

France Stratégie – Évènements

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Le cybertariat

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The current situation

- A global division of labour (migration of people and migration of jobs)
- Concentration of capital and growing dominance of MNCs
- Global spread of ICTs
- Decline of normative 20th century post-WW2 model of stable employment
- Economic crisis
- New waves of commodification based on (*inter alia*): biology, art and culture, commercialisation of public services, sociality
- Restructuring of capital (often using new technologies, eg automation, substitution of goods for services, new forms of work organisation)
- A proliferation of new terminology

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
- Online talent platform
- Just-in-time workforce



A convergence of existing trends, now reaching critical mass

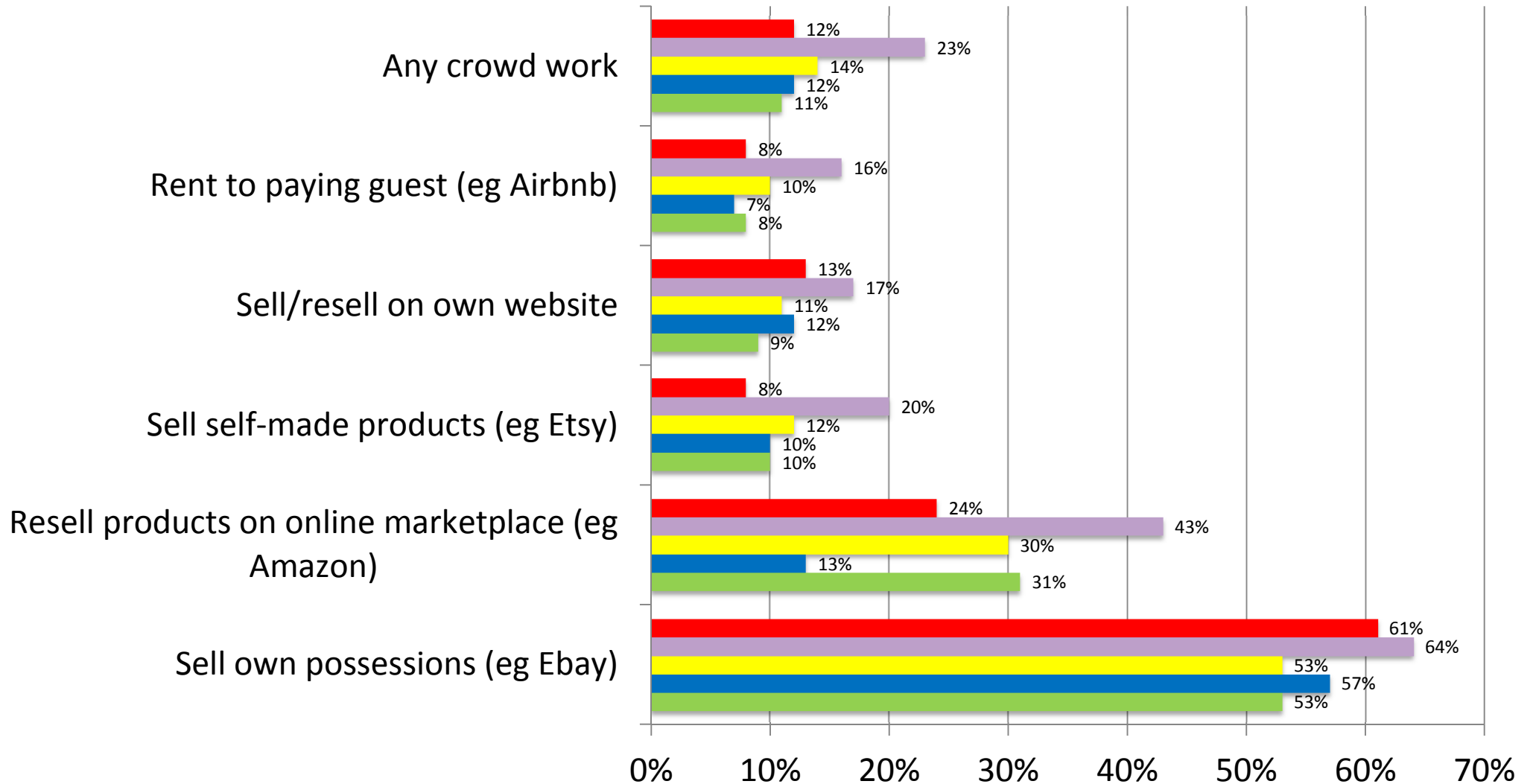
- Use of online platforms for managing work
- Spread of 'just in time' working (including zero hours contracts)
- Standardisation and simplification of tasks ('taskification' of work processes)
- Digitisation of tasks
- Use of data derived from online activities (including customer ratings) for setting targets and performance monitoring
- Expectation that workers will be available to check messages 24/7
- Multilocational working
- Migration of traditional freelance agencies online
- Migration of telephone directories online (from yellow pages to google)
- Evolution of global outsourcing of digital work – elaboration of value chains; growing role of intermediaries; centralisation of control combined with decentralisation of responsibility

Some trends related to the growth of the platform economy

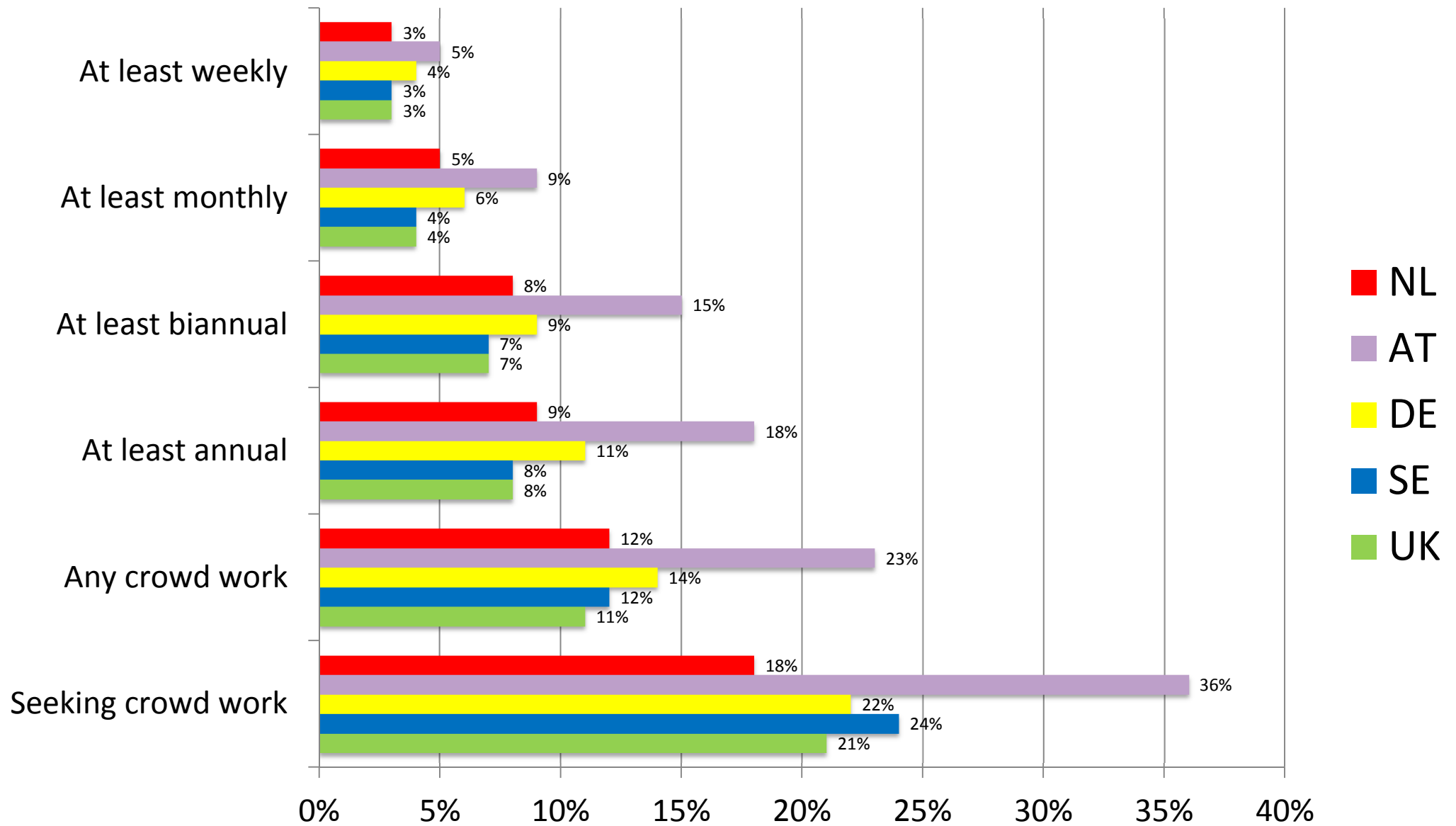
- Impetus for development of new business models in the wake of the financial crisis
- Rapid expansion of major corporate players (e.g. Amazon, Airbnb, Uber, Elance) helped by:
- Concentration of ownership (e.g. merger of Elance and Odesk) and entry of large global corporations into the market (e.g. Coca Cola, Ford, Google)
- What began as a telemediated one-to-one introduction of individuals ('sharing economy') is increasingly involving corporate clients
- Business models do not remain static, especially when platforms achieve market dominance.
- The practices of platform companies are increasingly integrated into normal management procedures across other sectors, including:
 - Requirements for workers to 'pitch' for projects or tasks
 - Use of apps for notification of new tasks
 - Use of online platforms for logging work done
 - Use of customer ratings
 - Surveillance
 - Growth of precarious, non-standard contracts
 - New health and safety risks
- Capitalism-as-usual?

Some recent survey results – Participation in the online economy as a source of income

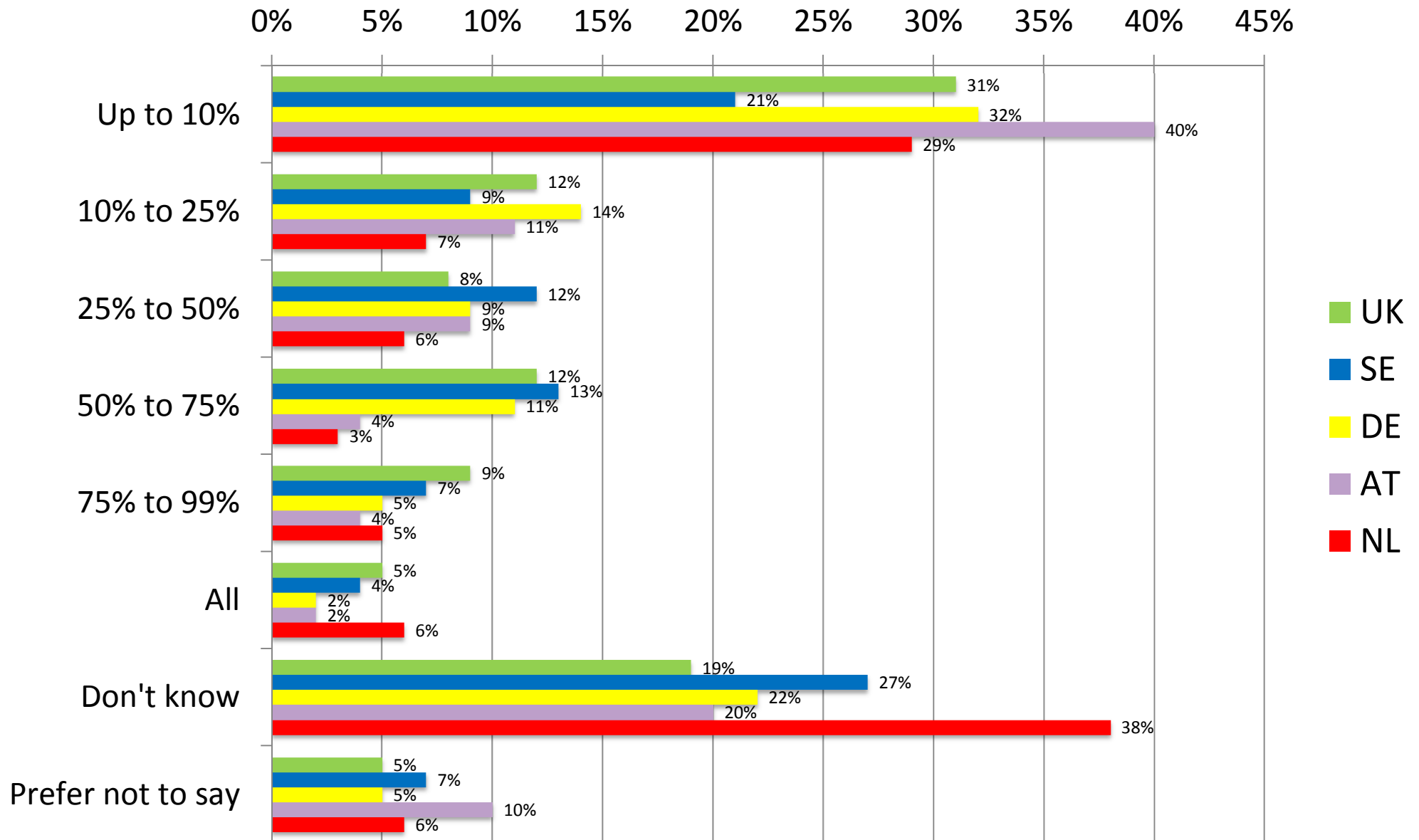
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People earning a living from crowd work

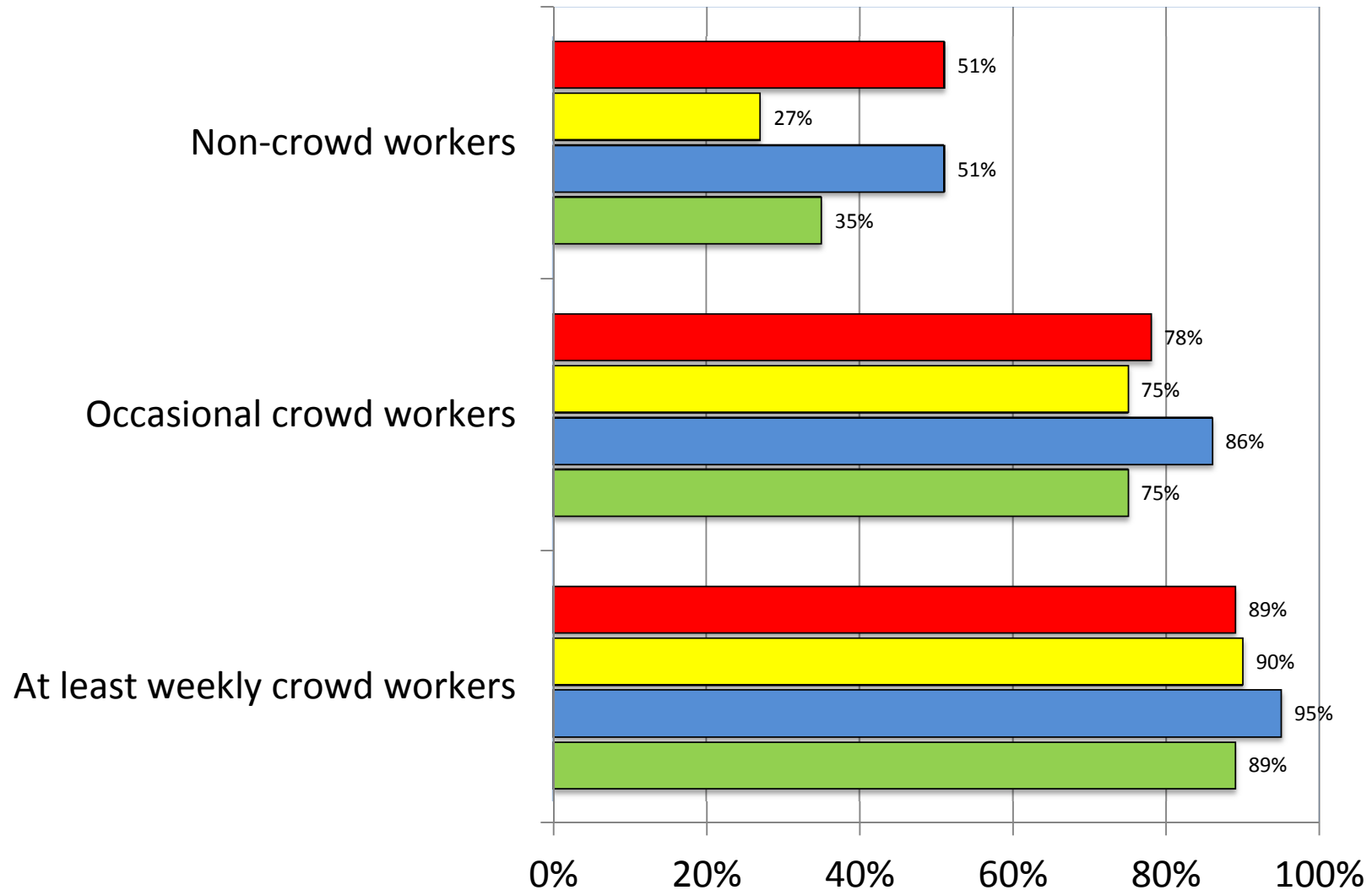


Earnings from crowd work as a proportion of all income



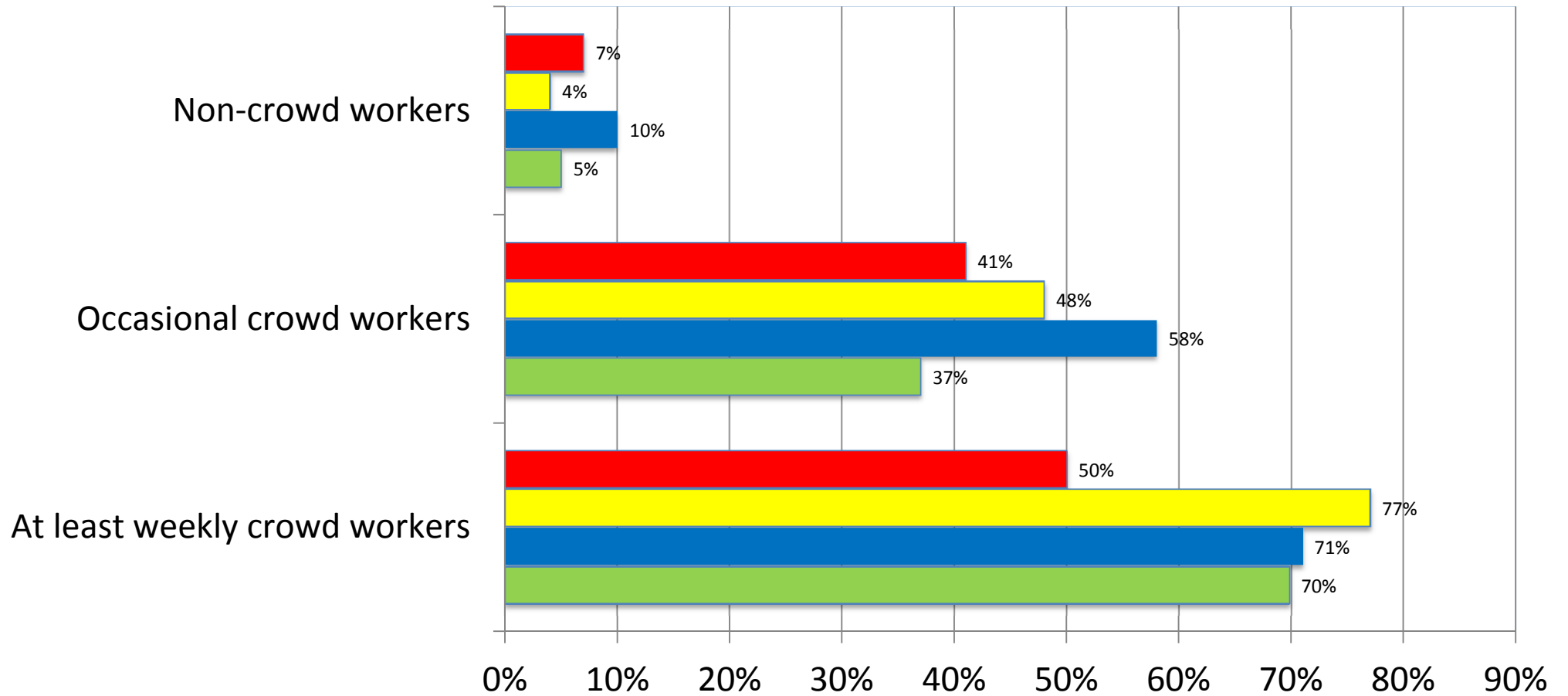
Sending or receiving email from home, by country: comparison of frequent crowd workers, occasional crowd workers and non-crowd workers

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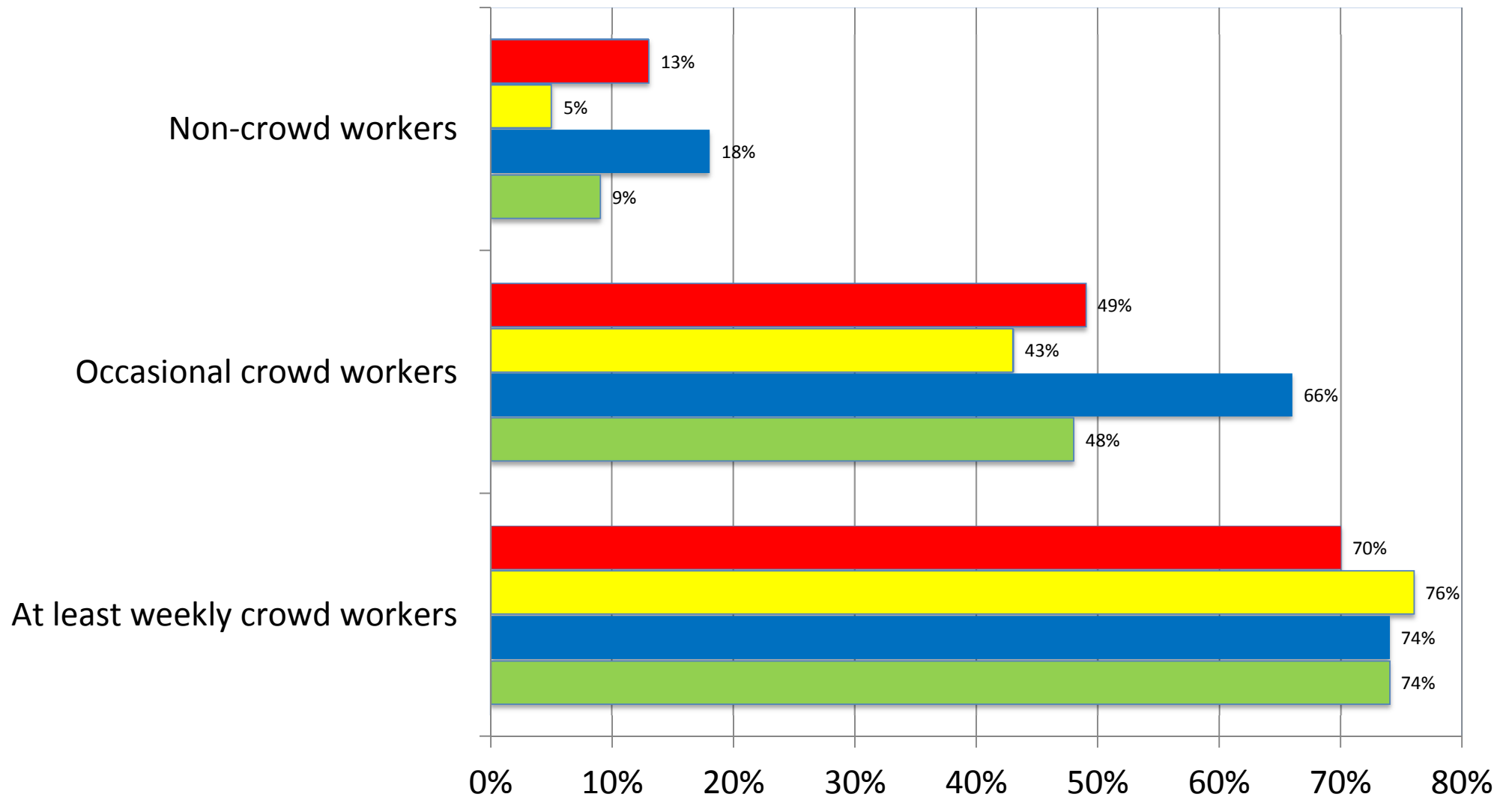
Use of 'app' to notify when work is available, by country: comparison of frequent crowd workers, occasional crowd workers and non-crowd workers

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Use of 'app' or website to log work done, by country: comparison of frequent crowd workers, occasional crowd workers and non-crowd workers

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Further information

About the survey:

<http://www.feps-europe.eu/en/publications/details/463>

Some books:

