



UNIONE EUROPEA

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COMPRENDERE LA GIG ECONOMY. L'APP WORKMETER

Jobs&Orienta

Verona, 22 ottobre 2023

Il seminario è stato organizzato da INAPP in qualità di Organismo Intermedio del PON SPAO con il contributo del FSE 2014-2020
Azione 8.5.6 - Ambito di attività 2

PRESENTAZIONI



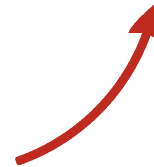
SCENARIO



L'APP WORKMETER



APPROCCIO



PRESENTAZIONI

SCENARIO



GIG ECONOMY

LUCI e OMBRE

APPROCCIO



La **cooperazione** per un obiettivo differito è una caratteristica finora ritenuta esclusiva degli esseri umani



Rompere
l'**hikikomori**
lavorativo



Per
LEGGE...



0 per
CONTRATTO?

Nuovi paradigmi della
SCIENZA SOCIALE...

"We live life in the network [...] each transaction that occurs in the network leaves **digital traces** that can be compiled into **comprehensive pictures** of both **individual and group behaviour**, with the potential to transform our understanding of our lives, organizations, and societies"

David LAZER et al,
Computational social science, *Science*,
323.5915 (2009): 721.



SOCIAL SCIENCE

Computational Social Science

David Lazer,¹ Alex Pentland,² Lada Adamic,³ Simon Azal,^{2,4} Albert-László Barabási,⁵ Devon Brewer,⁶ Nicholas Christakis,¹ Noshir Contractor,⁷ James Fowler,⁸ Myron Gutmann,⁹ Tony Johana,⁹ Gary King,¹ Michael Macy,¹⁰ Deb Roy,² Marshall Van Alstyne¹¹

We live life in the network. We check our e-mails regularly, make mobile phone calls from almost any location, swipe transit cards to use public transportation, and make purchases with credit cards. Our movements in public places may be captured by video cameras, and our medical records stored as digital files. We may post blog entries accessible to anyone, or maintain friendships through online social networks. Each of these transactions leaves digital traces that can be compiled into comprehensive pictures of both individual and group behavior, with the potential to transform our understanding of our lives, organizations, and societies.

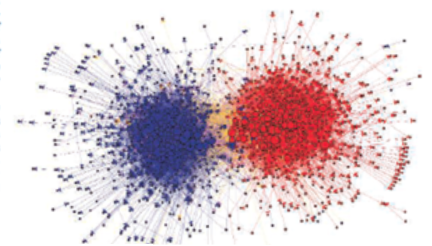
The capacity to collect and analyze massive amounts of data has transformed such fields as biology and physics. But the emergence of a data-driven "computational social science" has been much slower. Leading journals in economics, sociology, and political science show little evidence of this field. But computational social science is occurring—in Internet companies such as Google and Yahoo, and in govern-

ment agencies such as the U.S. National Security Agency. Computational social science could become the exclusive domain of private companies and government agencies. Alternatively, there might emerge a privileged set of academic researchers presiding over private data from which they produce papers that cannot be

A field is emerging that leverages the capacity to collect and analyze data at a scale that may reveal patterns of individual and group behaviors.

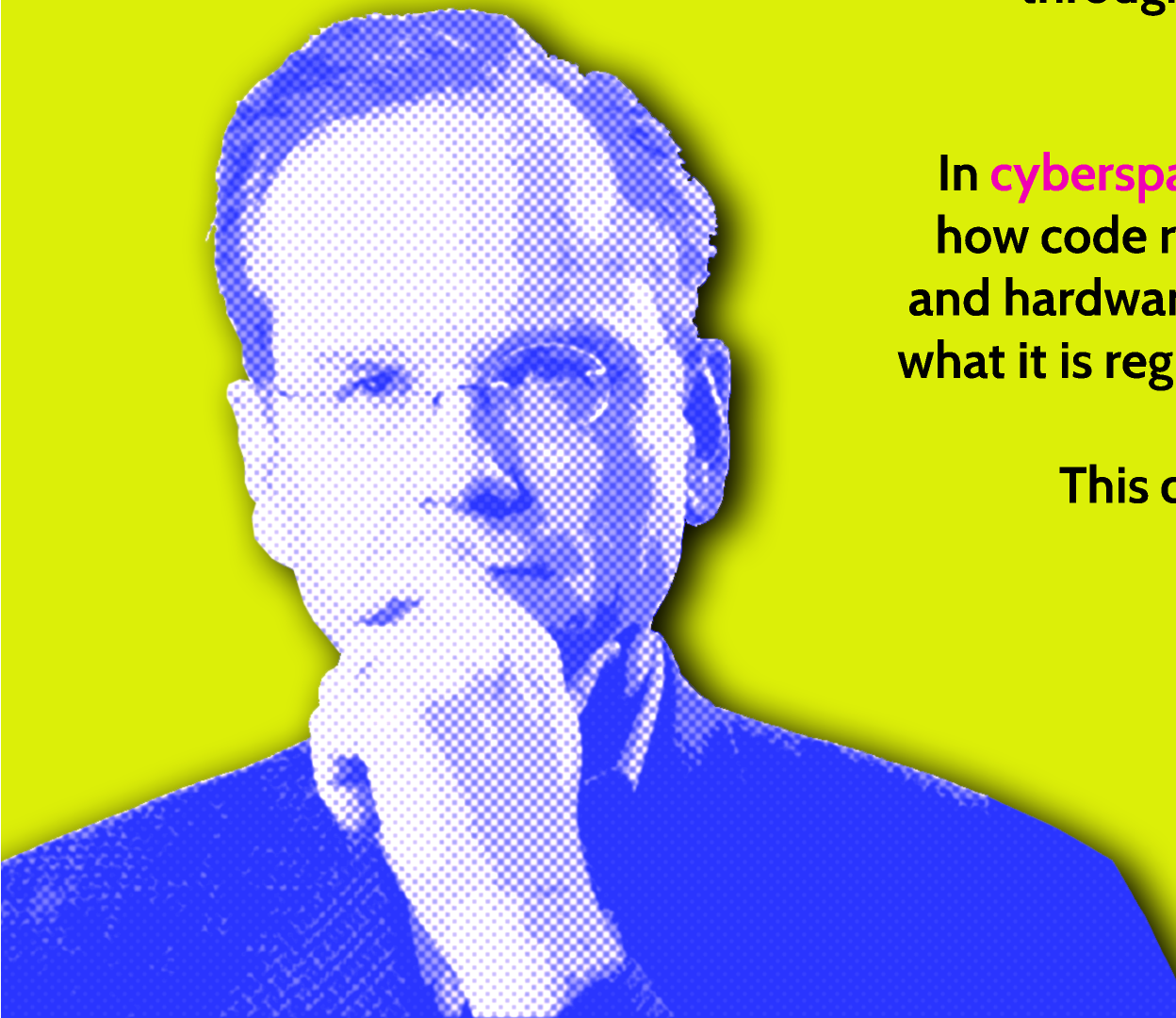
critiqued or replicated. Neither scenario will serve the long-term public interest of accumulating, verifying, and disseminating knowledge.

What value might a computational social science—based in an open academic environment—offer society, by enhancing understanding of individuals and collectives? What are the



...nuovi paradigmi della
REGOLAZIONE...

TECNOLOGIA COME RISPOSTA
AI PROBLEMI DI REGOLAZIONE
POSTI DALLA **TECNOLOGIA**



"In **real space** we recognize how laws regulate through constitutions, statutes, and other legal codes.

In **cyberspace** we must understand how code regulates - how software and hardware that make cyberspace what it is regulate cyberspace as it is.

This code is **cyberspace's law**.
Code **is** law."

L. LESSIG, 1999.
*Code and other laws
of cyberspace.*

TECNO-REGOLAZIONE

una definizione operativa

"The intentional **influencing of individuals' behaviour** by **building norms into technological devices**.

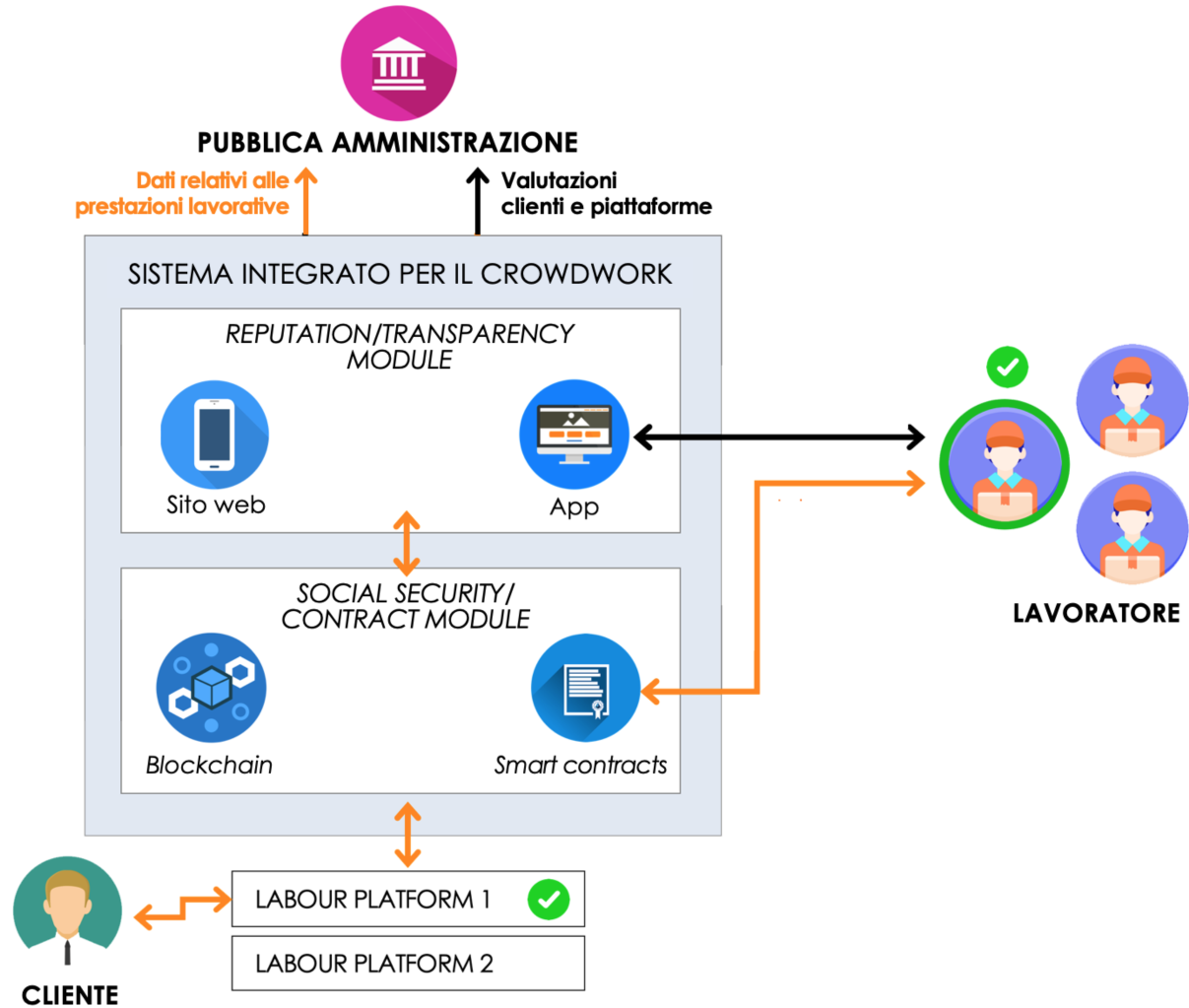
In short, the debate on techno-regulation is on **efforts to steer or affect human behaviour** through intentional, deliberate means, either in general or **through the use of technological artefacts**".

Van den Berg, B., & Leenes, R.E. 2013
Abort, retry, fail: scoping techno-regulation and other
techno-effects. In Human law and computer law:
Comparative perspectives.

Una proposta concreta
per il mondo della

GIG ECONOMY

SISTEMA INTEGRATO DEL CROWDWORK





L'APP WORKMETER



UN TOOL...

Una piattaforma accessibile dal web e tramite app destinata al mondo della gig economy

DUE OBIETTIVI...

Esplorare gli effetti regolativi che possono essere indotti, nel mercato del lavoro digitale, da soluzioni che sfruttano **meccanismi reputazionali**.

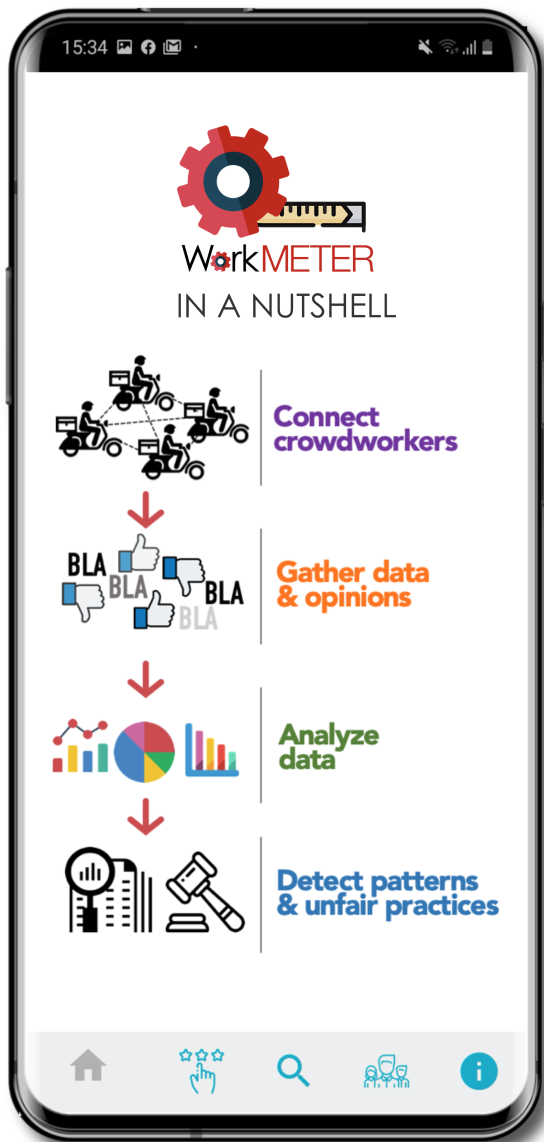
Raccogliere dati da utilizzare ricorrendo ai metodi delle **scienze sociali computazionali** alimentando in modi nuovi i **labor studies**

WorkMETER

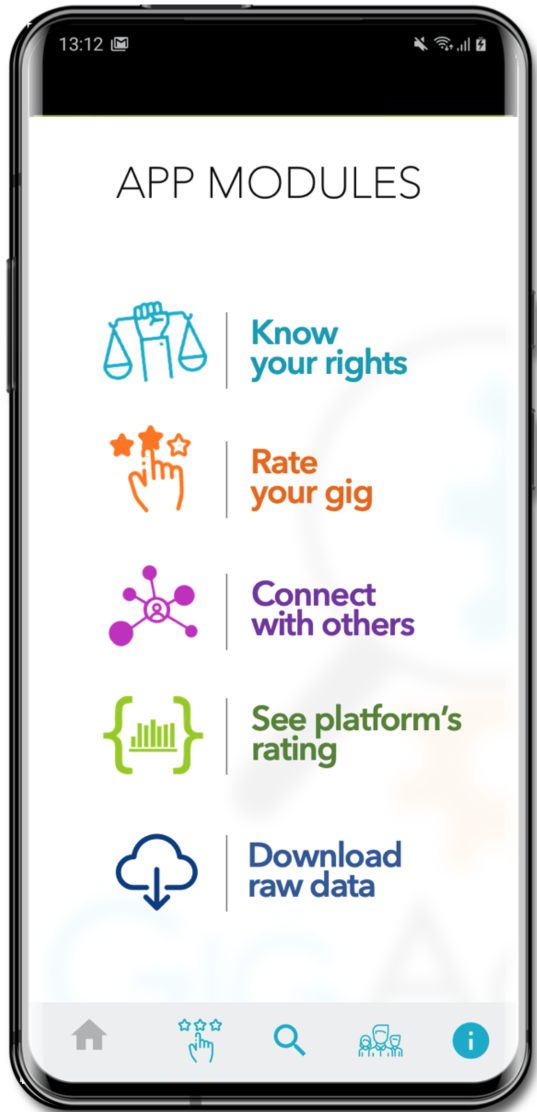
uno strumento per

gig-worker
ricercatori
cittadini e PA





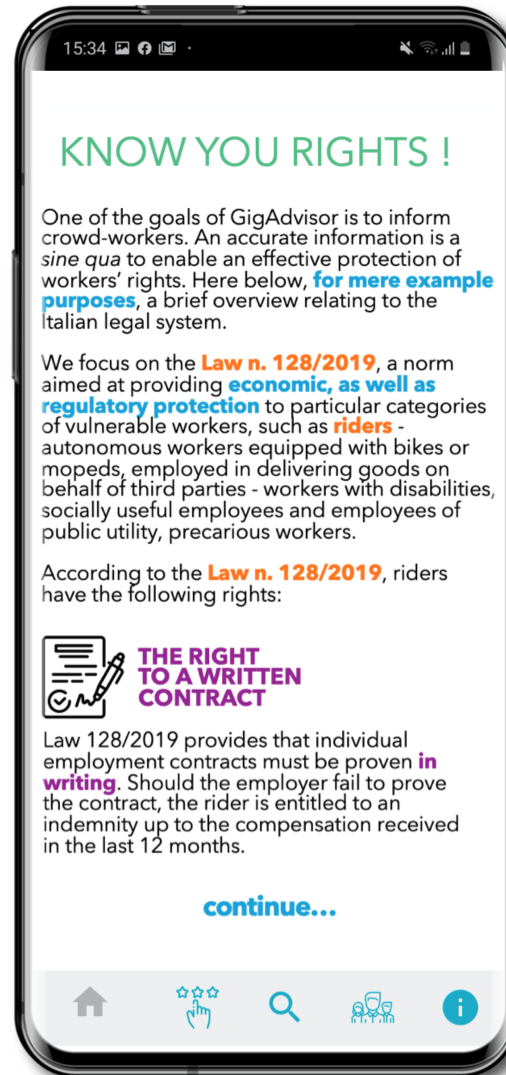
Le funzionalità



WorkMETER
I MODULI...

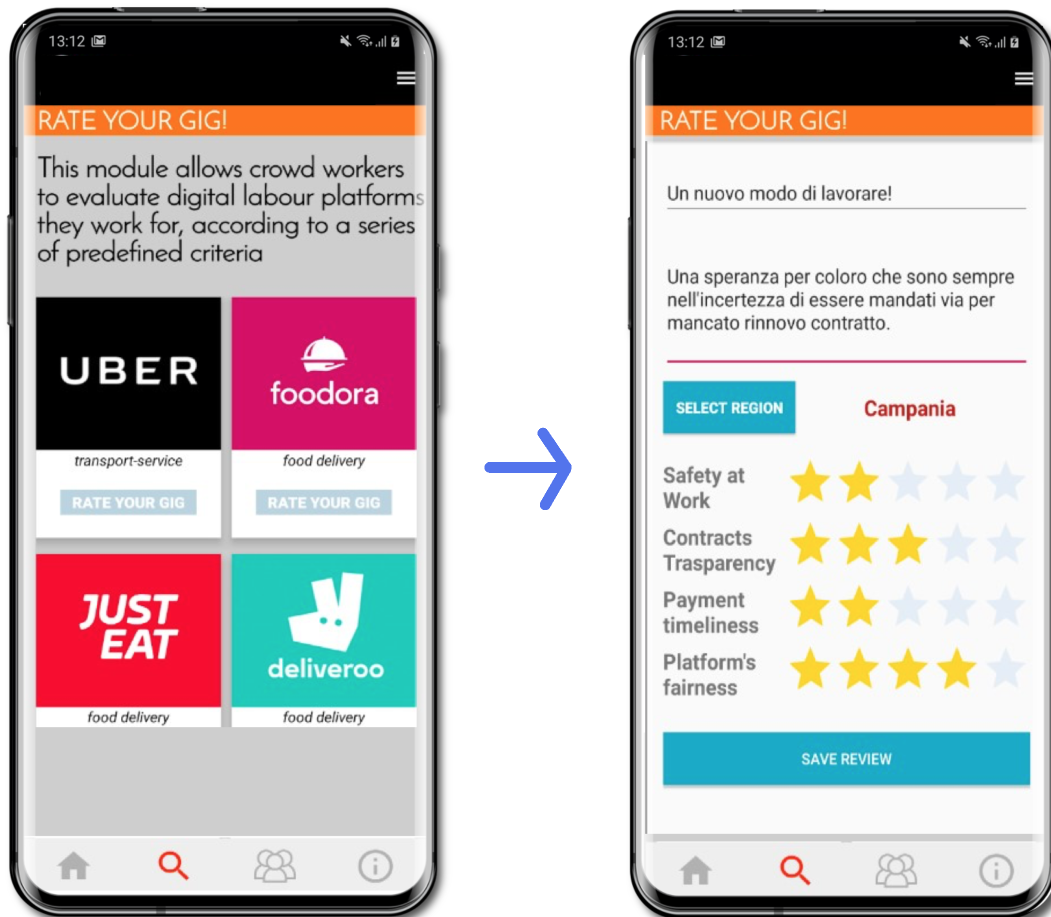
KNOW YOUR RIGHTS

Estendere la conoscenza dei diritti dei gigworker



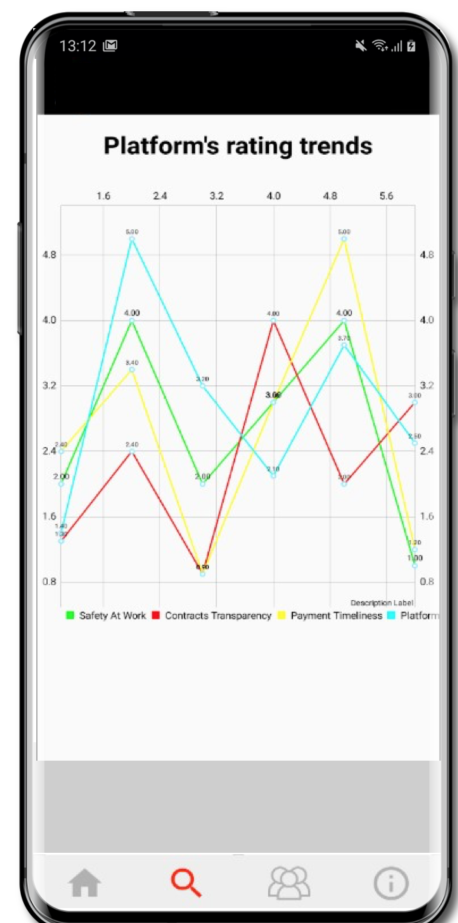
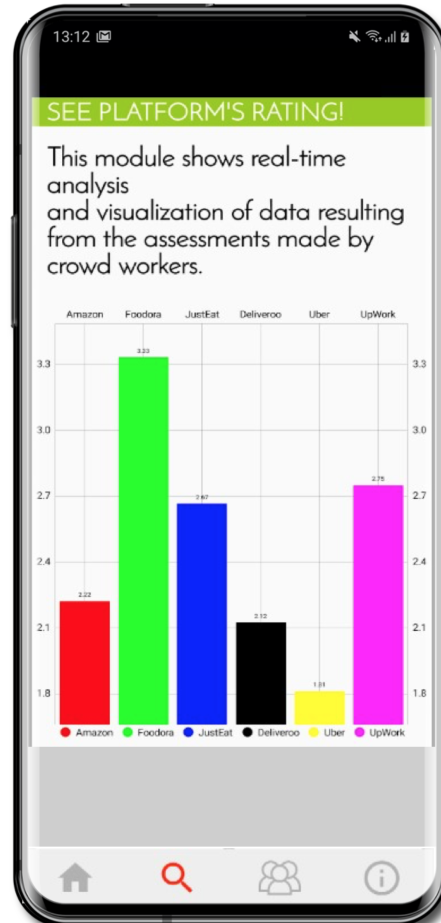
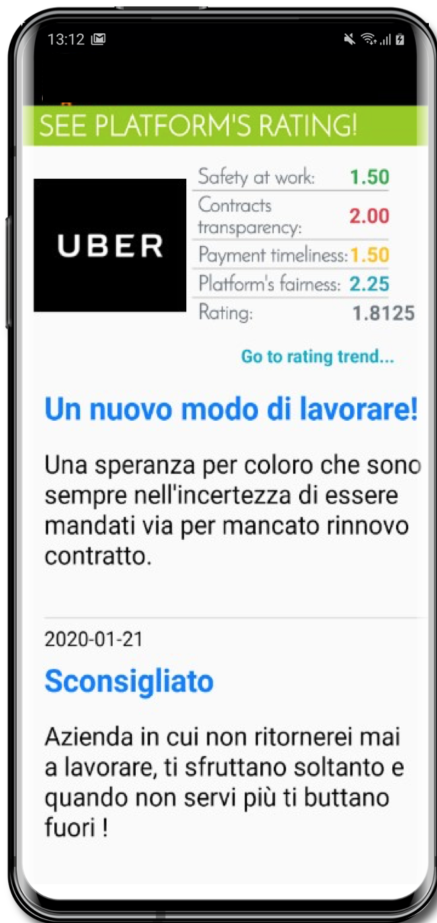
RATE YOUR GIG

Raccogliere la valutazione delle piattaforme fatta dai gigworker in base a criteri legali



SEE PLATFORMS RATING

Ricostruire e visualizzare l'andamento nella valutazione delle piattaforme recensite dagli utenti

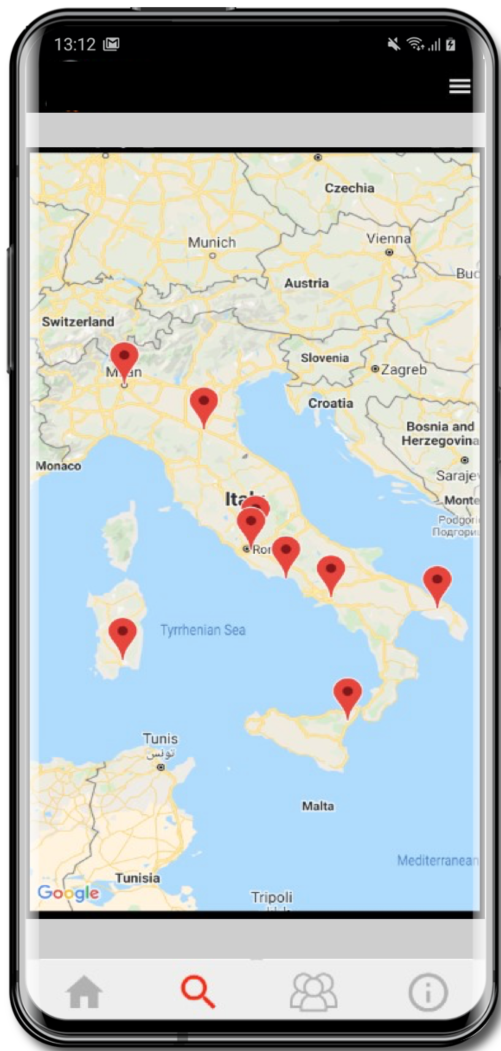




CONNECT WITH OTHERS

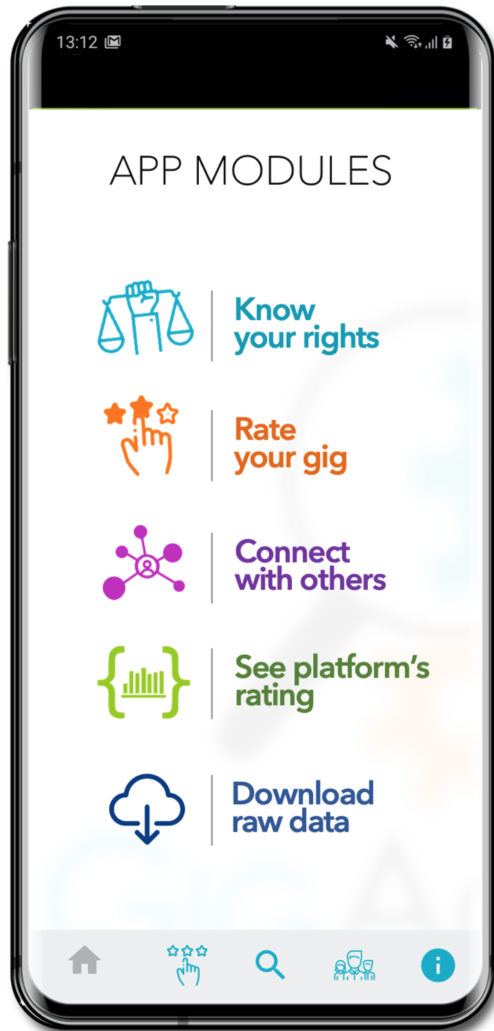
Permettere ai lavoratori di **condividere e discutere** le **esperienze** avute con le piattaforme.

Consentire la creazione di **canali di comunicazione privati** tra singoli lavoratori.



Georeferenziazione

Utilizzando le API Geocoding di Google è possibile generare in **real time** una **mappa** dei gigworker che utilizzano l'app utile per **ulteriori analisi**



DOWNLOAD RAW DATA

Permettere a ricercatori, pubbliche amministrazioni e cittadini di scaricare i dati acquisiti da WorkMETER in un formato a scelta (CSV, XLS, JSON) per consentire **ulteriori analisi** al di fuori dell'app.



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GRAZIE PER L'ATTENZIONE

