A research agenda for data portability in the gig economy

MARTIJN ARETS

gojek

On location work

Algorithmic match /
Worker accepts or rejects

Manual match /
Client chooses worker

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.

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.

uwv

YOUNG
ONES

S2M
SEATS2MEET.COM

Ministerie van Economische Zaken
en Klimaat

JobTech
Gig

etui.
european trade union institute

fh.
freshheads

FNV

PORTABILITY OF REPUTATION AND TRANSACTION DATA FOR GIG WORKERS

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

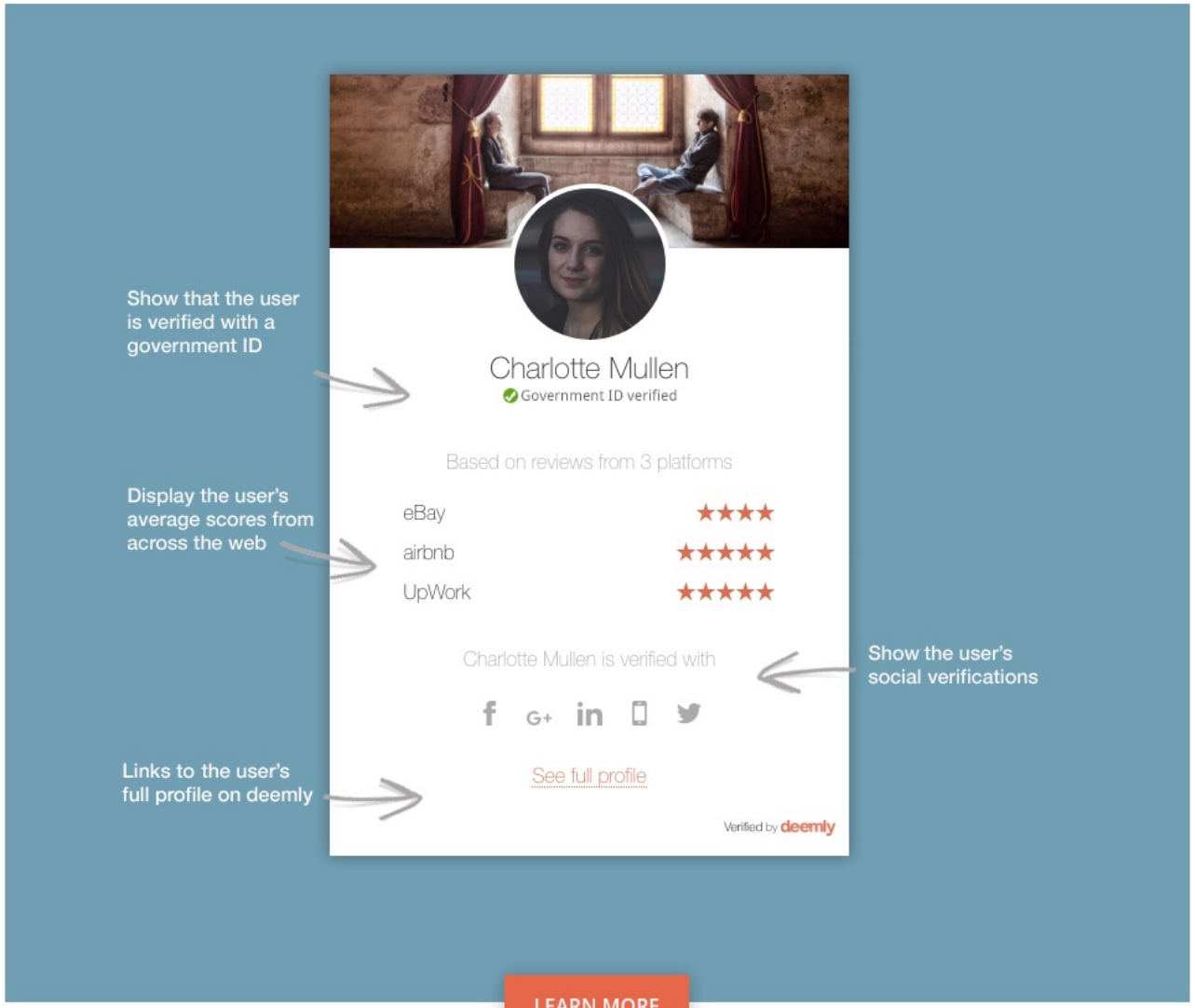
Your own social accounts, which Traity will analyze on your behalf, giving you privacy while proving the important things.

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.

Recommendations from other friends who have high reputations on Traity.

TRUST PROFILE WIDGET

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



source: Deemly.co

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.

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gig CV

NL | EN

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.

YOUNG ONES

Jaap Janssen

4.5 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 5

8 klussen

Service, Waitering, Hospitality, Taking Orders

Bars 4

8 klussen

Barkeeper, Service, Waitering, Hospitality, Taking Orders

Reviews van werkgevers

4.5 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.

4 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 dings weten.

Top 5 werkgevers

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

klus CV

Status

- 75.000 workers
- 28.000 downloads
- Netherlands, Belgium, Germany, UK, France and in Q2 2024 Kenya and Uganda

5 perspectives

- Worker
- Client (receiver of the data)
- Platform
- Society
- Institutions

Data to take with you (draft)

A number of points will apply to all platforms, per platform there is the option to also bring a number of your own data points.

- Which platform the data was collected
- General data (first name, last name)
- Date of first transaction
- Average rating
- Number of unique gigs
- Turnout rate
- Clients

  With 2C platforms the number of clients
- Sectors
- Skills (when available)
- Written ratings (a selection)

Dual effects of economic dependence on platform workers' work experiences?

The role of autonomy, commitment, and online review systems

[redacted]

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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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

Sections Figures References

Abstract

Introduction

Goals

- Get more detailed insights in how, when, for who, under what conditions data portability could or could not work and add value for the worker;

- Convert a ‘based on assumptions’ debate into a ‘evidence based’ debate;

- Make data sharing with workers the standard and show others that there is no excuse for not sharing data with workers;

- Inspire others to copy and to do better.

Thanks. For your attention.

More info & download report at www.gigcv.org

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