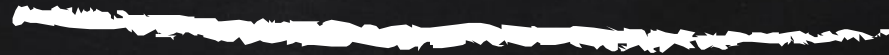


WORK IN THE GIG ECONOMY



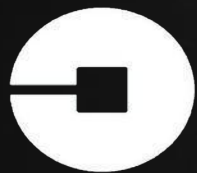
Humans as a Service



@JeremiasPrassl

VAST HETEROGENEITY

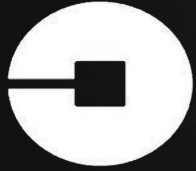
VAST HETEROGENEITY



VAST HETEROGENEITY



VAST HETEROGENEITY



deliveroo



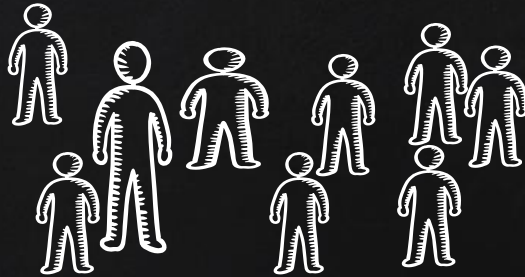
@JeremiasPrassl

ONE

COMMON FEATURE

ONE

COMMON FEATURE

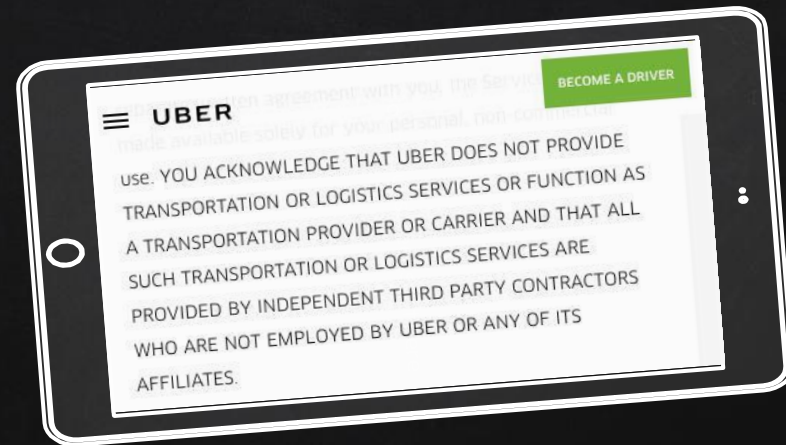




SHARING ECONOMY 'DOUBLESPEAK'

A large iceberg floats in the middle of a dark blue ocean under a bright blue sky with wispy white clouds. The iceberg is white and jagged, with some smaller pieces of ice nearby.

SHARING ECONOMY 'DOUBLESPEAK'





ENTREPRENEURSHIP





ENTREPRENEURSHIP

- ✓ Flexibility
- ✓ Extra Income
- ✓ More Jobs



INNOVATION



INNOVATION

- ✓ More products
- ✓ Better service
- ✓ Lower cost



ENTREPRENEURSHIP





~~ENTREPRENEURSHIP~~

- x The Algorithmic Boss
- x No Income Control

- x Trouble for Consumers,
too!



INNOVATION



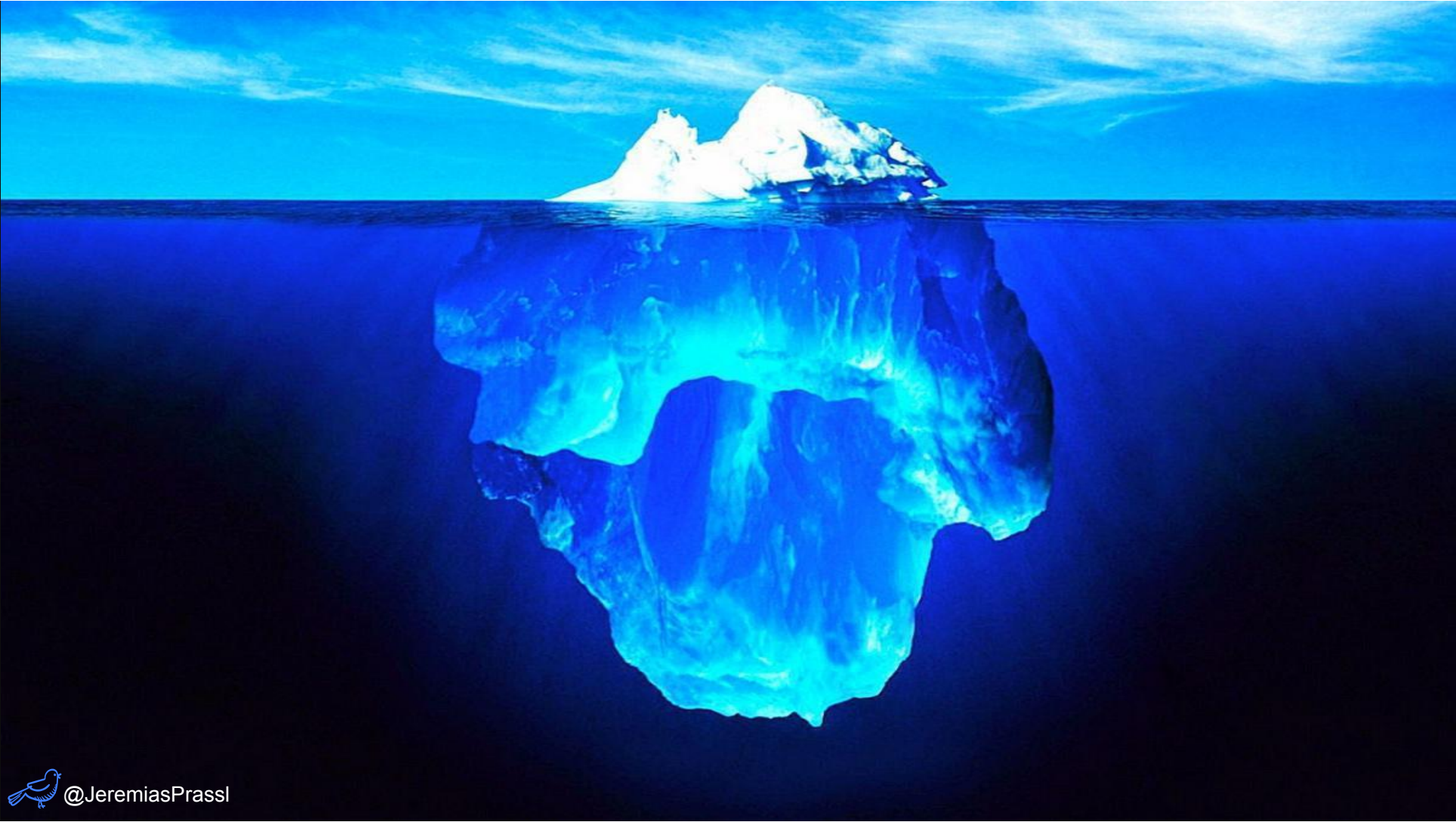
~~INNOVATION~~

- x History Repeats Itself, from Foggers to the Fissured Workplace
- x Regulatory Arbitrage *to avoid genuine innovation*



It is not just about a “gig” or “sharing a resource.” It is about freedom, autonomy, and self-determination.

Freedom Economy Report 2016



An iceberg floating in a blue ocean under a blue sky. The visible tip of the iceberg is small, while the much larger submerged part is visible below the water line. A white-bordered box is superimposed on the submerged part of the iceberg, containing the text "HUMANS AS A SERVICE" in white, handwritten-style capital letters.

“HUMANS AS A
SERVICE”





WHAT TO DO?

Gigs, Tasks, Rides, ...
are Work





*... and should be
regulated as such*

*New Technology,
(Mostly) Old Problems*





2 CHALLENGES



2 CHALLENGES

Scope



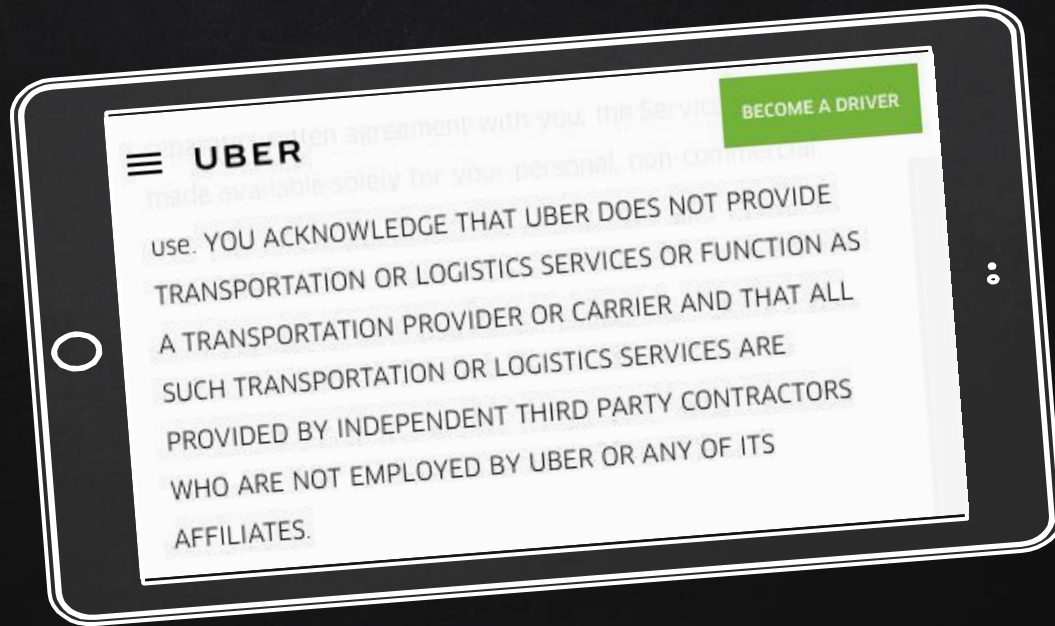
2 CHALLENGES

Scope

Norms

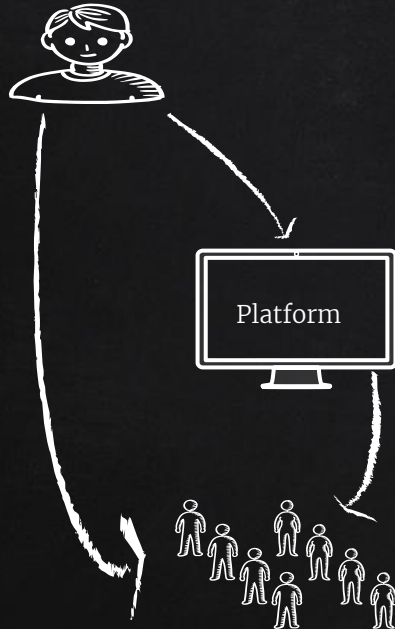


BOGUS SELF-EMPLOYMENT



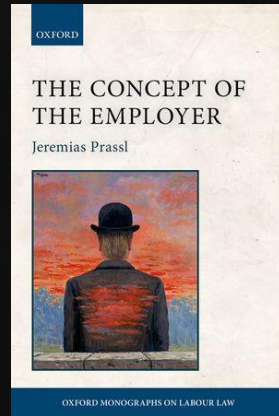


Crowdsourcer



Crowdworkers

Who is the Employer?





UPDATE NORMS



UPDATE NORMS

Differential
Minimum
Wage



UPDATE NORMS



Differential
Minimum
Wage

Portable
Ratings



UPDATE NORMS

Differential
Minimum
Wage

Portable
Ratings

Collective
Action



CONCLUSION

Technology is new...
...but the Challenges
are NOT!

Technology is new...
...but the Challenges
are NOT!

Support Innovation...
... create a
Level Playing Field

Technology is new...
...but the Challenges
are NOT!

Support Innovation...
... create a
Level Playing Field

... SO
Consumers and Society
will benefit!

THANK YOU!



@JeremiasPrassl

Future of Work Conference
Dublin Castle
12 May 2017

CREDITS

Presentation templates by [SlidesCarnival](https://www.slidescarnival.com)