

► World Employment and Social Outlook 2021

The role of digital labour
platforms in transforming
the world of work



► ... the
business
model has
common
elements

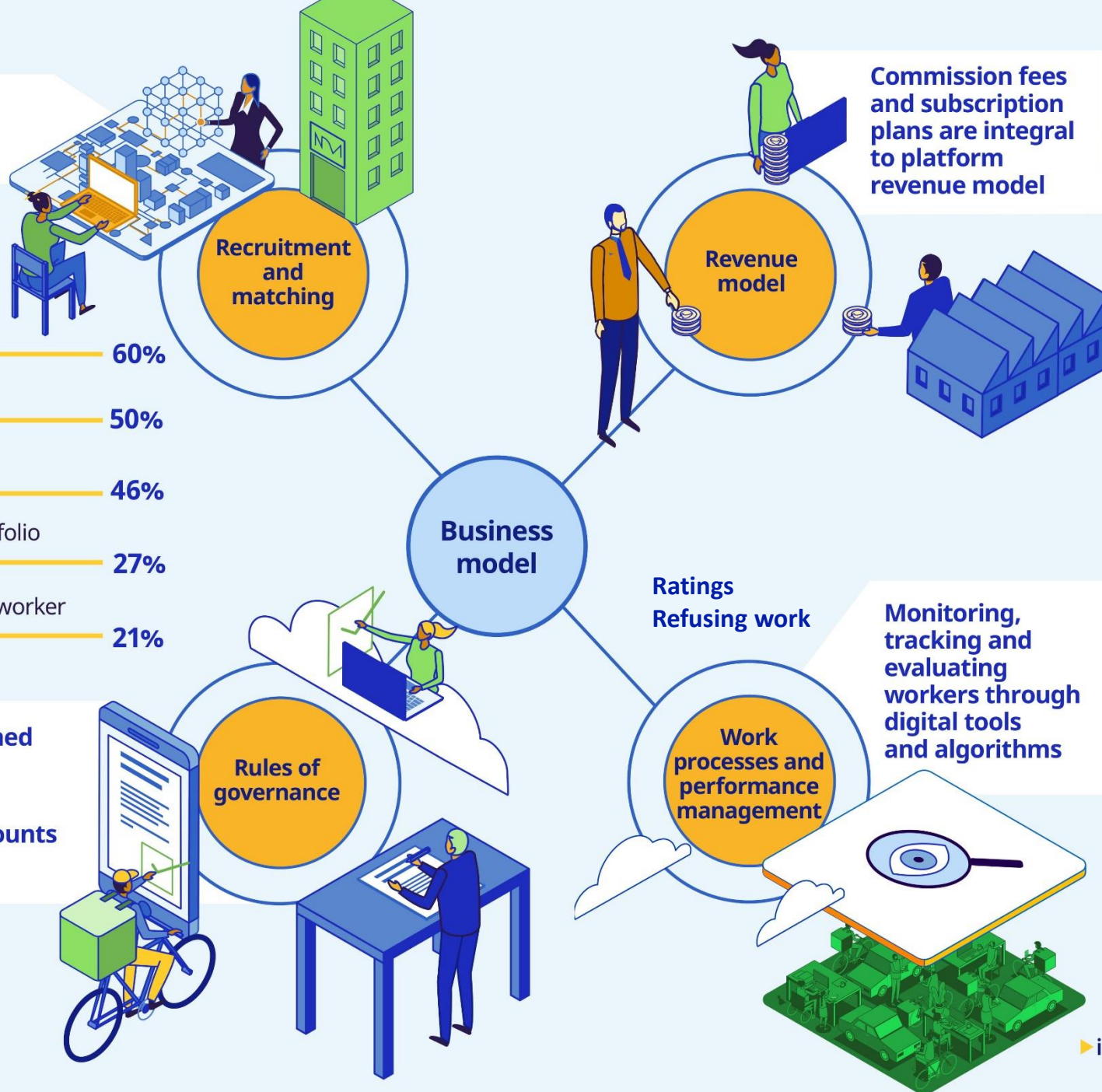
Indicators for
matching clients
and workers

Allocation of work
Determining pay
rates



Unilaterally determined
by platforms:

- Exclusivity clauses
- Deactivation of accounts
- Dispute resolution





▶ The report draws on the findings of surveys and interviews

▶ **12,000** workers in **100** countries

- ▶ Freelance, contest-based, competitive programming and microtask platforms
- ▶ Taxi and delivery sectors

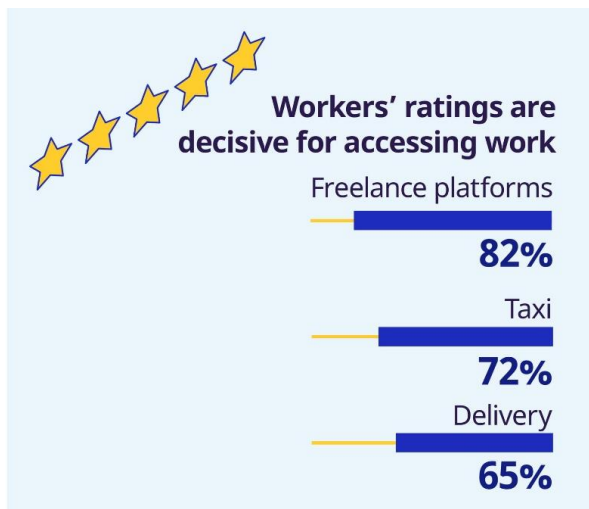
Representatives of:

▶ **70** businesses of different types

▶ **16** platform companies

▶ **14** platform worker associations

► Ratings and impact on workers

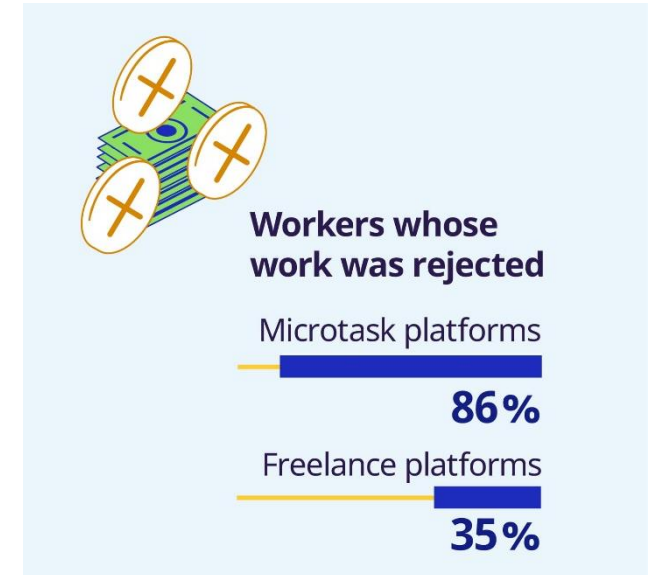


- Worker ratings and reputation very decisive for accessing work
 - Indicators to determine ratings a concern
 - Freelance platforms
 - At a Fee
 - Connects or proposal credits
 - Highlighting or featuring projects or proposals (improved visibility)
 - Subscription plans at various price ranges
 - Platform design and features (access to platform and work)
- Educational qualifications often do not play an important role on these platforms

▶ Rejection of work / Cancellation of work and impact on workers

- ▶ Rejection of work (influences ratings and deactivation of accounts)
 - ▶ Microtask platforms
 - ▶ Automated decision-making
 - ▶ Freelance platforms
 - ▶ Clients review (often not much explanation provided)
 - ▶ Taxi and delivery platforms (Flexibility to choose)
 - ▶ Little time to decide to accept or decline (15-40 seconds)
 - ▶ Cancellation of rides and orders without any repercussions (> 50%)
 - ▶ Lower ratings
 - ▶ Account being suspended or blocked
 - ▶ Fewer rides or orders

- ▶ Penalty and fines
- ▶ Longer waiting times
- ▶ Reduced bonuses



▶ Regular monitoring process and impact on workers

▶ Workers are monitored on a regular basis

▶ Freelance platforms



▶ Taxi and delivery platforms

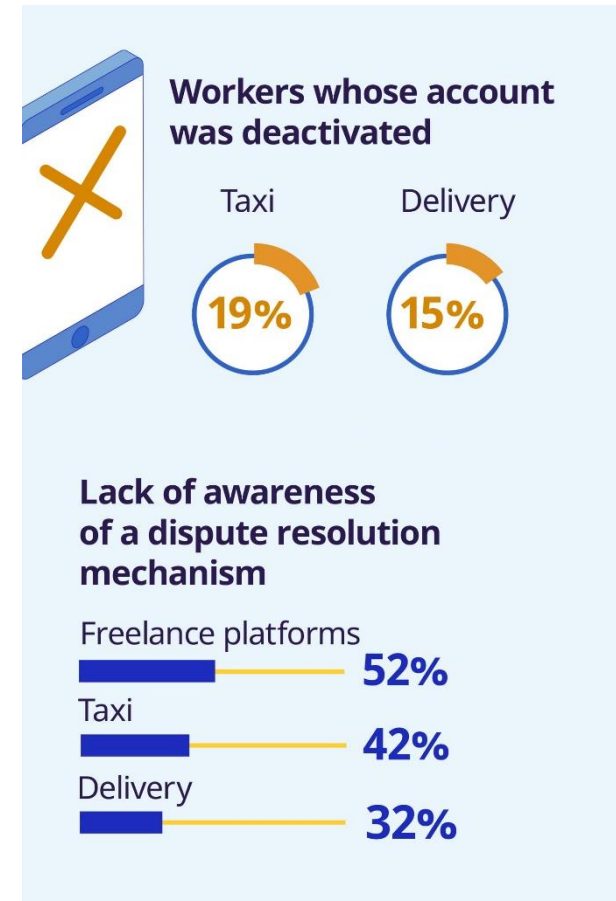
- ▶ GPS (defining the routes, monitoring the time spent)
- ▶ Mandatory to share location, upload a picture in work clothes thru Social media platforms within 15 minutes

▶ Autonomy and control of work

▶ Algorithmic management and continuation of work

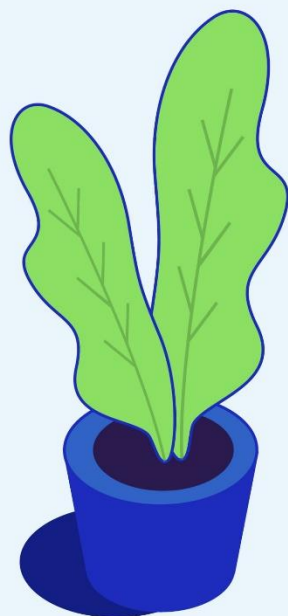
▶ Deactivation of accounts

- ▶ Taxi and delivery platforms (20%)
 - ▶ Taxi sector
 - ▶ Complaints from customers (28%)
 - ▶ Cancellation of rides (27%)
 - ▶ Violating the rules of platform's terms of service agreements (25%)
 - ▶ Delivery sector
 - ▶ Cancellation of orders (28%)
 - ▶ Violation of rules (22%)
 - ▶ Customer complaints (15%)
- ▶ Many are unaware of formal process for filing a complaint or seeking help



▶ Platforms redefining the relationship between formal education and access to work

- ▶ Workers' education is not necessarily correlated with their income levels on platforms
- ▶ Freelance platforms: **Skills often a good match (62%)**
- ▶ Competitive programming platforms: **Opportunity to learn new skills or upgrade their existing skill-sets**
- ▶ Microtask platforms: **Highly educated but performing tasks requiring low skills**
- ▶ Location-based platforms: **20% are highly educated**



▶ A way forward through international policy dialogue and coordination

- ▶ Employment status
- ▶ Right to bargain collectively
- ▶ Adequate social security benefits
- ▶ Dispute resolution mechanism
- ▶ Fair termination process
- ▶ Fair payments and working time standards
- ▶ Non-discrimination
- ▶ Occupational safety and health
- ▶ Transparency and accountability in algorithms and ratings
- ▶ Access to local jurisdictions
- ▶ Data protection
- ▶ Portability of worker data and ratings
- ▶ Enabling environment for sustainable enterprises

