

INTRODUCTION

On-demand work has so far been a compelling way to arrange work and imagine workers; the fleeting nature of work seems to appeal greatly to workers, and the looser expectations of responsibility toward workers appeals to employers and clients. But in the exchange we've made for more fleeting relationships, we've instantiated — or at least added fuel to — another class of challenges and problems. Among them remains the challenge of ensuring that workers — first crowd workers, and later gig workers — both 1) know the skills necessary to do the immediate task and 2) will continue to produce work at the desired level of quality. By far, two approaches have taken hold: First, qualification exams (e.g. Amazon Mechanical Turk and Upwork), which ask workers to take a test of some sort to demonstrate that they both understand the task in question *have the ability* to do the task. Second, relying on outside certification bodies (e.g. Uber, [al2: do we know of others that match this profile?]), which assumes that outside bodies — in Uber's case, local DMVs and similar bodies — have sufficiently evaluated a person's ability to do the tasks necessary.

[al2: I want citations on **worker qualifications** and on **worker effort and management**. I think Ranjay's paper on looking forward etc. . . at CSCW 2017 would be right here. When do bibtex things come out?]