

Measurement of Digital Labour

COST Meeting

18 February 2016 – Brussels

**Estimating Participation in the
'Gig Economy': results from a survey by FEPS,
UNI-Europa and the University of Hertfordshire**

Simon Joyce

s.c.joyce@herts.ac.uk

Ursula Huws

u.huws@herts.ac.uk

How to measure something for which there is no clear terminology?

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

amazon mechanical turk™
Artificial Artificial Intelligence



Elance®



taskrabbit



Helping



HOMEJOY

Upwork



How to isolate crowd working?

- Supply and demand – estimate current size and potential for growth
- Collect information about all the other types of online activities with which they could be confused
 - Selling personal possessions / used goods – ebay, Preloved
 - Buying & selling items for profit – ebay, personal website
 - Renting accommodation – Airbnb, Owners Direct
 - Employment agency – Jobsite, Manpower
 - Employer’s app / text / email
- Filter, then ask for further information
 - Type of work
 - Frequency
 - Earnings

Ipsos MORI i:omnibus

- Online survey
- 2,238 adults aged 16-75 across UK
 - 22-26 January 2016
- Sample stratified by age, gender, region, working status and social grade
- Results weighted to reflect total UK population
- Population estimates derived from Eurostat 2014
 - 44,250,000 adults aged 16-75 in the UK
 - Percentages grossed up as proportion

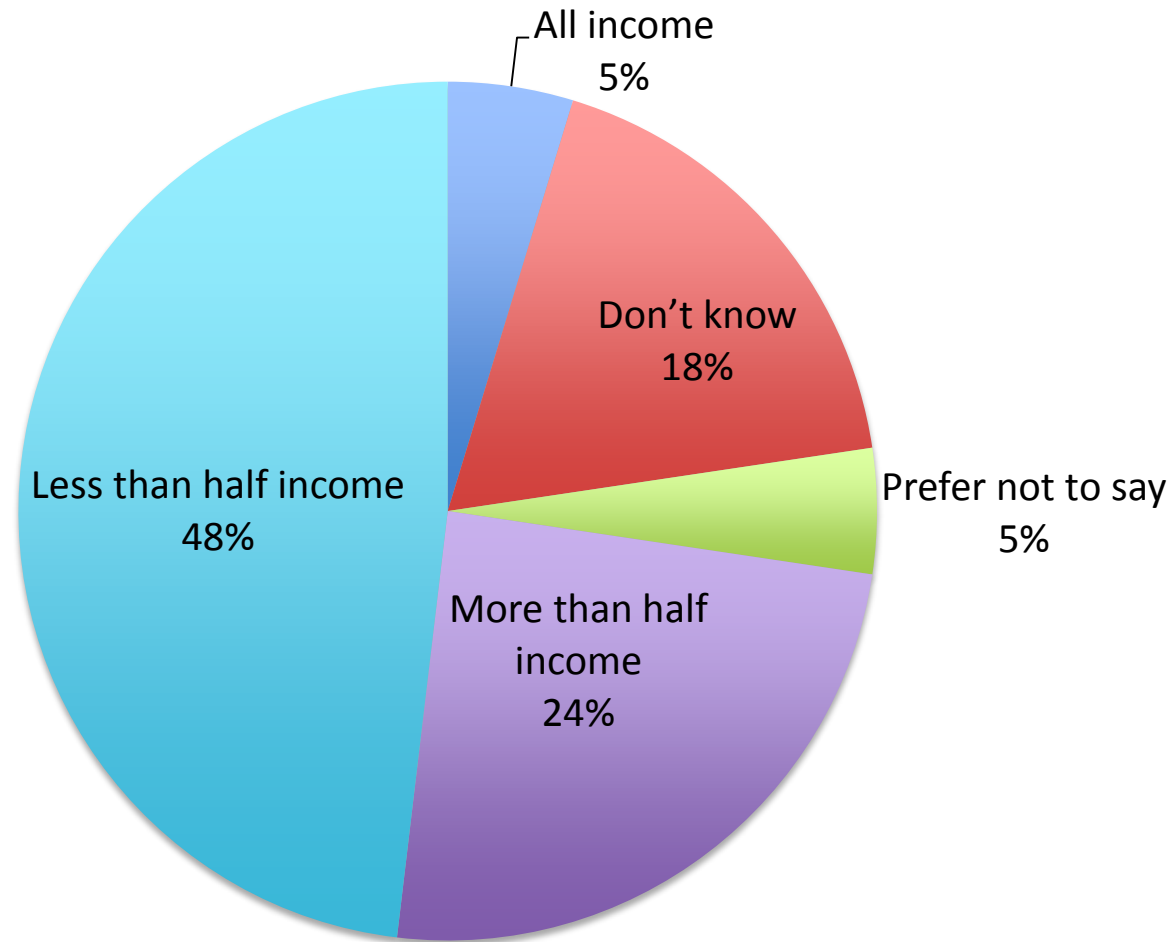
Main findings

- 21% of respondents said they have used online platforms to seek paid crowd work
 - Equivalent to around 9 million people
- 11% said they had succeeded in finding work through these platforms
 - Equivalent to approximately 4.9 million people
- 3% claimed to find paid work via online platforms at least once a week
 - Equivalent to around 1.3 million adults
 - 4% or around 1.8 million find work at least once a month
- 42% say have bought services from a crowd worker in the last year
 - Equivalent to around 18.5 million people

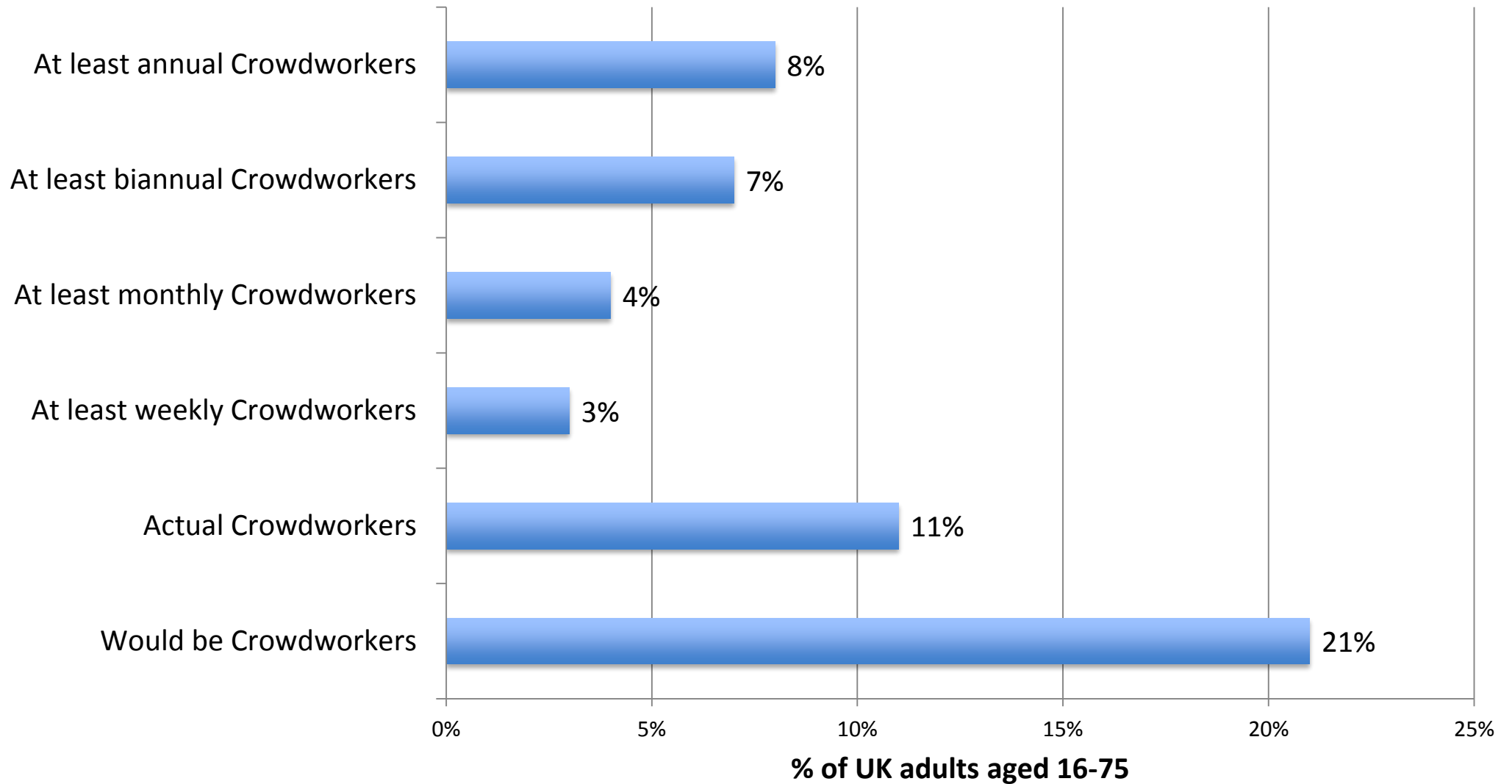
Who are crowd workers?

- 51% crowd workers aged 16-35
- 24% of women responding claim to have sought work via online platforms.
- People often looking for several different types of work
 - 18% of respondents (8 million people) looking for online work – e.g. Elance, Upwork
 - 12% of respondents (5 million people) looking for offline work – e.g. RatedPeople, TaskRabbit,
 - 7% of respondents (3 million) looking for work as drivers – e.g. Uber or Blablacar.

Proportion of income from crowd work



UK crowd workers overview



For more information go to FEPS website

File Edit View History Bookmarks Tools Help

Inbox Toolbar crowd-working-surveypdf... Inbox Toolbar How to use Print Screen fu... +

www.feps-europe.eu/assets/a82bcd12-fb97-43a6-9346-24242695a183/crowd-working-surveypdf.pdf feps huws

Page: 1 of 4 Automatic Zoom

CROWD WORKING SURVEY

FEBRUARY 2016



University of Hertfordshire **UH**

Size of the UK's "Gig Economy" revealed for the first time

Authors:
Ursula Huws, University of Hertfordshire
Simon Joyce, University of Hertfordshire

Nearly 5 million crowd workers in the UK

Joint study by the Foundation for European Progressive Studies (FEPS) and UNI Europa, carried out by University of Hertfordshire and Ipsos MORI reveals, for the first time, the true size of the UK's 'gig economy'.

In the online survey of 2,238 UK adults aged 16-75, 21% say they have tried to find work managed via so-called 'sharing economy' platforms such as *Upwork*, *Uber* or *Handy* during the past year, equivalent to around 9

FIGURE 1: UK CROWD WORKERS - OVERVIEW¹



Category	Percentage
At least annual Crowdworkers	8%
At least biannual	7%
At least monthly	4%
At least weekly Crowdworkers	3%
Actual Crowdworkers	11%
Would be Crowdworkers	21%

% of UK adults aged 16-75

11:56 17/02/2016