

Global Conference on Measuring New Forms of Employment

Brussels, 4 - 5 July 2024



#MeasuringEmployment

The What and How of Measuring Digital Platform Employment

Session 4

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Type of Digital Platform Work Discussing

- Labor Platforms
- Platforms involving employment
- Intermediated relationships
 - At least 3 parties (worker, platform, customer)
- External Platforms



In Determining What to Measure

- There are additional dimensions need to consider when obtaining a count
 - Identified 9 questions want to be aware
 - 8 Defining, 1 measurement
- Answers to these questions may depend on reason measuring
- Supplemental information may want to collect



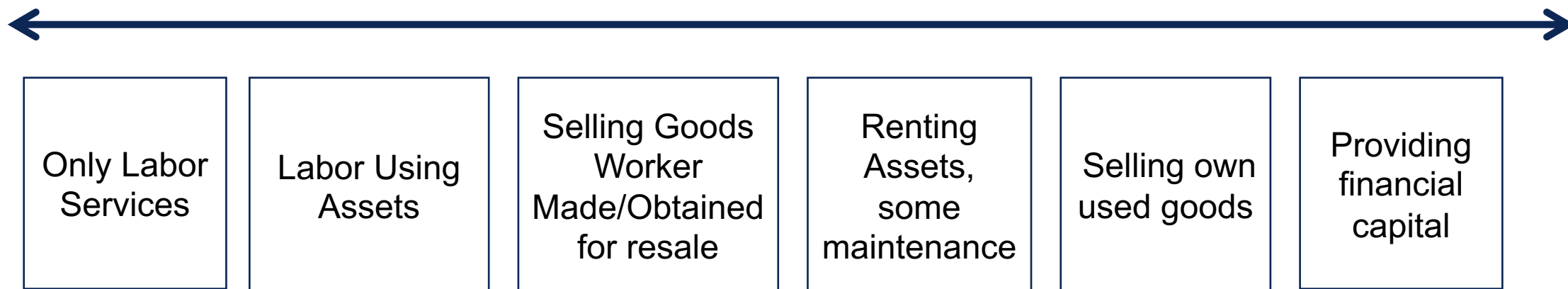
Does mode/location of work matter?

- Platform work can be done at a customer's physical location (in-person), or virtually (completely on-line)
 - May not want to make a distinction between
 - May want to identify both, but separately
 - May want to focus on just in-person or just on-line
 - For application of national labor laws focus on in-person
 - For work affected by AI, country development focus on on-line



How much labor services does the transaction need to involve?

- Transactions done through digital platforms occur along a labor service-capital spectrum



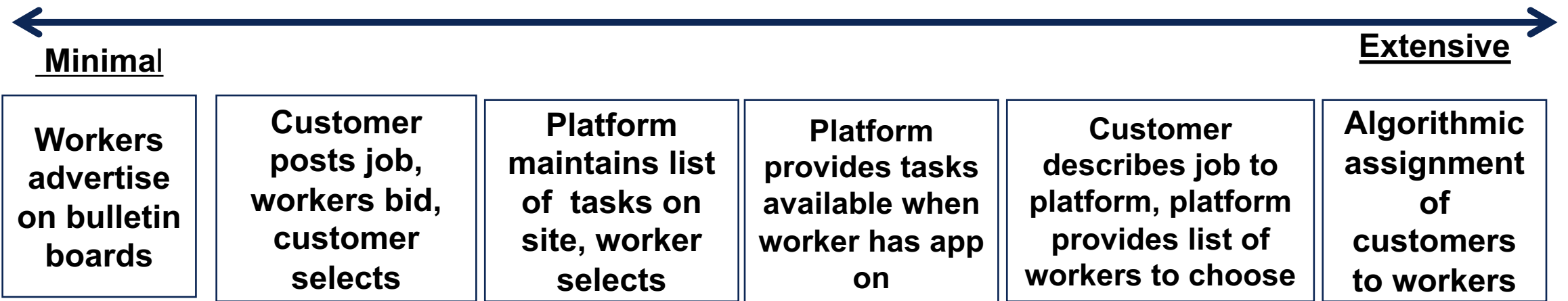
How much control does the platform need to exhibit?

- Control occurs along 3 dimensions
 - Worker-Customer Matching
 - Control of price/worker's wages
 - Related control is how workers are paid
 - Control of workers use of the platform



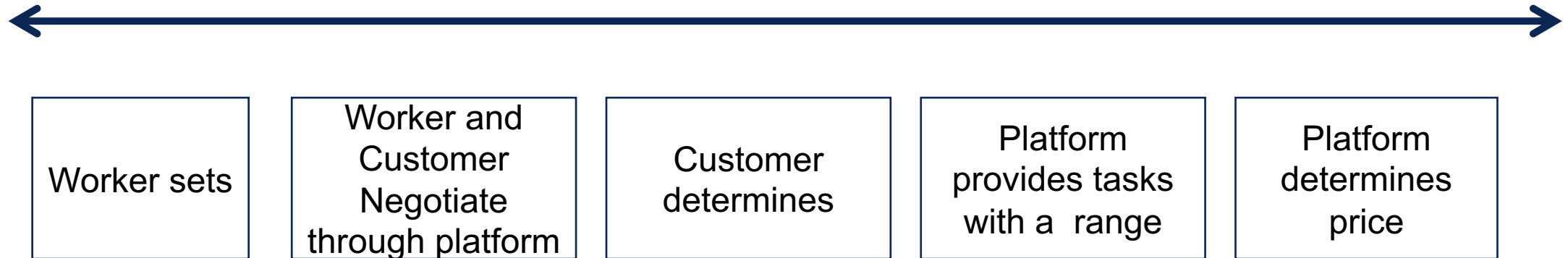
How much control does platform need to exhibit over worker-customer matching ?

- Platforms control over the worker-customer matching varies across a spectrum



How much control does platform need to exhibit over price/worker's wage?

- Platforms control over the price/worker's wage varies across a spectrum



How much control does platform need to exhibit over worker's use of platform?

- Extensive control
 - Worker has to maintain minimum customer rating, accept assignments as long as have app on
 - Company can restrict times worker can access
- Minimal control
 - Worker has to post legal work

Does type of provider/customer matter?

- Platform transactions can be:
 - Peer-to-Peer
 - Peer (Worker)-to-Business
 - Business-to-Business
 - Customer-to-Business-to-Worker-to-Customer



How intensively does the worker have to use the platform?

- Frequency of use?
 - Signed up, never used
 - Only once at some point
 - Once in the last year
 - Once a month in the last year
 - Several times a month
 - Weekly
- Minimum number of hours?
 - When use, is there minimum number of hours need to use



Does proportion of worker's earnings from platform employment matter?

- Should the measure only include those who earn more than a threshold amount of their earnings from platform work?
 - If so,
 - What should the threshold be: 25%, 50%?
 - Should it be by platform or for all platform work combined?
 - Note: Having a threshold will skew measure towards lower earning workers



What reference time period should be used for measurement?

- Primarily measurement question
 - Week
 - Matches reference period for many Labor Force Surveys
 - Longer reference period
 - Capture more intermittent work
- Can have more than one reference period



Defining Questions

- 1) Does mode/location of work matter?
- 2) How much labor services needs to be involved?
- 3) How much control does the platform need to have over worker-customer matching?
- 4) How much control does the platform need to have over price/worker's wage?
- 5) How much control does the platform need to have over worker's use of platform?
- 6) Does type of provider/customer matter?
- 7) How intensively does the worker have to use platforms?
- 8) Does proportion of worker's earnings from platform work matter?



Supplemental Information May Want

- Sufficiency of work
 - How much time is spent searching for work?
 - How often searched, but didn't find work that matched skills?
 - How often have app on with no assignments?
- Reason engage in platform work
- Whether the worker uses more than one platform



Measuring platform work in household surveys

- Challenging
 - Difficult to convey a common understanding of platform work to respondents
 - Can end up with too broad a measure



Approaches to measuring platform work in household surveys

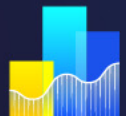
- Ask about use of specific platforms
- Ask about specific tasks
- Ask whether work involves particular attributes of platform work
- Ask about specific tasks, followed by asking about attributes
- Ask whether engage in platform work, if so collect name of platform, code name using AI





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Thank you!



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