

# **DATA PORTABILITY IN THE GIG ECONOMY: THE CASUS OF GIGCV**

On location work

Uber

*Helpling*

Algorithmic match /  
Worker accepts or rejects

Manual match /  
Client chooses worker

amazon  
mechanical turk

**fiverr<sup>®</sup>**

Location independent work

## **CHALLENGE:**

**PLATFORMS MAKE IT EASIER TO ENTER THE LABOR MARKET.  
IT IS A FINE FIRST STEP, BUT PERSPECTIVE IS MISSING.**

## DATA

**DATA ON REPUTATION AND TRANSACTION EARNED ON THE PLATFORM WHILE DOING WORK IS VALUABLE FOR THE WORKER TO GET MORE WORK AND IN SOME CASES BETTER PAY. THE ONLY PROBLEM IS THAT A GOOD REPUTATION PROFILE ALSO CREATES A LOCK-IN, AS THE DATA CANNOT BE TAKEN TO OTHER PLACES WITHIN THE LABOUR MARKET.**

# REPORTS

ILO - THE ROLE OF DIGITAL LABOUR PLATFORMS IN TRANSFORMING THE WORLD OF WORK

**THERE IS AN ASSUMPTION THAT GIVING THIS WORKER THEIR DATA WILL EMPOWER THE POSITION IN THE LABOR MARKET AND MAKE IT EASIER TO MULTI-HOME AND FIND NON-PLATFORM WORK. BUT NOBODY TAKES THIS INTO PRACTICE TO VALIDATE ALL ASSUMPTIONS AROUND DATA PORTABILITY.**



# PORTABILITY OF REPUTATION AND TRANSACTION DATA FOR GIG WORKERS



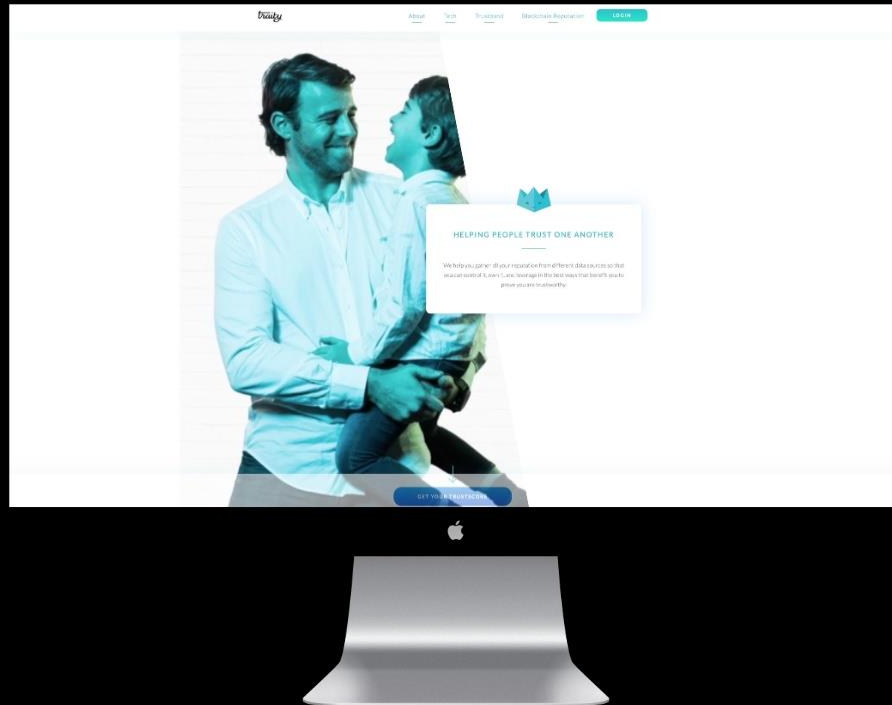
**Martijn** Professional  
**Arets** Outsider  
Consultancy

## MAIN QUESTION:

Can the portability of reputation and transaction data contribute to the employability of a worker in the labor market, both within and outside the gig economy?



# TRUSTCLOUD / DEEMLY / TRAITY / ERATED





## OUR TECHNOLOGY: NETWORK OF TRUST

In 2016 we were awarded a [patent \(US9363283B1\)](#) for the Network of Trust, which recognises our work in how we measure people's reputation based on their social media footprint.

On Traity you can build your reputation through:

    + more

Your own social accounts, which Traity will analyze on your behalf, giving you privacy while proving the important things.



Recommendations from other friends who have high reputations on Traity.

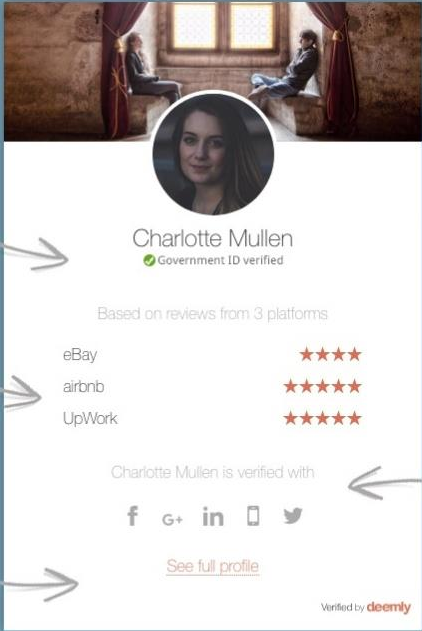


Together this builds your reputation score and profile, which you will be able to share and show to the people or companies you want to prove your trustworthiness and footprint history.



# TRUST PROFILE WIDGET

Add our customizable, 'plug & play' widgets to your site for your users to display and leverage their trust profile.



The widget displays a user's profile with a circular profile picture of a woman, the name 'Charlotte Mullen', and a green checkmark indicating 'Government ID verified'. Below this, it shows 'Based on reviews from 3 platforms' with a table of ratings: eBay (5 stars), Airbnb (5 stars), and UpWork (5 stars). Further down, it states 'Charlotte Mullen is verified with' followed by social media icons for Facebook, Google+, LinkedIn, a mobile phone, and Twitter. At the bottom, there is a link 'See full profile' and a 'Verified by deemly' badge.

Annotations with arrows pointing to the widget:

- Show that the user is verified with a government ID
- Display the user's average scores from across the web
- Links to the user's full profile on deemly
- Show the user's social verifications

[LEARN MORE](#)









# ACTION RESEARCH: GIGCV

A data sharing standard that facilitates platforms to share data in a well designed PFD document (for free) with their workers. Under the condition that they participate in independent academic research.

# Every platform worker a personal GigCV

GigCV is an easy tool for anyone working in or gaining work experience in the gig economy. With this open standard, you will be able to easily download your own reputation and transaction data, which serves as proof of your work experience and skills on connected platforms.





# Jaap Janssen

★★★★★ 16 beoordelingen

jaap@example.com

**Jaap heeft 16 klussen afgerond bij 8 opdrachtgevers.  
De eerste klus was 12 april 2021.**

98%

Opkomst

85%

Punctualiteit

Als echte eigen baas weet jij als geen ander wat er allemaal bij het freelancen komt kijken. Terwijl je net de uren van die ene freelance opdracht hebt afgerond.

## Restaurants

★★★★★

8 klussen

Service, Waiting, Hospitality,  
Taking Orders

## Bars

★★★★★

8 klussen

Barkeeper, Service, Waiting,  
Hospitality, Taking Orders

## Reviews van werkgevers

★★★★★

Di - 07 Sep 2021

Het was heel fijn om samen te werken met Jaap. Hij was altijd op tijd en maakte zijn werk netjes af binnen de gegeven tijd. Ik zou hem zo nog een keer aannemen voor.

★★★★★

Di - 07 Sep 2021

Jaap heeft bij ons gewerkt als barman. Hij maakte de beste cocktails en kwam zelfs met nieuwe eigen recepten. Hij was soms wel te laat en liet dat dingen weten.

## Top 5 werkgevers

1. Club Jaapie
2. Cafe Borrelnootje
3. Picnic
4. HelloFresh
5. Noir



# STATUS

- 100.000 workers can download their GigCV
- 4 Platforms have implemented the API (Charly Cares, Roamler, YoungOnes and Tunga)
- Netherlands, Belgium, Germany, UK, France, Kenya and Uganda
- 35.000 downloads
- Setting up various studies and ensuring the continuity of the concept in a separate foundation

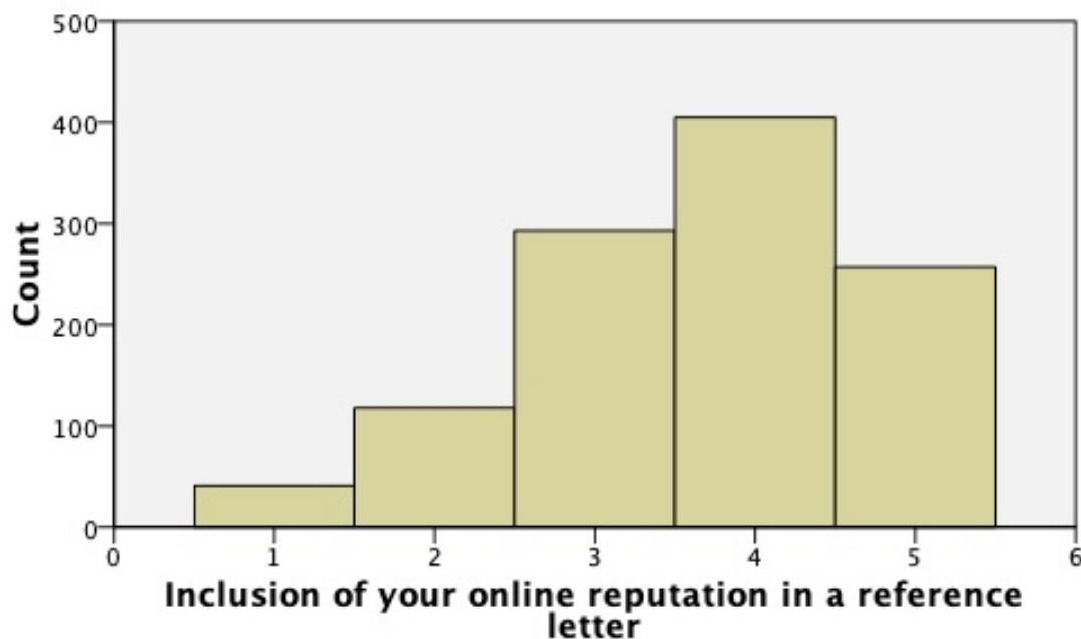
# 4 PERSPECTIVES

- Worker
- Client/employer (receiver of the data)
- Platform
- Society

# WHAT DATA DO PLATFORM WORKERS WANT TO BE ABLE TO TAKE?

N = 1.114

- Written reviews: 741
- Rating (1-5 sterren): 724
- Number of gigs completed: 681
- Number of clients: 486
- Hours worked: 394
- Turnout rate: 466
- Nothing: 68





**The statements below concern the possibility of having your online reputation included in a reference letter / certificate that is issued by the platform that you generate most of your income from. You can use this reference letter if you are going to apply elsewhere. Would you please indicate to what extent you agree with the following statements? – If possibl...**

Home > [Electronic Markets](#) > Article

# The role of contextual and contentual signals for online trust: Evidence from a crowd work experiment

Research Paper | [Open access](#) | Published: 14 August 2023  
Volume 33, article number 41, (2023) [Cite this article](#)

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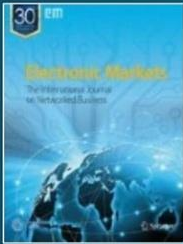
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[Rense Corten](#), [Judith Kas](#), [Timm Teubner](#)  & [Martijn Arets](#)

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## Abstract

Platform workers can typically not take their ratings from one platform to another. This creates lock-in as building up reputation anew can come at prohibitively high cost. A



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# 4 PERSPECTIVES

- Worker
- Client/employer (receiver of the data)
- Platform
- Society

## REMARKS

- Data sharing is not hard. It is not complex. But you can make it hard and complex.
- Data sharing via API's is in the core of every platform company.
- A lock-in based on keeping data to yourself is an act of weakness. You should think how to strengthen your value proposition by sharing data.
- Data created by workers is also 'unpaid labour', which you can compensate by sharing this data with the workers.
- Data portability can be beneficial for workers who have collected data, but at the same time it can raise the threshold of those who have no previous experience with platform work.
- I expect regulation will shift from 'on demand' (GDPR) to 'realtime' data sharing (DMA).



# THANKS. FOR YOUR ATTENTION.



More info & download report at [www.gigcv.org](http://www.gigcv.org)



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