Government Actions to Promote Social Inclusion in the Sharing Economy and Digital Gig Work

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Lack of employment opportunities for marginalized populations world-wide can be partially addressed through digital platforms. Governments have an interest in providing work opportunities, this research looks at what they have done so far, and looks to what they can do in the future.

01 Introduction

In developing economies platforms have emerged as an effective way to coordinate many types of work and resource sharing. Governments and NGOs have an interest in optimizing these platforms for social inclusion. We reviewed the several cases extant in the literature and analyzed them through the lens of the platform canvas. This analysis yielded four principal actions governments have taken to optimize platform design for social inclusion. This framework provides a useful starting point for future policy analysis.

02 Research Question

What policies and practices have governments performed to utilize digital platforms for social inclusion in emerging economies?

03 Methodology

We utilized a case study method of the actions of three governments found in the literature. Including

- Pakistan (Malik et al. 2021)
- Malaysia (Olsen, 2018)
- Phillipines

We used the Platform Canvas (see Figure 1) as a sensitizing device and framework to interpret government actions to influence the platform ecosystem

04 Analysis/Results

We found four principal government actions:

1. Create Stimuli for Platform Growth
   Public Awareness Advertising Campaigns
Example: The social media #ucandoit campaign designed to raise awareness of online work opportunities though a creative campaigns
   Solve 'Chicken or Egg' Paradox
Governments can help the platforms grow by helping reach customers and producers.
Example: Malaysia has a platform where anyone looking for online work can register. Registrants will be informed on work opportunities

2. Training Producers
   Worker Education and Training
Pakistan conducted in-person trainings in their "Digital Youth Initiative".

3. Training Consumers
   Educating businesses on how to source labor
   Market country as destination for labor

4. Monetization
   Building a non-profit platform
Example: Rather than facilitate a for-profit platform, several NGOs started their own platform

05 Conclusion

Governments interested in promoting work opportunities for marginalized citizens have taken several unique actions to either facilitate for-profit platforms, or start new digital platforms.

These findings will be helpful for other governments and NGOs seeking to develop social inclusion in digital labor platforms. The Platform Canvas was an effective framework for outlining government actions.

IMPORTANT!
We welcome your questions, and feedback on this research!

06

Figure 1. Platform Canvas (Allweins et al.2021)

References

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