

Surveys

AN ANALYSIS OF THE LABOR MARKET FOR UBER'S DRIVER-PARTNERS IN THE UNITED STATES

- **Broad Summary**
 - General survey of a large proportion of Uber drivers, asking questions mostly concerned about why they first joined the platform as well as demographic and socioeconomic data gathered on the participants.
- **Findings**
 - Major points
 - Flexibility of the platform is appealing
 - Uber driver-partners are similar in age in education to the workforce than to taxi-drivers and chauffeurs
 - Although it is difficult to compare after-tax hourly earnings of Uber drivers compared to taxi drivers, it seems that Uber drivers earn at least as much as taxi drivers
 - Likely case that higher compensation makes the platform appealing
 - Uber's growth rate has varied across cities, understanding why this difference in growth can provide insights into the likely future path of the on-demand sector
- **Notes on Paper**
 - Very informative paper, but the biggest gripe I have is that the actual physical survey done by the Benson Survey Group is not available, as a supplemental document or even on the BSG website.
 - Most of the questions can probably be gleaned from the analyses done in the paper however
 - Does not really analyze the specific work-related behavior of drivers however

Examining Consumers' Behavioral Intention in O2O Commerce from a Relational Perspective: an Exploratory Study

<https://doi.org/10.1007/s10796-017-9815-6>

- **Broad Summary**
 - Two studies conducted using web-based surveys exploring consumers' repurchase intention and sharing intention in O2O commerce context
 - Focus on consumers as opposed to providers
- **Findings**
- **Notes on Paper**
 - Well-organized paper with some pretty solid definitions of the various constructs they utilize. They have a figure that excellently describes how different study findings relate to prior studies as well as new findings.
 - Plenty of citations to prior research done, however:

- The context of this entire study is heavily focused on the Chinese market and may not necessarily be generalizable, nonetheless, still a comprehensive paper

The Role of Mutual Trust in Building Members' Loyalty to a C2C Platform Provider

<https://doi.org/10.2753/JEC1086-4415140105>

- Tangentially related to the overall project, but commonly cited in research that mentions trust between agents being heavily dependent on trust in the platform as well

Crowd-shipping services for last mile delivery: Analysis from American survey data

<https://doi.org/10.1016/j.trip.2019.100008>

- **Broad Summary**
 - Analyzes current and future shipping behaviors, as well as willingness to work
 - Surveys implemented in the US
 - Comprehensive survey with broad scope questions
 - Format of display for the survey is tough to read but well worth the effort
- **Findings**
 - About 80% of respondents willing to work as crowd-shippers
 - Travelers are a heterogeneous group
 - Compensation scheme is a crucial factor
- **Notes**
 - Comprehensive paper, but still doesn't actually investigate behavior

Influencing Factors That Determine the Usage of the Crowd-Shipping Services

<https://doi.org/10.1177/0361198119843098>

- **Broad Summary**
 - Analyzes how senders choose shipping services for different products, given availability of crowd-shipping and traditional carriers in a logistics market
 - Shipping costs, as well as courier reputation and tracking info seem to play major role
- **Findings**
 - Shipping cost, delivery time, courier's reputation, tracking and tracing services, electronic delivery notification, and personalized delivery location and time-window all may have a remarkable influence on sender choices
 - Sender demographics matter to
 - Product matters as well
 - Crowd-shipping services tend to have food, beverages, and groceries sent

Modeling the willingness to work as crowd-shippers and travel time tolerance in emerging logistics services

<https://doi.org/10.1016/j.tbs.2019.02.001>

- **Broad Summary**

- Analyzes different behavioral considerations that govern choice of people to engage in a crowd-shipping market
- Paper investigates willingness to work and maximum travel time tolerance
- **Findings**
 - Use of discrete-continuous approaches captures maximum and random-utility behaviors derived from heterogeneous samples
 - Selectivity-bias term included in regression model corrects for conditional selection behavior of potential driver partners' maximum TTT
 - Findings for main socio-demographic characteristics that influence prospective crowd-shippers' WTW may help CS companies to recruit more efficiently
 - Additional factors should be considered such as
 - Package characteristics
 - Incentives
 - Scenario contextualization
 - Use of incentives has a significant influence on willingness to travel additional time
- **Notes**
 - Perhaps the **most** comprehensive survey I've read
 - Analyzes driver behavior pretty well, and plenty of other cited articles I've yet to get through

Algorithmic Analyses

Algorithmic Labor and Information Asymmetries: A Case Study of Uber's Drivers

<https://dx.doi.org/10.2139/ssrn.2686227>

- **Broad Summary**
 - Examines how Uber drivers experience labor under specific regime of automated and algorithmic management
 - Combines qualitative study with design critique of Uber's technical systems
- **Findings**
 - Uber's implementation and design allows them to take a limited managerial role over driver behaviors.
 - Power asymmetry is key to driving behavior/
- **Notes on Paper**
 - I should point out that this paper seems to criticize Uber more than it does actually focuses on how drivers make decisions, but I still believe that the strategies they use for analyzing driver behavior is nonetheless valuable in shaping our own metrics for our (planned) platform

Dynamic pickup and delivery problems

<https://doi.org/10.1016/j.ejor.2009.04.024>

- Definitely an algorithmic/computational approach to pickup/delivery routing, not necessarily the most useful for our behavioral goals but still an interesting read