

Public Perception of the Gig Economy

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CS489 - Final Presentation

Problem Background

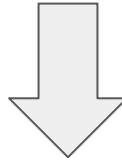
Current ethical problems:

- 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

Problem Statement

“What criteria differentiates the gig economy from the traditional job market?” → Traits

“Which aspects of the gig economy do people like?” → Values



Define the overall structure of the gig economy based on these attributes

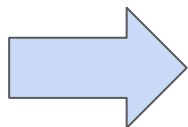
Analyze the public perception of an “ideal gig economy” based on these attributes

Methodology

Step 1 (Completed)

Breakdown of Gig Economy

- Trait A
 - Value A
 - Value B
 -
- Trait B
 - Value A
 - Value B
 -
- Trait C
 - Value A
 - Value B
 -
- ...



Step 2 (Future Implementation)

Which job do you prefer?

Question #1

	Job A <input type="checkbox"/>	Job B <input type="checkbox"/>
Trait A	Value A	Value B
Trait B	Value C	Value B
Trait C	Value D	Value A
Trait D	Value B	Value D

Each trait and each value
should describe the job environment.

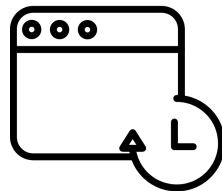
Traits



Working Hours (time period)

When to work and when to finish?

- 9am - 6pm
- Totally Flexible



Working Hours (length)

How long to work per day?

- 8h
- Minimum 4h
- Work as much as you want



Salary

How is your salary calculated?

- Fixed salary
- Base salary + how long you work
- Base: 0 + Variable salary

Traits (Cont'd)



Evaluation

When are you evaluated?

- Daily
- Monthly
- Yearly



Holiday

How to take days off?

- Paid, but following company's policy
- Unpaid, but on your own will

Uber



Competitor

Can you work for other companies in the same sector?

- Yes
- No



Supervisor

Do you have a direct boss/supervisor?

- Yes
- A machine
- No

Example

Job Listing 1

Working Hours: 9am-5pm required

Work Length: Minimum 8h

Salary: Fixed US\$500.00

Holiday: Paid, but following company policies

Evaluation Frequency: Daily

Direct Supervisor: An algorithm

Allowed to Work for Competitor: Yes

Please rate the job above:



Job Listing 2

Working Hours: 9am-5pm required

Work Length: Minimum 8h

Salary: Fixed US\$500.00

Holiday: Paid, but following company policies

Evaluation Frequency: Daily

Direct Supervisor: Yes

Allowed to Work for Competitor: Yes

Please rate the job above:



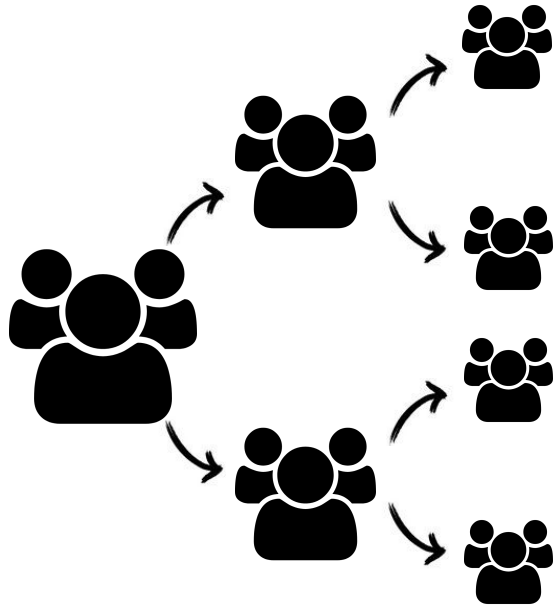
Which one of the two job listings above do you prefer?

JOB LISTING 1

JOB LISTING 2

Sample Recruitment

Snowball sampling



Online Random Recruitment



Demographics

Age Group	N
18~24 years old	37
25~34 years old	23

Gender	N
Male	49
Female	8
Prefer not to say	3

Demographics (Cont'd)

Race/Ethnicity	N
Asian	50
Caucasian	5
Hispanic	4
Prefer not to say	1

Demographics (Cont'd)

Background	Count
High School or Lower	8
College	6
Bachelor's Degree or Lower	30
Graduate Degree	15
Prefer not to say	1

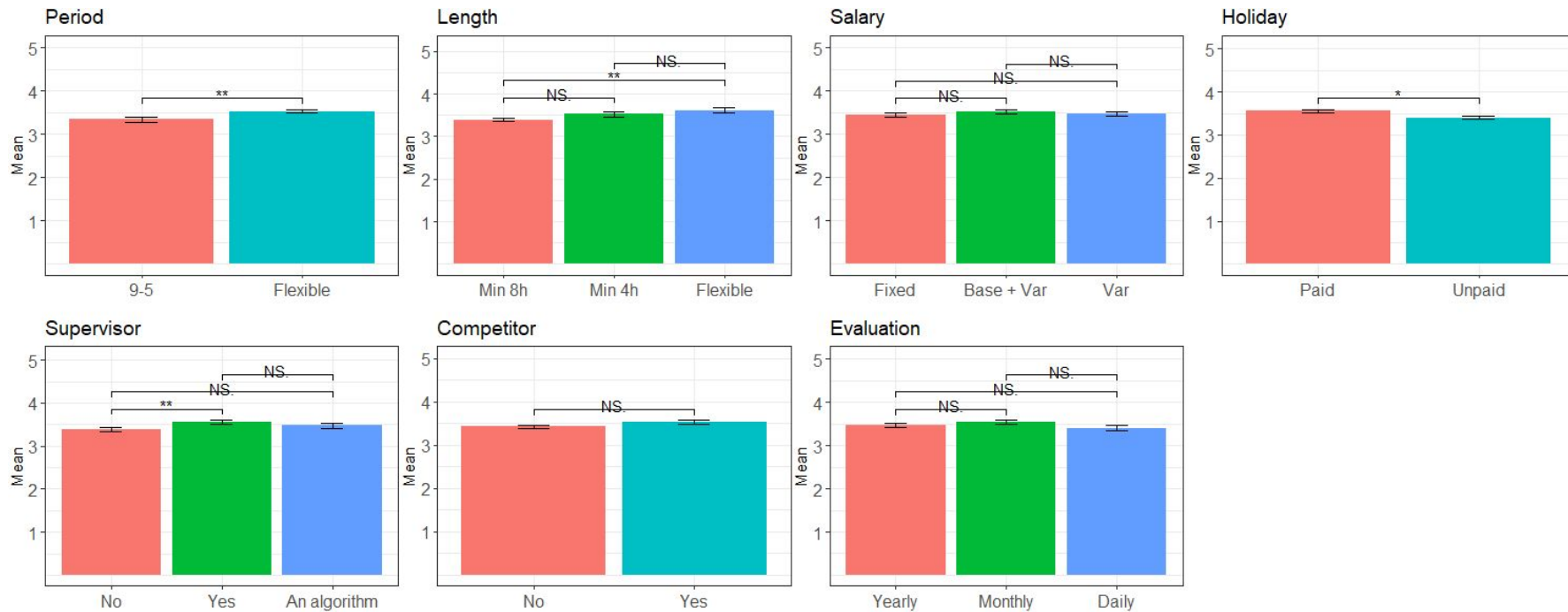
Demographics (Cont'd)

Gig Working Experience	Count
Yes	6
No	51
Not Sure	3

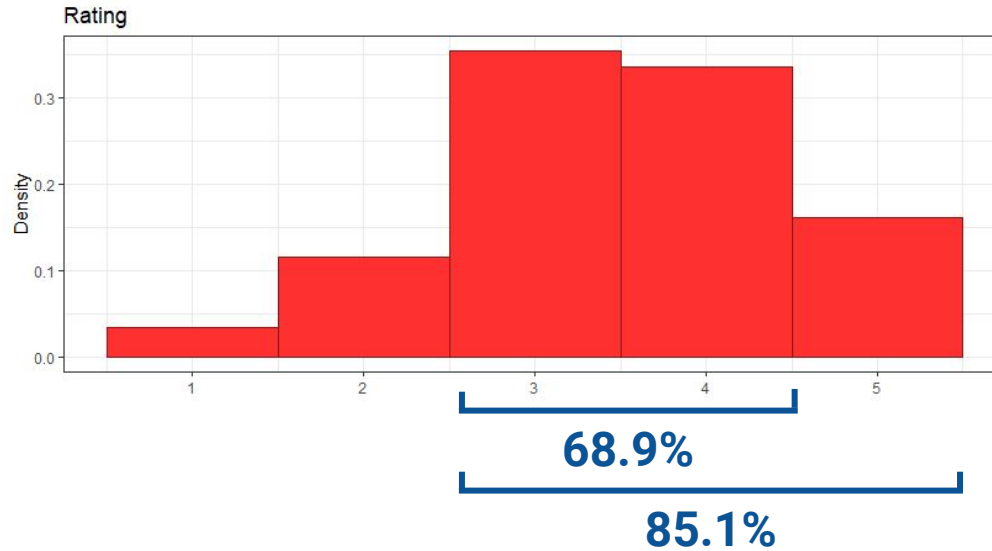
Analysis Plan

1. Average Rating & Forced Choice
2. Average Component Causal Effects (AMCE)

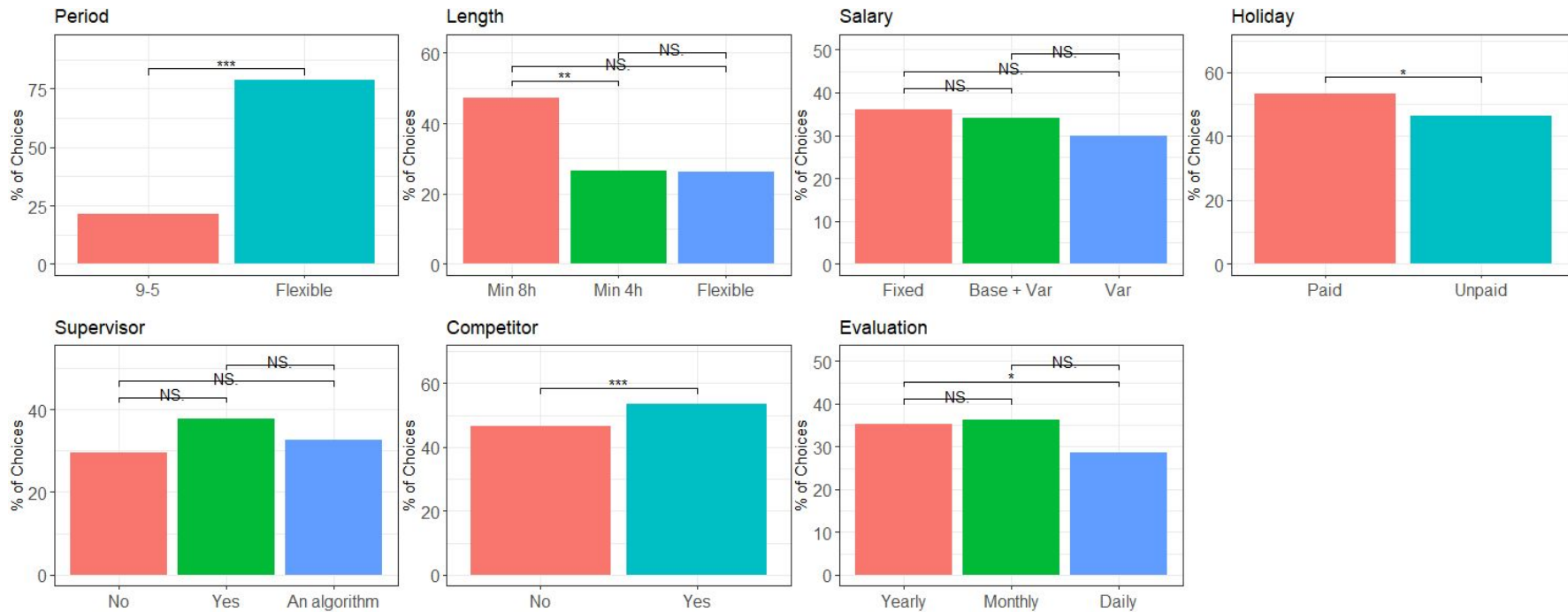
Ratings



Job Rating Distribution

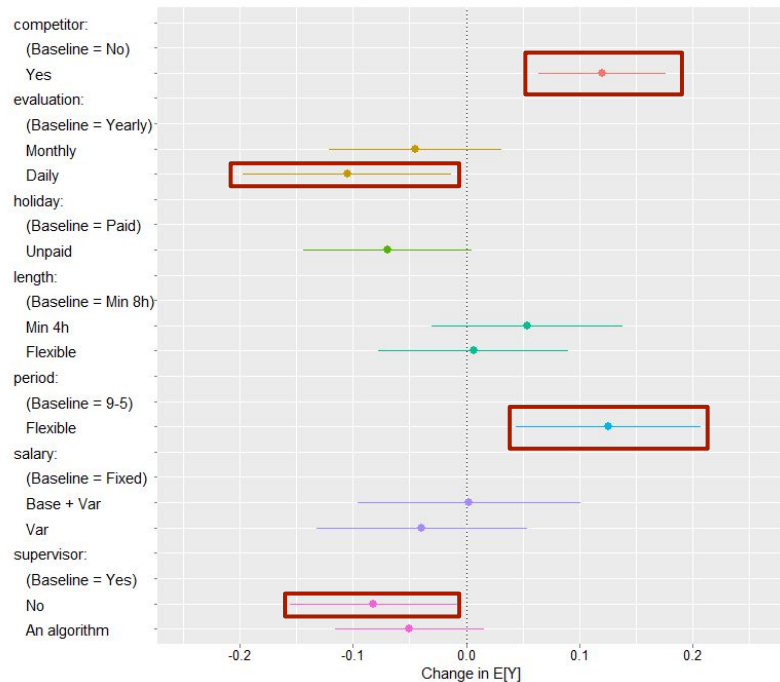


Forced Choice

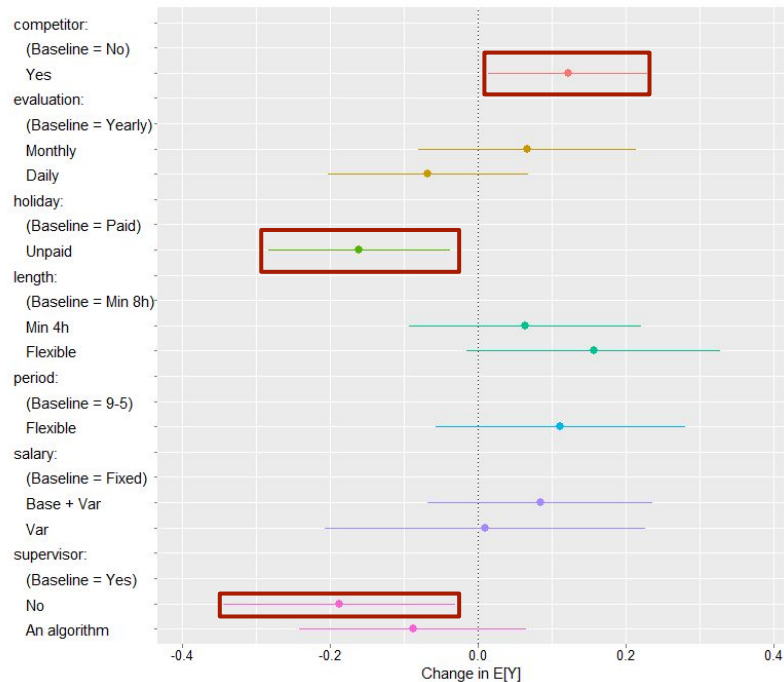


Average Component Causal Effects (AMCE)

Forced Choice



Rating



Discussion



Choose to work 8h,
but do not evaluate it well



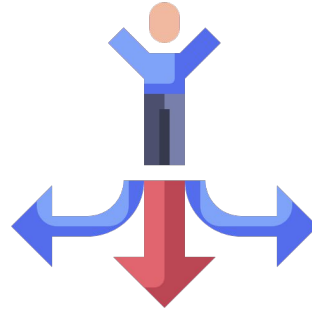
Stability

Discussion



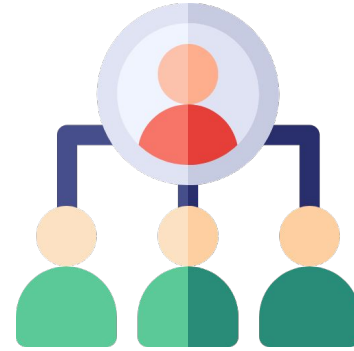
Rivalry

Desire to also work
for competitors



Freedom in case
something goes wrong

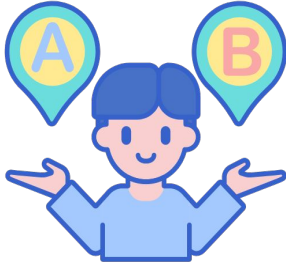
Discussion



Want to have a supervisor

Prefer a structured
company

Discussion

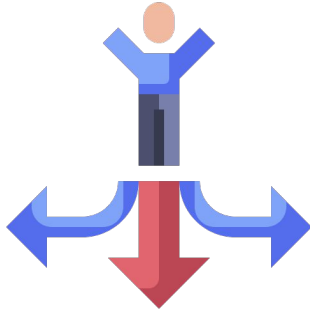


Comparing jobs



Rating jobs

Discussion



Like the flexibility

&



Favor job safety/stability