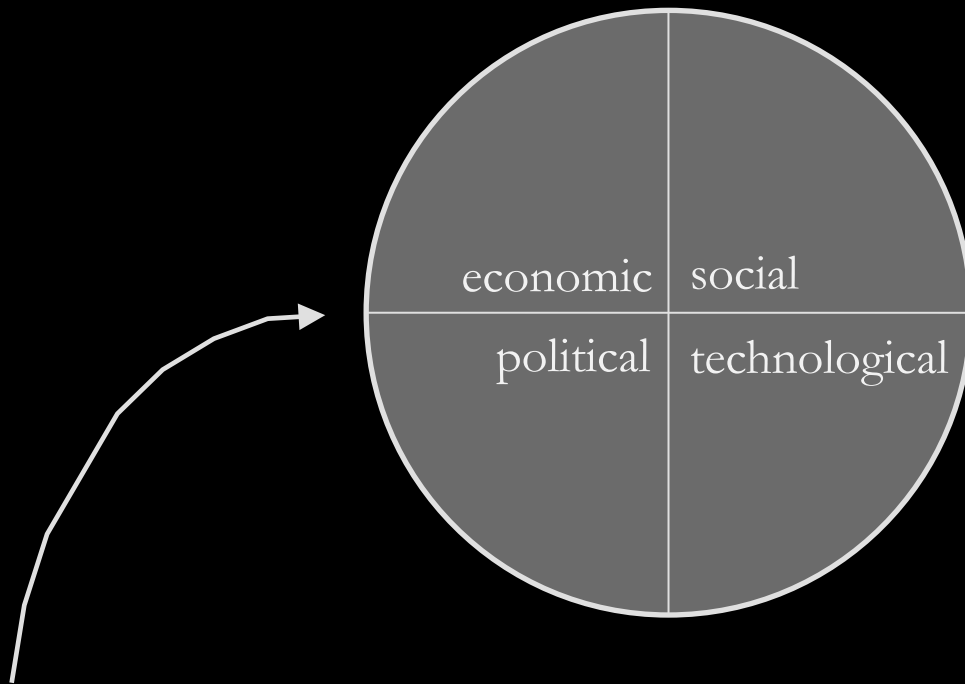


Towards a Fairer World of Platform Work

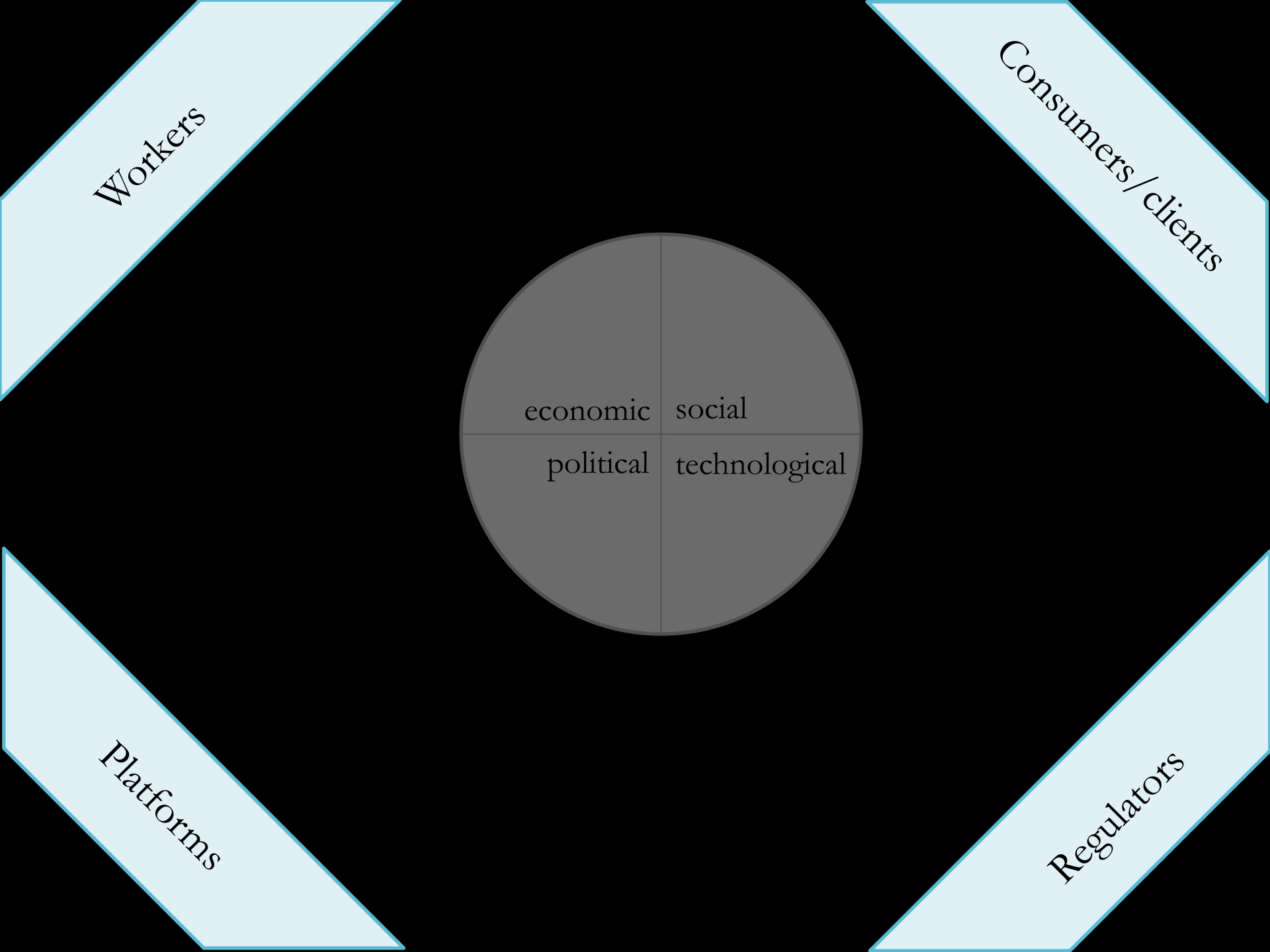
Mark Graham
Oxford Internet Institute
University of Oxford

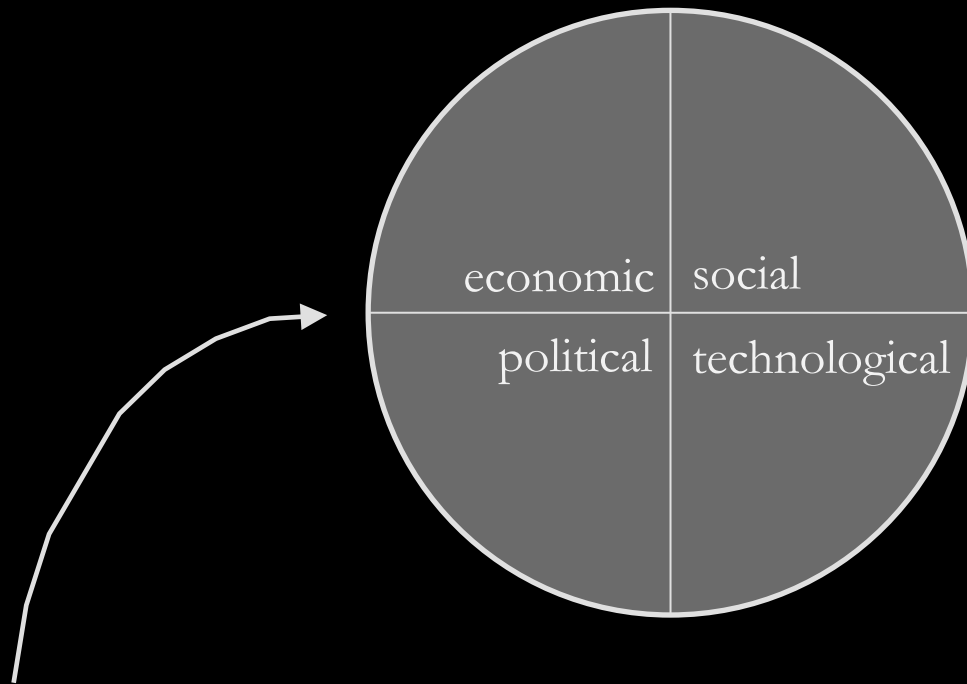
With ongoing support from colleagues: Amir Anwar, Sanna Ojanperä, Jamie Woodcock, Richard Heeks, Jean Paul van Belle, Sandy Fredman, Darcy du Toit, Fabian Ferrari, Nicolas Friederici, Michel Wahome, Fabian Braesemann, Alex Wood, Balaji Parthasarathy, Helena Barnard, Paul Mungai, Abigail Osiki

contemporary platform economy



*enablers / constituent parts
/ pre-conditions*





*enablers / constituent parts
/ pre-conditions*



Technological enablers

Social enablers



 Find Jobs

HOW IT WORKS

LOG IN

SIGN UP

Post a Job

Web Dev

Mobile Dev

Design

Writing

Admin Support

Customer Service

Marketing

Accounting

See All Categories

Looking to hire faster and more affordably?

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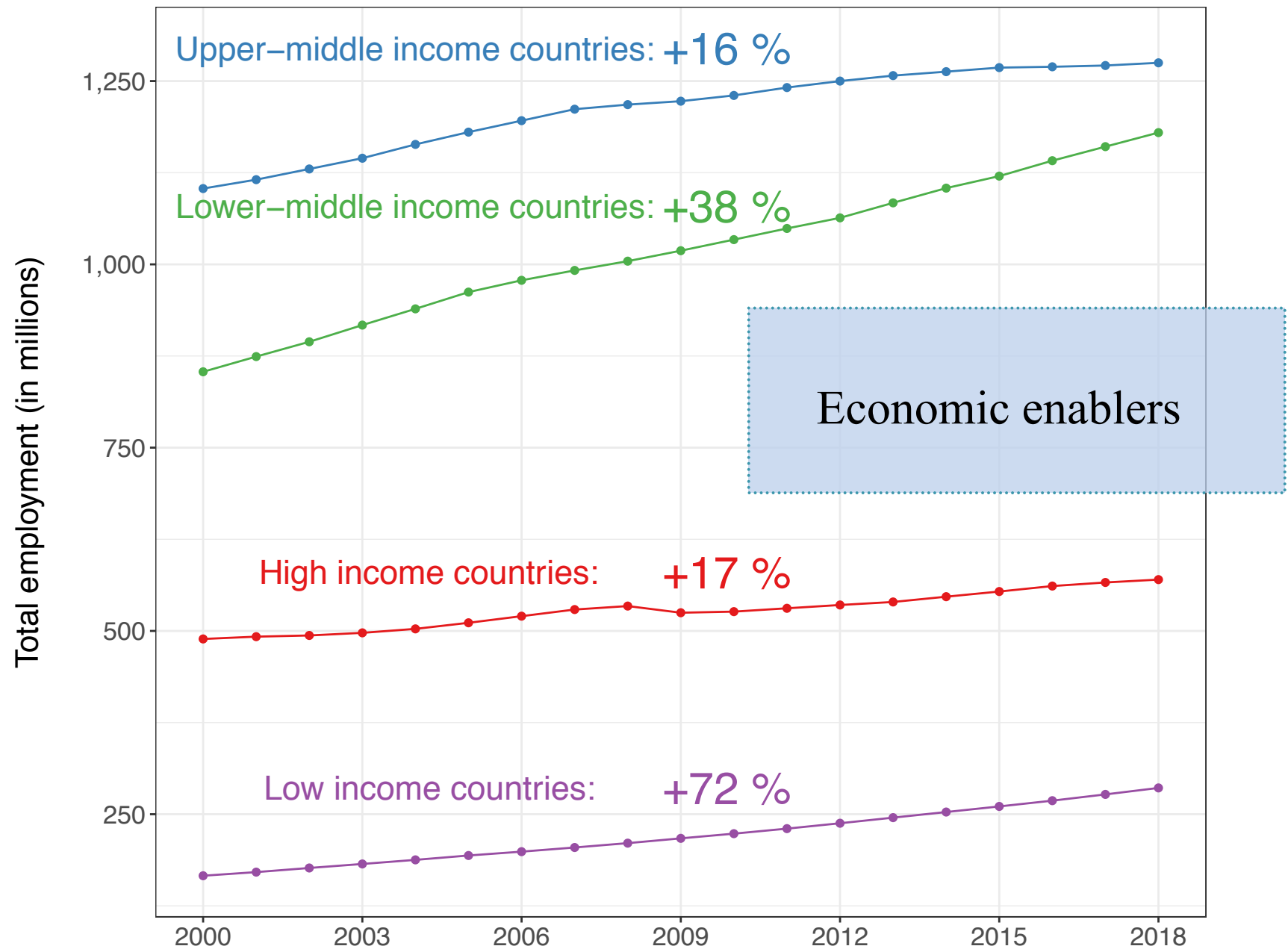


UCLA

 Microsoft

Global Employment 2000 – 2018

Data source: ILO





B! JOB! JOB!

National Insurance Corporate Organization is recruiting employees for immediate employment in Accra & Kumasi.

Can Apply?

A diploma holder or tertiary graduate
Senior High School graduates before 2015

You meet the above criteria and interested in a field sales work,
please call:

023 296 604 / 0279 790 915 / 0302 673 048

We offer comprehensive training, a basic salary, transport allowance,
commissions and bonuses ranging from GH¢400 to GH¢1,200
We also lots of promotional opportunities for career
development and a great working culture full of respect and fun.

B! JOB! JOB!

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Political enablers

Workers

Consumers / clients

Lack of accountability for platforms

Lack of structural power for workers

Rent-seeking platforms

Opacity of production networks

Platforms

Regulators

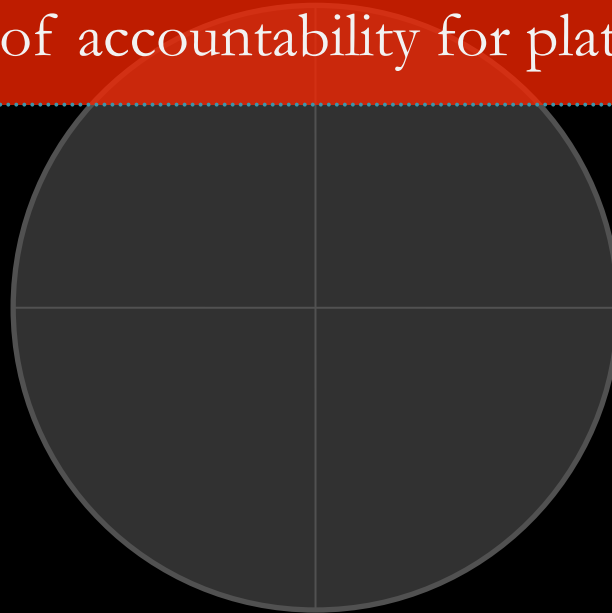
Workers

Consumers / clients

Lack of accountability for platforms

Platforms

Regulators



UBER

Dear [REDACTED],

Please note that your account has been archived due to inactivity.

We wish you the best of luck in your future endeavours!

If you have any questions, please feel free to reply to this email.

Best,
Uber



Regulators

DELETE WHICHEVER IS NOT APPLICABLE

- 1) REPORTABLE: YES/NO.
- 2) OF INTEREST TO OTHER JUDGES: YES/NO.
- 3) REVISED.

2018-01-12
DATE

[Signature]
SIGNATURE



THE LABOUR COURT OF SOUTH AFRICA, CAPE TOWN

JUDGMENT

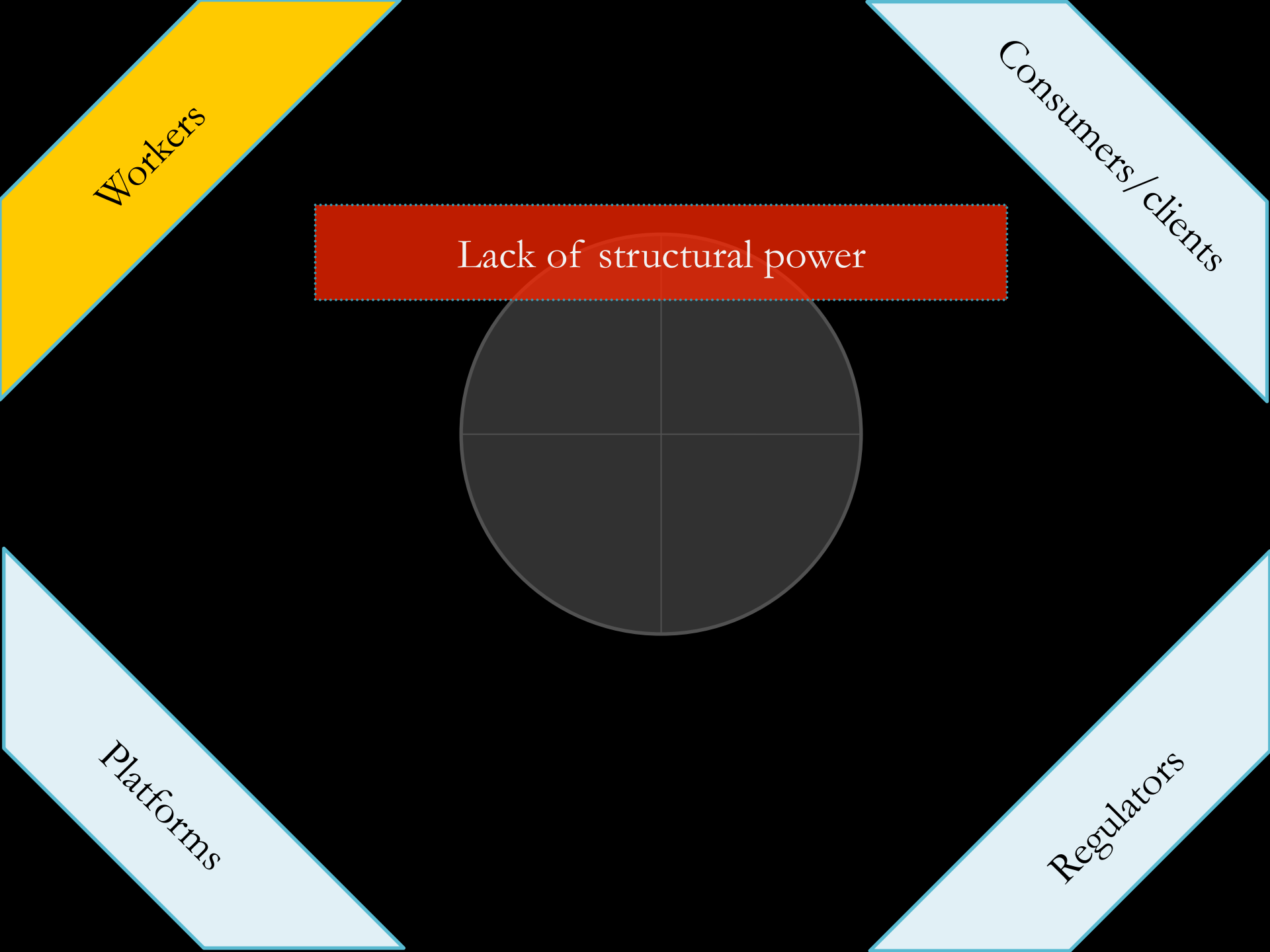
Reportable

Case no: C 4

In the matter between:

UBER SOUTH AFRICA TECHNOLOGY

Regulators



Labour oversupply on Upwork.com

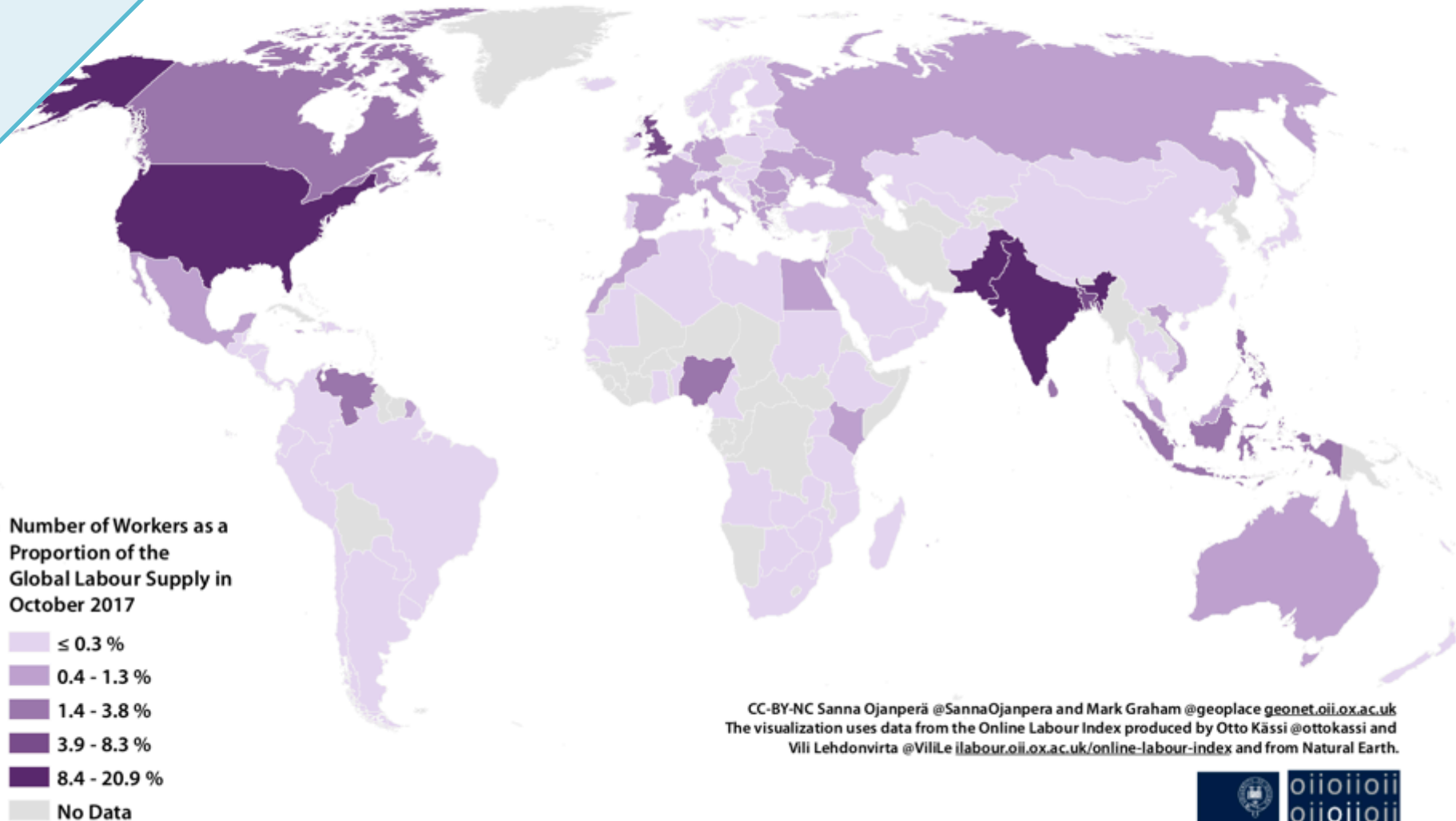
Workers

Country	Potential workforce	Successful workers	Oversupply
Global	1,775,500	198,900	1,576,600
Philippines	221,100	32,800	188,300
Malaysia	11,900	500	11,400
Vietnam	7,700	1000	6,700
Kenya	21,700	1,500	20,200
Nigeria	7000	200	6800
South Africa	10,200	800	9400

as a proportion of the global labour supply
(where the workers are)

Workers

The Availability of Online Workers



Workers

low wages

“Most people, most Filipinos, they work for 50 cents. It's so embarrassing. You're a professional. You know how to do this job... She just wants to get a job. It's really affecting those ones that know how to do the job”

- Oluwa – Nigerian worker

Workers

unpaid work

Survey respondents spent an average of **18 hours** every week browsing, applying and reading about jobs.

wage theft

How do I end a contract?

The Basics

Several important (and irreversible) things happen when you end a contract. **All Upwork users have the freedom to end a contract any time**, but please talk to your freelancer first because it is always best if everyone is aware of what's going on and in agreement about it. Ending a contract without warning can be interpreted as firing—even if this is the case, it is better to tell the other party directly before you take the final action in the system.

The Background

In order for the contract to end positively, we recommend the following:

- Discuss the work with your freelancer. Has the work been completed to your satisfaction?
- If the contract was hourly, give the freelancer the opportunity to check the current week's Work Diary and make adjustments, if necessary. This can help you both avoid a dispute later.
- If this is a fixed-price contract, you'll have the opportunity to make a payment when you fill out

Log in via Upwork

If you have an Upwork account, you can live chat with our customer support agents to resolve your issues. You also need to log in to view existing requests. If you do not have an Upwork account or are unable to login, please create one to submit a request.

Login

Related articles

[End your Contract with a Client](#)

[Give Feedback to Freelancers](#)

“freedom to end a contract at any time” - Upwork.com

Workers

precarity

“Seven days a week. It can be at night, can be during the day, anytime.... Sometimes you don’t have any contracts so when you have them you have to work”

Joseph – Kenyan worker

Workers

precarity

“If you had other choice I don’t think you would be sitting behind a computer”

James – South African worker

Workers

discrimination

Looking for short task worker for small writing task

Bids

13

Avg Bid (USD)

\$20

Project Budget (USD)

\$10 - \$30

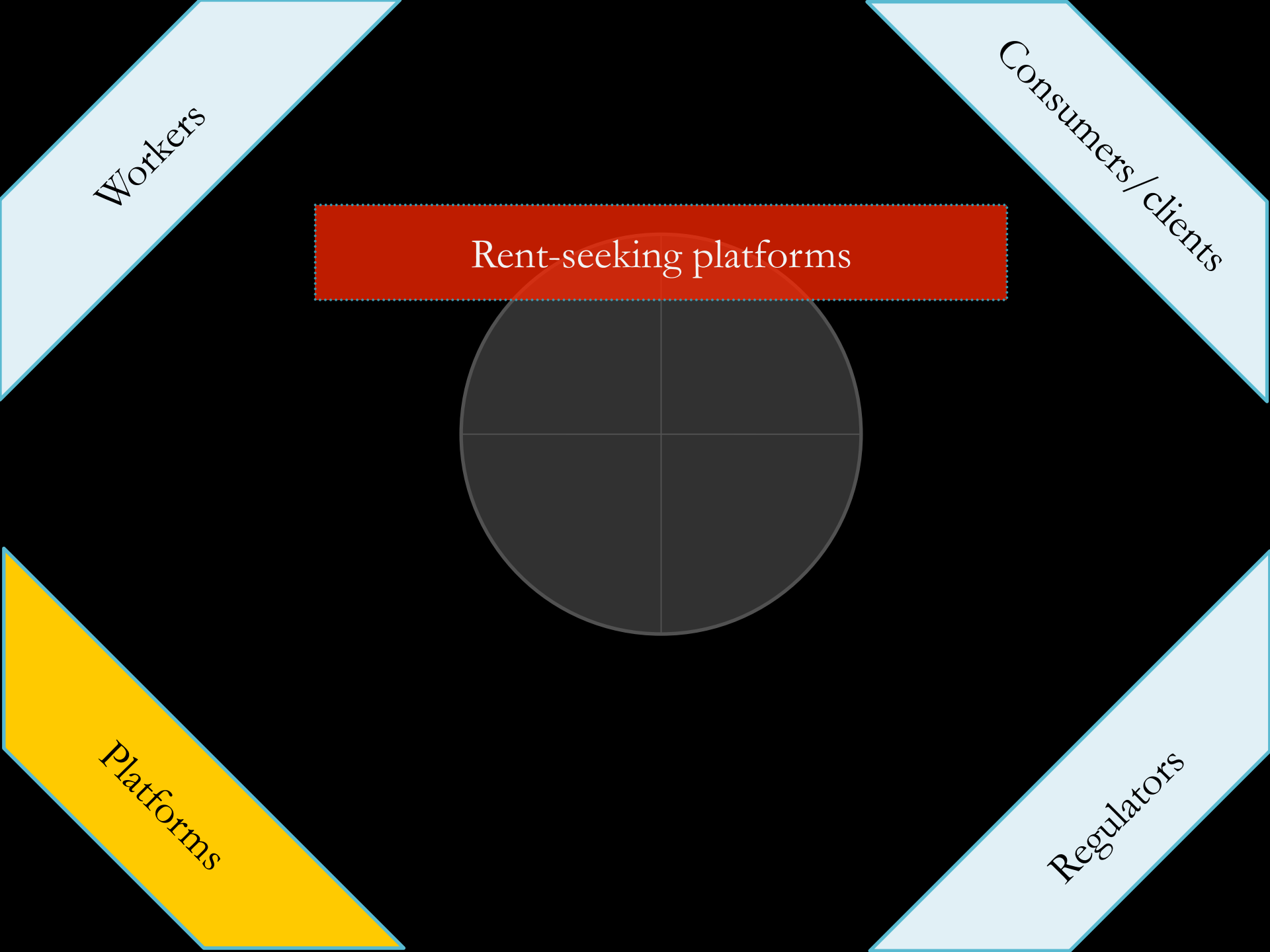
Project Description:

please if you are from India, Pakistan, Bangladesh than you dont bid here.

i am looking for people who can write short not, review for my website... its a simple task.. let me know if interested..

Skills required:

Article Rewriting, Articles, Copywriting, Forum Posting, Product Descriptions



“Yes, obviously they facilitated the meeting of the best clients I have now, but the fees are oppressive, they’re just not fair. ”

Amahle – S. African worker

“Well, the things I would say and I’ll speak from Upwork is their charges are just outrageous, their charges are too high and I know there’s a free account and there’s a paid account and I think if they can just change their pricing structure, that would really help a lot. ”

Kwasi – Ghanaian worker

Platforms

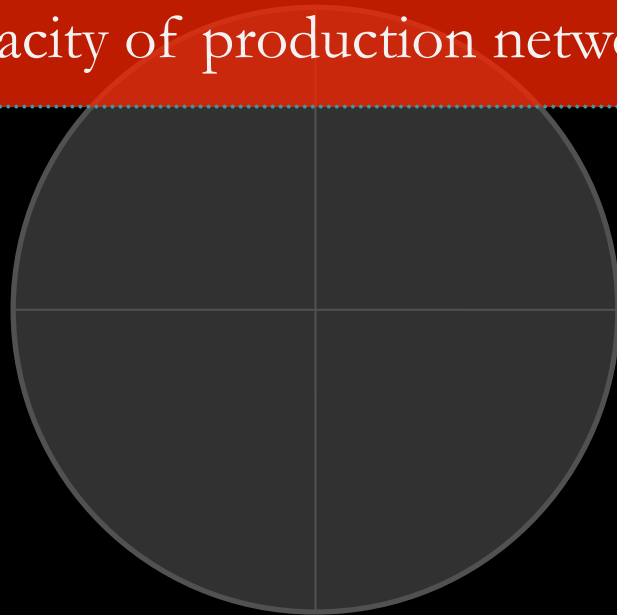
Workers

Consumers/clients

Opacity of production networks

Platforms

Regulators



Workers

Consumers / clients

Lack of accountability for platforms

Lack of structural power for workers

Rent-seeking platforms

Opacity of production networks

Platforms

Regulators

Workers

Consumers/clients

Lack of accountability for platforms

economic

social

political

technological

Effective scalar/spatial accountability

Platforms

Regulators

Workers

Consumers/clients

Lack of structural power

economic

social

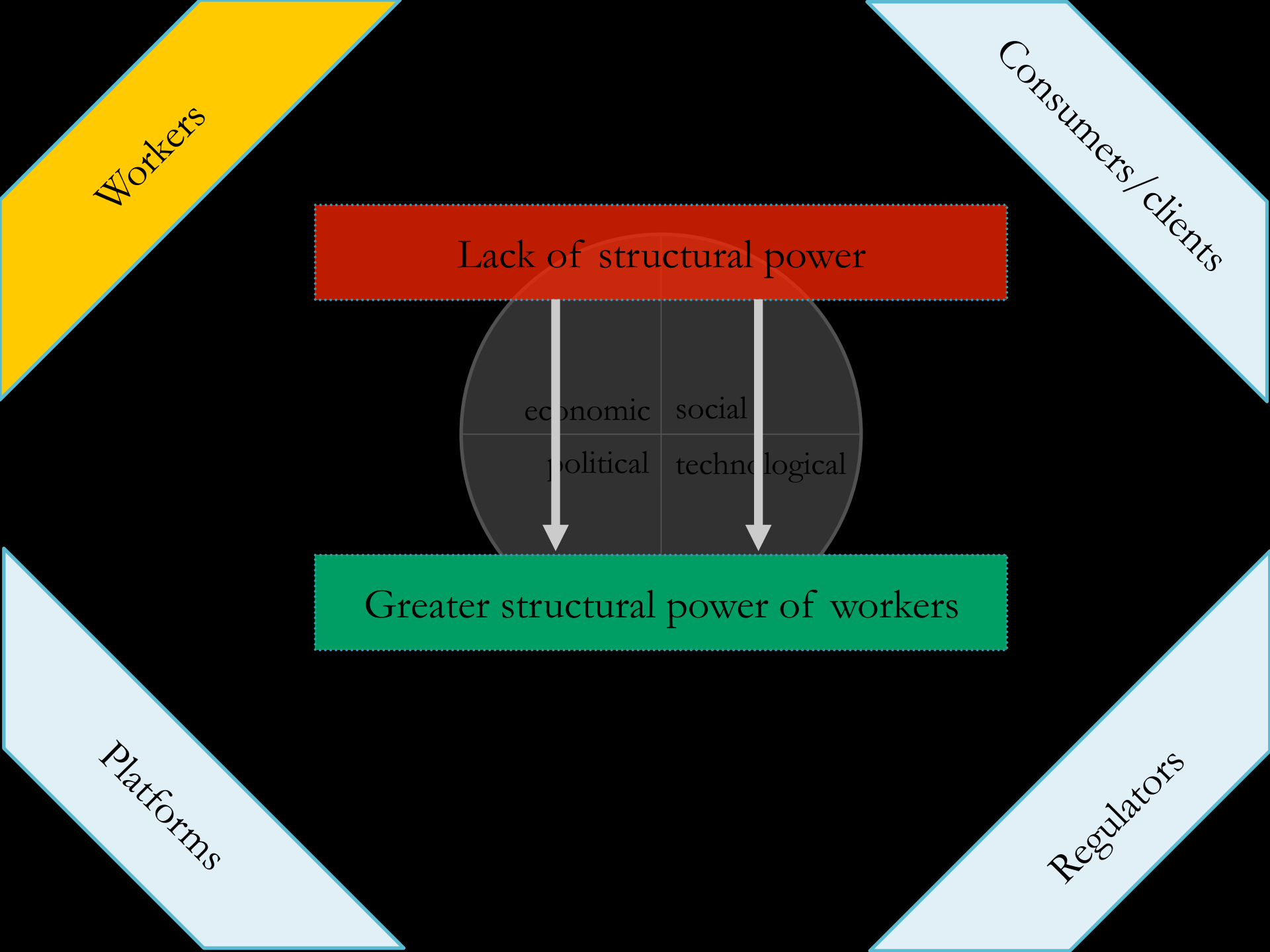
political

technological

Greater structural power of workers

Platforms

Regulators





Striking Uber drivers in Johannesburg

Workers

Consumers / clients

Rent-seeking platforms

economic

social

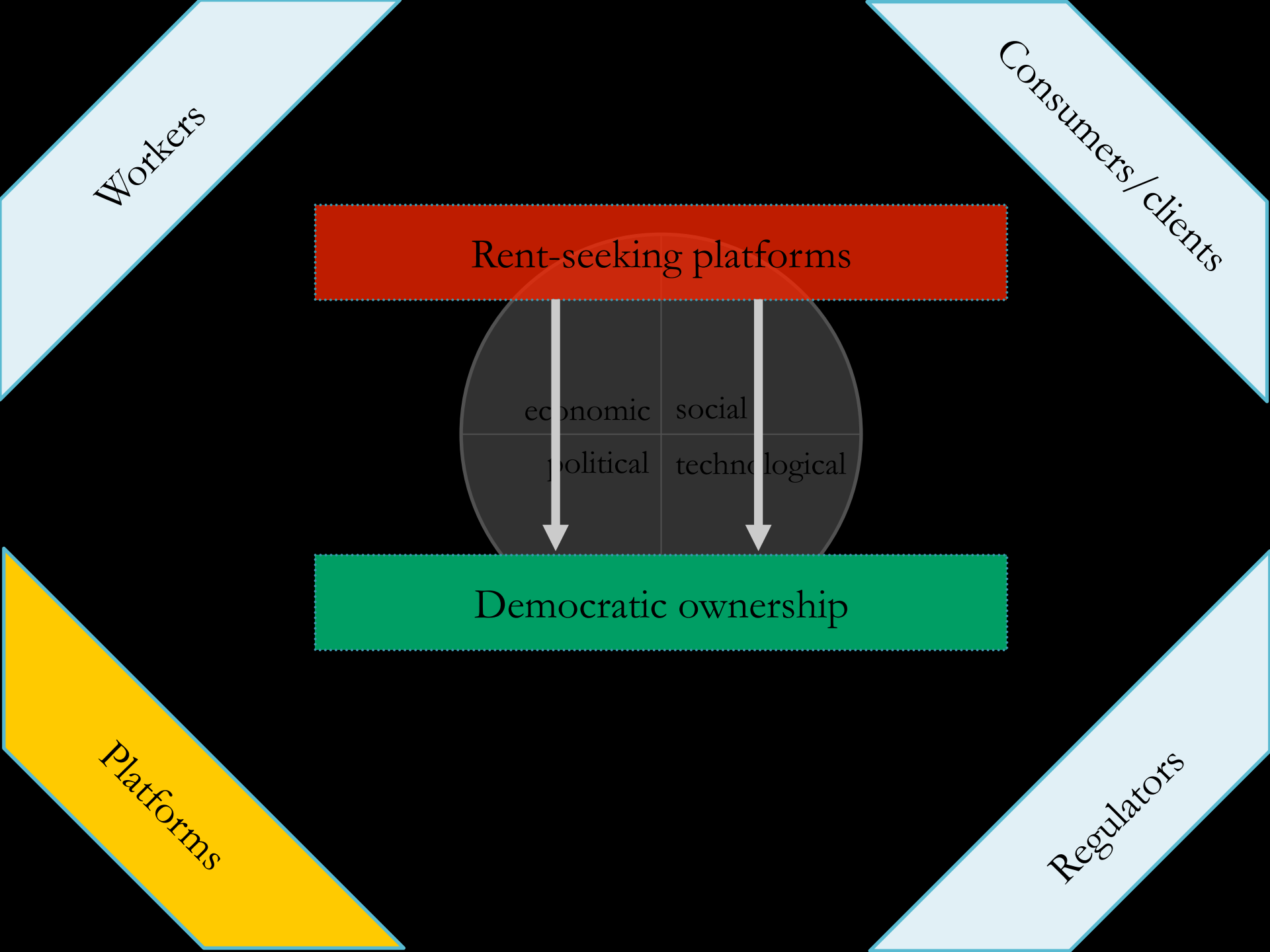
political

technological


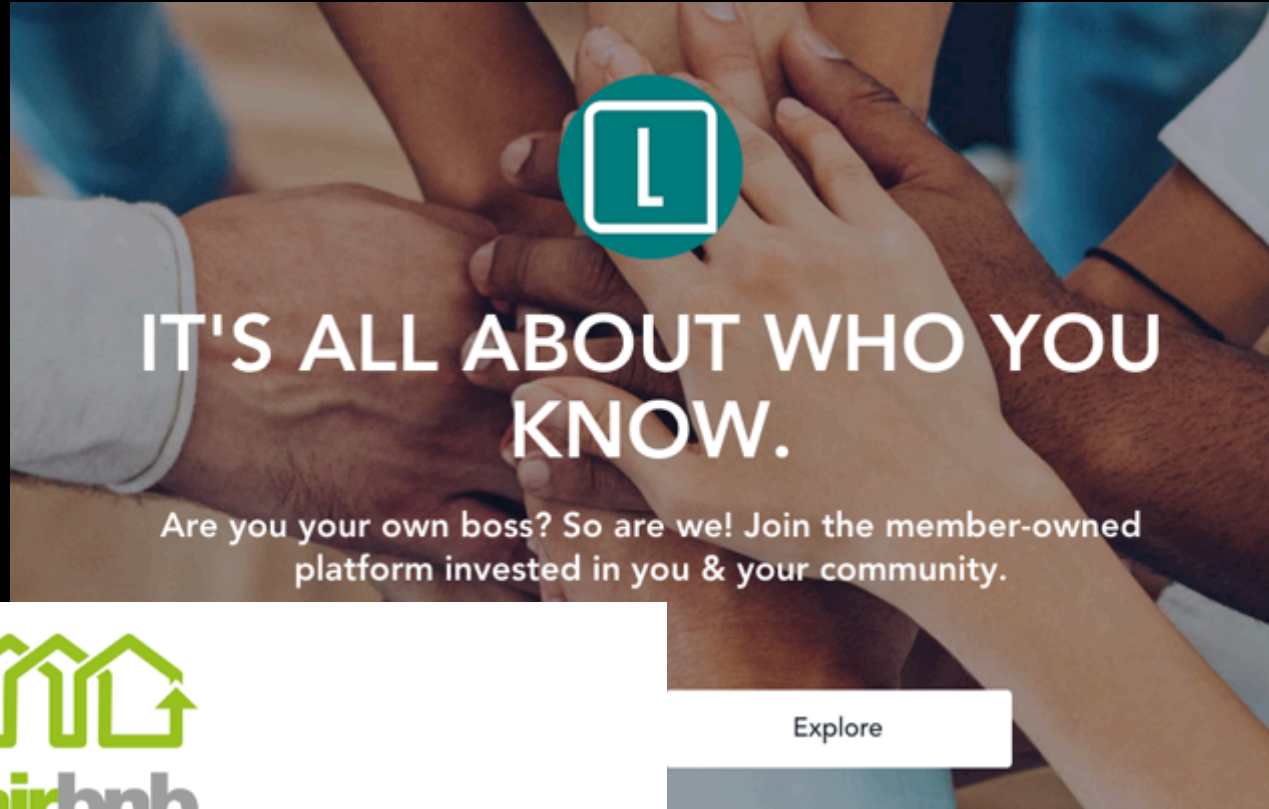
Democratic ownership

Platforms

Regulators



Platform cooperatives



IT'S ALL ABOUT WHO YOU KNOW.

Are you your own boss? So are we! Join the member-owned platform invested in you & your community.

Explore



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Workers

Consumers/clients

Opacity of production networks

economic

social

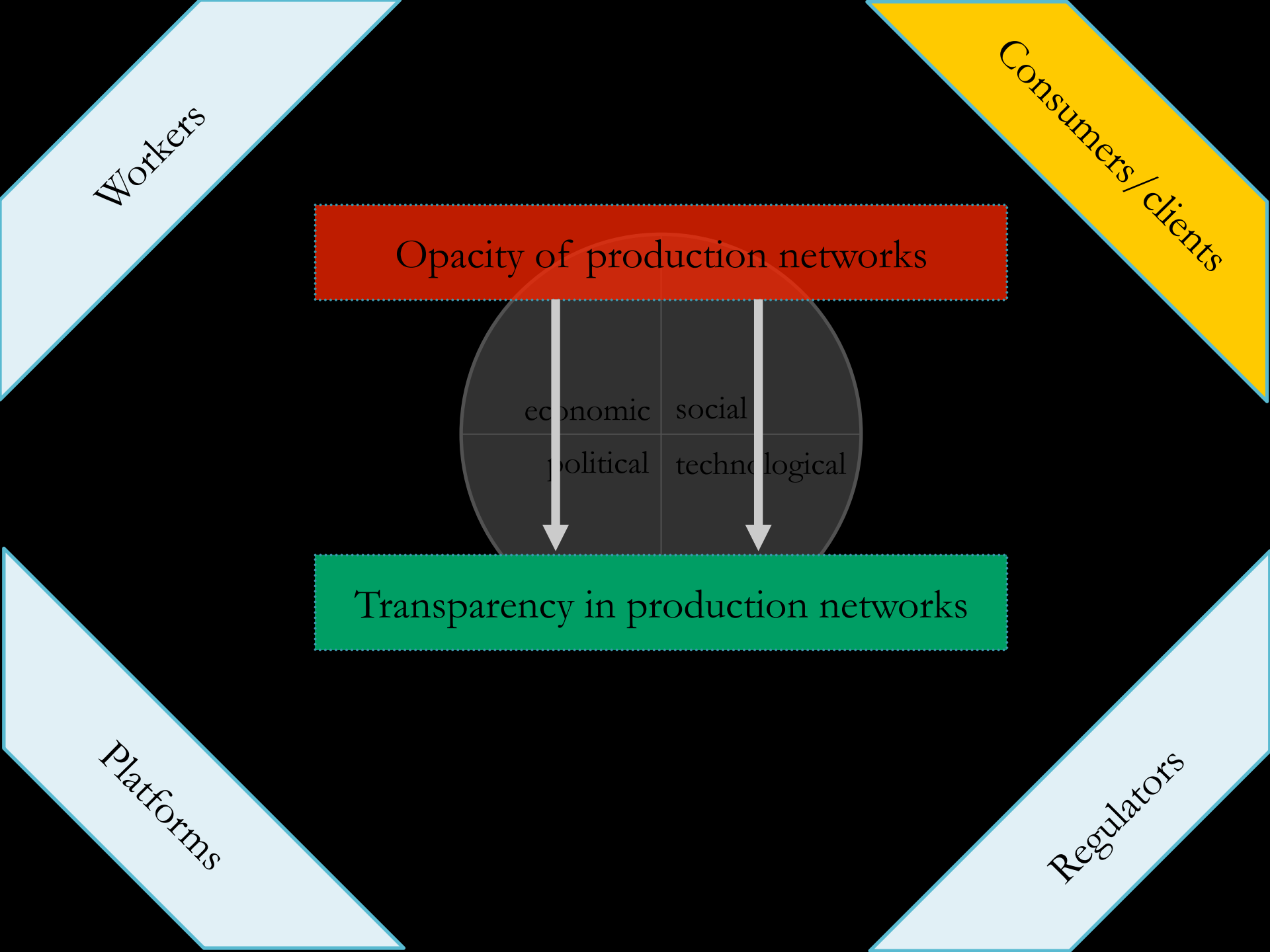
political

technological

Transparency in production networks

Platforms

Regulators





Fairwork

<http://fair.work> | @towardsfairwork



Company Name



Pay	1.1	Pays the minimum wage
	1.2	Pays the minimum wage including costs
Conditions	2.1	Meets comparative health and safety regulation
	2.2	Actively protects health and safety
Contracts	3.1	Complies with national law
	3.2	Offers contracts that reflect the employment relationship
Management	4.1	Provides a clear channel of communication to workers
	4.2	Can evidence equality in the management process
Representation	5.1	Includes freedom of association and worker voice
	5.2	Recognises collective body that can undertake representation and bargaining

Total

00/10

Fairwork Foundation Platform Rankings South Africa 2018

Example

	7
	5
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	3
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	2





Fairwork

<http://fair.work> | @towardsfairwork

thank you

www.markgraham.space
@geoplace