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Institut für Soziologie &
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Einladung zum Gastvortrag von

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„ Collaborative Networks and Subcontracting Relationships in the Platform Economy“

Many freelance writers, transcribers, designers, and programmers find work through online platforms such as Upwork and Freelancer, where employers post projects for freelancers to bid on. The platforms are intended to "disintermediate" companies, bringing buyers into direct contact with sellers. However, based on fieldwork in six countries in Southeast Asia and Sub-Saharan Africa, we find that online freelancers often "reintermediate" or use other online freelancers as subcontractors. More importantly, they often use their local networks -- family members, college friends, colleagues -- as trusted collaborators. The main reason is that freelance work is highly unpredictable -- sometimes there is no work, and sometimes there is too much work to handle. Local networks are preferred over online subcontracting, because they help overcome issues of trust and opportunism. The speed and flexibility of global platforms is thus enabled largely by local social capital.

Dienstag, 15.5.2018, 18:00-19:30

Hörsaal A, NIG, 6. Stock

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