

AK Wien

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# Crowd work in Austria

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# Confusing developments in discourse and the corporate landscape

- Crowdsourcing
- Workforce on demand
- Cloudsourcing
- Human cloud
- Sharing economy
- Digital labour
- Prosumption
- Co-creation
- Digital commons
- Peer-to-peer networking
- Playbour
- Mesh Economy
- Gig economy
- Liquid labour
- Platform capitalism



## A convergence of several existing trends

- Use of online platforms for managing work
- Spread of 'just in time' working (including zero hours contracts)
- Standardisation and simplification of tasks
- Digitisation of tasks
- Use of data derived from online activities (including customer ratings) for setting targets and performance monitoring
- Expectation that workers will be available to check messages 24/7
- Multilocal working
- Migration of traditional freelance agencies online
- Migration of telephone directories online (from yellow pages to google)

## Some general trends in work managed by online platforms

- Rapid expansion of major corporate players (e.g. Amazon, Uber, Upwork) helped by:
  - Effective systems for international money transfer
  - Sophisticated use of big data – targeted advertising
  - General network advantages (size and international spread make it more likely that consumers can find what they want where they want it)
  - Erosion of traditional ways to find casual work (e.g. yellow pages, ads in local shops, specialist directories). Search engines enable global companies to be ‘tagged’ as local.
- Concentration of ownership (e.g. merger of Elance and Odesk) and entry of large global corporations into the market (e.g. Coca Cola, Google); platforms become public companies.
- What began as a telemediated one-to-one introduction of individuals (‘sharing economy’) is increasingly involving corporate clients e.g.
  - Commercial property companies using Airbnb
  - Companies using Taskrabbit and Homejoy to substitute for normal employees
- Emergence of new companies (e.g. Wonolo) specifically designed to cater to business market (substituting for temporary work agencies)

# No single employment model for paid labour – many unknowns

	Professional status			Work Mode		Place of work			Employment Status		Final client		Main job or supplement	
	Manual	Clerical	High-skill	Online	Offline	Home	Empl. site	Other	Empl- oyee	Self- empl.	Individ- ual	Com- pany	Main job	Second- ary job
Upwork			*	*		*				*		*		
Click- worker		*		*		*				*		*		
Task- rabbit	*			*				*		*		*		
Wonolo	*	*			*		*		*		*			
Star- bucks	*				*		*		*		*			
Mila	*				*			*	*		*			
Axiom			*	*		*				*		*		

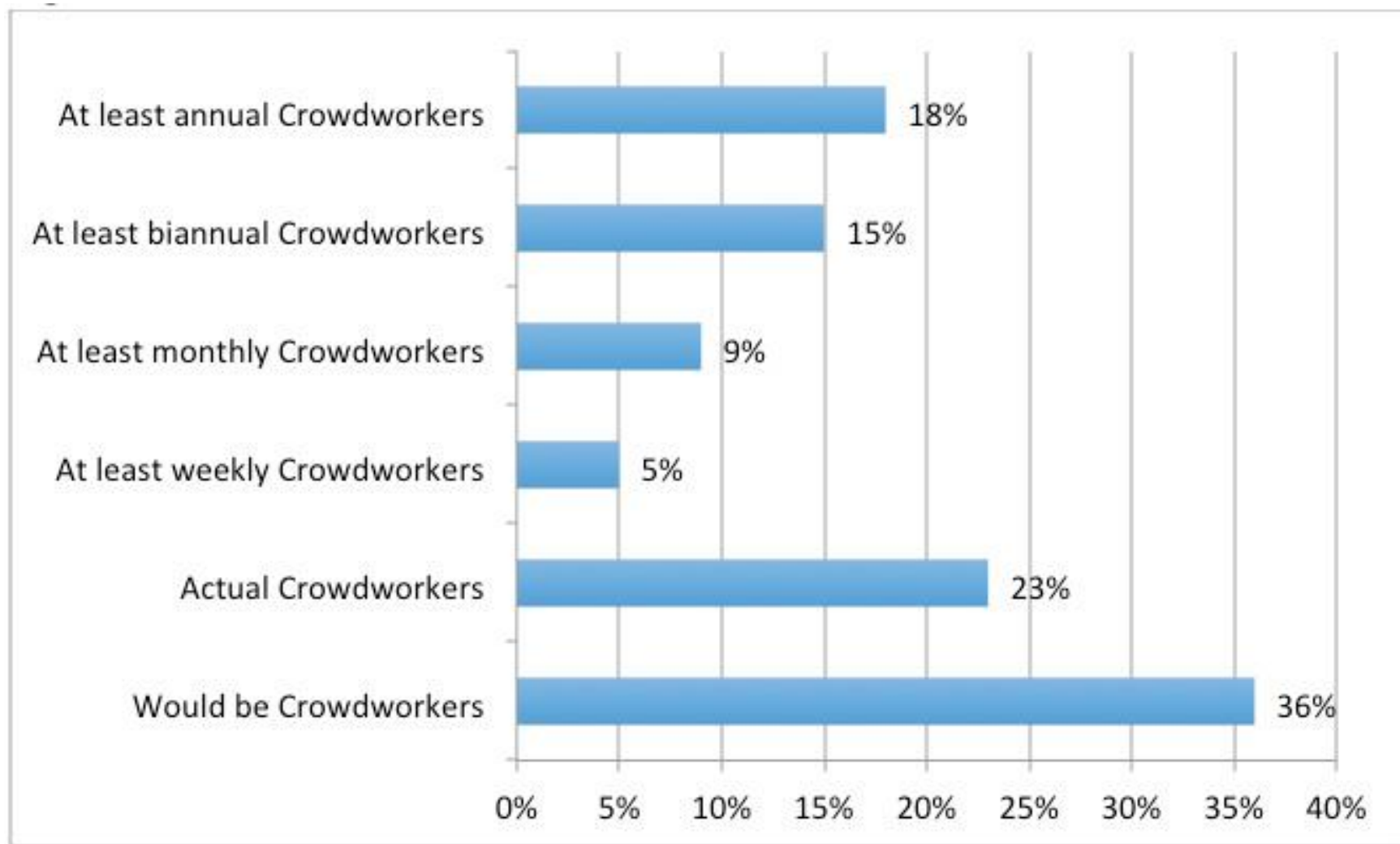
# A survey to measure extent and characteristics of crowd work

- Piloted in UK, then carried out in Sweden, Germany, Netherlands and now Austria
- Questionnaire developed at University of Hertfordshire
- Online survey, carried out by Ipsos MORI
- Funded by FEPS and UNI and in Austria by AK Wein
- Sample stratified by age, gender, region, work status and income grade
- Results weighted to reflect total population
- In Austria:
  - 2003 adults aged 18-65
  - Interviewed online 1-4 April, 2016
  - Data weighted by age, gender, region and working status to match the profile of the adult population of Austria aged 18-65

## Main findings in Austria

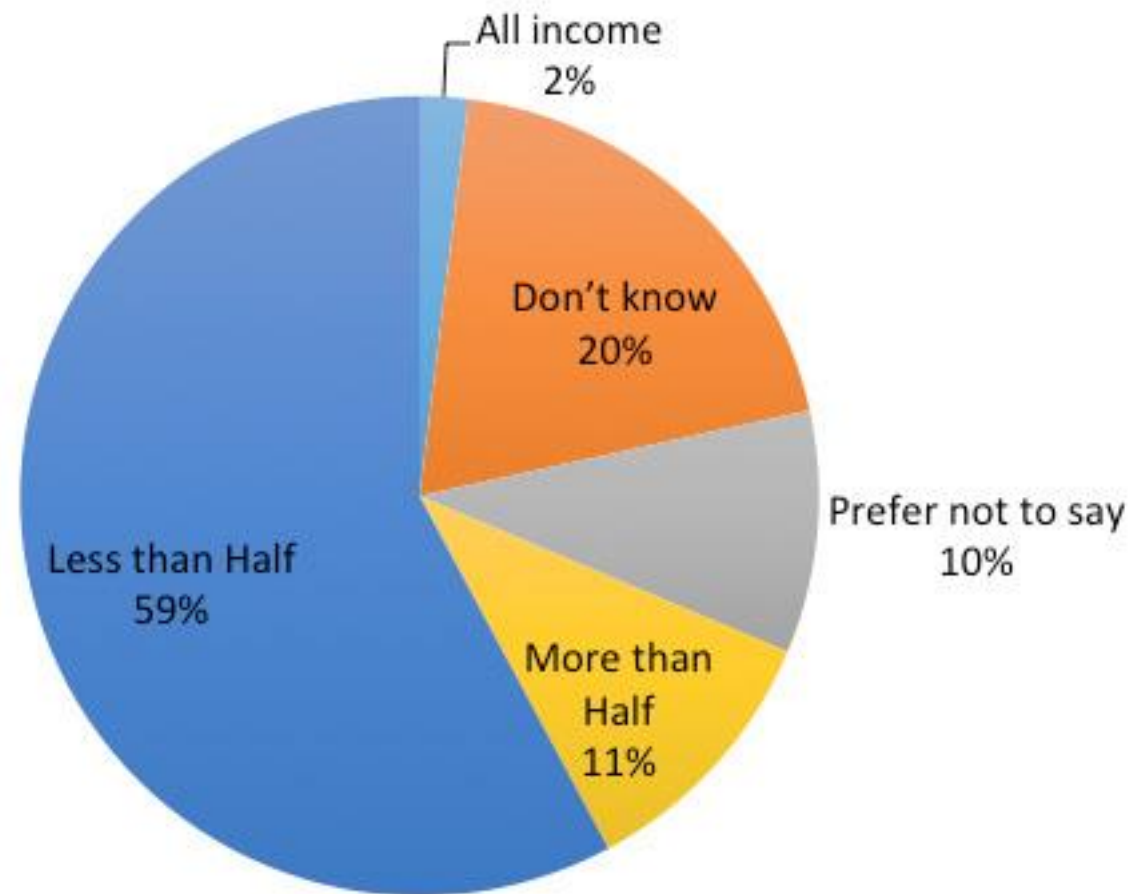
- 5% of adults say they do crowd work 'at least weekly' ('frequent crowd workers')
- 9% of adults say they do crowd work 'at least monthly' ('intermittent crowd workers')
- 18% of adults say they do crowd work 'at least annually' ('occasional crowd workers')
- 23% said they had have ever succeeded in finding work through these platforms ('experimental crowd workers' or 'dabblers')
- 36% say they have looked for paid work via online platforms ('would be crowd workers' or 'platform tourists')
- 36% say they have been customers for crowd work

# Overview of crowd work in Austria



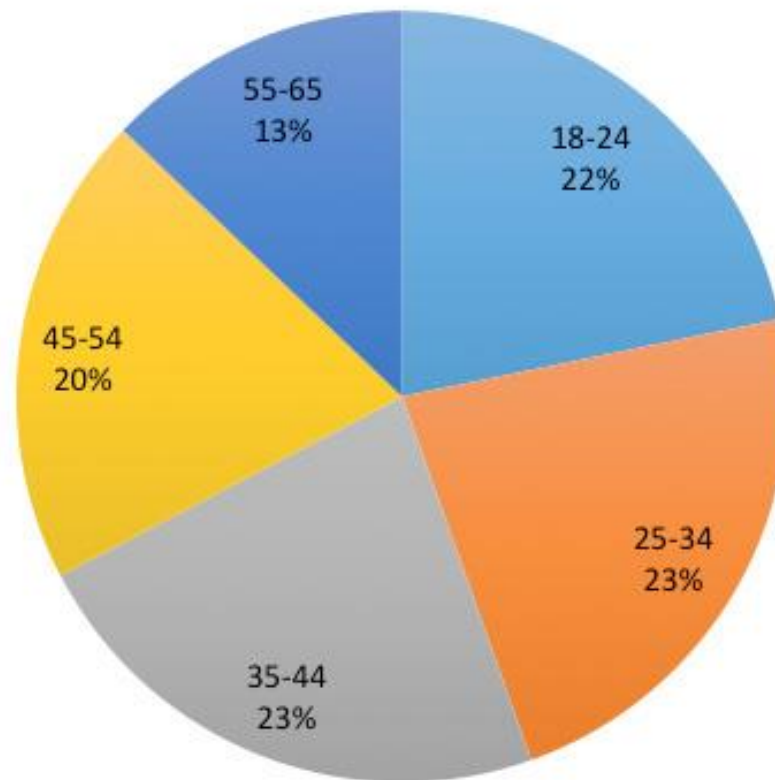


## Proportion of income from crowd work – for most it is small

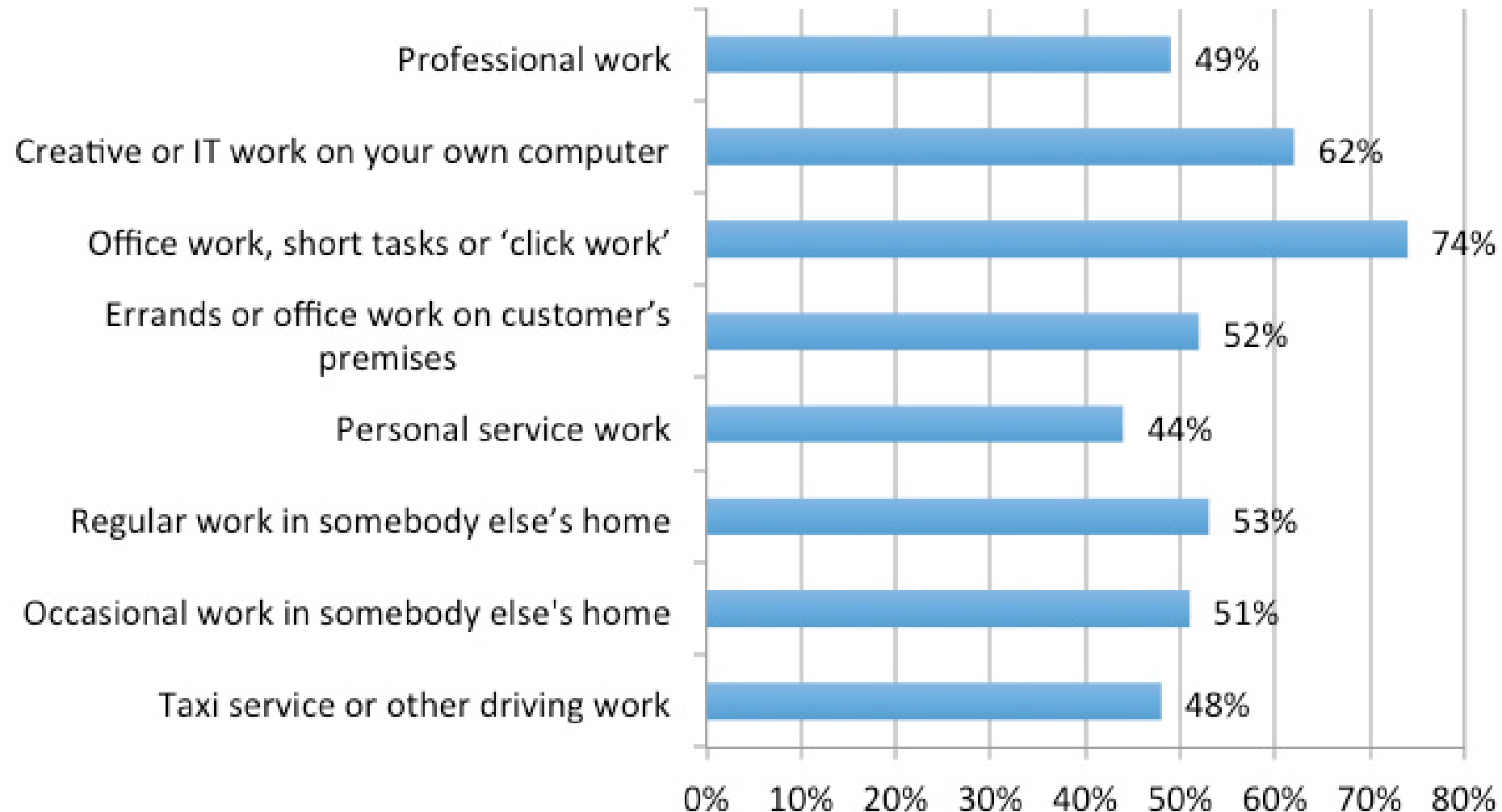


# Who are the crowd workers?

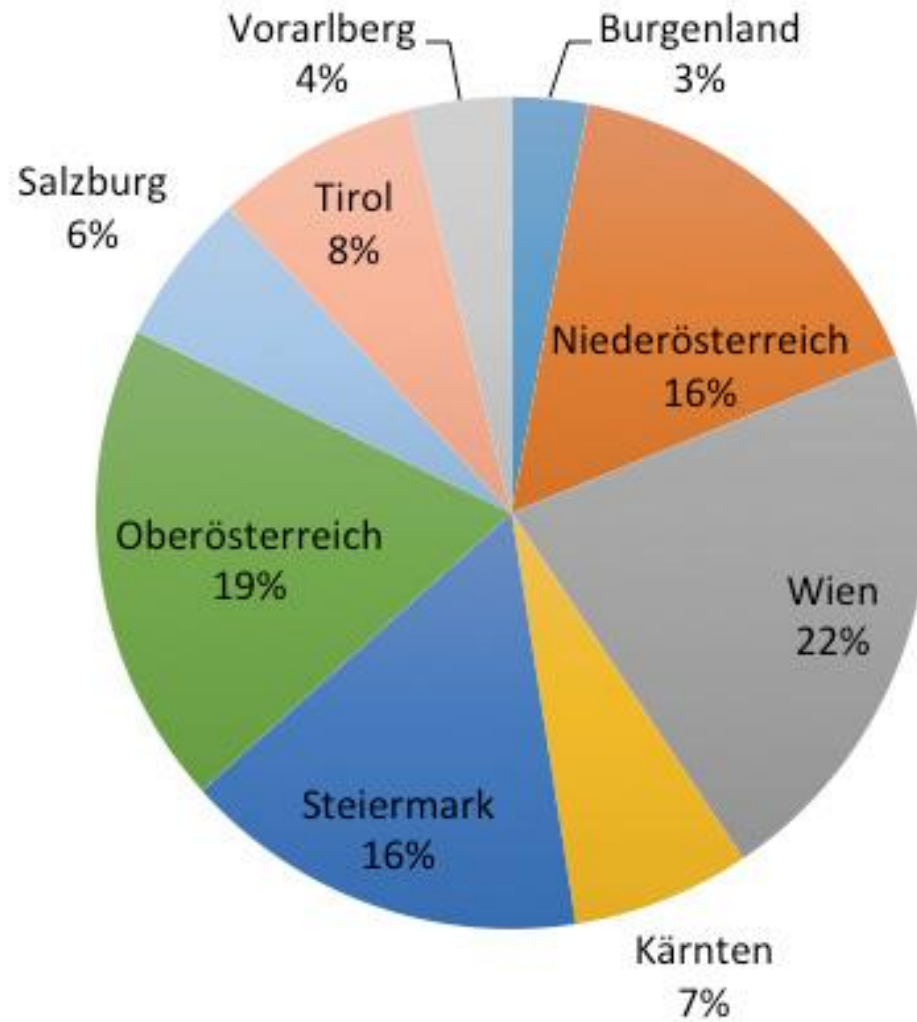
- 43% of crowd workers are women; 57% are men
- 11% are students
- Age of crowd workers - mainly young but spread across all age groups



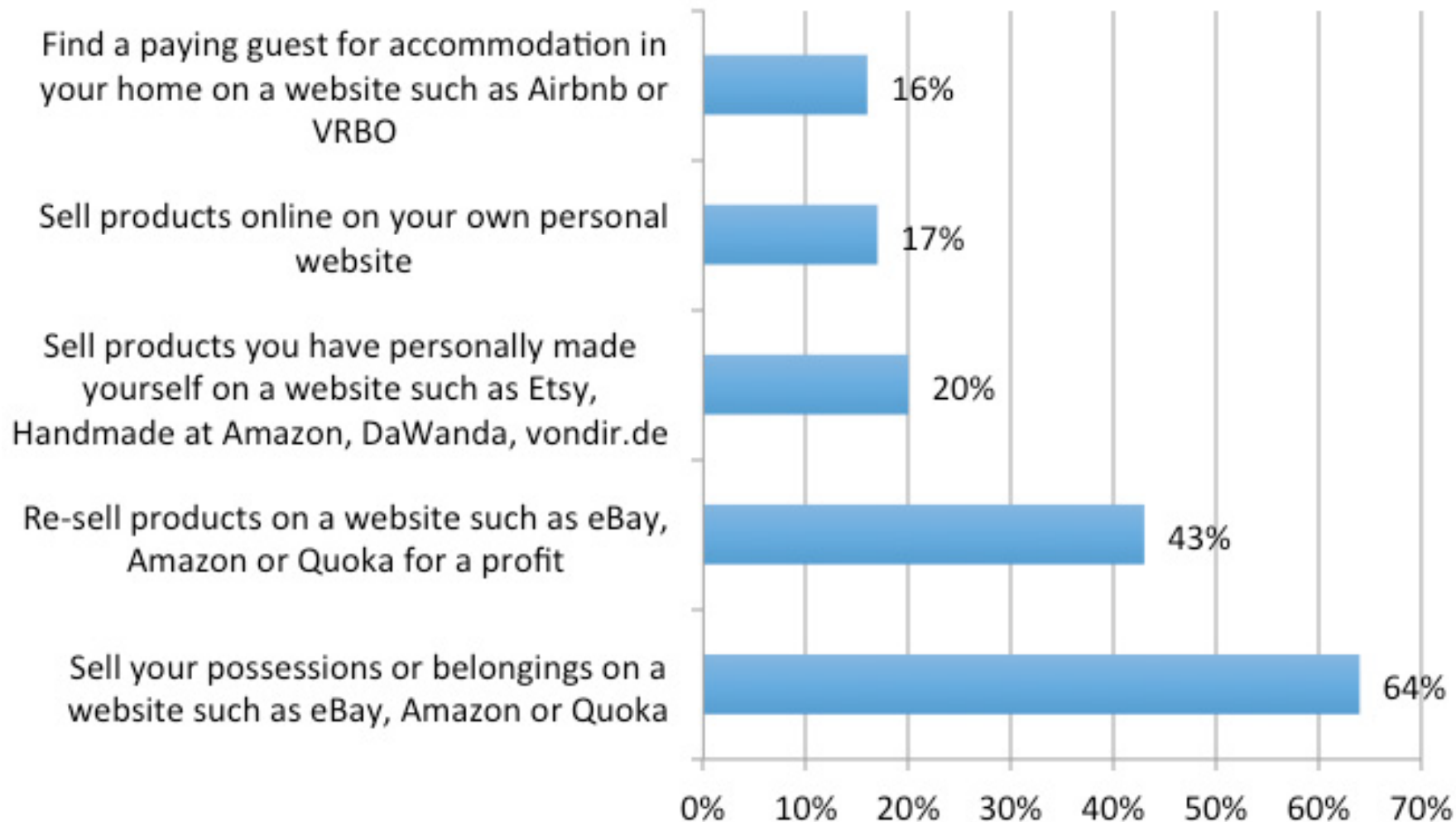
# What type of work are they doing?



# Where are they living?



## Crowd work in the context of the broader online economy: other sources of online income for Austrians



For more information go to:

<http://dynamicsofvirtualwork.com>

<http://www.feps-europe.eu/en/publications/details/432>

<https://osha.europa.eu/en/tools-and-publications/publications/future-work->



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