure commitment to education as we had previously conducted another education study for UNICEF as part of a campaign evaluation. Whilst the ILO had never been confronted with The Conversion Model this was ultimately what won us this project. The versatility of the Conversion Model is really its strength and in this case we were clearly able to show how we could add value up front".

The study was carried out with SES DE households in some of Indonesia's most poverty stricken areas. Results show that 19 percent of Indonesia's school aged children could not afford to attend school, the main factor contributing to the high number of child labourers in the country. ILO chief technical adviser Patrick Quinn said "Despite the cost factor, the respondent overwhelmingly supported the idea of education, and most households whose children were out of school, either in the labour force or helping out at home, were not strongly committed to this behaviour".



"... 19% of Indonesia's school aged children could not afford to attend school"



Conversion Model 