
SOCIAL IMPACT OF INNOVATIVE GIG-WORK PLATFORMS

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Honor Pledge

I declare that the present research proposal for my master's dissertation is of my authorship and has not been previously used in another course or curricular unit of this or any other institution. References to different authors (statements, ideas, thoughts) scrupulously respect the rules of attribution and are duly indicated in the text and the bibliographical references by the referencing rules. I am aware that the practice of plagiarism and self-plagiarism constitute an academic offense.

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Abstract

This research proposal aims to address the important research questions, “What are the benefits of gig-work? And what are the social impacts of gig-work?” and “How to mitigate precarity on the business model development of innovative gig-work platforms?”. The inquiry into the economic effects of these platforms is thorough. This research aims to give a detailed knowledge of the implications of digital gig work on the overall financial well-being of households in response to the changing structure of labour markets, notably the spike in involvement in the gig economy.

The study begins with a thorough examination of the gig economy, breaking down the several digital platforms that have changed how temporary employment is done. It closely examines the special qualities of gig employment, like flexibility, while also looking at the difficulties with job security, perks, and job happiness. The dissertation seeks to clarify the intricacies of job relationships in the gig economy and determine how they affect employees' financial security.

The research proposal compares those who work gigs with those who have typical jobs using a multimodal research approach and sophisticated statistical analysis to examine income data. Insights from surveys and interviews are combined with this quantitative evaluation to provide a more complete picture of the experiences and viewpoints of gig workers about financial security.

The primary research question guides the examination into whether creative digital platforms for contract work increase household income. It acts as the focus of the study. The research endeavour yields major implications not just for academic discourse but also for policymaking and the creation of initiatives to improve the financial stability of gig workers. This dissertation aims to shed light on the changing nature of labour in the digital era and contribute to conversations about how digital platforms affect household income in the context of temporary employment.

Keywords: gig-economy, gig-work, digital platforms, temporary work

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1. Introduction

The way labour markets function has changed significantly in recent years due to the rapid expansion of digital platforms, particularly when it comes to temporary jobs. These platforms have brought in a new era of employment by allowing people to connect with job possibilities on-demand, usually called the gig economy. For several compelling reasons, the economic effects of digital networks for temporary work are a very important topic.

The gig economy is a worldwide phenomenon, with differing impacts in various nations and areas. Comparative studies on the economic effects of digital platforms for temporary employment help clarify how local elements such as labour regulations, and economic circumstances affect these effects.

It is interesting from an academic standpoint and has real-world ramifications for firms, workers, and policymakers to comprehend how new digital platforms that facilitate temporary work affect household income. A thorough examination of the economic effects is required due to the changing nature of work since this will shed light on the opportunities and problems that come with this new employment paradigm.

To answer the two research questions of this study, which are “What are the benefits of gig-work? And what are the social impacts of gig-work?” and “How to mitigate precarity on the business model development of innovative gig-work platforms?”, this research focuses on evaluating the economic effects of engaging with these platforms. To fully capture the intricacies of the gig economy and its implications on overall financial well-being, the scope of the study incorporates a multidimensional analysis that combines quantitative and qualitative methodologies.

This research proposal places itself at the nexus of cutting-edge digital platforms and temporary work within the larger framework of employment innovations. The study investigates the gig economy to better understand how these innovations affect household income. Recognizing the socio-economic effects of changing employment patterns and the potential for digital platforms to influence these dynamics, this work is located within the framework of social companies.

So, the task at hand is to expand this platform's business model to include these essential elements to allow entrepreneurs to utilize the resulting business model canvas to design their operations.

2. Literature review

Academic research requires a methodological analysis of the past literature since it is paramount to be aware of the existing body of knowledge (Levy & Ellis, 2006). Additionally, an efficient review of literature helps provide a valid premise to the research topic, selecting the research methodology and elucidating the contribution that the proposed research makes to the present knowledge field (Levy & Ellis, 2006, 2006).

“An effective and quality literature review is based upon a concept-centric approach rather than chronological or author-centric approach” (Levy& Ellis, 2006, p. 173).

Considering this, the researcher looked for articles published from 2014 to 2024 in Scopus and WoS (a vast online database of abstracts and citations with peer-reviewed literature) based on the keywords ‘gig-work OR gig-economy’. A total of 2.335 documents were obtained from the search and organized in descending order of their number of citations. The abstract from 92 of 2.335 papers were read to rank these papers depending on their significance to the research topic. 22 articles had been read and analyzed to find the gap in the literature. Therefore, the key papers for this study were categorized under two primary headings: "Understanding the advantages and disadvantages of gig economy platforms" and "What steps should digital platforms take to lessen worker precariousness?". The readings of these articles were further analyzed as shown below in Table 4 in annex.

Upon examining the 24 articles included in the preceding table, it became apparent that multiple writers had contributed to the gig economy from various angles and viewpoints.

Based on their content analysis, future study was proposed for almost all of the aforementioned articles. Here are a few suggested avenues for future investigation that this thesis makes use of:

- Vallas & Schor (2020) recommend looking into further dynamic regulatory conflicts. Because platform arrangements are unpredictable, disputes over regulatory frameworks are likely to become more prominent as the platform economy grows.
- Healy et al.,(2017) proposes analyzing the power dynamics between gig workers and platform companies. Determine how the gig economy undermines institutions and work norms. Talk about the implications for social safeguards, labor legislation, and worker rights.

- Wood et al., (2018) suggests examining how the algorithms employed by gig platforms affect equity, prejudice, and discrimination; consider strategies to lessen prejudice and guarantee that employees are treated fairly.
- Stewart & Stanford (2017) argues looking into how to successfully protect the bare minimum needs and working conditions for workers in these situations and pleading on authorities to be creative and ambitious. These suggestions provide a direction for further research into the best approaches to labor control in the gig economy.
- Gandini (2018) suggests examining how gig workers in the gig economy exercise agency. What tactics do they use to bargain for better terms, demand better treatment, or defend their rights? Comprehending worker-led initiatives, unionization campaigns, and collective action is essential.

2.1. Background information on the Gig-Economy

According to Roy & Shrivastava (2020), the market built on a fixed-term contract or compensated on a project-by-project basis by an organization, outside party, or internet marketplace is known as the "gig economy." The gig economy has a widespread and industry-wide impact on workers. It has brought about a fundamental transformation in how our economy functions and fundamentally affected how individuals engage with each other at work. The number of gig workers will continue to rise because of its unparalleled benefits, as many of the most talented individuals choose to work as gig workers full-time. While the gig economy offers workers significant advantages such as flexibility, employment, and freedom, it also negatively affects the industry's working environment. This article has covered the present trends in the gig economy as well as benefits and drawbacks both globally and in relation to India.

In line with Wood et al., (2018), the "gig economy" has become a prominent subject in the UK, according to the authors' analysis of a recent independent evaluation of contemporary employment patterns (Taylor, 2017). The UK government commissioned the review in response to the perceived growth of precarious work. The review defined the gig economy as "people using apps to sell their labor" (Taylor, 2017). According to the research, 4.4% of adults in Britain reported working in the gig economy the previous year, and 2.4% reported doing so monthly. (Lepanjuuri, 2018). The gig economy encompasses both locally provided work transacted through platforms and necessitates the worker's physical presence and remotely transacted labor delivered through platforms (Huws, 2016). Food delivery, couriering, transportation, and manual labor are examples of local gig work. On the other

hand, remote gig work entails providing a wide range of digital services remotely through platforms like Amazon Mechanical Turk, Fiverr, Freelancer.com, and Upwork, from data entry to software engineering. An estimated 70 million workers worldwide have enrolled with online labor platforms that enable remote gig work (Heeks, 2017). According to an indicator assessing their use online labor platforms are being used more frequently, which indicates a 26% annual growth rate (Kässi & Lehdonvirta, 2016). Even though there are still relatively few workers in the gig economy overall, policymakers in high-income nations are concerned about what the gig economy may mean for the nature of labor in the future. It has been suggested, for example, that it will fragment work, increase casualization, and threaten the traditional employment relationship. (De Stefano, 2016). The rise of gig work has generally been seen more favorably by institutions and policy officials in lower- and middle-income nations that promote economic development. Many programs have been developed to take advantage of the opportunities that remote gig labor and internet outsourcing provide, to provide millions of jobs to potential workers in lower-income nations (The Rockefeller Foundation, 2013; UNDP, 2016; World Bank, 2016). However, there is still a dearth of research on the quality of remote gig employment, as evidenced by the small number of studies conducted and the narrow range of platforms and nations examined (D'Cruz & Noronha, 2016).

As stated by Vallas & Schor (2020), it's has been ten years since the big platform-based businesses like Uber and Airbnb launched. Their rise to prominence accompanied the Great Recession, which enabled the companies to grow by providing a ready supply of labor, particularly from new graduates, who could be paired with value-conscious customers. Since then, the platform economy has grown quickly and has included a broad range of digitally mediated trade transactions involving the exchange of commodities and services. It has expanded in two directions. (Davis, 2016; Kenney & Zysman, 2016; Srnicek, 2016).

The first has taken place in the traditional economy as well-established companies naturally go digital with their internal operations and business-to-business interactions. The introduction of the minicomputer in the 1970s, the rise in popularity of the personal computer in the 1980s, and the subsequent development of the internet in the 1990s are the main causes of this trend. Nowadays, companies need to maintain internal information systems and external websites are used for conducting business. Following the implementation of lean management, top companies' internal departments now see one another as clients with whom they conduct business. Because of this, platform-like work

environments are starting to emerge in traditional businesses as mobile devices and applications grow more common.

The second, and maybe more significant, growth path started outside of the traditional economy as businesses that were born digitally use the internet to take over already-existing markets or establish completely new ones. Here are some examples: e-commerce platforms, which are gaining market share from traditional brick-and-mortar retailers; capital platforms, which offer hotels, goods, and even machinery; service labor platforms, which offer domestic help, transportation, and childcare services; and video streaming and content platforms, which are in direct competition with broadcast, cable, and other media companies. The term "platform economy" also refers to internet service providers like Amazon Web Services, which offer the infrastructure that other businesses and platforms rely on, and social media companies like Facebook and Instagram, which make their money from selling data and running advertisements. Because of this, the platform economy is a significant and strategically consequential aspect of global capitalism. This is partly due to the Schumpeterian creative destruction—or disruption, as it is now called—that it has inflicted on a large portion of the economy.

2.2. Understanding the Advantages and Disadvantages of Gig Economy Platforms

Accordingly, to Roy & Shrivastava (2020), the gig economy has a widespread and industry-wide impact on workers. It has fundamentally transformed our economy and the way individuals engage at work. The number of gig workers will continue to rise because of its unparalleled benefits, as many of the most talented individuals choose to work as gig workers full-time. While the gig economy offers workers significant advantages such as flexibility, employment, and freedom, it also negatively affects the industry's working environment.

According to Wood et al., (2018) their article explores the advantages and disadvantages for workers in gig platforms. According to their argument, digital platforms give employees freedom, flexibility, a wide range of opportunities, and lifestyle adaptability. Some people may be deterred from completely adopting digital work by the lack of job security, customary perks like paid time off and sick days, and the administrative load of handling taxes, contracts, and paperwork.

2.3. What steps should digital platforms take to lessen worker precariousness?

First, it's important to understand what precarious work is. According to Campbell & Price (2016), five analytical levels might be distinguished by a clear conceptualization:

precariousness as a general societal situation, precariousness in employment, precarious labor, precarious workers individually, and as an emerging class.

One "theory-relevant" example to highlight the need to prevent confusion between the ideas of precarious labor and precarious workers: Full-time secondary school students who work part-time in the retail industry. Although their part-time jobs are precarious, the effects on the student-workers are minimal. This is because the student-workers participate in limited precarious work, which consists of moderate weekly hours and intermittent work within a brief stage of their lives, and because, structural forces like career paths and access to alternative income sources mitigate many, though not all, of the associated risks. However, a longitudinal approach shows that because of increasingly unstable labor markets, the same student workers would face significant risks in the future. Thinking back on this case study enables the identification of conceptual concepts that are transferable to various other situations involving precarious labor (Campbell & Price, 2016).

Accordingly, to Healy et al., (2017) explore the rapidly emerging gig economy. This innovative form of service delivery challenges existing business models, labor-management practices, and regulations. Although the gig economy's impact on workers and its interaction with platform companies has garnered public attention, academic literature remains relatively scarce.

Digital platforms should implement the following measures to address worker precariousness:

- **Equitable Compensation:** Gig workers must receive fair compensation from platforms. Equitable compensation, clear expectations, and transparent payment systems are essential.
- **Access to perks:** Gig workers should have access to perks like paid time off, retirement plans, and health insurance, which platforms should look into providing.
- **Worker representation:** Provide avenues for independent contractors to express their grievances, engage in collective bargaining, and defend their legal rights.
- **Safety and Well-Being:** Regarding physically demanding duties, platforms should put workers' safety first. It is imperative to have safety protocols, protection gear, and training.
- **Transparent methods:** Provide transparency to the methods used to assign tasks and assess performance. Employees ought to be aware of the decision-making process.

- **Legal Protections:** Push for laws that acknowledge gig workers' rights and consider their work situation.

In conclusion, research on the gig economy is necessary, and digital platforms need to be proactive in reducing worker precariousness and advancing equitable and long-term gig-based employment arrangements.

Using the literature in the previously indicated table, the researcher discovered that the critical problem with gig-work is their precarity, reducing the quality of work and job security. There are some proposals on how the digital work platforms could improve the quality of work. Vallas & Schor (2020) propose an alternative perspective: platforms as permissive potentates. Stewart & Stanford (2017) proposes extending rights and protections beyond traditional employees. Gig workers should have access to minimum standards, fair pay, and safe working conditions.

Digital platforms should implement the following measures to address worker precariousness:

Table 1. Problems and Mitigation Strategy

Problem	Mitigation Strategy
Equitable Compensation	Gig workers must receive fair compensation from platforms. Equitable compensation, clear expectations, and transparent payment systems are essential.
Access to perks	Gig workers should have access to perks like paid time off, retirement plans, and health insurance, which platforms should look into providing
Worker's representation	Provide avenues for independent contractors to express their grievances, engage in collective bargaining, and defend their legal rights.
Safety and Well-Being	When it comes to physically demanding duties, platforms should put workers' safety first. It is imperative to have safety protocols, protection gear, and training.
Transparent methods	Provide transparency to the methods used to assign tasks and assess performance. Employees ought to be aware of the decision-making process.

Problem	Mitigation Strategy
Legal Protections	Push for laws that acknowledge the rights of gig workers and consider their work situation.

So, the task at hand is to expand this platform's business model to include these essential elements to allow entrepreneurs to utilize the resulting business model canvas to design their operations.

3. Research Question and Methodology

3.1. Introduction

This chapter addresses the research question and outlines the methodology used to carry out the study. The "how" research question refers to a qualitative research approach employed to conduct a thorough investigation to comprehend the phenomenon. With the help of Vallas & Schor's (2020) suggested concept - platforms as permissive potentates - a business model (artifact) was constructed with the help of the design science method. Well-informed arguments supported the premise and subsequent versions. As feedback on the digital work platform approached saturation, surveys of users assisted in evaluating a business model. In order to confirm the business model and verify its applicability in the actual world, an exploratory case study, though a survey focused on workers that use this type of platforms and data analysis, was completed.

3.2. Research Question

Although research on the effects of innovative digital platforms for temporary work is becoming more and more popular, it is needed to know about how they specifically affect household income. The existing body of research sheds light on these platforms' general advantages and difficulties, frequently concentrating on elements like economic engagement, flexibility, and job satisfaction. Nevertheless, few empirical studies directly examine how much of these innovative digital platforms contribute to quantifiable gains in household income.

Previous studies often discuss the broader socioeconomic effects of temporary work, but they need to detail the complex financial consequences for households. these digital

platforms influence income distribution within households, considering variables like work categories, platform user demographics, and regional variances, remain mainly unstudied.

Furthermore, the possibility of differences in the influence on income has received little consideration, leaving the question of whether some demographic groups or kinds of temporary work benefit more than others. Legislators, platform developers, and employees all need to grasp these subtleties.

After going over the literature several, the researcher discovered several viewpoints and perspectives in social entrepreneurship might be combined to create a fresh framework. The literature review led to the formulation of the following research question:

- What are the benefits of gig work? And what are the social impacts of gig-work?
- How can we mitigate precarity on the business model development of innovative gig-work platforms?

3.3. Research Design

The research was conducted using a design science approach to create a new framework for modeling a digital work platform by expanding the foundation of the business model canvas.

3.3.1. Design Science Approach

Design science is the "problem-solving paradigm" that is indispensable, according to Hevner et al., (2004), on page 76, "It seeks to create innovations that define the ideas, practices, technical capabilities, and products through which the analysis, design, implementation, and use of information systems can be accomplished effectively and efficiently." Four design artifacts (constructs, models, techniques, and instantiations) and two design processes (create and evaluate) make up the design science approach to research (Hevner et al., 2004).

The environment is depicted as it is acted upon in design as a process (series of actions). However, it defines an environment as it is regarded as an artifact, a product (Hevner et al., 2004). Because of its dual perspective, design may move fluidly between different points of view, from the process to the artifact, and it also functions as a model for problem-solving. According to Hevner et al. (2004), on page 78, "the design process is a sequence of expert activities that produces an innovative product (i.e., the design artifact)". A review of the artifact provides a deeper understanding and a more lucid understanding of the problems, which helps to improve both the process and the final design. The researcher must enhance both the design process and the design artifact due to this iterative loop of building and assessing, which yields the final design product (Hevner et al., 2004).

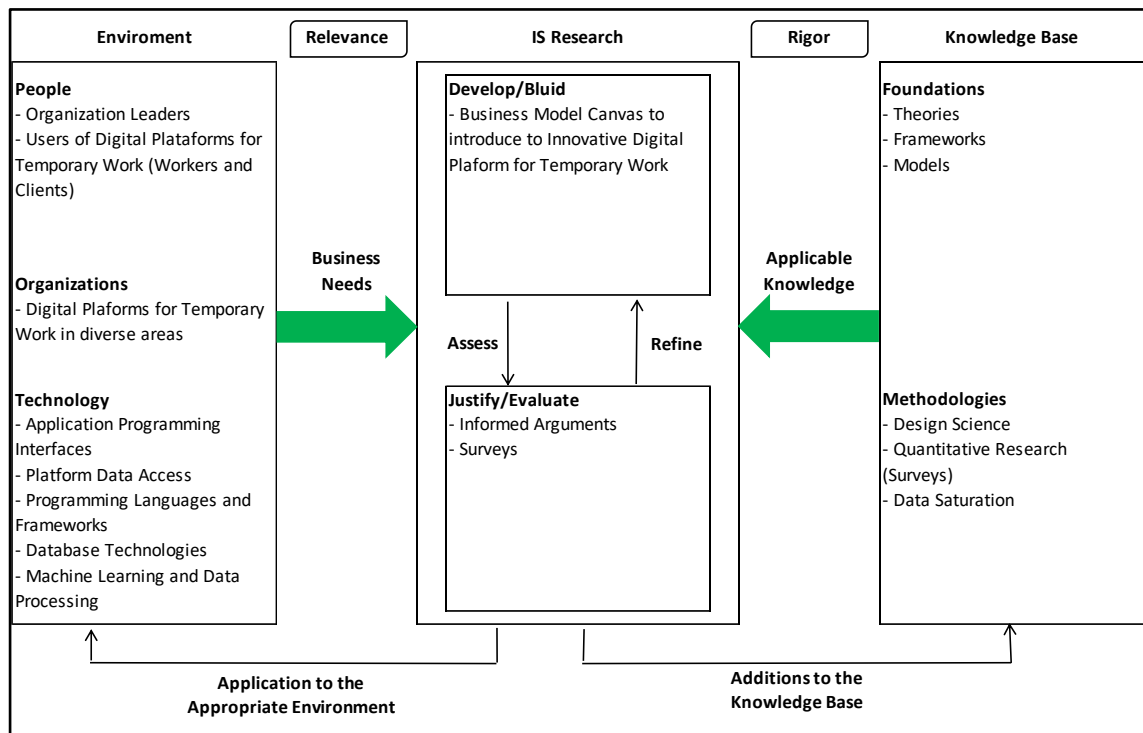


Figure 1. Framework for Understanding Design Science Approach Note. Adapted from Design Science in Information Systems Research (p. 80), by A.R. Hevner, S.T. March, P. Jinsoo, and R. Sudha, 2004.

In this case, the proposal will provide an artifact in the form of a business canvas model that can be implemented in companies whose primary source of revenue is temporary labor on digital platforms. Surveys and well-informed arguments are employed to assess and defend the item. The approaches utilized (Design Science, Quantitative Research, and Data Saturation) and the foundations (Theories, Frameworks, and Models) used to develop the knowledge base are shown on the right side of the diagram. In terms of the environment, the diagram's left side includes the following sections: people, organization leads, and users of digital platforms for temporary work (employees and clients); organization, digital platforms for temporary work in various areas; and, lastly, technology, which includes application programming interfaces, platform data access, programming languages and frameworks, database technologies, machine learning.

3.4. Explanation of Data Collection Methods

A poll was conducted aimed toward gig economy couriers to collect data for this research. The poll was carried out in several places with an emphasis on the regions where these couriers are busiest. WhatsApp groups, frequently used by couriers to interact and share information, were utilized to contact the participants.

Portuguese and English versions of the poll were available, and 102 responses were gathered. Nevertheless, 14 Portuguese replies were disregarded from the study due to time restrictions, resulting in a final sample of 88 responses. A careful analysis was then conducted to inform the study of the results of these responses.

The survey's primary focus is on the opinions and experiences of people who work on different online platforms, such as gig or freelance job sites. Below is a summary of the survey's parts and their respective objectives. A more detailed and extensive survey version can be found in the annex under Survey 1.

Table 2. Subjects and Survey Questions

Demographic Information	• Academic Qualifications • Length of Stay in Portugal • Reason for Being in Portugal • Family and Children • Household Size
Work Situation	• Self-Employment vs. Working for Someone Else • Other Sources of money • Number of Jobs • Duration of Use • Frequency and Length of Platform Use
Work Conditions and Experiences	• Joining Ease • Flexibility in Schedule and Autonomy • Income Based on Effort • Income in Relation to Conventional Jobs • Stability of Income • Costs and Benefits • Job Security and Regulation • Algorithm and Commission Issues
Recommendations for Improvement:	• Fair Remuneration and Transparency • Minimum Commissions and Benefits • Legal Representation and Worker Rights • Safety and Performance Evaluation • Supervision and Sanctions

In general, the survey aims to obtain comments on proposed rules and changes and detailed input on the working conditions, perks, and difficulties experienced by people who use online work platforms.

In the next chapter, the researcher proposes and discusses extending a business model for a digital work platform through a perspective of the “platforms as permissive potentates” (Vallas & Schor's, 2020) business value proposition.

4. Quantitative Study

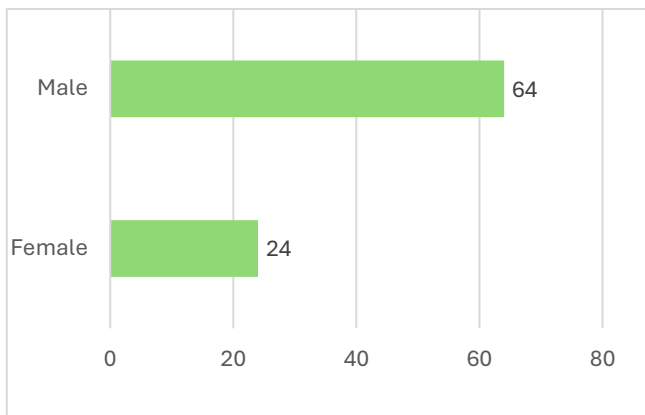
4.1. Characterization of the Sample

The study thoroughly examines the traits, opinions, and demographics of a sample of people who work on platforms. Portuguese and English versions of the poll were available, and 102 responses were gathered. Nevertheless, 14 Portuguese replies were disregarded from the study due to time restrictions, resulting in a final sample of 88 responses. The sample, primarily male and focused in the 30- to 35-year-old age range, shows a youthful demographic trend, with a sizable percentage of respondents being Portuguese nationals. A thorough grasp of the population's history is obtained by looking at the marital status, level of education, and length of time spent living in Portugal.

The respondents' family, work, and living arrangements are noted, along with important reasons for living in Portugal, such as language and security. The study delves deeper into the sources of revenue, how people use the platforms, and how they see working on them, showcasing a variety of experiences and difficulties that employees have. The results highlight issues concerning job security, wage stability, and the sufficiency of worker rights in the platform economy.

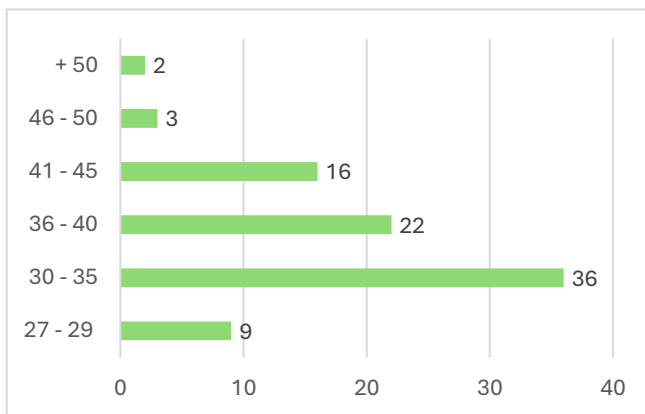
The significant issues raised by the respondents are the absence of benefits like paid time off and retirement plans, as well as the necessity for more robust legal safeguards and open payment methods. These observations emphasize the need for improved rules and support mechanisms to solve the difficulties raised and help clarify platform employment's difficult environment.

4.1.1. Demographics and Characteristics of the Sample



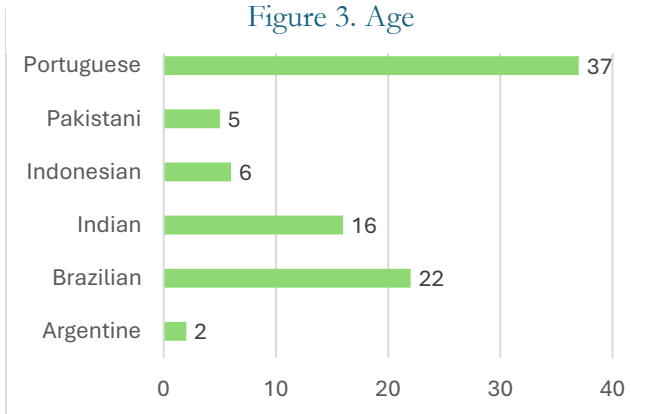
The sample is predominantly male, with 64 male respondents (73%) compared to 24 female respondents (27%).

Figure 2. Gender



The age distribution is centered in 36–40 (33.3%) and 30-35 (54.5%). The age groups with 16 responders (24.2%) are smaller. This distribution indicates the tendency toward a younger population.

Figure 3. Age



The majority of respondents, 50% whom, are of Portuguese nationality. Other nations most represented include Brazil, with 29.7%, and India, with 21.6%. In the sample, Portuguese-speaking nationalities are predominating.

Figure 4. Nationality

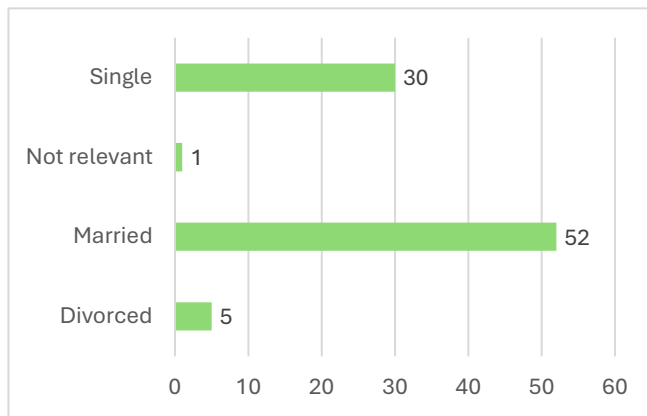


Figure 5. Marital Status

According to their marital status, 30 respondents (45.5%) are single, and 52 (78.8%) are married.

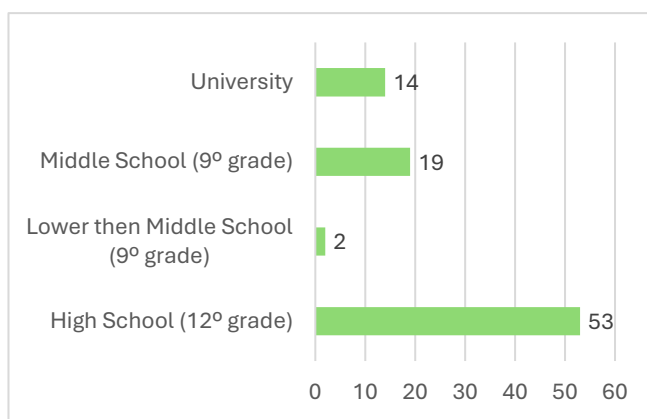


Figure 6. Academic Qualifications

The 12th grade of high school has the most significant level of academic success, according to 66,3% of respondents. With 23,5% of respondents, middle school comes second, and with 17,5%, university education comes third.

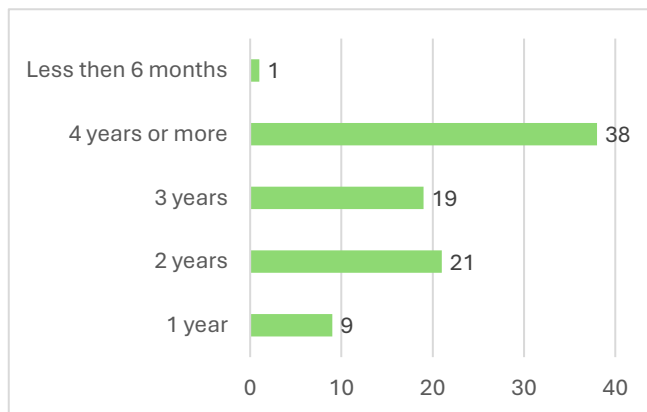
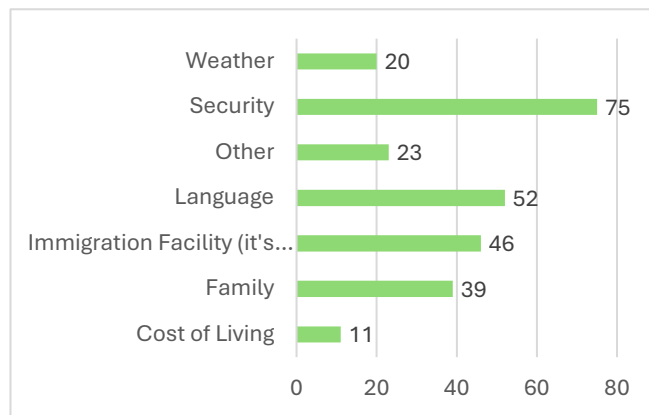


Figure 7. How long you live in Portugal?

Regarding how long respondents have lived in Portugal, 69.1% have done so for four years or longer, followed by 38.2% who have been there for two years and 34.5% who have been there for three years. This shows that the population is generally steady and has lived there longer.

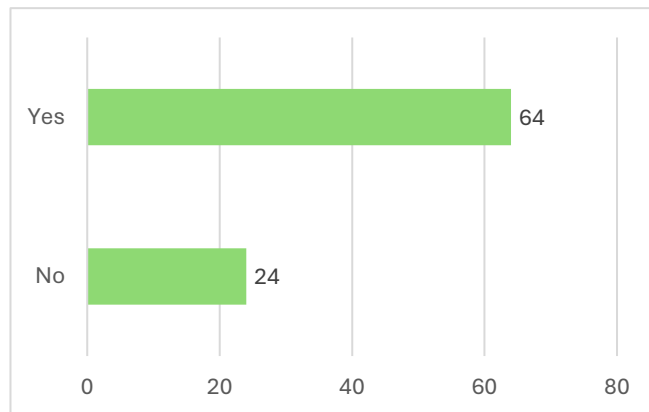
4.1.2. Motivations for Living in Portugal



For 84,3% of respondents, security is the primary reason for living in Portugal. 51,1% of respondents said immigration facilities are vital, while 43,8% said family is essential. Of the respondents, 57,8% said language is a significant concern.

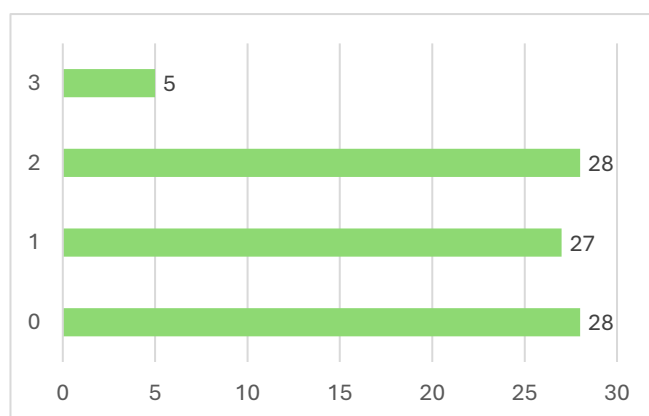
Figure 8. Why are you in Portugal?

4.1.3. Family, Employment, and Living Arrangements



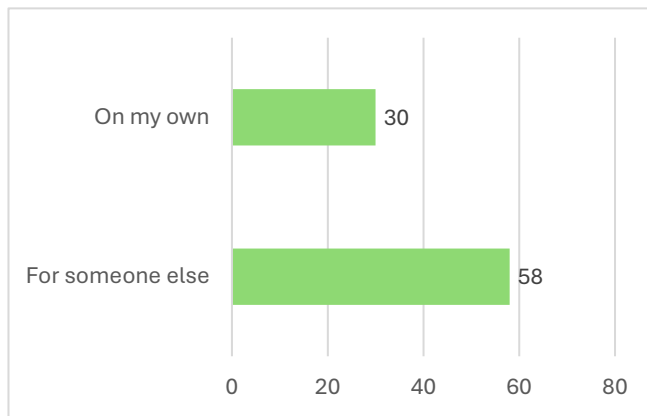
While 24 respondents (27.3%) do not have family in Portugal, most respondents (64, 72.7%) do.

Figure 9. Is your family in Portugal with you?



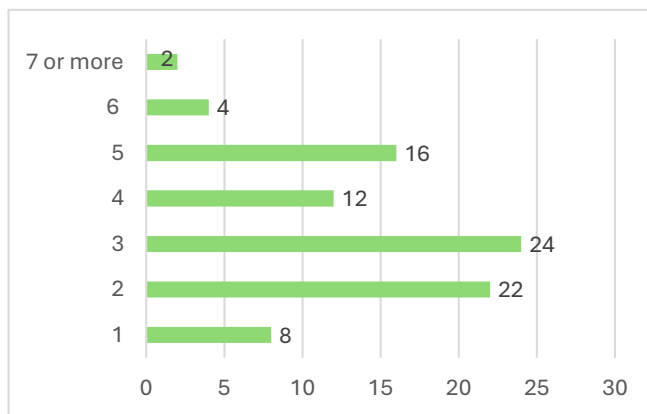
There is an equal distribution of respondents' child counts: 27 respondents (35.5%) have one child, while 28 respondents (36.8%) reported having either one or two children. Three children were reported by just five respondents (6.6%).

Figure 10. How many children you have?



Regarding employment, thirty respondents (34.8%) are self-employed, while 58 respondents (65.2%) work for someone else.

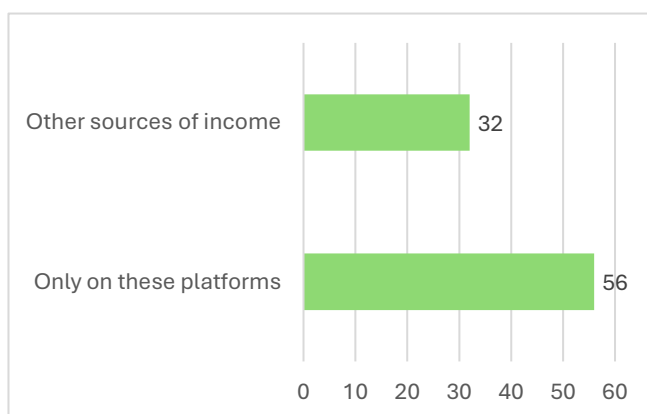
Figure 11. Do you work on these platforms on your own or for someone else?



Three persons live together the most frequently (24 respondents, or 31.2% of the total), closely followed by two people (22 respondents, or 28.6%). Five-person or larger households are less common.

Figure 12. Do you live with how many people?

4.1.4. Income and Platform Usage



A total of 32 respondents (36.4%) have alternative sources of income, but the majority (56 persons, 63.6%) exclusively depend on these platforms for their income.

Figure 13. Do you only work on these platforms, or do you have other sources of income?

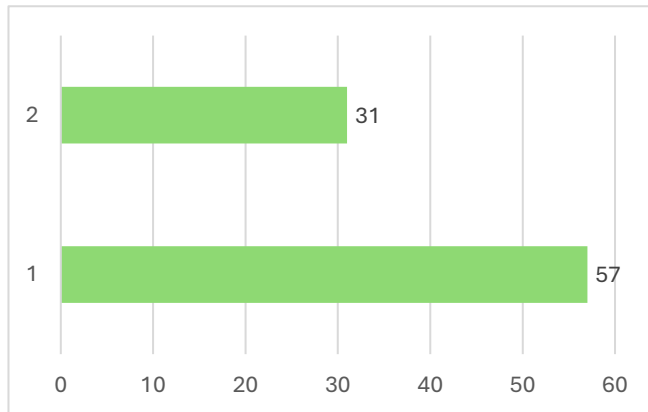


Figure 14. How many jobs do you have?

Most respondents—57 people, or 64.8%—have one job; 31 people, or 35.2%, have two jobs.

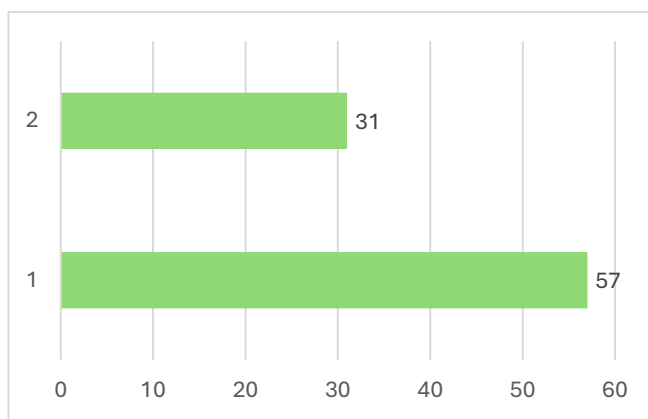


Figure 15. How long you use these platforms?

A lesser number of respondents reported utilizing the platform for shorter or longer periods. Forty-six respondents (69.7%) said they had been using it for an average of two years.

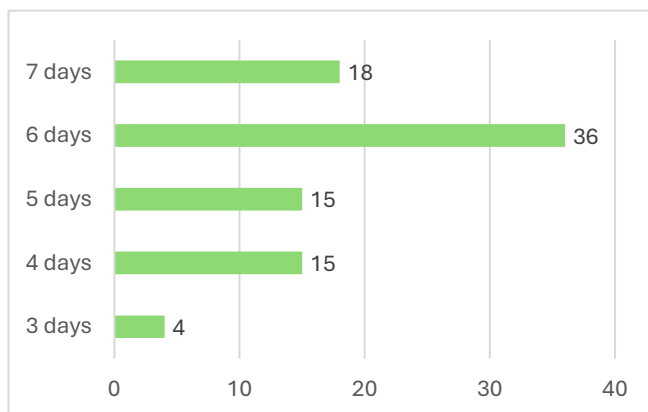


Figure 16. You use these platforms how many days a week?

The majority of respondents—36 individuals, or 54.5 percent—use these platforms six days a week; 18 respondents, or 27.3%, also reported notable usage for seven days a week.

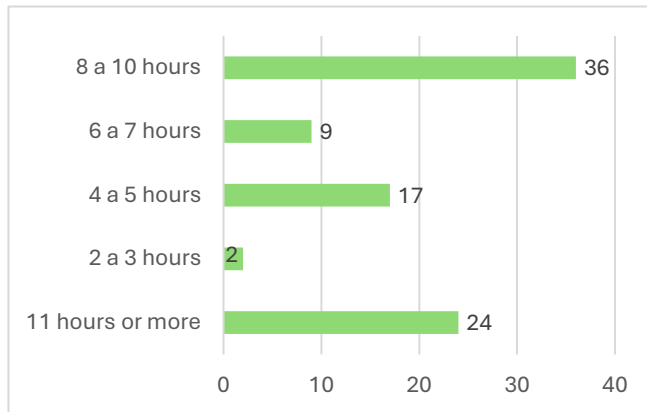


Figure 17. How many hours per day do you use these platforms?

Twenty-eight respondents (28.2%) reported using them for 11 hours or more, while 36 respondents (42.9%) said their daily usage peaks between 8 and 10 hours.

4.1.5. Perceptions of Platform Employment

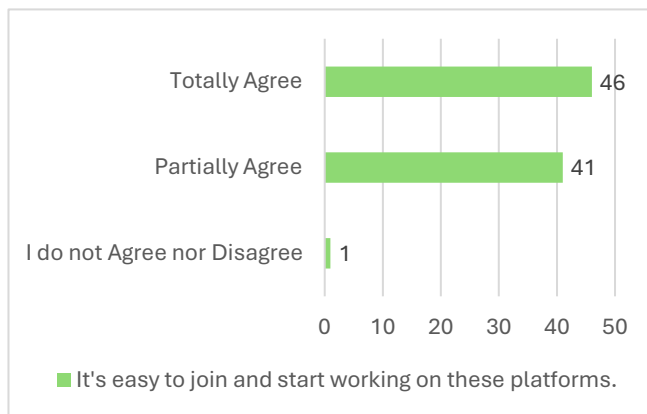


Figure 18. It's easy to join and start working on these platforms.

The majority of respondents (98.9%) highly agree that it is simple to sign up and begin working on these platforms.

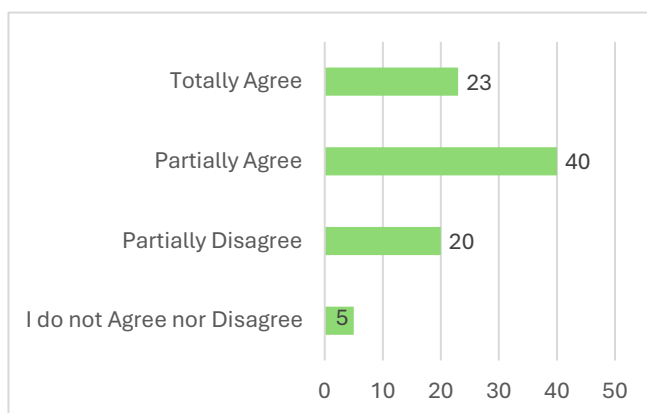


Figure 19. These platforms allow me to have autonomy in my work.

Many people believe that having autonomy at work is beneficial; forty respondents (71,6%) totally or partially agreed, and twenty-three respondents (38.0%) absolutely agreed that the platforms provide this value.

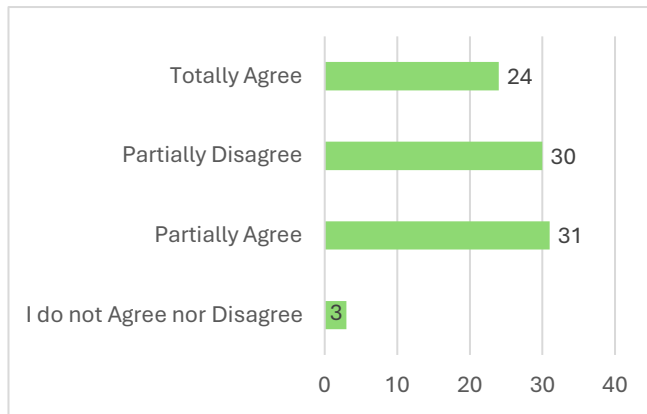


Figure 20. These platforms allow me to adjust my schedule to my needs.

On the platforms' capacity to facilitate flexible scheduling, respondents' views are divided; 62.5% fully or partially agree, while 34.1% partially disagree.

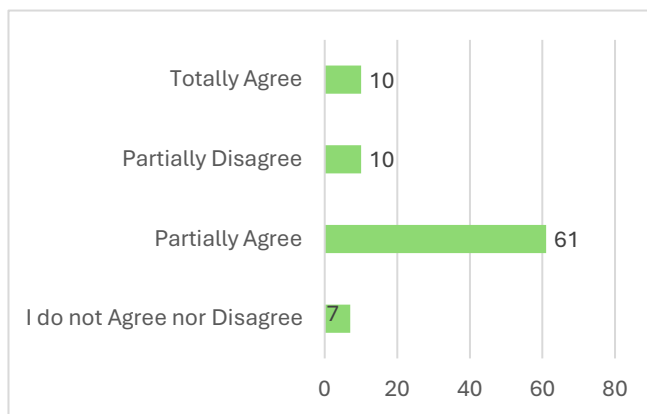


Figure 21. In these platforms, my salary depends only on my effort and work.

While fewer respondents (10 or 12.0%) fully agree, most respondents (61 or 72.6%) partially agree that their labor and effort determine their pay.

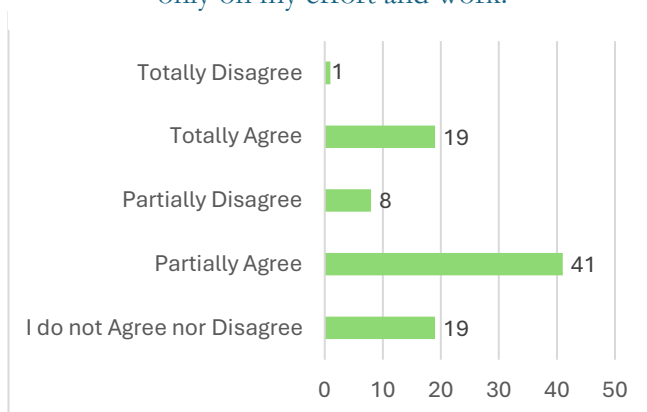
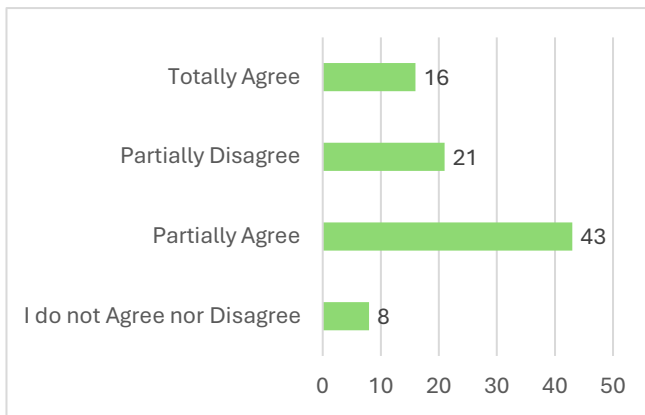


Figure 22. In these platforms, I can earn a salary higher than that of a "normal job".

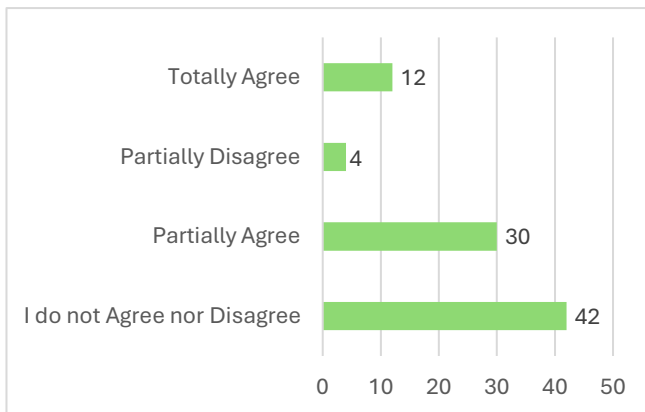
A sizable portion (19 respondents, or 25.7%) are undecided on this issue, despite 60 respondents (68.2%) somewhat agreeing that platform work can pay more than traditional occupations.

4.1.6. Challenges and Concerns



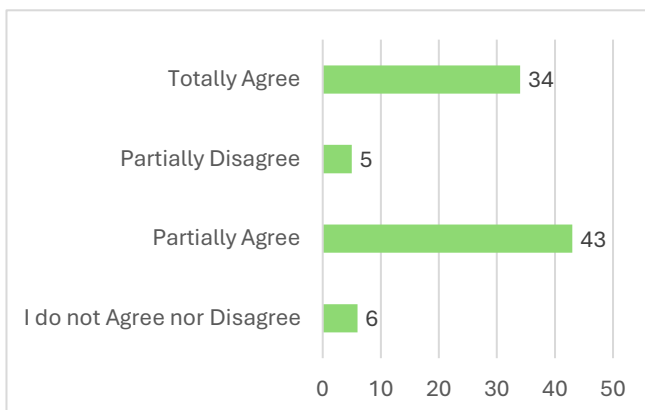
The opinion that their monthly salary is erratic and inconsistent was partly held by 59 respondents, or 67.0%.

Figure 23. On these platforms, my monthly salary is inconsistent and uncertain.



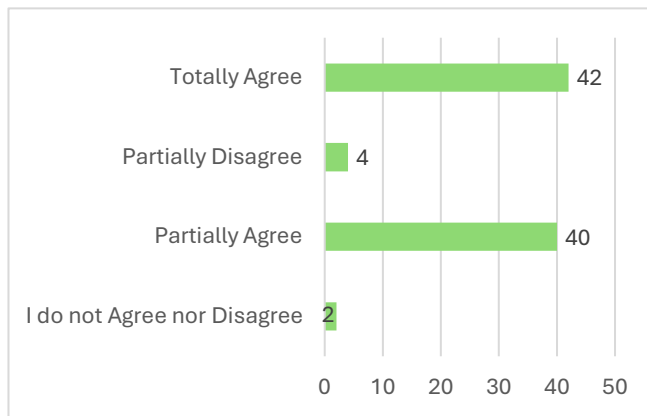
Thirty respondents (47.7%) agreed to some extent that the cost of maintenance and gasoline were a noteworthy concern.

Figure 24. Maintenance costs and fuel costs for the vehicle needed to work are high.



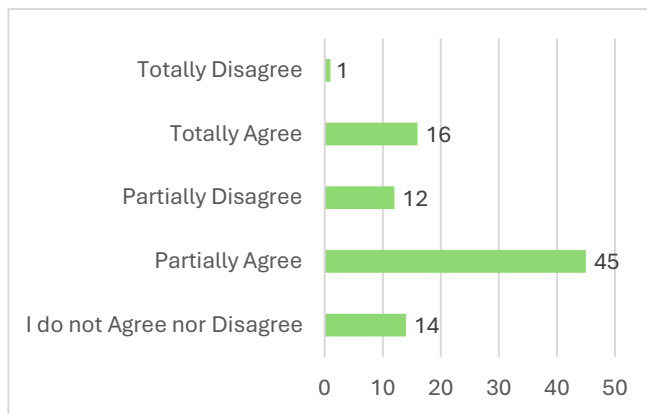
Half of the respondents (87.5%) believe medical absences are unpaid.

Figure 25. Medical leaves on these platforms are unpaid.



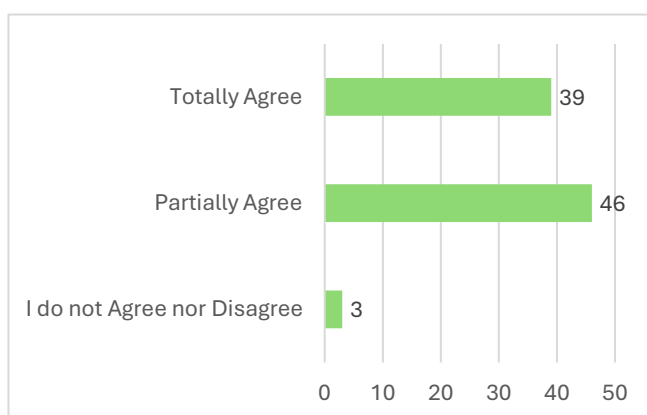
93,2% fully or partially agree that these platforms don't provide holiday or retirement plans.

Figure 26. There are no paid holidays or retirement plans.



Many respondents expressed concern about job security on these platforms; 45 (48.4%) agreed somewhat and 16 (17.2%).

Figure 27. There are no job-security on these platforms.



96,6% somewhat concur that worker rights laws need improvement.

Figure 28. These platforms are very poorly regulated in terms of worker rights.

4.1.7. Worker Rights and Recommendations

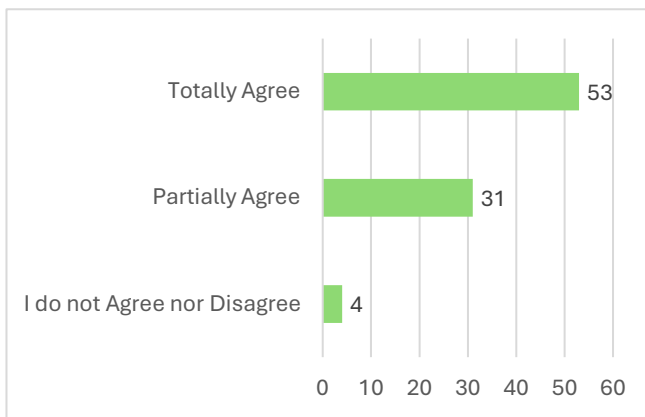


Figure 29. Workers have no control over the algorithm.

Workers have little influence over the algorithm, according to a significant majority of respondents (95.5%),

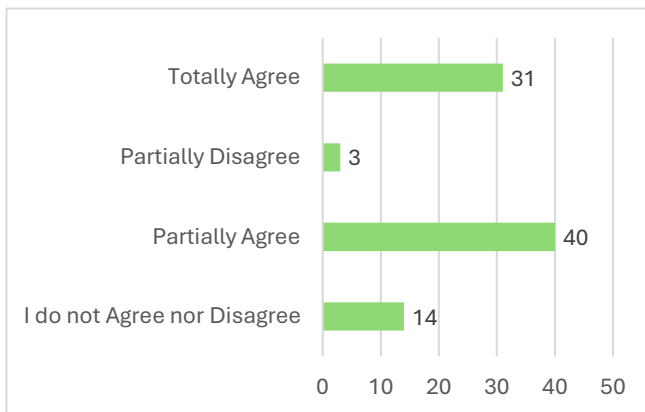


Figure 30. Workers are hostage to the commissions that the platforms want to pay, which can be changed at any time.

Many (71, or 80.7%) feel reliant on commissions set by the platform.

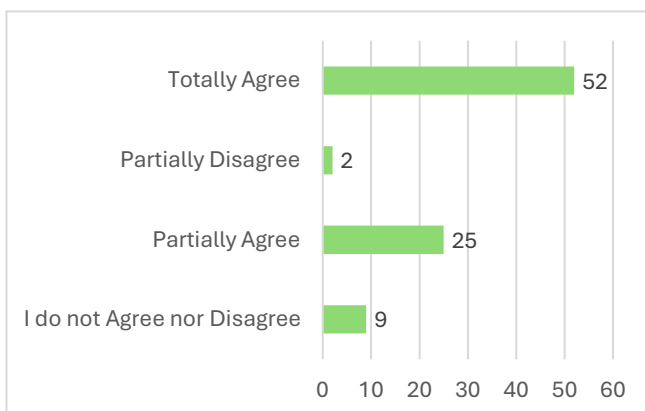


Figure 31. Due to the ease of entry, competition has become increasingly intense.

87.5% fully or partially agreed that the competitiveness has increased due to the ease of entrance into platform job.

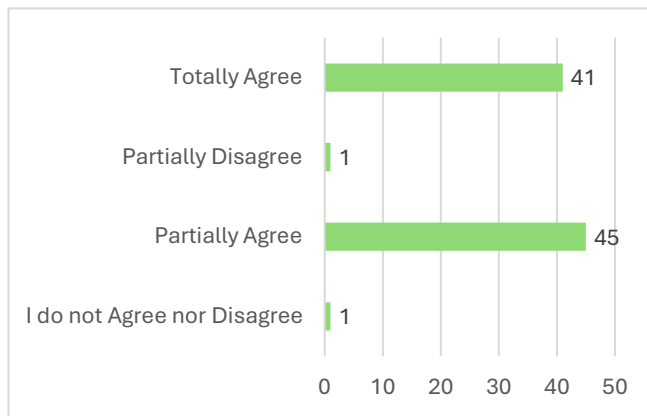


Figure 32. Platforms should offer fair and clear remuneration and a transparent payment system.

A significant majority of respondents 97,7% think platforms should provide fair compensation and transparent payment methods,

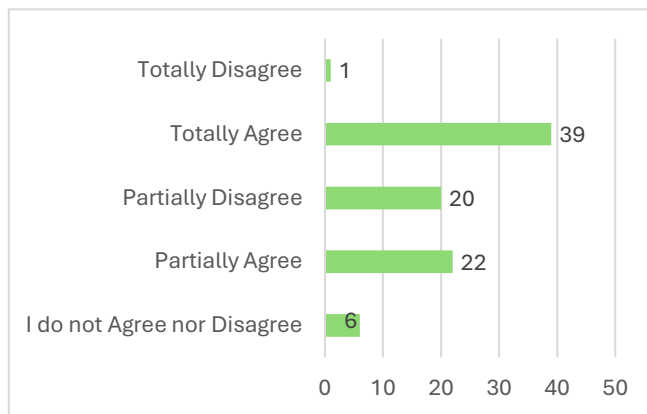


Figure 33. These platforms do not offer any employment contract.

69.1% agree entirely or partially agree that they do not give work contracts.

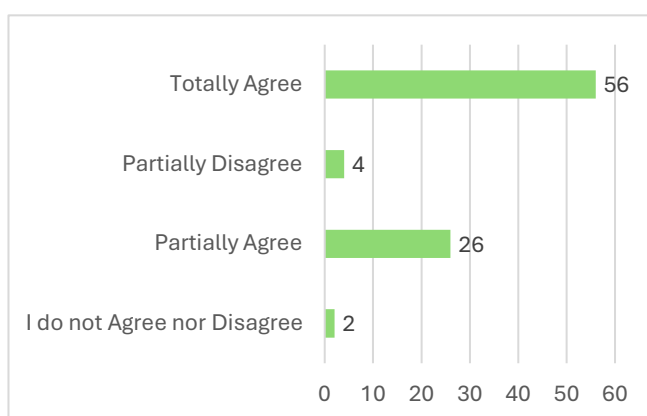
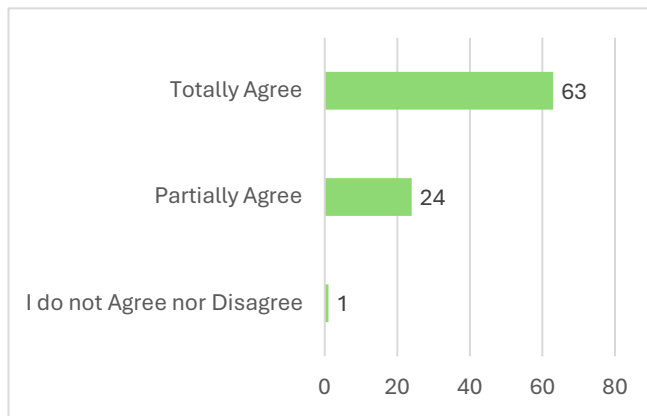


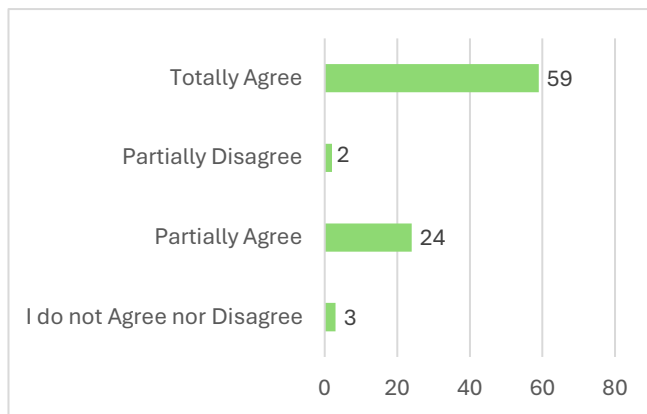
Figure 34. Commissions should have a mandatory minimum.

93,2% of the workers fully or partially agree that these platforms should have a mandatory minimum commission.



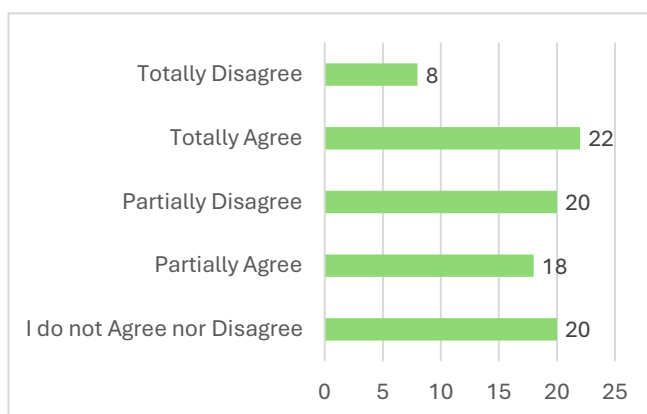
Access to perks including paid time off, health, and retirement plans (87 respondents, 98.9%),

Figure 35. Workers should have access to benefits such as paid time off, health and retirement plans.



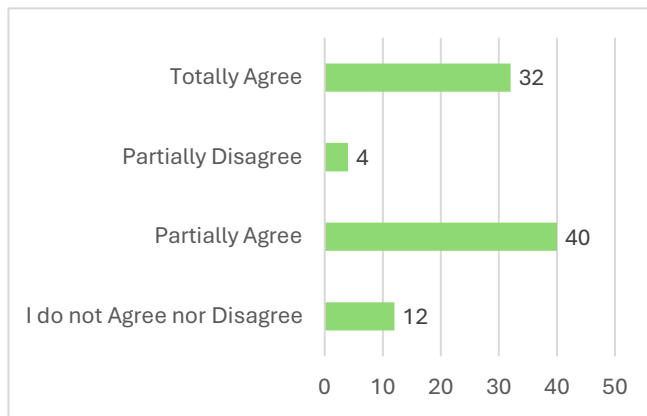
Legal counsel for employees (83 respondents, 94.3%) are other demands made by respondents.

Figure 36. Workers should have legal representation to express their grievances and participate in collective negotiations and defend their legal rights.



On this question, the answers are very unclear and distributed. 45,5% fully or partially agree with safety protocols and training, and 29,5% disagree.

Figure 37. Platforms should put worker safety first by offering safety protocols and training.



81,8% fully or partially agree that the tasks should be distributed more transparently.

Figure 38. Platforms should be transparent in how tasks are distributed.

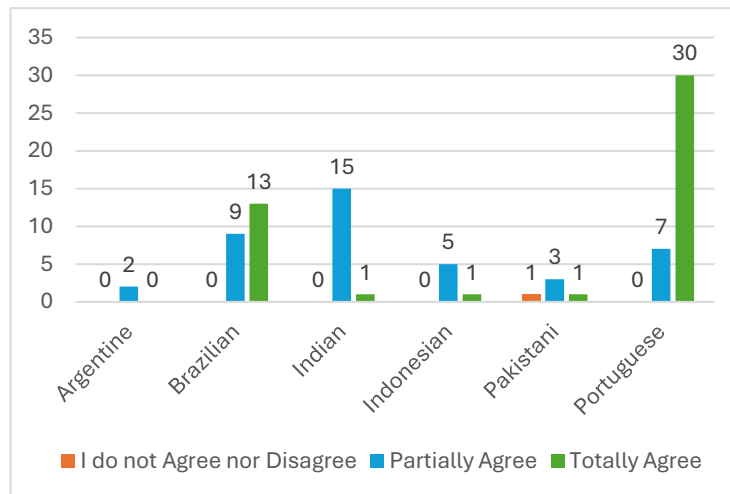
4.1.8. Findings

In summary, the sample shows a youthful, primarily male population with a sizable presence of Portuguese citizens and responders from Brazil and India. The demographic profile suggests that Portugal is a stable and established population driven mostly by security and good living circumstances. Despite the difficulties of unstable income and little job security, the sample's employment patterns show a noticeable reliance on platform-based labor, with the majority relying on it as their only source of income. While most respondents value platform employment's independence and flexibility, there is a definite need for more worker rights, such as equitable pay, open payment processes, and access to perks like paid time off and retirement plans. The results highlight the necessity of legislative changes to improve platform workers' working circumstances, addressing larger worries about the fairness and sustainability of gig economy employment.

4.2 Relationships in the Sample

The survey included a range of insights on platform employment, particularly concerning nationality, work structure, and gender. Other findings included accessibility, autonomy, flexibility, and worker rights and benefits views.

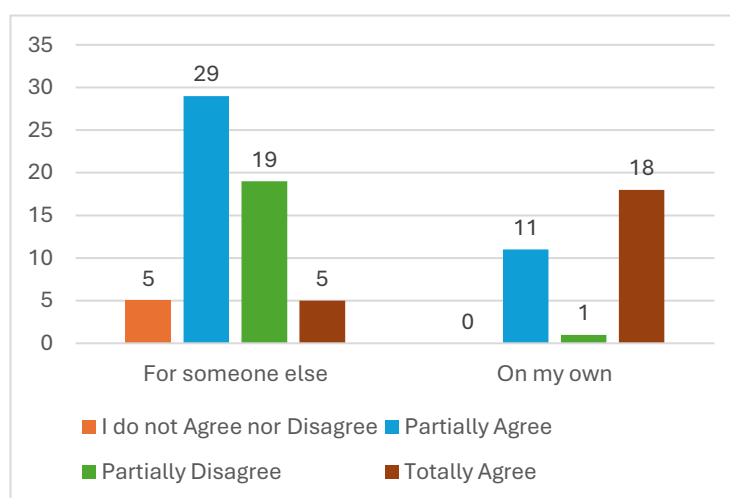
4.2.1. Is there any link between the Nationality and the easiness off join and start working on these platforms?



42% respondents from Portugal totally or partially agree that it is easy to join up and start working on these platforms. It's possible to verify that the easiness to join these platforms is not connect to their nationality.

Figure 39. Nationality and Platform Onboarding Experience

4.2.2. Is there a relationship between whether an individual works independently or under an employer on these platforms and the degree of autonomy they experience in their work?



The degree of perceived autonomy on platforms varies depending on the type of work: independent contractors typically experience higher levels of control and autonomy than employees, who frequently deal with lower levels of predictability and control.

Figure 40. Work Independence and Perceived Autonomy

4.2.3. Is there a relationship between whether individuals work independently or for an employer on these platforms and their ability to adjust their work schedules to meet their personal needs?

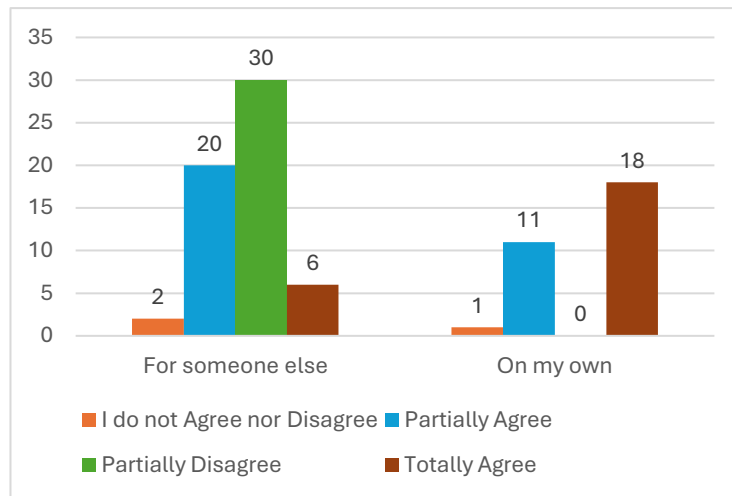


Figure 41. Scheduling Flexibility and Work Independence

Compared to employees, independent contractors are more flexible with their work schedules, enabling them to modify them to fit their own requirements. However, workers feel less flexible and are more prone to object to this flexibility. In general, independent contractors have greater schedule flexibility

than employees.

4.2.4. Is there a relationship between the number of children an individual has and their ability to adjust their work schedule to accommodate their personal needs?

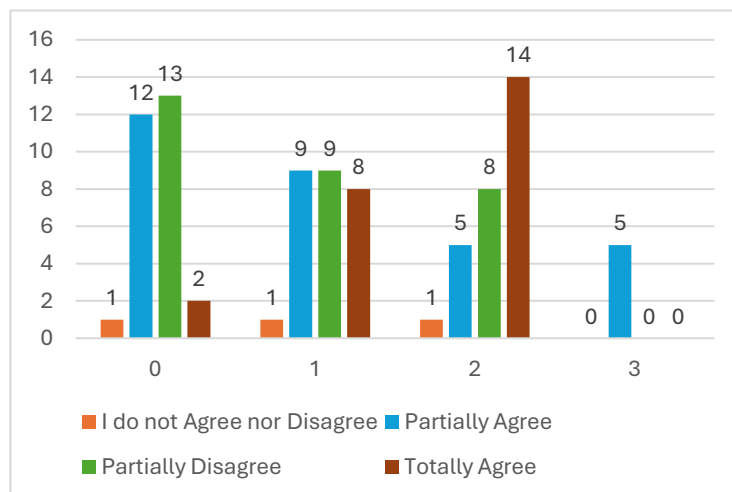


Figure 42. Number of Children and Scheduling Flexibility

People tend to value schedule flexibility more as the number of children rises. There is a range of reactions from the one youngster, including neutral, concurring, and dissenting viewpoints. There is greater consensus among parents of two children that flexibility suits their requirements. There is even

greater agreement among families with three or more kids, indicating that the perceived benefit of flexible schedules increases as the number of kids increases.

4.2.5. Is there a relationship between the number of days individuals work on these platforms and their belief that their salary is determined by their effort and work?

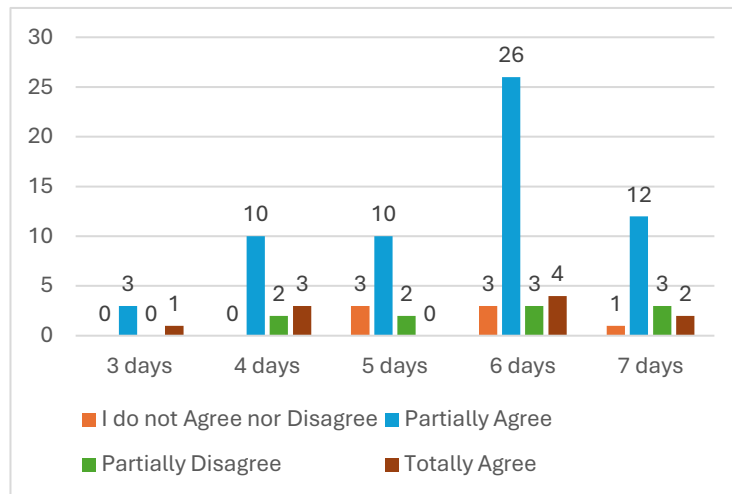


Figure 43. Work Frequency and Perceived Effort-Based Compensation

Perceptions of whether or not remuneration is based on work are influenced by the number of days platforms are utilized each week. People who use platforms four times a week either partially or disagree. Most are in partial agreement for five days. Six days a week, the majority agree to some degree, and some completely. There are

differing opinions seven days a week, but there is usually some agreement. Overall, a partial agreement that effort and remuneration are connected correlates with higher platform utilization.

4.2.6. Is there a relationship between the number of daily hours individuals work on these platforms and their belief that their salary is determined by their effort and work?

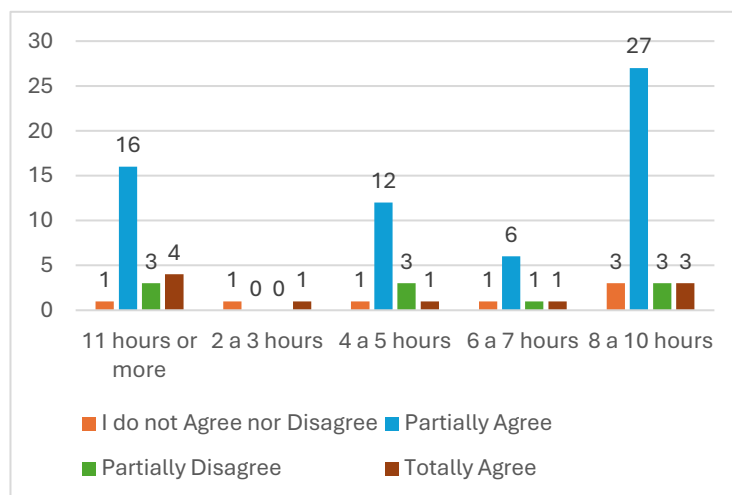


Figure 44. Daily Work Hours and Compensation Based on Effort

Perceptions fluctuate among respondents who have various daily schedules. Most of those putting in four to five hours agree somewhat, and some completely. For around six or seven hours, everyone is in accord. Both complete and strong partial agreement are present at eight to ten hours. Though perspectives differ, a higher sense that

compensation is correlated with effort is often associated with longer daily labor hours.

4.2.7. Is there a relationship between the number of children everyone has and their belief that their salary is determined by their effort and work?

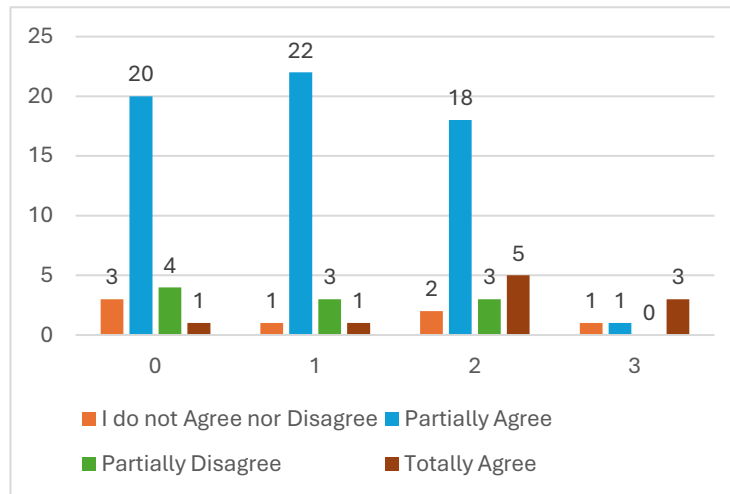


Figure 45. Number of Children and Compensation Based on Effort

The number of children influences the respondents' views on whether their compensation is commensurate with their effort. With one child, most people concur with little opposition. There is more agreement and less disagreement when there are two kids. There is much greater consensus among

people who have three or more children. Generally, the notion that salary is commensurate with effort is more significant among those with more children.

4.2.8. Is there a relationship between an individual's academic qualifications and their belief that it is possible to earn a higher salary on these platforms compared to a traditional job?

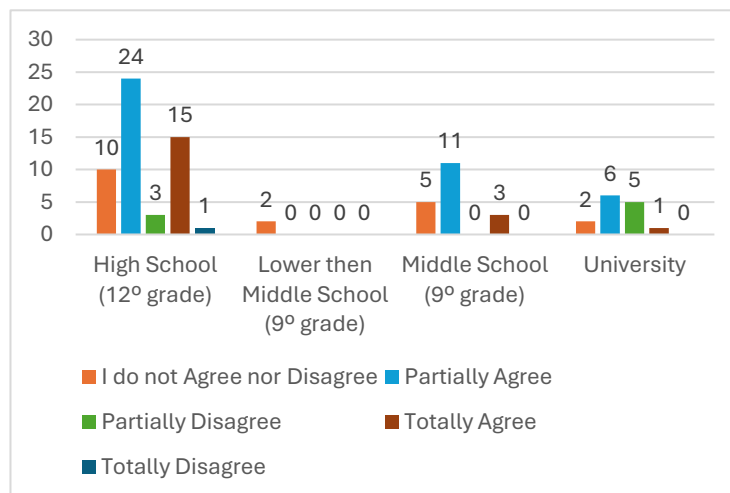
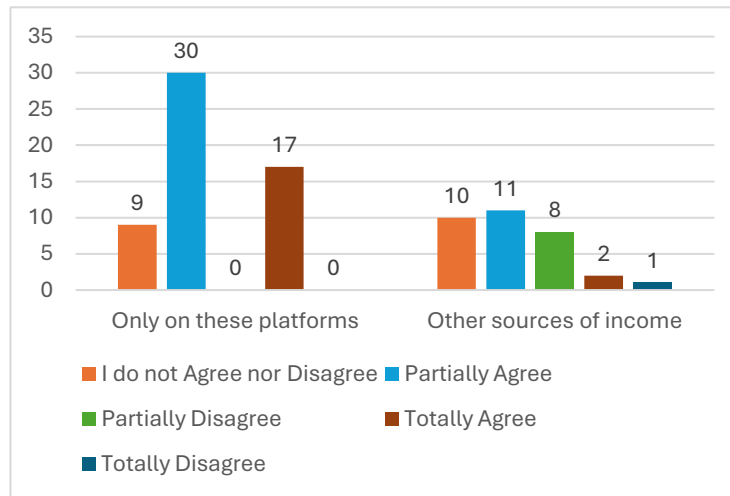


Figure 46. Academic Qualifications and Earning Potential

Academic background affects how much people believe they can make on platforms compared to traditional occupations. University graduates have conflicting views, partially agreeing but not entirely, with high school graduates who are more inclined to think they can make more money through

platforms. Because of their educational experience, high school graduates typically have greater expectations for platform earnings.

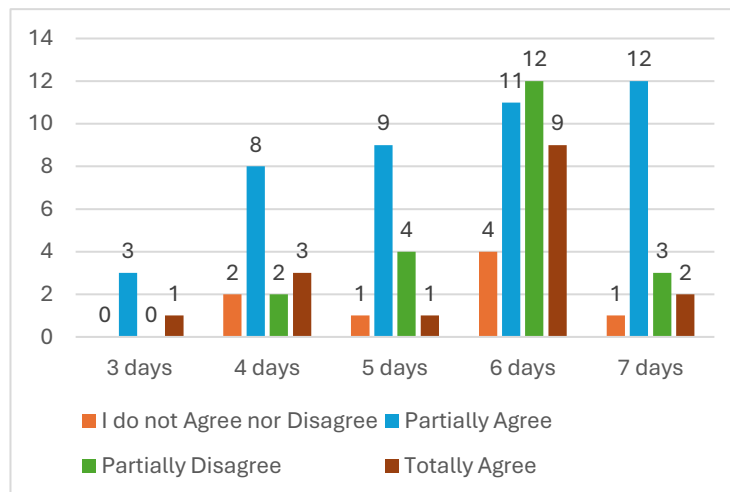
4.2.9. Is there a relationship between the ability to earn extra income on these platforms beyond your primary job and whether you rely solely on these platforms or have additional sources of income, such as working for someone else?



Those who just work on platforms are more likely to believe there is potential for revenue development than those who work for other sources. Employees who only use the platform strongly agree, whereas employees with different sources of income express a greater range of opinions.

Figure 47. Primary versus Additional Income and Extra Earnings

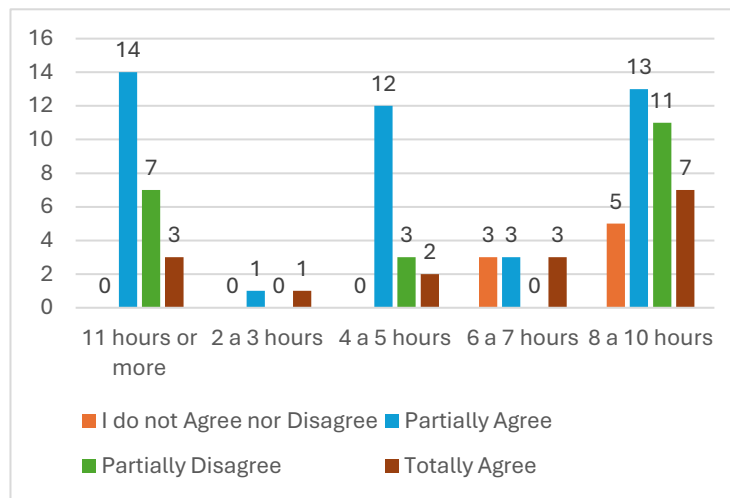
4.2.10. Is there a relationship between the inconsistency and uncertainty of your monthly salary on these platforms and the number of days per week you use them?



There is a tendency toward more partial agreement on salary disparity when platform use is more common. Weekly platform usage days are frequently linked to respondents' stated income irregularities being greater.

Figure 48. Frequency of Use and Salary Inconsistency

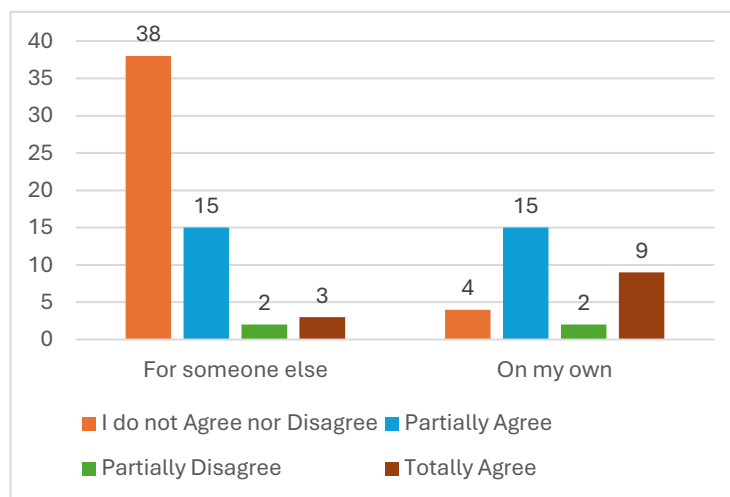
4.2.11. Is there a relationship between the inconsistency and uncertainty of your monthly salary on these platforms and the number of hours you work per day on the days you engage with them?



A similar pattern is evident regarding the number of hours worked daily, even if the answers vary depending on the time category: more daily hours worked are connected with more partial agreement on wage instability.

Figure 49, Daily Work Hours and Salary Inconsistency

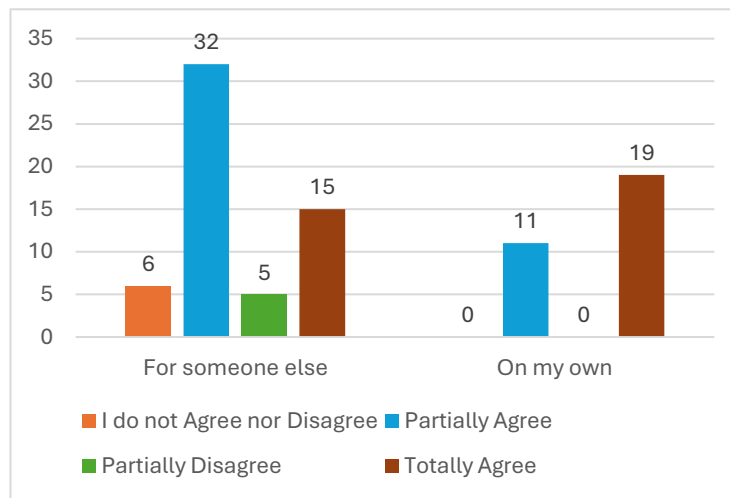
4.2.12. Is there a relationship between the high maintenance and fuel costs associated with the vehicle required for work and whether you operate on these platforms independently or on behalf of someone else?



Independent contractors report higher auto maintenance and petrol costs; there is general agreement on these exorbitant costs. Employed workers frequently show less worry about their auto bills.

Figure 50. Vehicle Maintenance Costs and Work Type

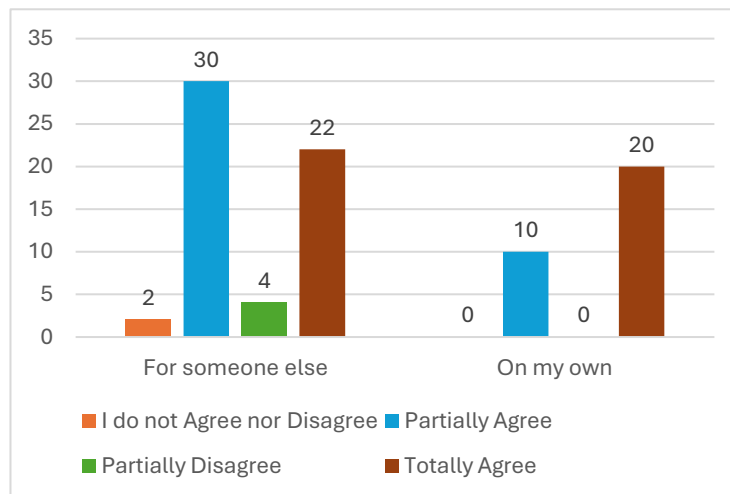
4.2.13. Is there a relationship between the lack of paid medical leave on these platforms and whether you work independently on these platforms or for someone else?



Concerns over the lack of paid medical leave are expressed by both workers and independent contractors. Even while both parties acknowledge the issue, independent contractors are slightly more likely to completely agree with this viewpoint.

Figure 51. Paid Medical Leave and Work Type

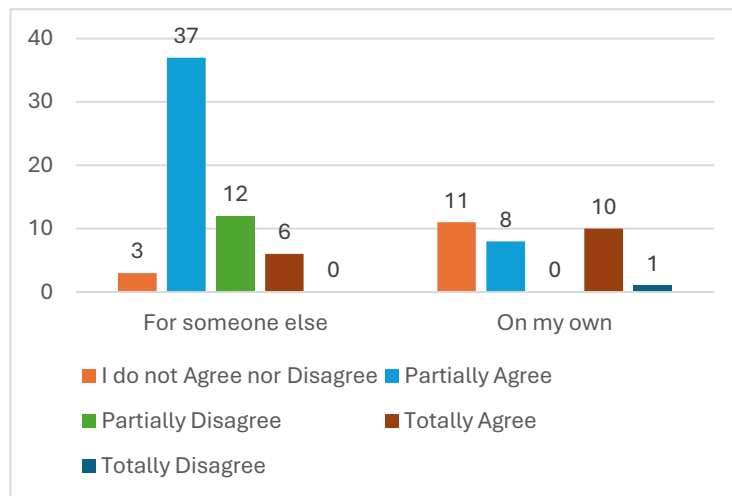
4.2.14. Is there a relationship between the absence of paid holidays and retirement plans on these platforms and whether you work independently or for someone else?



Workers are more in agreement than independent contractors over the absence of paid time off and retirement schemes. Independent workers also concur, albeit to differing degrees.

Figure 52. Paid Holidays and Retirement Plans

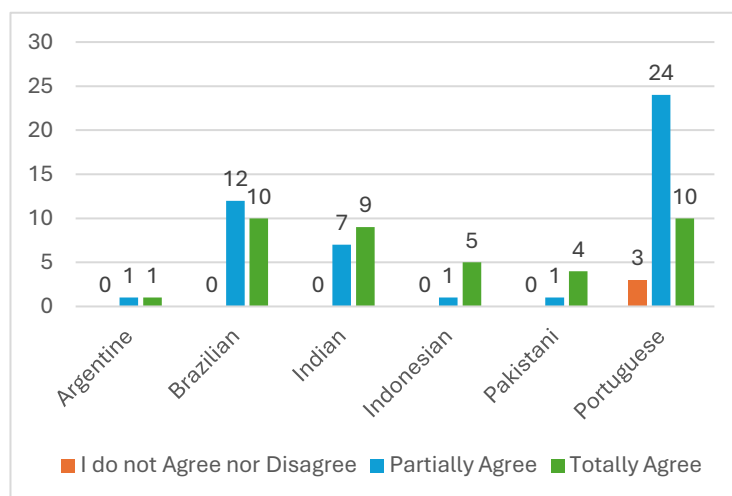
4.2.15. Is there a relationship between the lack of job security on these platforms and whether you work independently or for someone else?



Compared to independent contractors, employees report more job uncertainty. Employees report feeling more unstable than employers, even though both groups recognize that job security is lacking.

Figure 53. Job Security and Work Type

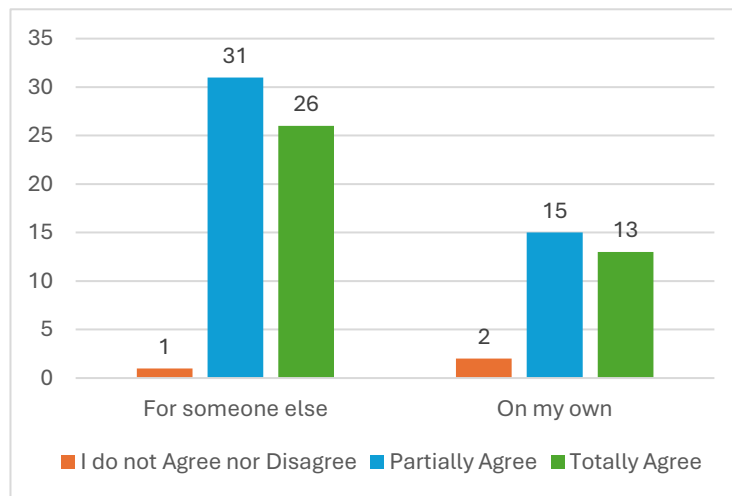
4.2.16. Is there a relationship between the poor regulation of worker rights on these platforms and the nationality of the individuals using them?



There is no discernible correlation between nationality and perceptions of worker rights regulations. All responders, regardless of origin, admit the lack of adequate regulation, with Portuguese respondents voicing the most concern.

Figure 54. Worker Rights Regulation and Nationality

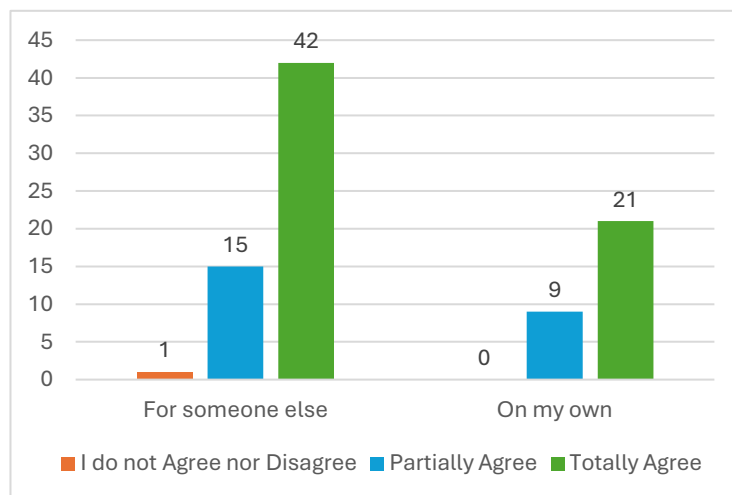
4.2.17. Is there a relationship between the inadequate regulation of worker rights on these platforms and whether you work independently or for someone else?



Independent contractors and employees concur that workers' rights need to be adequately protected. Although independent individuals have a more nuanced perspective, workers tend to agree more firmly.

Figure 55. Regulation of Worker Rights and Work Type

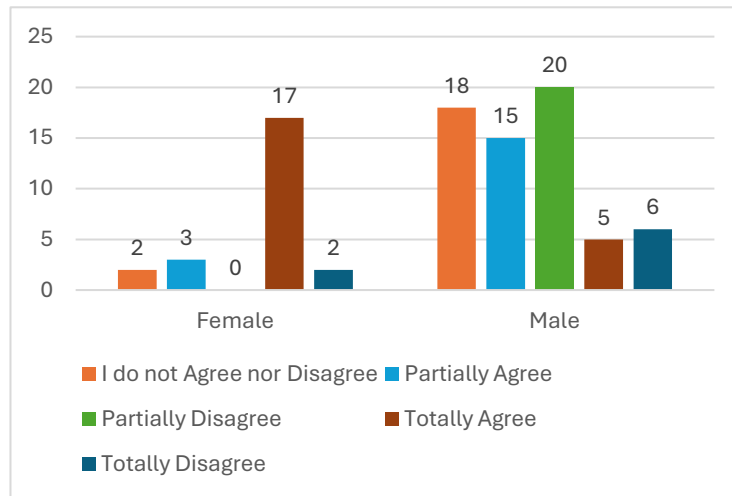
4.2.18. Is there a relationship between the perception that workers should have access to benefits such as paid time off, health, and retirement plans, and whether you work on these platforms independently or for someone else?



Benefits like health insurance, retirement programs, and paid time off are generally accepted by both employees and independent contractors as essential. Employees have a higher level of agreement than independent contractors.

Figure 56. Access to Benefits and Work Type

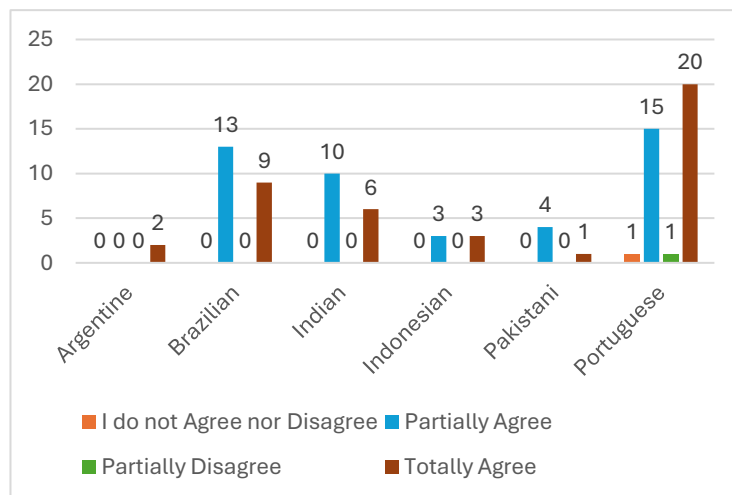
4.2.19. Is there a relationship between the belief that platforms should prioritize worker safety by providing safety protocols and training and the gender of the individuals using these platforms?



Female respondents are more likely to strongly agree on the necessity for safety standards and training than male respondents, who exhibit more diverse viewpoints.

Figure 57. Gender and Safety Measures

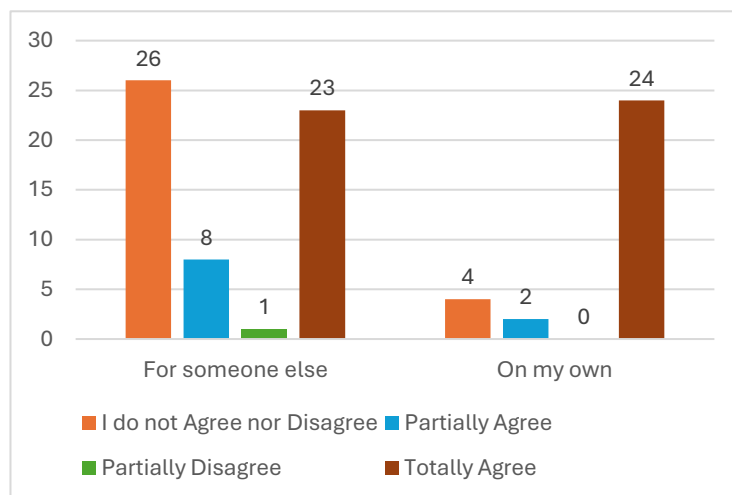
4.2.20. Is there a relationship between the belief that platforms should implement a fair performance evaluation system for their workers and the nationality of the individuals using these platforms?



Most people of all ethnicities agree that fair performance ratings on platforms are essential. Responses from other ethnic groups are more split, with Portuguese respondents being the most favorable.

Figure 58. Nationality and Performance Evaluation Fairness

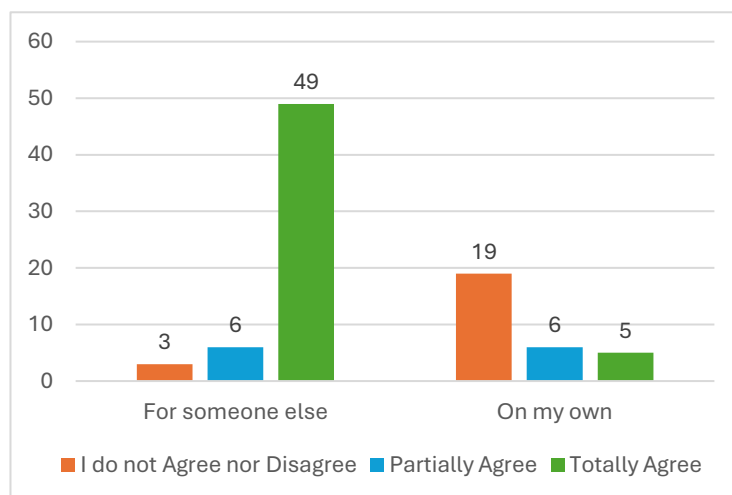
4.2.21. Is there a relationship between the belief that platforms should recognize the rights of temporary workers and whether you work on these platforms independently or for someone else?



Both independent contractors and employees support granting temporary workers' rights. There is more unanimity among independent contractors whereas employee answers are more erratic.

Figure 59. Temporary Workers' Rights and Work Type

4.2.22. Is there a relationship between the belief that platforms should supervise and control employers more assertively by applying sanctions and reporting, and whether you work on these platforms independently or for someone else?



Most workers firmly believe such platforms ought to be more closely regulated and penalized. Independent contractors are less valuable as many show little to no interest in cooperating.

Figure 60. Regulatory Oversight and Work Type

4.2.23. Conclusion

In summary, the poll finds that, depending on country, job structure, and gender, there are notable disparities in experiences with and opinions on platform employment. Whereas respondents from Argentina, Brazil, India, Indonesia, and Pakistan have mixed or less favorable opinions, Portuguese respondents typically find platform access simpler. Although

satisfaction is still low across all categories, independent workers report more autonomy and flexibility than those hired by others, and the capacity to modify work schedules tends to improve with the number of children.

Though views on this matter differ, frequent platform users and those who put in more hours at work believe their pay more accurately reflects their efforts. Both independent and hired workers agree that there should be paid medical leave, vacations, and retirement plans, and they also believe that maintenance expenses are more significant for independent workers. worries about regulations and job security are prevalent; employed people are more vocal about their fears and want more regulatory control.

There are discernible gender disparities in the responses, with females strongly supporting workplace safety procedures. The results highlight the need for more robust regulatory measures to address these differences, improve overall working conditions, and better support and benefits for all platform workers.

5. Proposed Model

The quantitative study's conclusions make it clear that workers face both possibilities and problems as the platform-based employment market rapidly changes. The report essential highlights significant problems such as fluctuating income, insecure employment, insufficient worker rights, and the lack of necessary benefits. These difficulties emphasize the need for a robust business model that takes care of these problems and makes the most of the potential provided by the gig economy.

The Business Model Canvas is a strategic tool that helps conceptualize and develop a business framework that improves the value offer for platform workers while mitigating these problems. The Business Model Canvas can assist in creating a sustainable and equitable ecosystem for platform-based employment by methodically examining essential elements, including customer segments, value propositions, channels, customer relationships, revenue streams, key activities, key resources, key partnerships, and cost structures. The purpose of this chapter is to suggest a business model that strikes a balance between profitability and the welfare of platform workers by examining the use of the Business Model Canvas in the context of the issues found in the study.

5.1. What is a Business Model Canvas?

A business model canvas “describes the rationale of how an organization creates, delivers and capture value” (Osterwalder & Pigneur, 2010). *“With global and local markets being transformed by the new techno-culture of digital and social technologies, more and more entrepreneurs need to be guided through their entrepreneurial journey.”* (Murray & Scuotto, 2015).

The business model canvas helps companies comprehend, create, and enhance their business models. It is a flexible and robust tool. It ensures that every part of the company works together toward the same goals, encourages innovation, and improves strategic planning. Therefore, to help improve the digital work platforms, it's essential to extend our knowledge regarding the business model canvas and its components. Table 3 below describes the nine building blocks of the business model canvas:

Table 3. The Nine Building Blocks Note. Adapted from Business Model Generation (p. 16-40), by Alexander Osterwalder and Yves Pigneur, 2010.

The Nine Building Blocks	
Customer Segments	“An organization serves one or several Customer Segments.” (Osterwalder & Pigneur, 2010, p.16) “In order to better satisfy customers, a company may group them (customers) into distinct segments with common needs, common behaviors, or other attributes.” (Osterwalder & Pigneur, 2010, p.20)
Value Propositions	“It seeks to solve customer problems and satisfy customer needs with value propositions.” (Osterwalder & Pigneur, 2010, p.16)
Channels	“Value propositions are delivered to customers through communication, distribution, and sales Channels.” (Osterwalder & Pigneur, 2010, p.16)
Customer Relationships	“Customer relationships are established and maintained with each Customer Segment” (Osterwalder & Pigneur, 2010, p.16)
Revenue Streams	“Revenue streams result from value propositions successfully offered to customers.” (Osterwalder & Pigneur, 2010, p.17)
Key Resources	“Key resources are the assets required to offer and deliver the previously described elements . . .” (Osterwalder & Pigneur, 2010, p.17)
Key Activities	“. . . by performing a number of Key Activities.” (Osterwalder & Pigneur, 2010, p.17) “These are the most important actions a company must take to operate successfully.” (Osterwalder & Pigneur, 2010, p.36)
Key Partnerships	“Some activities are outsourced, and some resources are acquired outside the enterprise.” (Osterwalder & Pigneur, 2010, p.17)

Cost Structure	“The business model elements result in the cost structure.” (Osterwalder & Pigneur, 2010, p.17)
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5.2. Current Business Model of Digital Platforms for Gig-Work

The essential components that have made Uber a successful ride-hailing platform are outlined in the company's Business Model Canvas. The Business Model Canvas for Uber is broken down as follows:

Key Partners	Key Activities	Value Proposition	Customer Relationships	Customer Segments
- Workers - Clients - Tech Partners - Cities/Communities - Commercial Partners - Lobbyists - Investors - R&D Partners	- Remove Frictions - Improve Customer Experience - Reduce Risks - Increase technical lead - Stimulate Participation - Scale Existing Cities - Expand & Grow	- Riders - Custom Ride - On-demand - ETA Prior to ordering - Low(er) prices - Convenience - Safety (improving) - Drivers - Income Generation - Work Hours: flexible, predictable - No boss - App - Safety / support - Eats VP for consumers - Choice - Discovery - Convenience - Order Tracking	- Riders - Younger, urban, medium-high income - Millennials long-term - Microsegments - Purpose of rides, by routes, movement data - Drivers - part-time, male, multi-homing - by intention: in-between, on-the-sider, permanent full-time	- Riders - Safety, security, privacy - Pricing - Drivers - Opportunity - Fairness - Cities - "Good Citizen"
	Key Resources - Network Effects - Active riders / drivers - Data assets - Technology assets - Staff - Local teams - Brand - Digital assets - Playbooks 1. Offer discounted auto maintenance programs 2. Access to common resources for independent contractors, such as training materials and tools		Channels - Word-of-mouth - Media coverage - Marketing - Discounts, promos - Social media, virality - Partnerships - Restaurant pages	
Cost Structure		Revenue Streams		
- Cost Revenue - Insurance - Payment processing - IT infrastructure - General & Admin - G&A Staff, legal, professional services - Research & Development - Technology Platform - Technology programs - Sales & Marketing - Customer Acquisition, discounts, promos - Driver Referrals		- Rides (25% commission) - Eats (15% commission) - Freight - Other bets - Drive Cost base - Depreciation - Financing costs - Licenses - Fuel - Maintenance - Tax		

Figure 61. Uber's Business Model Canvas by Uenlue, M. (2024, September 8). Business Model Canvas Uber — DigitalBizModels.

<https://www.digitalbizmodels.com/blog/business-model-canvas-uber>

Uber's business model is highly scalable since it connects drivers and riders the efficiently using its technology platform. The company's top priorities include providing value to different customer segments, making money with its platform and brand, and keeping operational costs under control through astute partnerships and a flexible staff.

5.3. Proposed Business Model Canvas - Model Update

5.3.1. Introduction

The platform economy has expanded quickly, drawing in a varied and mostly youthful workforce that values independence and flexibility. However, as the quantitative analysis makes clear, there are a number of serious obstacles facing this developing industry, such as unstable employment, uneven pay, and insufficient benefits and rights for employees. These problems are especially acute for independent contractors, who frequently foot the bill for excessive operating expenses and aren't covered by vital benefits like health insurance, retirement plans, or paid time off. By providing customized solutions that improve job stability, guarantee just remuneration, and give extensive benefits to platform workers, this business model aims to address these issues. This approach seeks to build a more just and sustainable platform ecosystem by concentrating on the particular requirements of diverse client categories, such as independent contractors, workers, and people of different nationalities.

5.3.2. Possible Business Model Solutions

The following solutions may help organizations improve the social impacts that their platforms have in the market:

Key Partners	Key Activities	Value Proposition	Customer Relationships	Customer Segments
- Workers - Clients - Tech Partners - Cities/Communities - Commercial Partners - Lobbyists - Investors - R&D Partners	- Remove Frictions - Improve Customer Experience - Reduce Risks - Increase technical lead - Stimulate Participation - Scale Existing Cities - Expand & Grow	- Riders - Custom Ride - On-demand - ETA Prior to ordering - Low(er) prices - Convenience - Safety (improving)	- Riders - Younger, urban, medium-high income - Millennials long-term	- Riders - Safety, security, privacy - Pricing
- Insurance Companies - Safety Training Providers	- Enhance algorithm transparency - Flexible work schedules that provide employees greater control over their hours and meet their personal and family demands	- Drivers - Income Generation - Work Hours: flexible, predictable - No boss - App - Safety / support	- Microsegments - Purpose of rides, by routes, movement data	- Drivers - Opportunity - Fairness
	Key Resources - Network Effects - Active riders / drivers - Data assets - Technology assets - Staff - Local teams - Brand - Digital assets - Playbooks	- Eats VP for consumers - Choice - Discovery - Convenience - Order Tracking	Channels - Word-of-mouth - Media coverage - Marketing - Discounts, promos - Social media, virality - Partnerships - Restaurant pages	- Cities - "Good Citizen"
	1. Offer discounted auto maintenance programs 2. Access to common resources for independent contractors, such as training materials and tools	- Offer enhanced job security through contracts - Transparent and consistent payment methods - Complete benefit packages that include retirement plans, health insurance, and paid time off	- Develop localized onboarding processes - Support several languages to provide seamless access and usability for people of different ethnicities	- Implement dedicated support channels - Regular feedback loops to address contractor concerns, - Customer success program for independent workers
Cost Structure			Revenue Streams	
- Cost Revenue - Insurance - Payment processing - IT infrastructure			- Rides (25% commission) - Eats (15% commission) - Freight - Other bets	
- General & Admin - G&A Staff, legal, professional services			- Drive Cost base - Depreciation - Financing costs - Licenses - Fuel - Maintenance - Tax	
- Research & Development - Technology Platform - Technology programs			- Introduce alternative income opportunities, such as training programs and secondary gig options - Offer incentive programs for high-performing workers to stabilize income.	
- Sales & Marketing - Customer Acquisition, discounts, promos - Driver Referrals				
- Reduce costs by streamlining platform fees - Negotiate bulk discounts with service providers for vehicle maintenance and fuel				

Figure 62. Possible Business Model Solutions

- **Enhanced Job Security Through Contracts**

Formal contracts must be introduced to ease platform workers' pervasive concerns about job instability. These contracts would specify the conditions of employment, guaranteeing that employees know their rights and responsibilities. Workers might benefit from increased stability by having clearly defined employment duties and safeguards, which lessens anxiety associated to unexpected job loss. This action helps the employees and the platform by fostering loyalty and trust, eventually resulting in a more dedicated staff.

- **Transparent and Consistent Payment Methods**

Platform workers have a great deal of difficulty because many depend only on their incomes. The platform should implement clear and reliable payment methods to lessen this. This entails ensuring payments are made on schedule and outlining the exact method of calculating profits. A minimum guaranteed payment system may also assist employees in managing their money more skillfully, improving satisfaction and lowering attrition. This openness is essential to building the platform's workforce's trust.

- **Comprehensive Benefits Packages**

The absence of benefits like health insurance, retirement plans, and paid time off is a big deal for platform workers, especially independent contractors. The platform may solve this by providing a complete benefits package customized to meet these employees' demands. Options for paid time off, retirement savings programs, and health insurance may be included in this package. By giving its employees access to these advantages, the platform not only improves their well-being but also establishes itself as a pioneer in advancing ethical labor standards in the gig economy.

- **Localized Onboarding Processes and Multilingual Support**

The workforce of the platform is multi-national and heterogeneous, thus tailored onboarding procedures are required. For new hires, the onboarding process may be greatly facilitated by customizing it to meet their unique language and cultural requirements. Providing multilingual support both at the time of onboarding and during an employee's employment can help remove obstacles and enhance the user experience in general. This strategy guarantees that all employees, irrespective of their background, can effortlessly access and utilize the platform, resulting in increased levels of engagement and retention.

- **Dedicated Support Channels and Regular Feedback Loops**

It is common for independent contractors to feel alone and unsupported. The platform should set up specific support channels where employees may quickly obtain information and assistance in order to close this gap. Regular feedback loop implementation also gives employees a platform to express their ideas and concerns. Because of this two-way communication, the platform can promptly resolve problems and change to meet the changing demands of its employees. The platform shows a dedication to worker happiness and continual development by giving worker input top priority.

- **Alternative Income Opportunities and Incentive Programs**

Alternative revenue streams must be introduced in order to assist stable income for workers who depend solely on the platform. This might entail providing training courses that let employees broaden their skill sets and look into other gigs on or off the platform. Furthermore, financial stability may be increased through incentive programs that pay bonuses or increased compensation to high-performing employees. These programs support employees in gaining a more stable financial situation while also fostering long-term dedication and productivity.

- **Subsidized Vehicle Maintenance Plans and Shared Resources**

Operating expenses for independent contractors are sometimes very costly, especially when it comes to gasoline and car maintenance. The platform may work out agreements with service providers to give discounted fuel and subsidized maintenance plans in order to lessen this load. Costs can be further decreased by granting access to common resources like equipment or co-working locations. These programs ensure that people may continue working without financial hardship by helping them maintain their tools and cars at a cheaper cost.

- **Algorithm Transparency and Work Scheduling Flexibility**

The inability to manage one's own schedule is a major problem for platform employees. Employees will have a better understanding of how their work hours are distributed if the platform's algorithms, which decide task assignments and timetables, are made more transparent. Moreover, increasing scheduling flexibility enables employees to modify their schedules to meet personal and family obligations. Having more control over their schedules allows employees to maximize their income and job happiness while also promoting work-life balance.

- **Partnerships with Insurance Companies and Safety Training Providers**

Particularly for independent platform workers, access to insurance and safety are major challenges. The platform should collaborate with insurance providers to provide reasonably priced health and life insurance policies that are suited to the requirements of gig workers in order to address these problems. Working with suppliers of safety training may also guarantee that employees have the skills and resources necessary to carry out their duties safely. These collaborations show the platform's dedication to the long-term welfare of its employees while also providing protection for them.

- **Bulk Discounts on Vehicle Maintenance and Fuel**

High operating expenses are a major strain for independent contractors, including gasoline and car upkeep. The platform has the ability to bargain with service providers for bulk discounts, giving employees access to more affordable prices for necessary services. Workers' financial burden is lessened by the platform's ability to negotiate better terms thanks to the collective bargaining strength of its personnel. By assisting platform workers with one of their main cost-related issues, our program lets them keep a larger portion of their earnings.

6. Conclusions

The demographic scope of the survey, which was limited to respondents who were based in Porto and concentrated only on Uber and Glovo users, is the main source of the study's shortcomings. To achieve more thorough insights, future research should include users from different platforms and gig economy businesses, as well as expand the study's geographical scope to encompass all of Portugal.

Notwithstanding these drawbacks, the survey highlights the benefits of gig labor, including autonomy and flexibility, which many participants value for helping them better manage their schedules and strike a work-life balance. These advantages are not, however, felt by everyone since satisfaction levels differ according to gender, work structure, and nation. Significant social differences are also shown by the survey, especially when it comes to worries about work security, absence of perks like retirement plans and medical leave, and unstable income. Differences depending on gender also show up, with women prioritizing workplace safety.

The results emphasize the necessity of more robust regulatory measures, particularly in areas with less robust labor laws, to safeguard gig workers. Platform companies should put worker rights first by providing equitable pay, clear payment procedures, and access to necessary benefits to reduce precarity. It is also essential to address gender inequality and provide a safe workplace.

The suggested business model emphasizes the value of fair compensation, flexible scheduling, and improved worker rights to provide a strategic framework to address these concerns. By making these adjustments, platforms may ensure their own viability in the increasingly cutthroat gig economy while simultaneously enhancing their employees' short- and long-term happiness. This strategy fits in with larger initiatives to support sustainability and justice in the changing platform-based labor market.

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Annex 1 – Literature Review Table

Table 4. Literature Review (listed by number of citations)

Authors and Year	Keywords	Themes/Findings	Future Research
Wood & Graham & Lehdonvirta & Hjorth (2018)	flexibility, gig economy, job quality, labour process, platform economy, workplace control	The gig economy entails employment that is done remotely (digital services offered online) and locally (physical presence required) using online platforms.	Examine how the algorithms employed by gig platforms affect equity, prejudice, and discrimination; consider strategies to lessen prejudice and guarantee that employees are treated fairly.
Graham & Hjorth & Lehdonvirta (2017)	gig economy, digital labour, outsourcing, freelancing, precarity, digital work, online labour markets, economic development	The authors identified four key concerns for workers in the digital labor market: bargaining power of an employee's, economic inclusion, intermediated value chains and promoting opportunities for employees.	In order to improve circumstances for digital workers, research could assess how well certification programs, worker organization, regulatory tactics, and democratic control over online labor platforms operate.
Vallas & Schor (2020)	platform economy, gig work, precarious work, digital revolution, sharing economy	The article covers and analyze gig economy in four major themes: entrepreneurial	Investigates further dynamic regulatory conflicts. As the platform economy expands, conflicts

Authors and Year	Keywords	Themes/Findings	Future Research
		incubators, digital cages, precarity accelerants and chameleons adjusting to environments.	over regulatory frameworks will probably become more significant due to the unpredictability of platform structures.
Gandini (2018)	control, digital labour, emotional labour, gig work, platforms	The article explores the idea of the "point of production." This is a reference to the particular point at which labor force becomes a commodity. Gaining an understanding of this crucial aspect becomes imperative when considering how digital platforms mediate the supply and demand for jobs.	Examine the ways in which gig workers in the gig economy exercise agency. What tactics do they use to bargain for better terms, demand better treatment, or defend their rights? It is essential to comprehend worker-led initiatives, unionization campaigns, and collective action.
Petriglieri & Ashford & Wrzesniewski (2018)	work identity, emotion management, holding environments, gig economy, independent workers, systems	The study analyses that working in unstable and private environments can be extremely fulfilling, but it can also cause anxiety and intense	It is essential to design and test treatments to improve the well-being of gig workers. Can platforms or organizations

Authors and Year	Keywords	Themes/Findings	Future Research
	psychodynamics, individual agency	emotional tensions for independent contractors. In the absence of an organization's holding environment, these workers make an effort to establish their own support networks by making ties to routines, locations, people, and larger goals.	establish virtual holding environments? How can legislators help these employees?
Stewart & Stanford (2017)	digital work, gig jobs, labour regulation, precarity, risk	The paper concentrates on paid labor related to digital platform enterprises, such as delivery, maintenance, and ride-sharing services. The features of these gig economy occupations make it more difficult to apply conventional labor laws and employment norms.	In order to effectively safeguard the minimal requirements and working conditions for employees in these circumstances, the authors implore authorities to be imaginative and aspirational. These recommendations offer a path forward for further study into the optimal ways to control labor in the gig economy.

Authors and Year	Keywords	Themes/Findings	Future Research
Howcroft & Bergvall-Kåreborn (2018)	crowdsourcing, crowdwork, digital technologies, gig economy, ICTs, precarious work, self-employed	The authors' goal is to chart the intricacy of the newly developed field of crowdsourcing. Their typology sheds light on the wide variety and extent of crowdwork platforms by critically integrating empirical findings and insights from multiple literatures.	Examine how well crowd workers are treated at work. Recognize elements including work satisfaction, stress levels, and potential effects on mental health. How can platforms improve the wellbeing of their employees?
Healy & Nicholson & Pekarek (2017)	gig economy, labour market regulation, future of work, precariat, unions	The gig economy has quickly become a way of providing services that is different from traditional company models, labor-management techniques, and legal frameworks. The relationships between platform firms and their employees have attracted a lot of public attention, but they haven't been	Examine the power relationships that exist between platform firms and gig workers. Identify the ways in which the gig economy subverts established employment norms and institutions. Discuss the ramifications for worker rights, social protections, and labor laws.

Authors and Year	Keywords	Themes/Findings	Future Research
		fully examined in scholarly works yet.	
Jabagi & Croteau & Audebrand & Marsan (2019)	motivation, Job characteristics, human resource management, Self-determination, Virtual Work, Temporary Workers, gig-work, gig-economy	The study recognizes that a company's long-term success depends on its ability to motivate its workforce. It focuses on employment environments that are not conventional, particularly the gig economy.	Carrying out longitudinal research to monitor the motivation of gig workers over time. Examine how the experience and varied work environments that gig workers encounter affect their motivation.
Anwar & Graham (2020)	gig economy, remote work, job quality, freedom, flexibility, precarity	The authors delve into several critical themes: independence for the workers, flexibility, precarity: and vulnerability.	Examine the efficacy of legislative measures intended to enhance gig workers' social protections and working conditions. This could entail examining current laws or putting up fresh ones that specifically address the difficulties experienced by participants in the gig economy.

Authors and Year	Keywords	Themes/Findings	Future Research
Doorn & Badger (2020)	gig economy, platform capitalism, datafication, data assetisation, finance capital, meta-platform	The article approaches a procedure known as "dual value production" is used in the governance of gig labor. This idea describes how the use and speculative value of the data created prior to, during, and following service supply increases the monetary value created by gig workers' services.	Examine legislative frameworks and guidelines that can guarantee equitable data management on gig employment platforms and the ways in which ethical and legal principles might safeguard the privacy and data rights of gig workers.
Barratt & Goods & Veen (2020)	labour agency, labour market intermediation, gig-economy, migrant workers	The study recognizes that production systems, work patterns, and capital-labor interactions are being disrupted by platform enterprises in the gig economy. In the food delivery industry, these platforms actively mediate both the labor and product markets.	Researching worker agency changes over time through longitudinal studies can shed light on how gig workers adjust to changing platform dynamics. It would be beneficial to look at changes in agency as platforms get older, laws change, and workforce

Authors and Year	Keywords	Themes/Findings	Future Research
			demographics change.
Vallas (2018)	gig Economy, platform Economy, uber, on-demand economy, precarious work	The paper emphasizes how insecure the labor market has become in recent years, rapidly expanding. The traditional assumption of full-time work with benefits and a livable income has been undermined by factors like outsourcing, downsizing, and the rise in "contingent" labor agreements. For workers, this loss of stability has serious ramifications.	In light of the difficulties presented by platform capitalism, scholars may want to consider other potential scenarios. Are worker-owned or cooperative platforms able to offer a more sustainable and equitable route?
Flanagan (2018)	care work, domestic servants, economy, gender gig, informal labour	The essay compares modern gig economy home-based service providers to domestic servants of the 19th and 20th centuries. Today's home-based service	Examine the ways in which independent contractors negotiate the gig economy, stand up for their rights, and oppose unfair labor practices and tactics that empower gig

Authors and Year	Keywords	Themes/Findings	Future Research
		workers lack rights like independent arbitration, union representation, and minimum salaries, just like their historical counterparts.	workers, such as worker cooperatives, collective organization, and alternative platforms.
Apouey & Roulet & Solal & Stabile (2020)	gig economy, financial precarity, health and well-being, COVID-19	The study looks into how self-employed people deal with a lack of income. In addition to having inconsistent pay, these workers are not covered by the labor laws that apply to regular employees. The COVID-19 pandemic has made these issues worse, resulting in a decline in many people's income.	Future research should delve deeper into the multifaceted experiences of gig economy workers, aiming to inform policies and support systems that enhance their well-being and resilience.
Doorn & Vijay (2021)	migrant labor, platforms, autonomy of migration, migration infrastructure, migrant mobility	The essay highlights how important migrant labor is to the gig economy. Gig platforms, which are mostly located in and	Considering how gender, ethnicity, and legal status intersect when working as a gig worker. Recognizing the effects these

Authors and Year	Keywords	Themes/Findings	Future Research
		around big cities, rely a lot on the low-cost labor that minorities and immigrants provide.	variables have on immigrants' access to gig platforms and general well-being.
Doorn & Ferrari & Graham (2022)	employment regulation, gig economy, migrant labour, migration, platform economy, social policy	The paper explores the ways in which platform labor affects migrant workers' structural vulnerability.	Future research might examine how migrant gig workers' experiences are shaped by the intersectionality of variables including gender, race, and nationality. It is crucial to identify certain vulnerabilities and adjust policies accordingly.
Abraham & Houseman (2019)	informal work, gig work, independent contractors, income adequacy	The authors study and analyze that over 25% of adults labor informally outside of their primary occupation. Of these, over two thirds claim to work informally for pay, and around one third claim it to be a significant source of	Another area of interest is to investigate how technology is changing the research ecosystem. This involves examining how technological developments, in addition to other elements like financial difficulties

Authors and Year	Keywords	Themes/Findings	Future Research
		revenue for their household.	and unpredictability in politics, are influencing the direction of research.
Newlands (2022)	Gig economy, migration, perceived employability, Norway, Sweden	The article explores the difficulties that immigrants frequently have in their new countries with local employment opportunities, qualification portability, and language proficiency.	To gain a better understanding of the paths of migrant gig workers, longitudinal studies tracking their experiences across time are recommended. It could be instructive to look at how gig workers' perceptions of their employability change when they move from temporary to permanent jobs.
Abkhezr & McMahon (2022)	gig economy, immigration, career development	The research notes that app-based gig employment is rapidly growing in the developed northern countries. Many gig workers are immigrants from the global south	Contrasting the experiences of immigrants who work as gig workers in various nations and areas. looking into differences in integration results, chances for access,

Authors and Year	Keywords	Themes/Findings	Future Research
		who are looking for better chances in their new country of resettlement.	and working circumstances.
Klein & Klunover & Shavit (2023)	motivation, Job characteristics, Human resource management, Self-determination, Virtual work, Temporary workers, Gig-work, Gig-economy	According to the article, one of the labor market's fastest-growing trends is gig employment, which was further boosted during the COVID-19 pandemic. Whether freelance work increases employee pleasure is the main subject at hand.	Subsequent studies may focus more intently on facets of gig employment, such as its long-term effects on social ties, mental health, and general life satisfaction. Further research on the relationship between happiness and various gig work arrangements (e.g., freelance, platform-based, project-based) would be helpful for practitioners and policymakers.
Ray (2024)	gig economy, migration, platform labour, future of work, post-COVID	The study discusses how the extensive use of internet and smartphone technology has contributed to the rise of a gig economy in India.	Consider the effects of platform design elements on gig workers as you analyze them. Examine how to build supporting networks, lessen

Authors and Year	Keywords	Themes/Findings	Future Research
		While previous evaluations have mostly concentrated on employment relations and platform regulation, this study goes further into the unpaid, self-organized, and informal underpinnings of gig work.	precarity, and increase worker agency into platforms.

Annex 2 – Full Survey

Advantages Disadvantages of Digital Platforms / Vantagens Desvantagens Plataformas Digitais &

As part of FEUP's Master's thesis on Innovation and Technological Entrepreneurship, we seek to analyze the social impacts of digital work platforms and ways to mitigate their precariousness. If you have worked with these platforms in Portugal. We would like to ask for 10 minutes of your time to answer a brief survey.

No âmbito da tese de Mestrado de Inovação e Empreendedorismo Tecnológico da FEUP, procuramos analisar os impactos sociais das plataformas digitais de trabalho e formas de mitigar a sua precariedade.

Gostariamos de pedir 10 minutos do seu tempo para responder a um breve questionário, caso tenha trabalhado com estas plataformas em Portugal.

* Obrigatória

1. Language / Idioma *

☐ English

☐ Português

English Version

2. Do you work, or have you ever worked, on digital work platforms in Portugal (e.g. Uber, Bolt, Glovo...)? *

☐ Yes

☐ No

Worker Profile

The next questions will help us find similarities in people who use digital platforms to work.

3. Gender *

- ☐ Male
- ☐ Female
- ☐ Other
- ☐ Prefer not to say

4. Age *

5. Nationality *

6. Marital Status *

- ☐ Single
- ☐ Married
- ☐ Divorced
- ☐ Widowed
- ☐ Not relevant

7. What are your academic qualifications? *

- ☐ Lower than Middle School (9° grade)
- ☐ Middle School (9° grade)
- ☐ High School (12° grade)
- ☐ University

8. How long you live in Portugal? *

- ☐ Less then 6 months
- ☐ 1 year
- ☐ 2 years
- ☐ 3 years
- ☐ 4 years or more

9. Why are you in Portugal? (Even if you are Portuguese, please respond). Select several answers. *

- ☐ Security
- ☐ Cost of Living
- ☐ Weather
- ☐ Immigration Facility (it's easy to get a visa)
- ☐ Language
- ☐ Family
- ☐ Other

10. Is your family in Portugal with you? *

- ☐ Yes
- ☐ No

11. Do you have children? How many? *

- ☐ 0
- ☐ 1
- ☐ 2
- ☐ 3
- ☐ 4 or more

12. Do you live with how many people? *

- ☐ 0
- ☐ 1
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5
- ☐ 6
- ☐ 7 or more

13. Do you work on these platforms on your own or for someone else? *

- ☐ On my own
- ☐ For someone else

14. Do you only work on these platforms or do you have other sources of income (e.g. work for someone else)? *

- ☐ Only on these platforms
- ☐ Other sources of income

15. How many jobs do you have? *

- ☐ 1
- ☐ 2
- ☐ 3

16. How long do you use this platforms? *

- ☐ 1 year or less
- ☐ 2 years
- ☐ 3 years
- ☐ 4 years
- ☐ 5 years or more

17. You use these platforms how many days a week? *

- ☐ 1 day
- ☐ 2 days
- ☐ 3 days
- ☐ 4 days
- ☐ 5 days
- ☐ 6 days
- ☐ 7 days

18. Of these days of the week, how many hours per day do you use? *

- ☐ 1 hour
- ☐ 2 a 3 hours
- ☐ 4 a 5 hours
- ☐ 6 a 7 hours
- ☐ 8 a 10 hours
- ☐ 11 hours or more

Advantages

In the next section we will try to discover the advantages of using these platforms to work.

19. It's easy to join and start working on these platforms. *

- ☐ Totally Disagree
- ☐ Partially Disagree
- ☐ I do not Agree nor Disagree
- ☐ Partially Agree
- ☐ Totally Agree

20. These platforms allow me to have autonomy in my work.

*

- ☐ Totally Disagree
- ☐ Partially Disagree
- ☐ I do not Agree nor Disagree
- ☐ Partially Agree
- ☐ Totally Agree

21. These platforms allow me to adjust my schedule to my needs.

*

- ☐ Totally Disagree
- ☐ Partially Disagree
- ☐ I do not Agree nor Disagree
- ☐ Partially Agree
- ☐ Totally Agree

22. In these platforms, my salary depends only on my effort and work.

*

- ☐ Totally Disagree
- ☐ Partially Disagree
- ☐ I do not Agree nor Disagree
- ☐ Partially Agree
- ☐ Totally Agree

23. In these platforms, I can earn a salary higher than that of a "normal job". *

- ☐ Totally Disagree
- ☐ Partially Disagree
- ☐ I do not Agree nor Disagree
- ☐ Partially Agree
- ☐ Totally Agree

24. In these platforms, I can earn extra income beyond my "normal" work.

*

- ☐ Totally Disagree
- ☐ Partially Disagree
- ☐ I do not Agree nor Disagree
- ☐ Partially Agree
- ☐ Totally Agree

Disadvantages

In the next section we will try to discover the disadvantages of using these platforms to work.

25. On these platforms, my monthly salary is inconsistent and uncertain *

- ☐ Totally Disagree
- ☐ Partially Disagree
- ☐ I do not Agree nor Disagree
- ☐ Partially Agree
- ☐ Totally Agree

26. Maintenance costs and fuel costs for the vehicle needed to work are high.

*

- ☐ Totally Disagree
- ☐ Partially Disagree
- ☐ I do not Agree nor Disagree
- ☐ Partially Agree
- ☐ Totally Agree

27. Medical leaves on these platforms are unpaid. *

- ☐ Totally Disagree
- ☐ Partially Disagree
- ☐ I do not Agree nor Disagree
- ☐ Partially Agree
- ☐ Totally Agree

28. There are no paid holidays or retirement plans. *

- ☐ Totally Disagree
- ☐ Partially Disagree
- ☐ I do not Agree nor Disagree
- ☐ Partially Agree
- ☐ Totally Agree

29. There are no job-security on these platforms. *

- ☐ Totally Disagree
- ☐ Partially Disagree
- ☐ I do not Agree nor Disagree
- ☐ Partially Agree
- ☐ Totally Agree

30. These platforms are very poorly regulated in terms of worker rights. *

- ☐ Totally Disagree
- ☐ Partially Disagree
- ☐ I do not Agree nor Disagree
- ☐ Partially Agree
- ☐ Totally Agree

31. Workers have no control over the algorithm. *

- ☐ Totally Disagree
- ☐ Partially Disagree
- ☐ I do not Agree nor Disagree
- ☐ Partially Agree
- ☐ Totally Agree

32. Workers are hostage to the commissions that the platforms want to pay, which can be changed at any time. *

- ☐ Totally Disagree
- ☐ Partially Disagree
- ☐ I do not Agree nor Disagree
- ☐ Partially Agree
- ☐ Totally Agree

33. Due to the ease of entry, competition has become increasingly intense.

*

- ☐ Totally Disagree
- ☐ Partially Disagree
- ☐ I do not Agree nor Disagree
- ☐ Partially Agree
- ☐ Totally Agree

34. These platforms do not offer any employment contract.

*

- ☐ Totally Disagree
- ☐ Partially Disagree
- ☐ I do not Agree nor Disagree
- ☐ Partially Agree
- ☐ Totally Agree

Solutions

In the next section we will try to discover possible solutions to mitigate the disadvantages

35. Platforms should offer fair and clear remuneration and a transparent payment system. *

- ☐ Totally Disagree
- ☐ Partially Disagree
- ☐ I do not Agree nor Disagree
- ☐ Partially Agree
- ☐ Totally Agree

36. Commissions should have a mandatory minimum. *

- ☐ Totally Disagree
- ☐ Partially Disagree
- ☐ I do not Agree nor Disagree
- ☐ Partially Agree
- ☐ Totally Agree

37. Workers should have access to benefits such as paid time off, health and retirement plans. *

- ☐ Totally Disagree
- ☐ Partially Disagree
- ☐ I do not Agree nor Disagree
- ☐ Partially Agree
- ☐ Totally Agree

38. Workers should have legal representation to express their grievances and participate in collective negotiations and defend their legal rights. *

- ☐ Totally Disagree
- ☐ Partially Disagree
- ☐ I do not Agree nor Disagree
- ☐ Partially Agree
- ☐ Totally Agree

39. Platforms should put worker safety first by offering safety protocols and training. *

- ☐ Totally Disagree
- ☐ Partially Disagree
- ☐ I do not Agree nor Disagree
- ☐ Partially Agree
- ☐ Totally Agree

40. Platforms should be transparent in how tasks are distributed. *

- ☐ Totally Disagree
- ☐ Partially Disagree
- ☐ I do not Agree nor Disagree
- ☐ Partially Agree
- ☐ Totally Agree

41. Platforms should have a fair performance evaluation system for their workers. *

- ☐ Totally Disagree
- ☐ Partially Disagree
- ☐ I do not Agree nor Disagree
- ☐ Partially Agree
- ☐ Totally Agree

42. Platforms should recognize the rights of temporary workers. *

- ☐ Totally Disagree
- ☐ Partially Disagree
- ☐ I do not Agree nor Disagree
- ☐ Partially Agree
- ☐ Totally Agree

43. Platforms should supervise and control employers on these platforms more assertively, applying sanctions and reporting. *

- ☐ Totally Disagree
- ☐ Partially Disagree
- ☐ I do not Agree nor Disagree
- ☐ Partially Agree
- ☐ Totally Agree

Verão Portuguesa

44. Trabalha, ou alguma vez trabalhou, em plataformas digitais de trabalho em Portugal (ex. Uber, Bolt, Glovo ...) ? *

☐ Sim

☐ Não

Perfil do Trabalhador

45. Sexo *

- ☐ Masculino
- ☐ Feminino
- ☐ Outro
- ☐ Não relevante

46. Idade *

47. Nacionalidade *

48. Estado Civil *

- ☐ Solteiro(a)
- ☐ Casado(a)
- ☐ Divorciado(a)
- ☐ Viúvo(a)
- ☐ Não relevante

49. Quais as suas qualificações académicas? *

- ☐ Inferior ao 9º ano
- ☐ 9º ano
- ☐ 12º ano
- ☐ Ensino Superior (Universidade)

50. Reside há quanto tempo em Portugal? *

- ☐ Menos de 6 meses
- ☐ 1 ano
- ☐ 2 anos
- ☐ 3 anos
- ☐ 4 anos ou mais

51. Porque motivo está em Portugal? (Mesmo sendo português, por favor responder). Selecionar várias *

- ☐ Segurança
- ☐ Custo de Vida
- ☐ Clima
- ☐ Facilidade de Imigração (é fácil conseguir vir para Portugal)
- ☐ Idioma/Língua
- ☐ Família
- ☐ Outro

52. A sua família está em Portugal consigo? *

- ☐ Sim
- ☐ Não

53. Tem filhos? Quantos? *

- ☐ 0
- ☐ 1
- ☐ 2
- ☐ 3
- ☐ 4 ou mais

54. Divide casa com quantas pessoas? *

- ☐ 0
- ☐ 1
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5
- ☐ 6
- ☐ 7 or more

55. Trabalha nestas plataformas por conta própria ou por conta de outrem? *

- ☐ Conta Própria
- ☐ Conta de Outrem

56. Trabalha apenas nestas plataformas ou tem outras fontes de rendimento (ex. Trabalho por conta de outrem)? *

- ☐ Apenas Plataforma
- ☐ Outros rendimentos

57. Quantos trabalhos tem? *

- ☐ 1
- ☐ 2
- ☐ 3

58. Há quanto tempo utiliza estas plataformas? *

- ☐ 1 ano ou menos
- ☐ 2 anos
- ☐ 3 anos
- ☐ 4 anos
- ☐ 5 anos ou mais

59. Utiliza a plataforma quantos dias por semana? *

- ☐ 1 dia
- ☐ 2 dias
- ☐ 3 dias
- ☐ 4 dias
- ☐ 5 dias
- ☐ 6 dias
- ☐ 7 dias

60. Desses dias da semana, quantas horas por dia utiliza? *

- ☐ 1 hora
- ☐ 2 a 3 horas
- ☐ 4 a 5 horas
- ☐ 6 a 7 horas
- ☐ 8 a 10 horas
- ☐ 11 horas ou mais

Vantagens

A próxima secção serve para tentar descobrir quais as vantagens em utilizar estas plataformas para trabalhar

61. É fácil entrar e começar a trabalhar nestas plataformas. *

- ☐ Discordo Totalmente
- ☐ Discordo Parcialmente
- ☐ Não Concordo, Nem Discordo
- ☐ Concordo Parcialmente
- ☐ Concordo Totalmente

62. Estas plataformas permitem-me ter autonomia no meu trabalho. *

- ☐ Discordo Totalmente
- ☐ Discordo Parcialmente
- ☐ Não Concordo, Nem Discordo
- ☐ Concordo Parcialmente
- ☐ Concordo Totalmente

63. Estas plataformas permitem-me ajustar o horário às minhas necessidades. *

- ☐ Discordo Totalmente
- ☐ Discordo Parcialmente
- ☐ Não Concordo, Nem Discordo
- ☐ Concordo Parcialmente
- ☐ Concordo Totalmente

64. Com estas plataformas, o meu vencimento depende unicamente do meu esforço e trabalho.

*

- ☐ Discordo Totalmente
- ☐ Discordo Parcialmente
- ☐ Não Concordo, Nem Discordo
- ☐ Concordo Parcialmente
- ☐ Concordo Totalmente

65. Com estas plataformas, consigo ter um vencimento superior ao de um "trabalho normal". *

- ☐ Discordo Totalmente
- ☐ Discordo Parcialmente
- ☐ Não Concordo, Nem Discordo
- ☐ Concordo Parcialmente
- ☐ Concordo Totalmente

66. Com estas plataformas, consigo ter um rendimento extra para além do meu trabalho "normal". *

- ☐ Discordo Totalmente
- ☐ Discordo Parcialmente
- ☐ Não Concordo, Nem Discordo
- ☐ Concordo Parcialmente
- ☐ Concordo Totalmente

Desvantagens

A próxima secção serve para tentar descobrir quais as desvantagens em utilizar estas plataformas para trabalhar.

67. Nestas plataformas, o vencimento mensal é inconstante e incerto. *

- ☐ Discordo Totalmente
- ☐ Discordo Parcialmente
- ☐ Não Concordo, Nem Discordo
- ☐ Concordo Parcialmente
- ☐ Concordo Totalmente

68. Os custos de manutenção e custos de combustível da viatura necessária para trabalhar são altos. *

- ☐ Discordo Totalmente
- ☐ Discordo Parcialmente
- ☐ Não Concordo, Nem Discordo
- ☐ Concordo Parcialmente
- ☐ Concordo Totalmente

69. As baixas médicas nestas plataformas não são remuneradas. *

- ☐ Discordo Totalmente
- ☐ Discordo Parcialmente
- ☐ Não Concordo, Nem Discordo
- ☐ Concordo Parcialmente
- ☐ Concordo Totalmente

70. Nestas plataformas, não existem férias pagas nem planos de reforma. *

- ☐ Discordo Totalmente
- ☐ Discordo Parcialmente
- ☐ Não Concordo, Nem Discordo
- ☐ Concordo Parcialmente
- ☐ Concordo Totalmente

71. Não existe segurança de emprego/trabalho. *

- ☐ Discordo Totalmente
- ☐ Discordo Parcialmente
- ☐ Não Concordo, Nem Discordo
- ☐ Concordo Parcialmente
- ☐ Concordo Totalmente

72. Estas plataformas são muito pouco regulamentadas ao nível dos direitos do trabalhador. *

- ☐ Discordo Totalmente
- ☐ Discordo Parcialmente
- ☐ Não Concordo, Nem Discordo
- ☐ Concordo Parcialmente
- ☐ Concordo Totalmente

73. Os trabalhadores não têm qualquer controlo no algoritmo. *

- ☐ Discordo Totalmente
- ☐ Discordo Parcialmente
- ☐ Não Concordo, Nem Discordo
- ☐ Concordo Parcialmente
- ☐ Concordo Totalmente

74. Os trabalhadores estão reféns das comissões que as plataformas querem pagar, podendo as mesmas serem alteradas a qualquer momento. *

- ☐ Discordo Totalmente
- ☐ Discordo Parcialmente
- ☐ Não Concordo, Nem Discordo
- ☐ Concordo Parcialmente
- ☐ Concordo Totalmente

75. Devido à facilidade de entrada, a competição tem sido cada vez mais intensa. *

- ☐ Discordo Totalmente
- ☐ Discordo Parcialmente
- ☐ Não Concordo, Nem Discordo
- ☐ Concordo Parcialmente
- ☐ Concordo Totalmente

76. Estas plataformas não oferecem qualquer contrato de trabalho. *

- ☐ Discordo Totalmente
- ☐ Discordo Parcialmente
- ☐ Não Concordo, Nem Discordo
- ☐ Concordo Parcialmente
- ☐ Concordo Totalmente

Soluções

A próxima seção serve para tentar descobrir quais as possíveis soluções para mitigar as desvantagens

77. As plataformas deveriam oferecer uma remuneração justa e clara, e um sistema de pagamento transparente. *

- ☐ Discordo Totalmente
- ☐ Discordo Parcialmente
- ☐ Não Concordo, Nem Discordo
- ☐ Concordo Parcialmente
- ☐ Concordo Totalmente

78. Os trabalhadores deveriam ter acesso a benefícios como folgas remuneradas, planos de saúde e reforma. *

- ☐ Discordo Totalmente
- ☐ Discordo Parcialmente
- ☐ Não Concordo, Nem Discordo
- ☐ Concordo Parcialmente
- ☐ Concordo Totalmente

79. Os trabalhadores deveriam ter representação legal para expressarem as suas queixas e participarem nas negociações coletivas e defenderem os seus direitos legais. *

- ☐ Discordo Totalmente
- ☐ Discordo Parcialmente
- ☐ Não Concordo, Nem Discordo
- ☐ Concordo Parcialmente
- ☐ Concordo Totalmente

80. As plataformas deveriam colocar a segurança dos trabalhadores em primeiro lugar, oferecendo protocolos de segurança e formação. *

- ☐ Discordo Totalmente
- ☐ Discordo Parcialmente
- ☐ Não Concordo, Nem Discordo
- ☐ Concordo Parcialmente
- ☐ Concordo Totalmente

81. As plataformas deveriam ser transparentes na forma como as tarefas são distribuídas. *

- ☐ Discordo Totalmente
- ☐ Discordo Parcialmente
- ☐ Não Concordo, Nem Discordo
- ☐ Concordo Parcialmente
- ☐ Concordo Totalmente

82. As plataformas deveriam ter um sistema de avaliação de desempenho justo dos seus trabalhadores. *

- ☐ Discordo Totalmente
- ☐ Discordo Parcialmente
- ☐ Não Concordo, Nem Discordo
- ☐ Concordo Parcialmente
- ☐ Concordo Totalmente

83. As plataformas deveriam reconhecer os direitos dos trabalhadores temporários. *

- ☐ Discordo Totalmente
- ☐ Discordo Parcialmente
- ☐ Não Concordo, Nem Discordo
- ☐ Concordo Parcialmente
- ☐ Concordo Totalmente

84. As plataformas deveriam supervisionar e controlar os empregadores destas plataformas de forma mais assertiva, aplicando sanções e denúncias. *

- ☐ Discordo Totalmente
- ☐ Discordo Parcialmente
- ☐ Não Concordo, Nem Discordo
- ☐ Concordo Parcialmente
- ☐ Concordo Totalmente

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