

Female workers in the gig economy

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Gig Economy Platforms

two-sided digital platforms that match workers on one side of the market to customers (final consumers or businesses) on the other side on a per-service ("gig") basis.' (OECD 2019)

Work-on-demand via app

work in which the execution of traditional working activities such as transport, cleaning, and running errands, but also forms of clerical work, is channelled through apps managed by firms that also intervene in setting minimum quality standards of service and in the selection and management of the workforce. (De Stefano 2016)

Crowdwork

working activities that imply completing a series of tasks through online platforms. These platforms put in contact an indefinite number of organizations and individuals through the internet, potentially allowing connecting clients, and workers on a global basis. (De Stefano 2016)

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Issues

- Hiring women in the gig economy
- The gig economy and intersectionality
- The gig economy, work-life balance and the myth of flexibility
- The gig economy and gender pay gap

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Hiring women in the gig economy

- Implicit Bias
- Customer ratings
- Digital Gender Divide

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The gig economy and intersectionality

- Examining the labour market through the combination of identity markers
- Intersectional and proxy discrimination
- General Data Protection Regulation
- Unsupervised learning

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Work-life balance and the myth of flexibility

- Flexibility v. Security – Cost-Benefit Analysis
- Structural Bias
- Directive EU 2019/1158 and platform work
- Gender segregation in the labour market

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Gender Pay Gap

- Customer reviews instead of personal supervision and feedback
- Discrimination by customers
- Weak collective representation of platform workers
- Women's propensity to negotiate salary
- Fragmented working patterns

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Key Takeaways

- Directive EU 2019/1152 -Transparent and Predictable Working Conditions
- Gender Strategy 2020-2025
- Testing the adequacy of EU Equality Law
- Lack of sufficient data/research
- GDPR and algorithmic accountability

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