



Flexible Work Fixable Behaviors Nudging Gig Workers

BOMSI 2019

Park Sinchaisri (Wharton)

Gig Economy

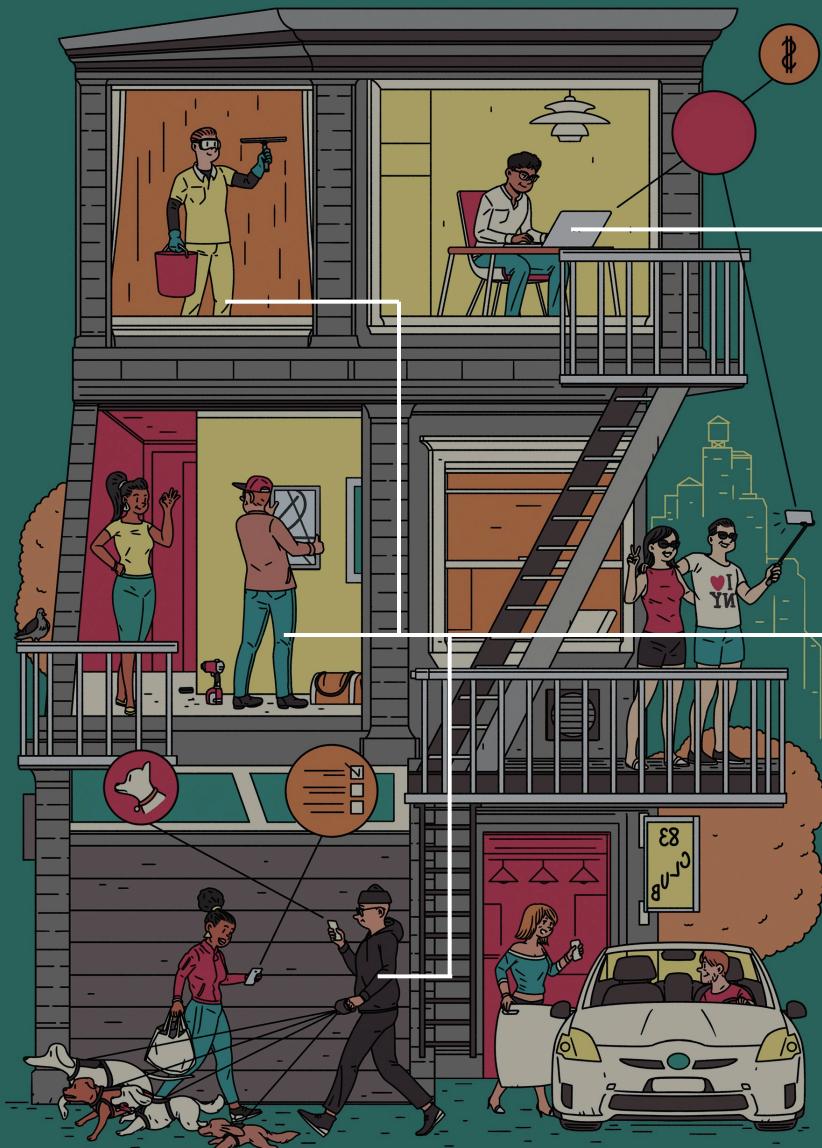


Gig Economy

freelancing **Upwork**



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local tasks **TaskRabbit** **handy**



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ride-hailing **Lyft** **Uber** **DiDi**

delivery **instacart** **DOORDASH**

Gig Economy



freelancing **Upwork**

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retail **(allwork)** **snag.work**
on demand

ride-hailing **lyft** **Uber** **DiDi**

delivery **instacart** **DOORDASH**



Gig Economy

2017

57.3 Million
= 36% of US workforce

2027

60%
+ \$2.7 trillion global GDP



Gig Economy

2017

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Workers decide work schedules

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But some work long hours...

Low pay, tempting incentives, income targeting

Some Uber drivers work dangerously long shifts

Diana Kruzman, USA TODAY Published 9:34 a.m. ET July 10, 2017 | Updated 2:51 p.m. ET July 10, 2017

Instead of the \$8 per hour average he had been making, the 48-year-old Provo, Utah resident says that day, rates jumped to \$20 per hour for no apparent reason. To take advantage of it, he drove for **20 hours straight.**

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Driven to despair — the hidden costs of the gig economy

He says he was driving about 40 hours a week initially and earning about £1,000 after expenses; two years later, just before he stopped driving for Uber, he was sometimes working about 70 hours a week and taking home about £500.

Some just enjoy working...



r/uberdrivers

Posted by u/ . 1 year ago



I actually love driving uber.

Sure it started out for financial reasons but at this point I just Love f ng driving.

I'm still doing things to make most money possible but its not a bad gig as long as your car costs 2k.

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Or inertia effect

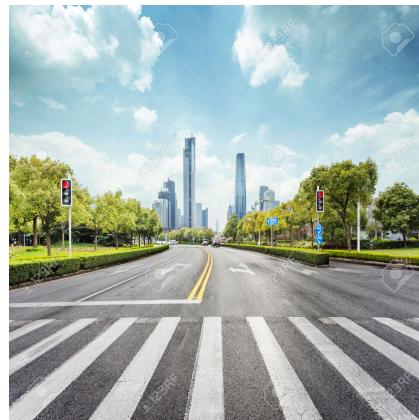
The longer a worker has been active so far,
the more likely they'll continue to work,
controlling for hourly wage and cumulative income.

Allon, Cohen, and Sinchaisri (Working Paper)

Consequences



Consequences



 DOORDASH

The DoorDash logo, featuring a red stylized arrow icon followed by the word "DOORDASH" in a bold, sans-serif font.

Research Question

How to Nudge Workers to Quit?

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Research Strategy

Lab + online experiments

3 x 3

Financial incentives	Information nudge
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Research Question

How to Nudge Workers to Quit?

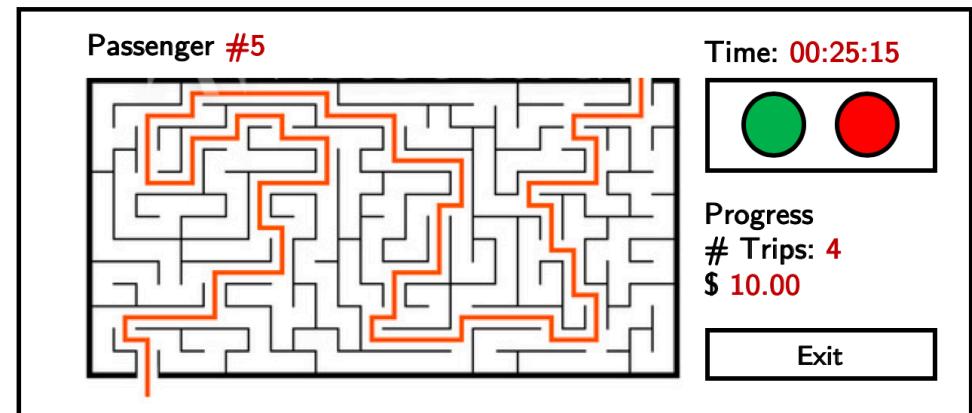
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Financial
incentives

Information
nudge



% Quit

Additional work time

Performance

Research Question

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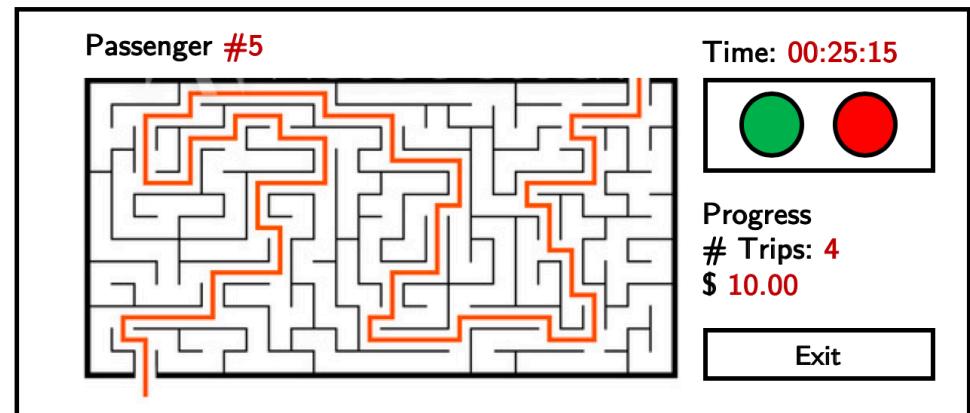
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nudge



% Quit

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Performance

Implications

Information nudges can do X%
as well as financial incentives.

Study Design

Intervention: 3 x 3



- **Control:** “Do you want to quit?”



- **Monetary:**

- Take a bonus now



- Guarantee a higher rate the next time



- **Progress Information**

- Goal reached: “You’ve reached your goal.”

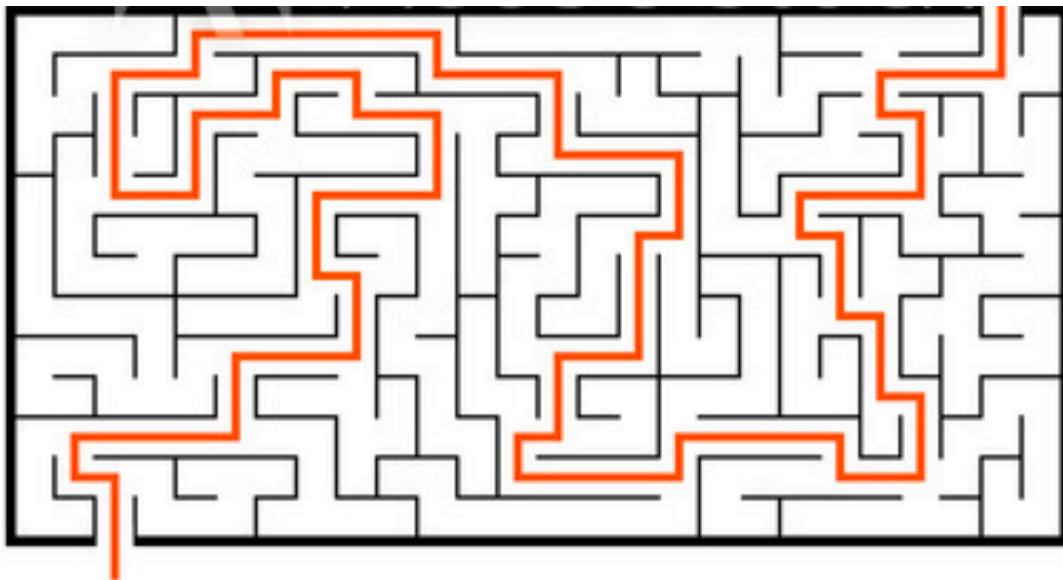


- Social comparison: “Most workers quit by this point.”

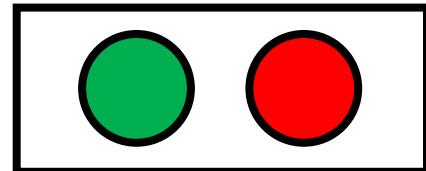


Study Design

Passenger #5



Time: 00:25:15



Progress
Trips: 4
\$ 10.00

Exit

Study Design

