

Public Perception of the Gig Economy

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What Is a Gig?

- Short-Term
- Occasional
- On-Demand
- Task-Based



What Is the New Gig Economy?

- Greater Scale
- Micro-Tasks
- Digital Platforms
- Higher Flexibility

Uber

amazon
mechanical turk



Ethical Issues of the Gig Economy

- Algorithmic Reputational Systems
 - Indirect power over workers
 - Homogenization
- Exploitation
 - Weaker social and legal protection ↔ Flexibility
 - Human-as-a-service
 - Low wages
- Regulatory Gaps
 - Employees ↔ Contractors
 - Lack of protection against discrimination

Methodology

- Create an interactive surveying tool (app/website) using a conjoint experimental design
- Collect public opinion on gig economy
- Analyze collected data, draw conclusion

Methodology

Conjoint Survey Experiment

- Alternative profiles
- Multiple attributes
- Tabular form

Aspects of Gig Economy

- Working hours
- Benefits
- Rating algorithms
- Remuneration
- ...

Example conjoint choice task

Which of these smartphones would you buy?

| | | | | |
|-------------|---------|-----------|---------|--------------------------|
| Brand | iPhone | Samsung | Sony | Levels of each attribute |
| Screen size | 5" | 6" | 5.5" | |
| Colour | Silver | Turquoise | White | |
| Price | \$1,200 | \$1,100 | \$1,000 | |
| | Choose | Choose | Choose | |

Attributes

Product concepts to choose from

* Image from <https://conjointly.com>

Research Questions

- From the perspective of the public:
 - What are possible merits of gig economy?
 - How should gig workers be classified in the job industry?
 - What are some of the limitations of the gig economy?
 - What regulations are needed to make gig economy sustainable?
 - What would be a healthy interaction among service consumer, supplier and platform?



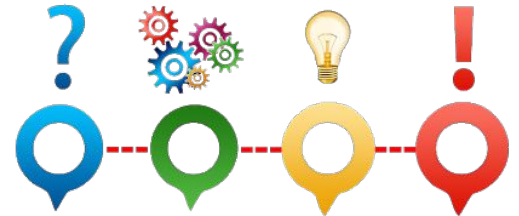
Analysis

According to our survey results:

- Identify people's perception of the gig economy
 - Merits/disadvantages of gigs
 - Possible unfairness in the industry
 - Stereotypes they have of the industry
 - Their willingness to participate in gig economy



- Suggest possible future trend of gig economy



Timeline

[illegible]