

Introduction to HICSS-58 Minitrack on Crowdsourcing and Digital Workforce in the Gig Economy

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1. Introduction

The “gig” economy has been described as individuals engaging in contract labor arrangements as a supplement or alternative to traditional employment. As technology has disrupted labor markets throughout the world increasing numbers of workers are pursuing “gig” based employment relationships [1].

Much of the gig economy uses digital platforms to coordinate and administer work. In the coordination and administration of work the capabilities provided by platforms can have a direct influence on the nature of the worker experience, as well as the workers access to future gig employment opportunities on the respective platform. This dynamic provides unique opportunities for scholars of technology to describe and assess specific digitally enabled platform characteristics within their research [2].

Digital platforms enable new ways to supervise and motivate workers. Platforms such as Amazon Mechanical Turk (MTurk), Uber, and TaskRabbit provide access to on demand workers who can engage in tasks as a virtual workforce. This emerging crowd work environment is shaped by six essential characteristics, including on-demand virtual labor, open access to work, internet access to join the crowd, human tasks, modular technical architecture, and three stakeholders of crowdsourcer, crowdsourcee, and crowdsourcing intermediary [3].

Digital platforms provide capabilities to coordinate work and facilitate administrative tasks between sourcers and sourcees. The administrative affordances of digital platforms demonstrate the need to expand on traditional work design theory by integrating motivational, social, and work context characteristics. While the digital workforce brings new, important competencies to the workplace, it may also develop new identity and new ways of collaborating [4]. One of the compelling aspects of the “Digital Workforce and Crowdwork” are the unique benefits and opportunities that it provides to

both workers and firms engaged in digital activities [1]. Moreover, the digitalization of work is transforming not just organizations and industries, but potentially the whole labor market [5], calling for updating and developing public policies governing the emerging, global digital work environments and managing the digital workforce.

2. Scope

This minitrack focuses on the spectrum of experiences and influences of digital work and digital workforce. Research of this minitrack lies at the intersections of multiple disciplines, namely Information Technology, Organization Science, Human Resource Management, and Behavioral Science. This minitrack publishes both theoretical and empirical studies addressing organizational, managerial, technical, and behavioral perspectives on digital workforce and crowd work.

Topics and issues presented in this minitrack include, but not limited to:

- Diversity, equity, and inclusion in crowdsourcing work environments
- Employment relations in online labor platforms
- Ethical issues in the gig labor market and managing the gig workforce
- Gig work in developing economies
- Gig work and workers in post pandemic work environments
- Gig work risk, worker behavior and performance
- Gig workers’ participation, motivation and work-life balance
- Gig work conditions
- Global workforce in crowdsourcing and gig economy
- Information technology and gig work
- Integrating gig work into the remote workforce
- Labor agency in the gig labor market

- Online communities of gig workers
- Organizational and regulatory challenges in the gig economy
- Psychological aspects of digital platforms on workers (e.g., Technostress, Well-being)
- Regulatory oversight of gig work platforms and labor market
- Skill development and career pathways of gig workforce
- Technology advancement, AI and future of work

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3. Summary of Articles

This mini-track presents one paper in HICSS-58. We introduce the paper briefly below.

Scholars must note that different types of digital platforms facilitate different types of tasks and work activities. New organizational models are also being developed. In their research, Becker [6] provides an examination of how algorithmic management activities effect worker intentions to continue to participate in the gig economy. The findings may have important implications on future career management and

4. Reference

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