

# The Access Economy: Driven to Survive or to Thrive

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**Seminario de la AISS sobre las Tecnologías de la  
Información y de la Comunicación en el nuevo  
mundo del trabajo y los servicios de Seguridad  
Social**

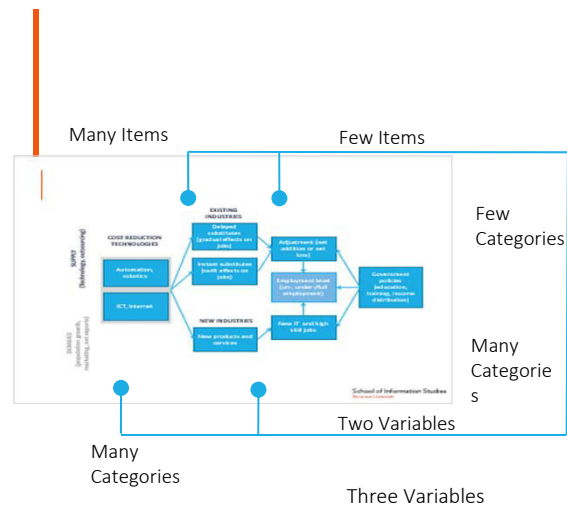
Rio de Janeiro, Brasil, 25-26 de Octubre de 2018



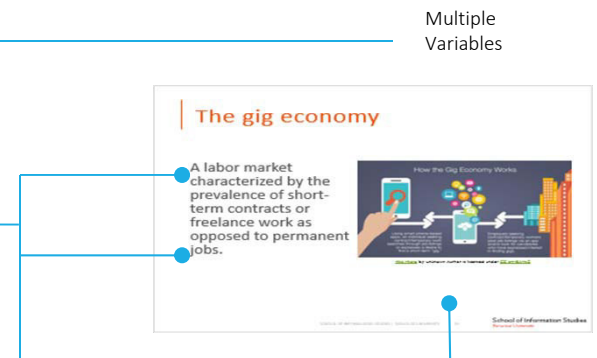
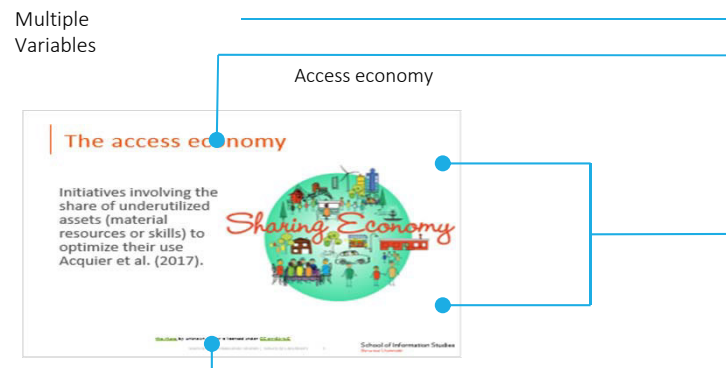
# The Access Economy: Driven to Survive or to Thrive

Dr. Martha Garcia-Murillo  
Dr. Ian MacInnes

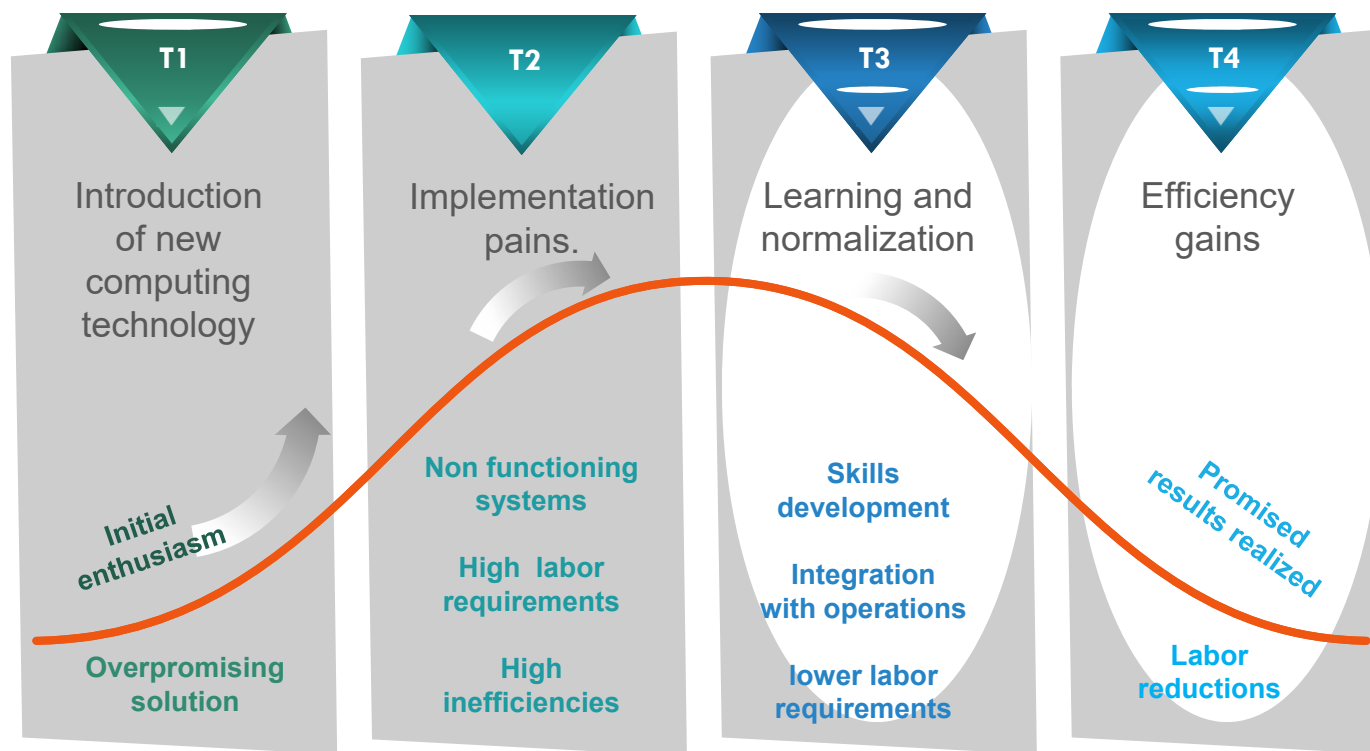
School of Information Studies  
Syracuse University



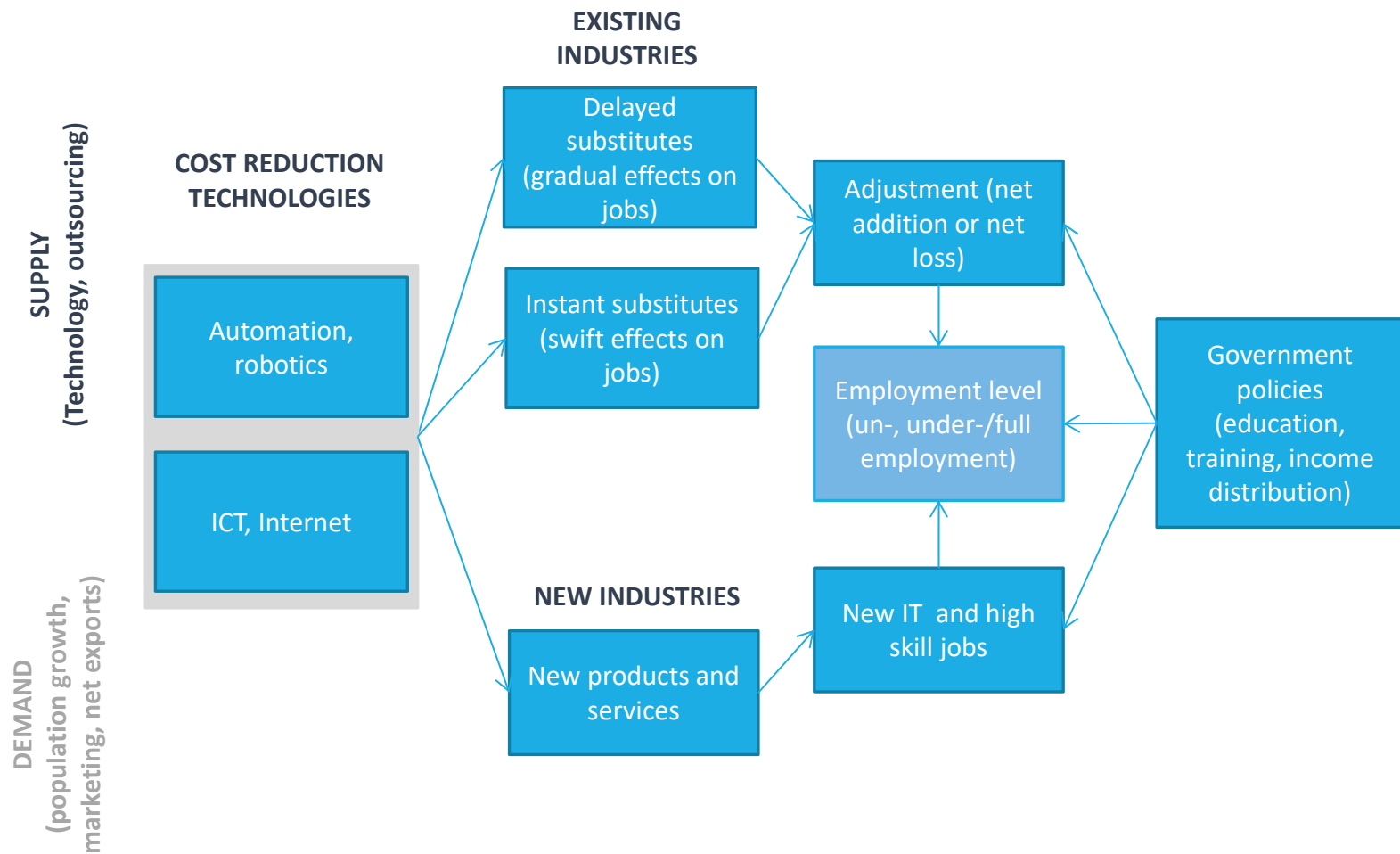
# Portfolio of research



# TECHNOLOGY AND LABOR REQUIREMENTS







# The access economy

Initiatives involving the share of underutilized assets (material resources or skills) to optimize their use  
Acquier et al. (2017).



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# Benefits

A more efficient nationwide transportation network (Choe, 2018),

01

Reducing negative environmental impact (Prothero et al., 2011)

02

Allowing interactions among people as a source of enjoyment , gaining reputation for contributions made to the community (Botsman & Rogers, 2010)

03



04

Generating income for people providing services or monetizing their assets (Hamari, Sjöklint, & Ukkonen, 2016).

05

Alternatives for people to become micro-entrepreneurs which facilitate social mobility, reduce digital literacy while supporting technical skills development (Biswas & Pahwa, 2015).

06

They have the potentially to alleviate poverty, reduce inequality, minimize economic cycles and reduce the negative externalities of pollution when cars are shared (Heylighen, 2017).

## 02

A computer in New York and a computer in Manila are technically equivalent Ray (2017) .



Digital goods eliminated transaction costs. Rifkin (2014) has called it the zero marginal costs society.



These could be the jobs of the future, as traditional work gradually disappear



## 01

## 03

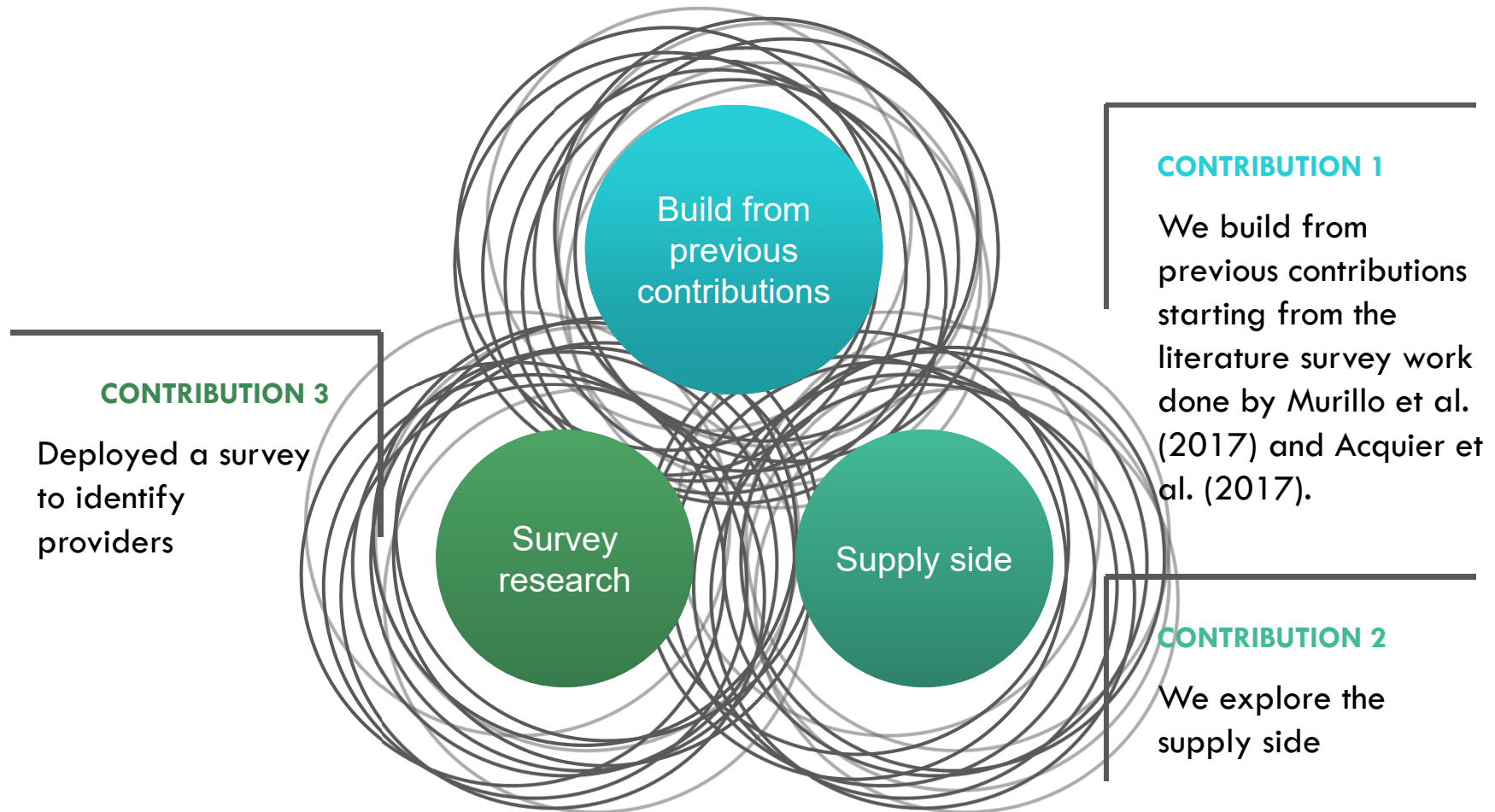




## Our Goal

- We wish to understand the factors that move people towards this type of activities
- The factors that prevents them from participating
- The long term economic and professional viability of this segment of the sharing economy.

# Contribution



# Size

**15 million or 10.1 %**

U.S. Bureau of Labor Statistics, of all US workers self-employed people (Hipple & Hammond, 2016). A report by the Freelancers Union found 57.3 people engage in freelance work



**3.5 billion dollars**

# Challenges

The potential abuse of property by people who do not own it.



Moral hazard problem

Security concerns



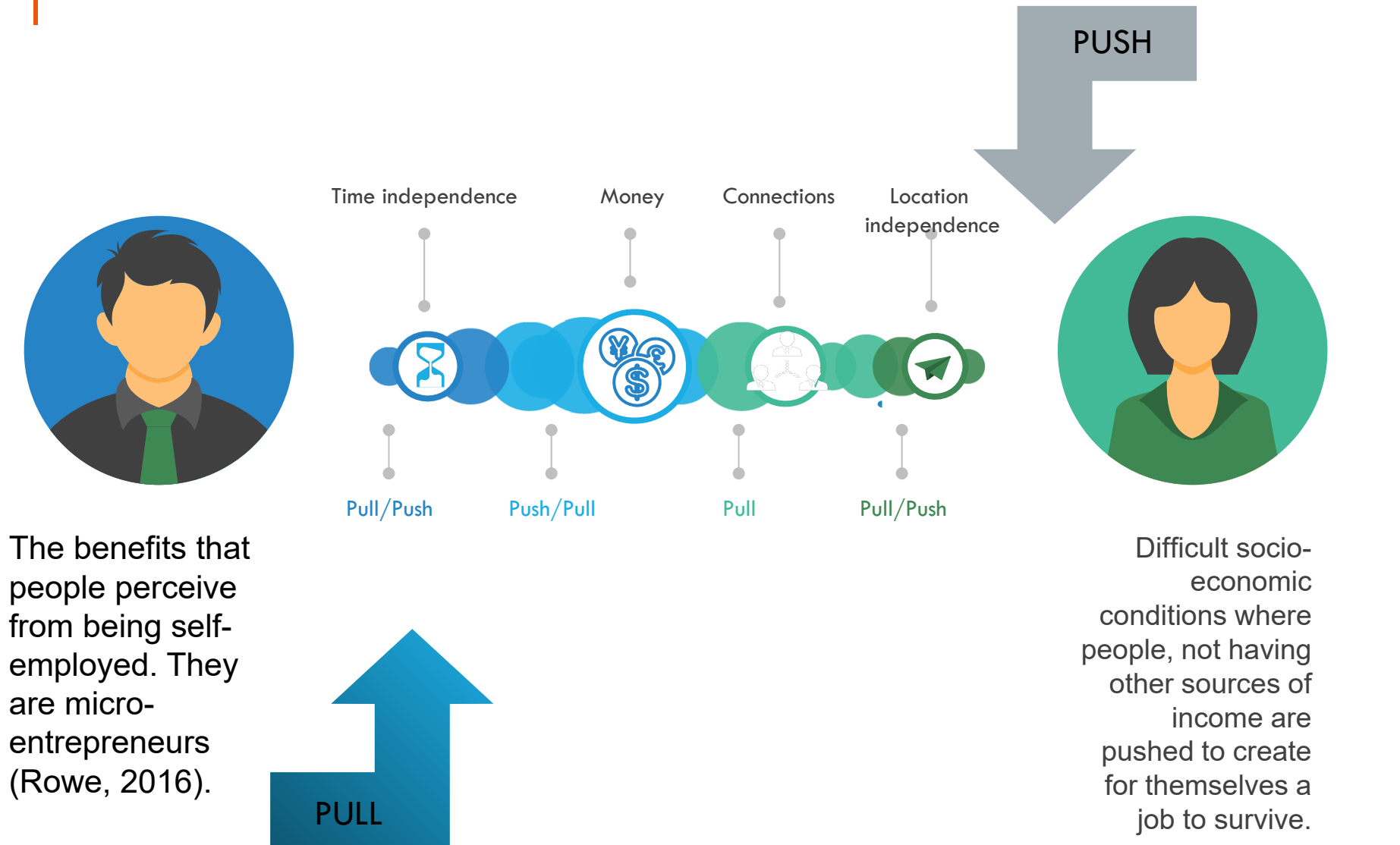
The fear that the sharing of those assets with strangers can pose a threat to the owner

The rent of assets to strangers can involve meeting, which may make some people uncomfortable.



Privacy concerns

# Push-Pull framework





# Economists are puzzled



Self-employed people exhibit higher job satisfaction



Have less benefits (Storey, 2003)



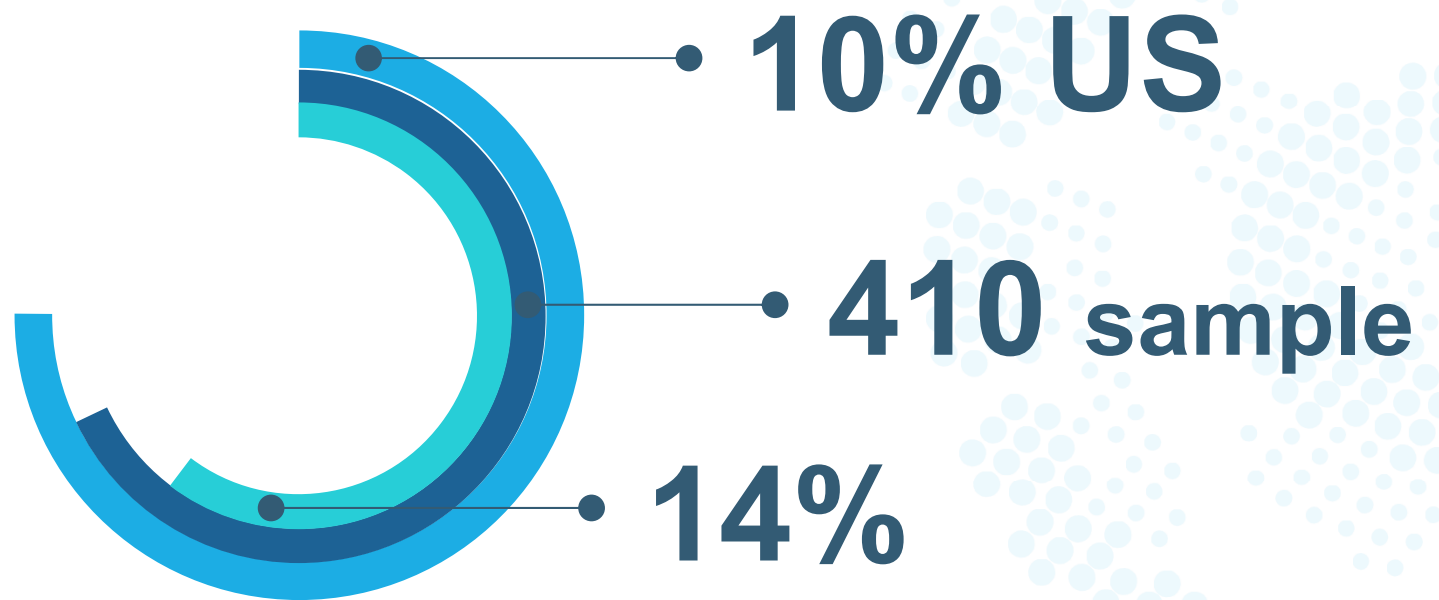
Work longer hours as well as more weeks (Hyytinen & Ruuskanen, 2007; Parasuraman & Simmers, 2001).



Earn lower incomes (Hamilton, 2000)

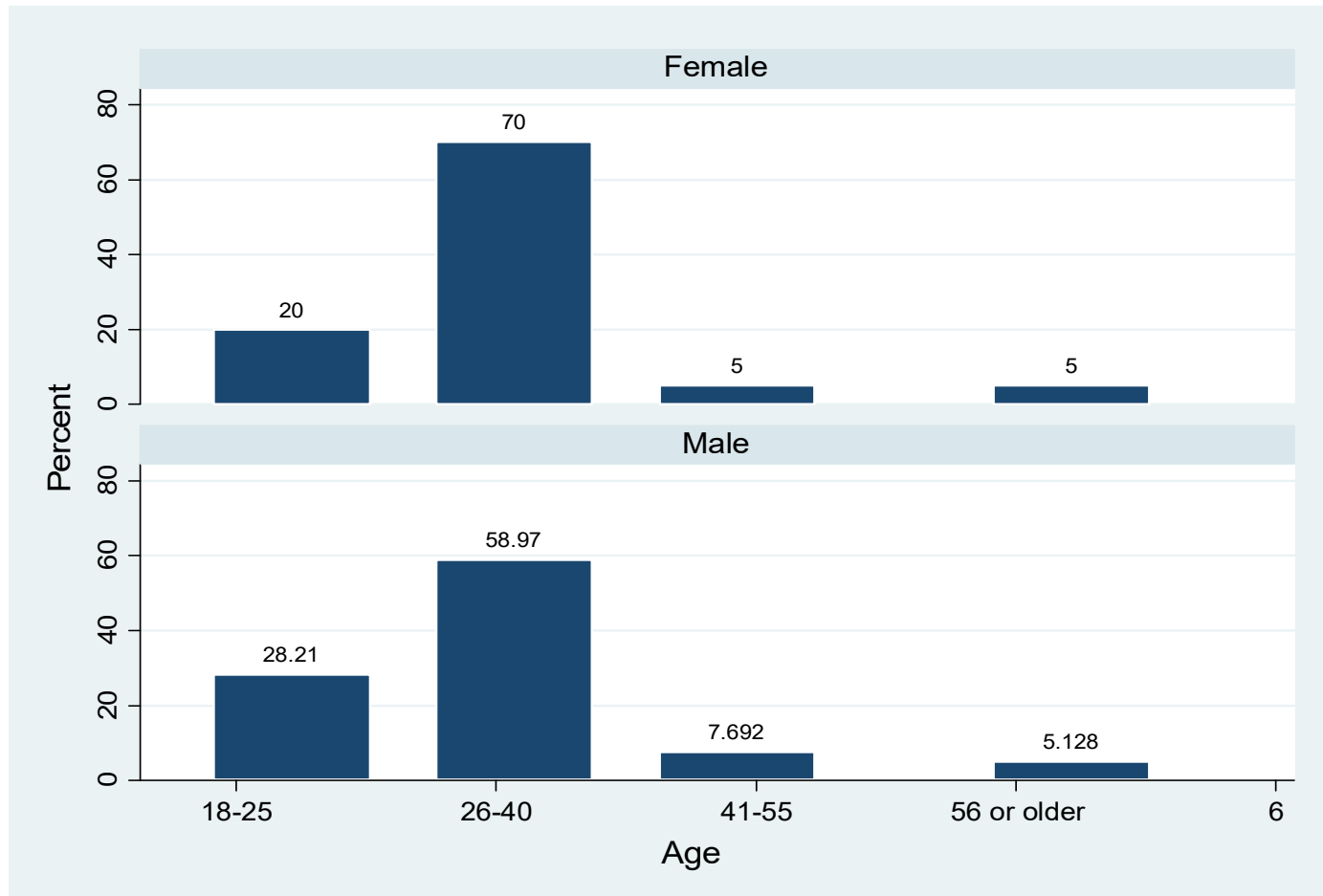


# Methodology



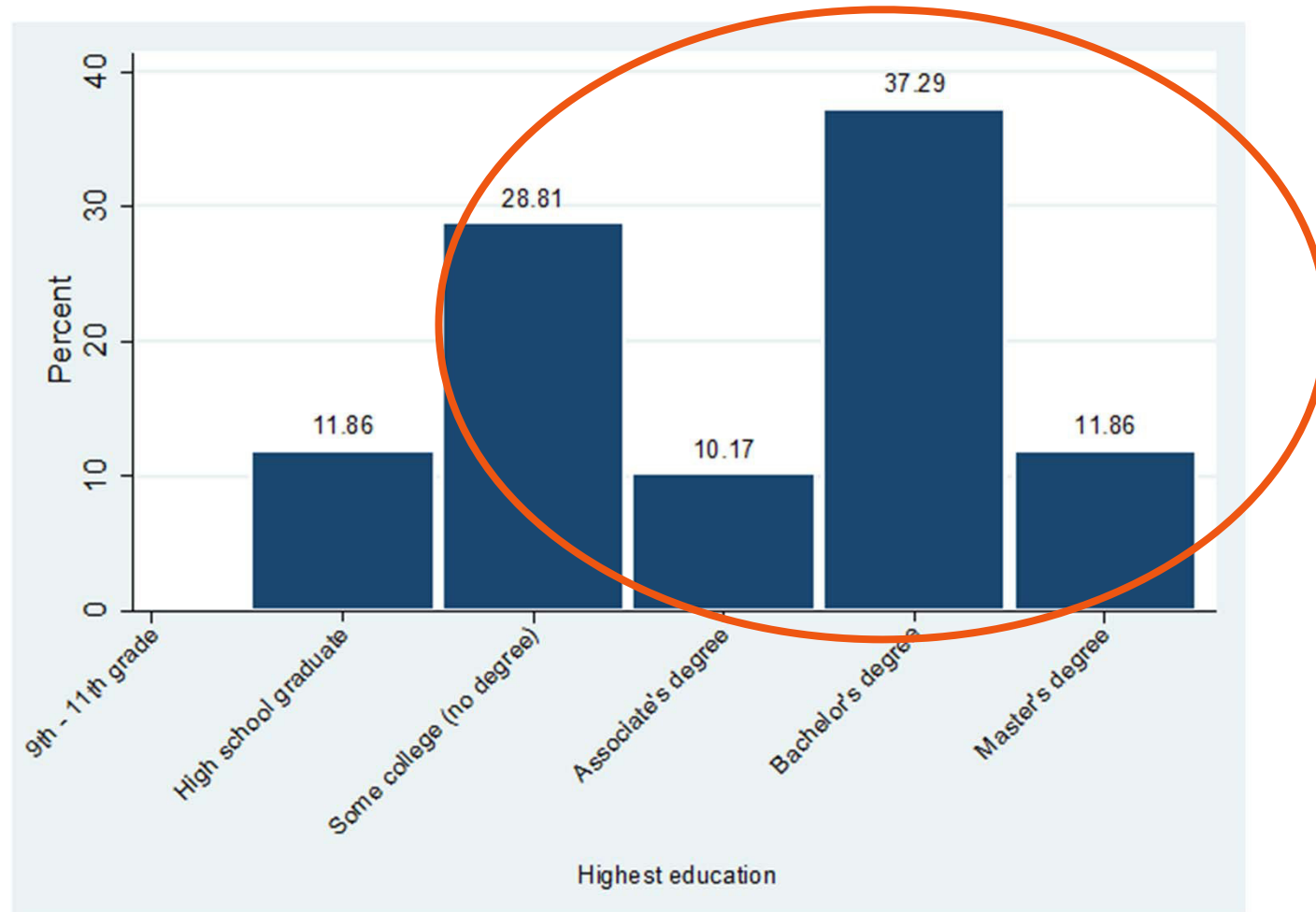
SURVEY CONDUCTED USING AMAZON MECHANICAL TURK  
June 11th to 13<sup>th</sup> of 2016

# Male/Females



# Education level

More than 50%



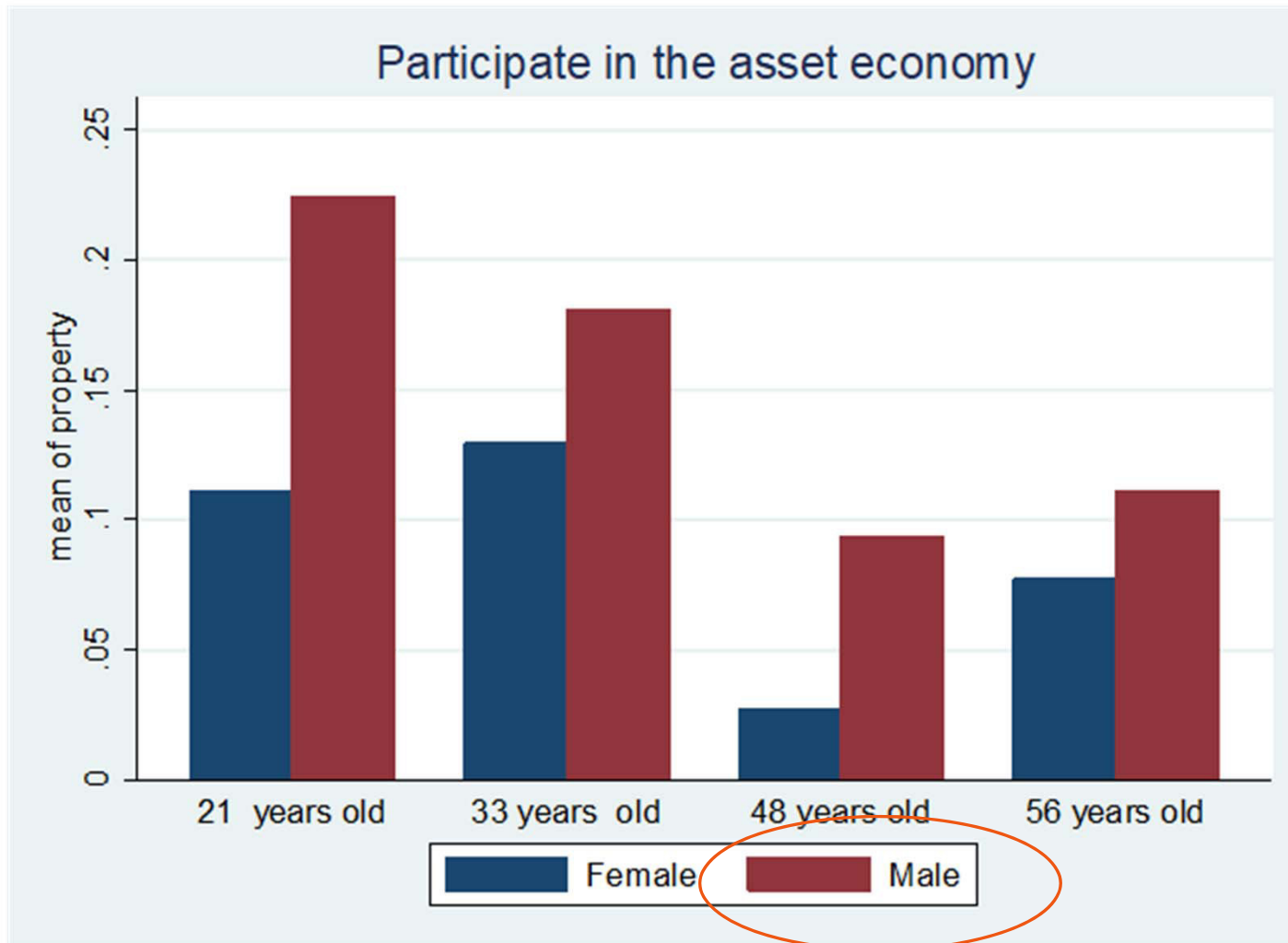
# Income level

70% earn less than \$50,000

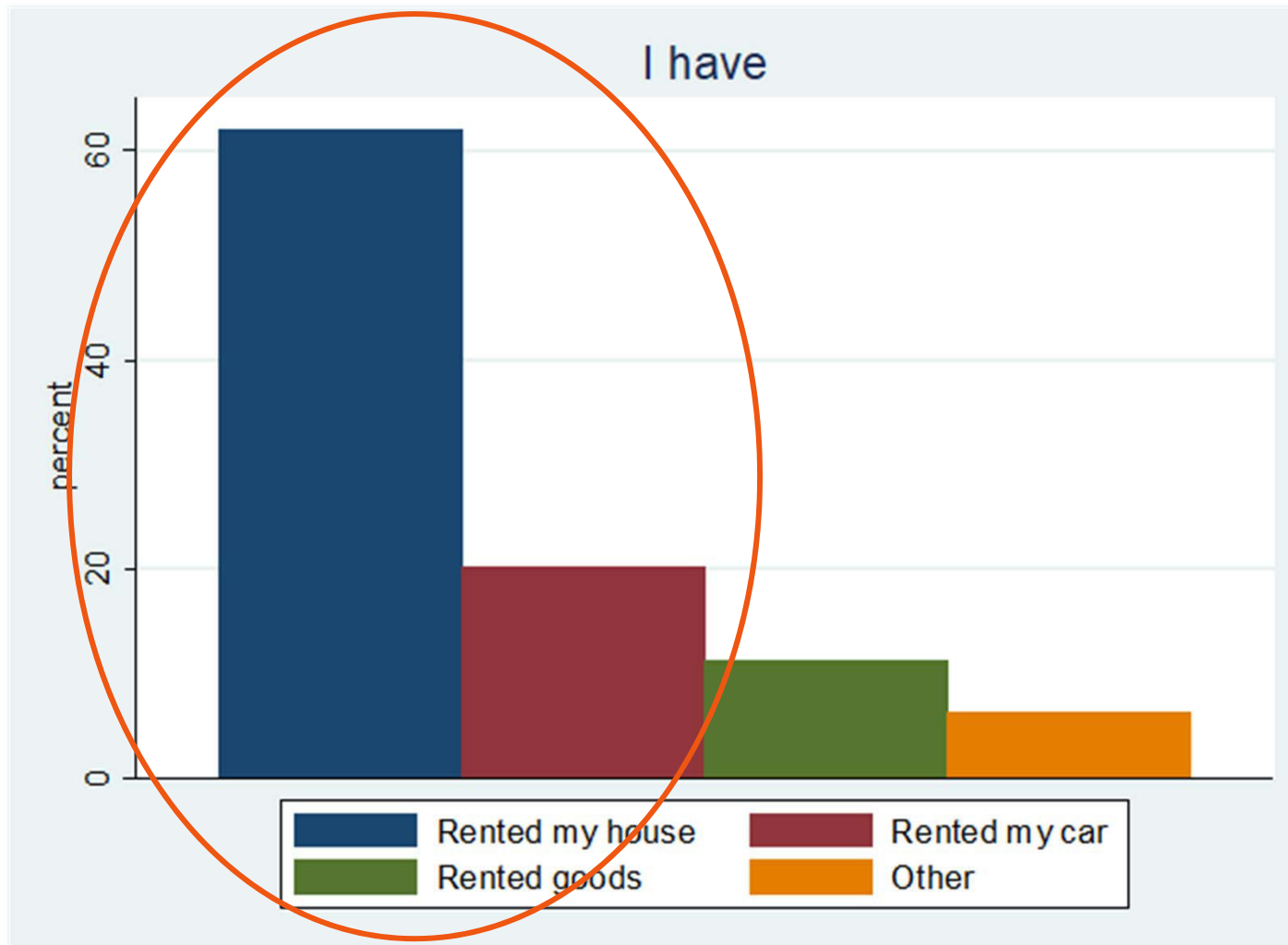




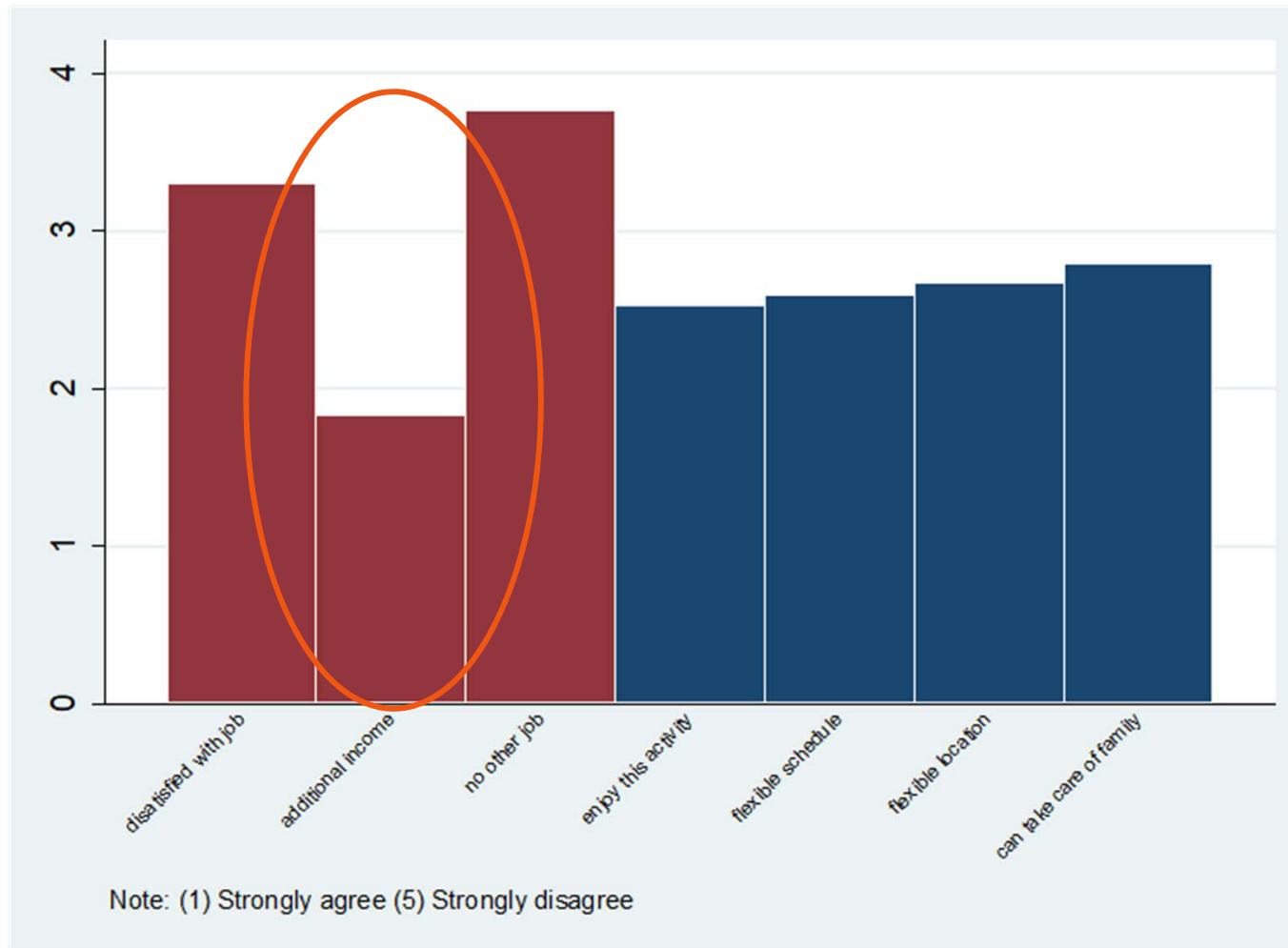
# Access economy by gender



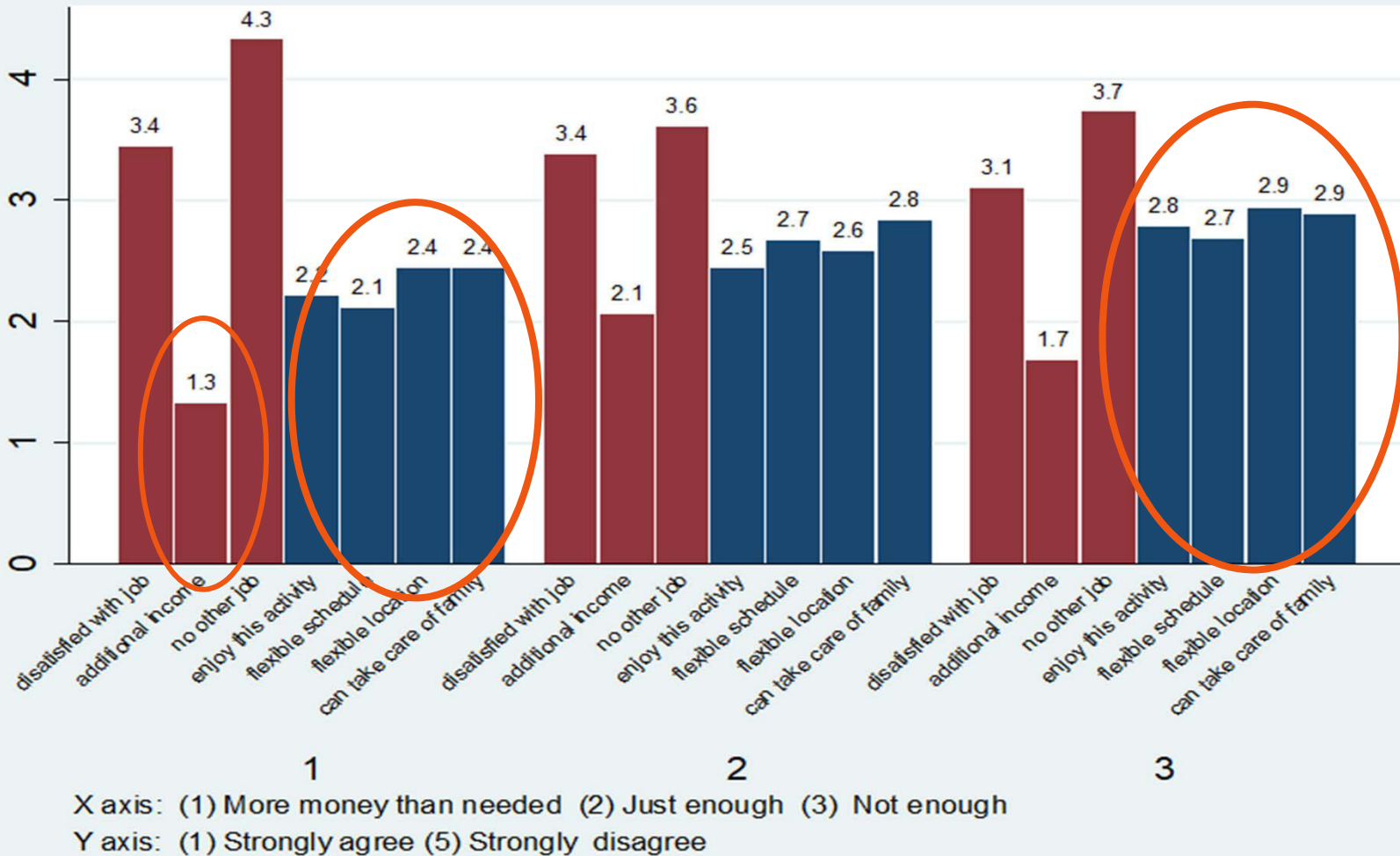
# Access economy activities



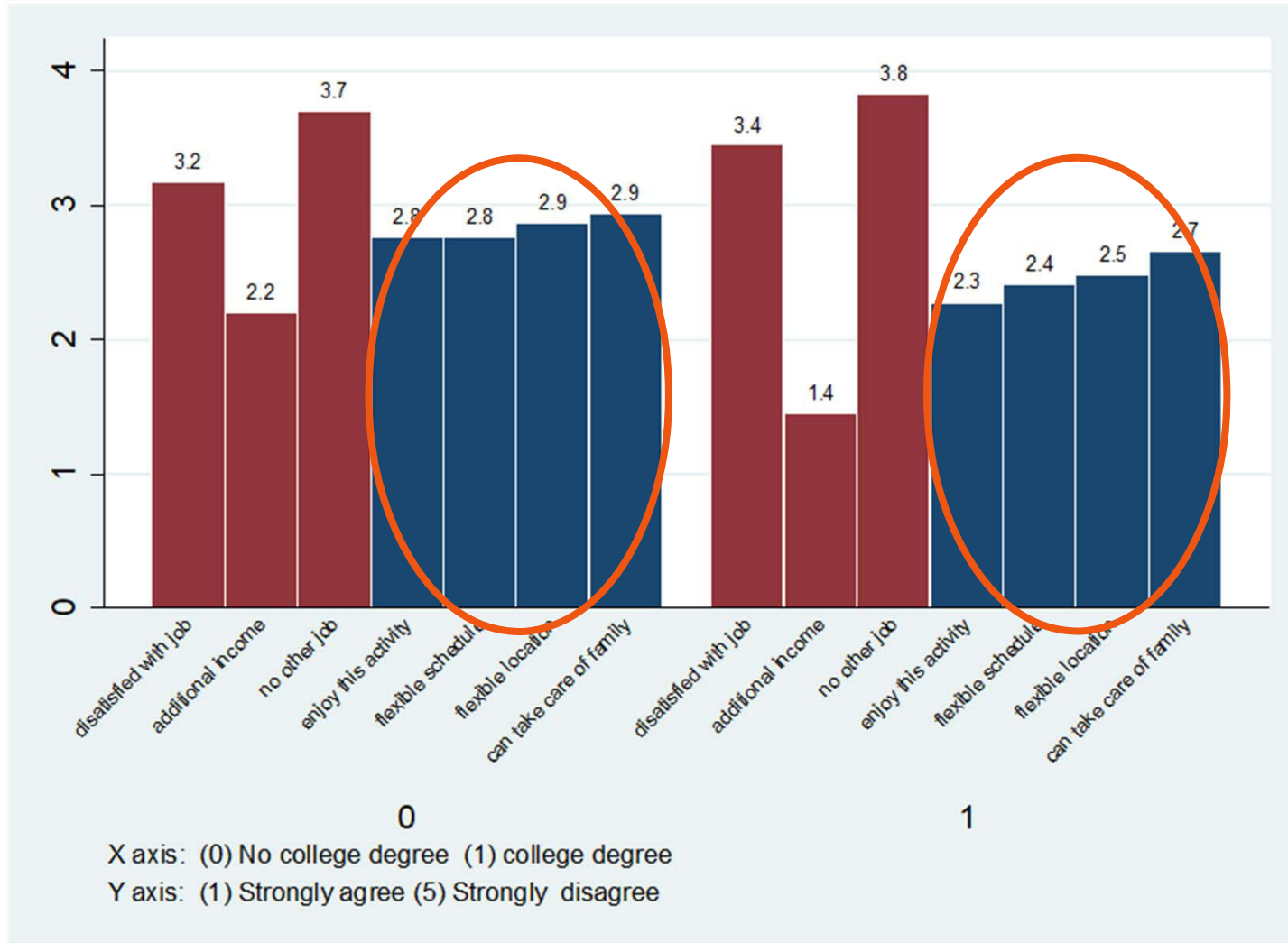
# Push and pull factors: access



# P-P factors by amount of money

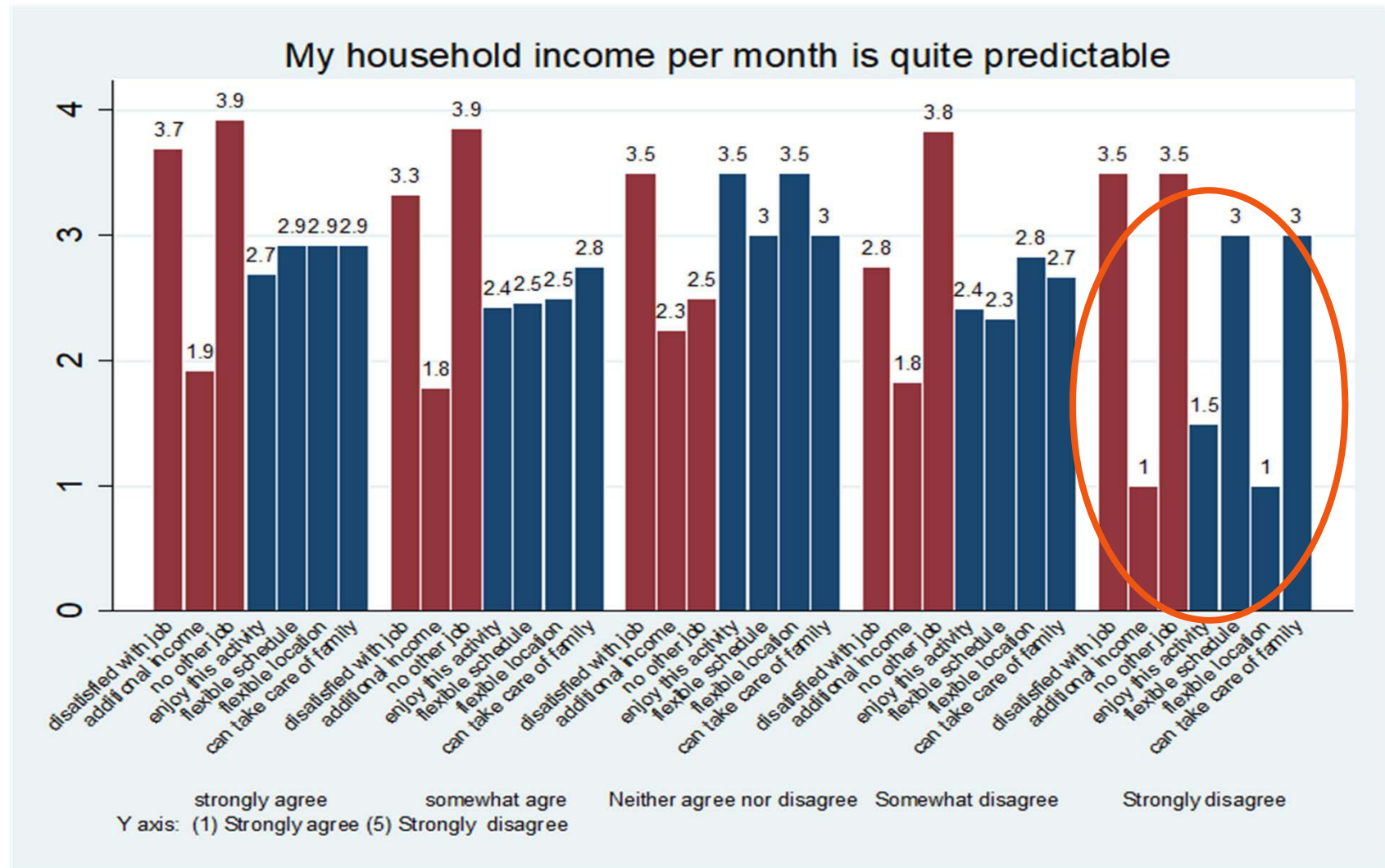


# P-P by education

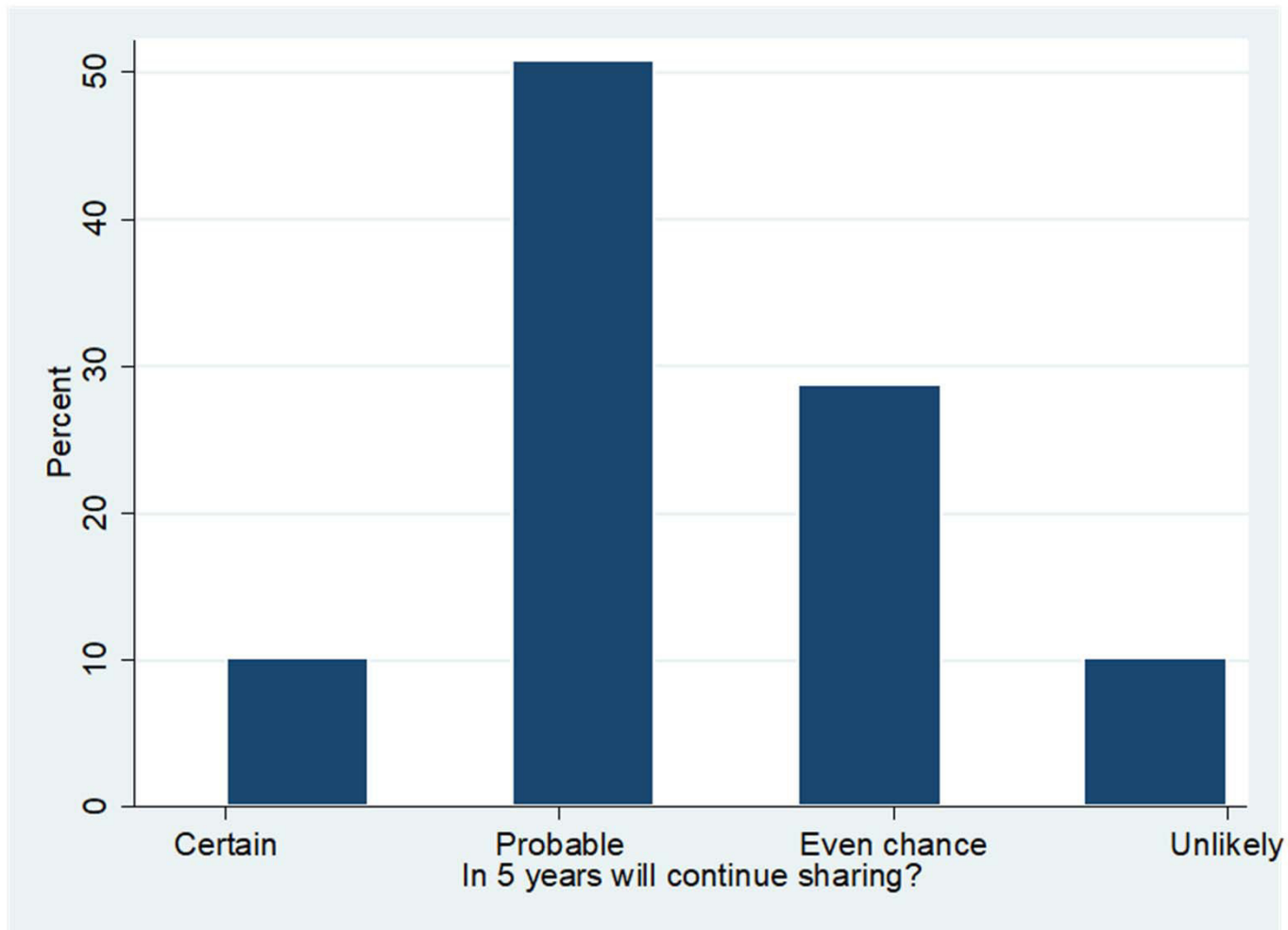




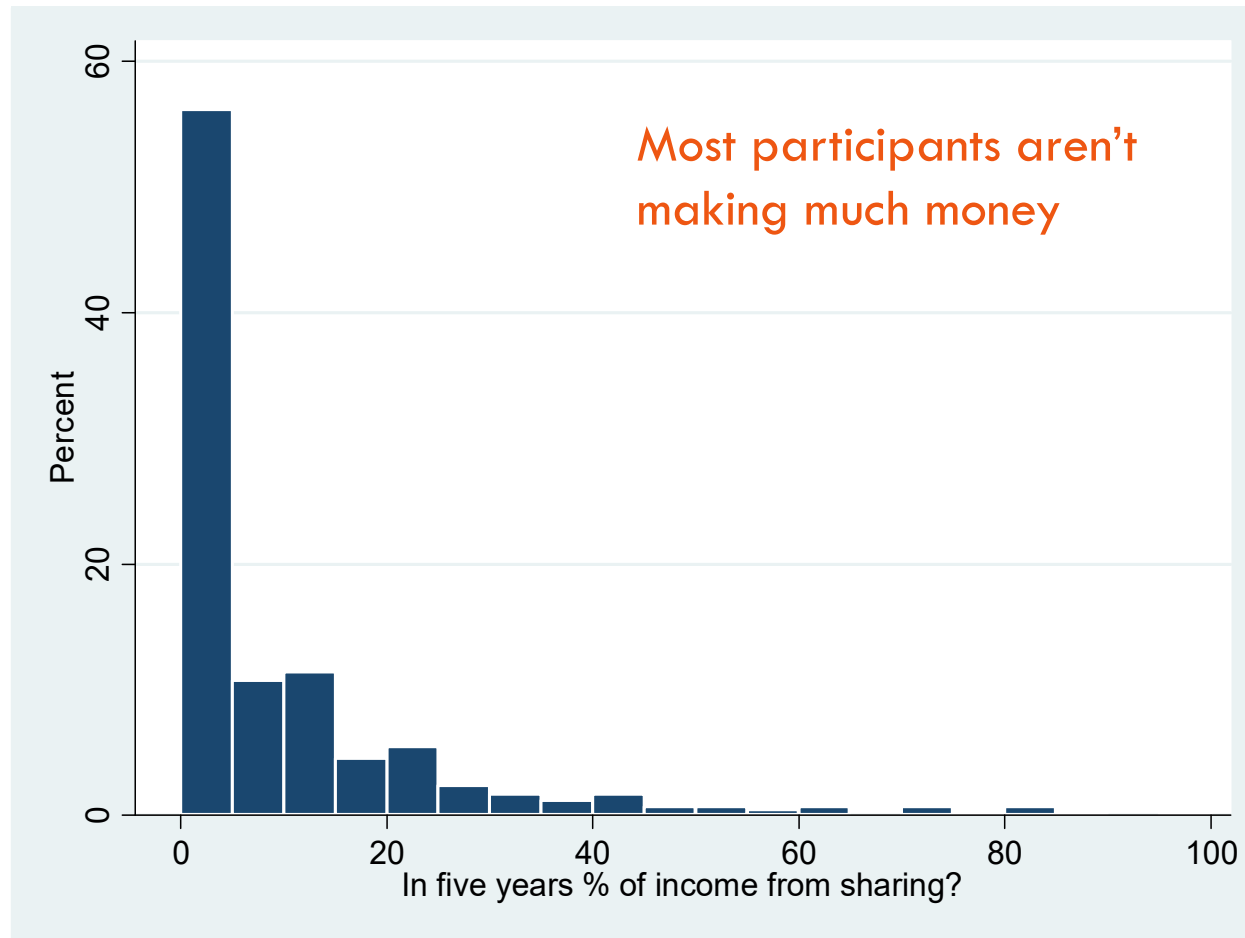
# Push and pull factors by education



# Probability of continuing



# Percentage of income in 5 years



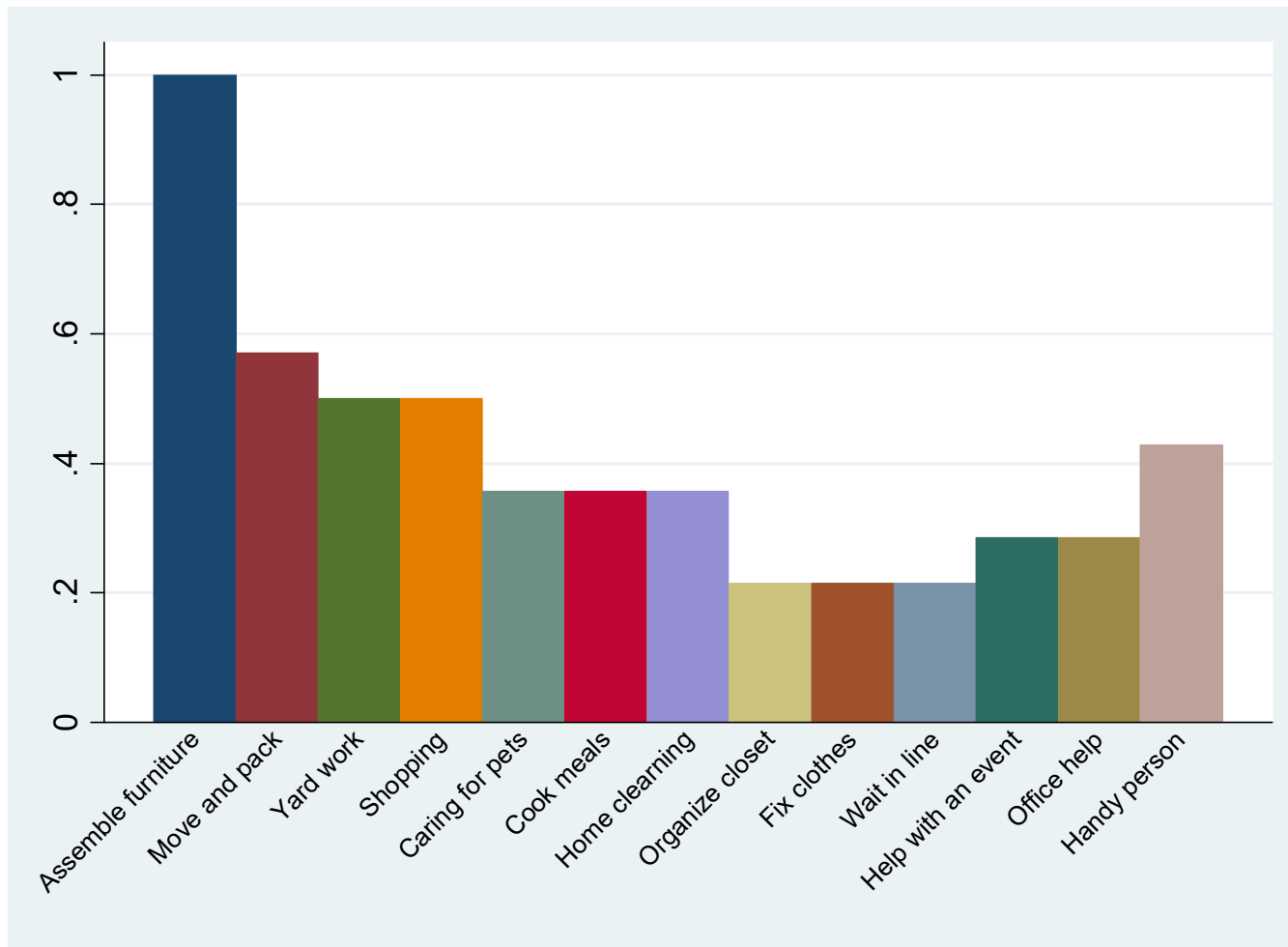
# The gig economy

A labor market characterized by the prevalence of short-term contracts or freelance work as opposed to permanent jobs.



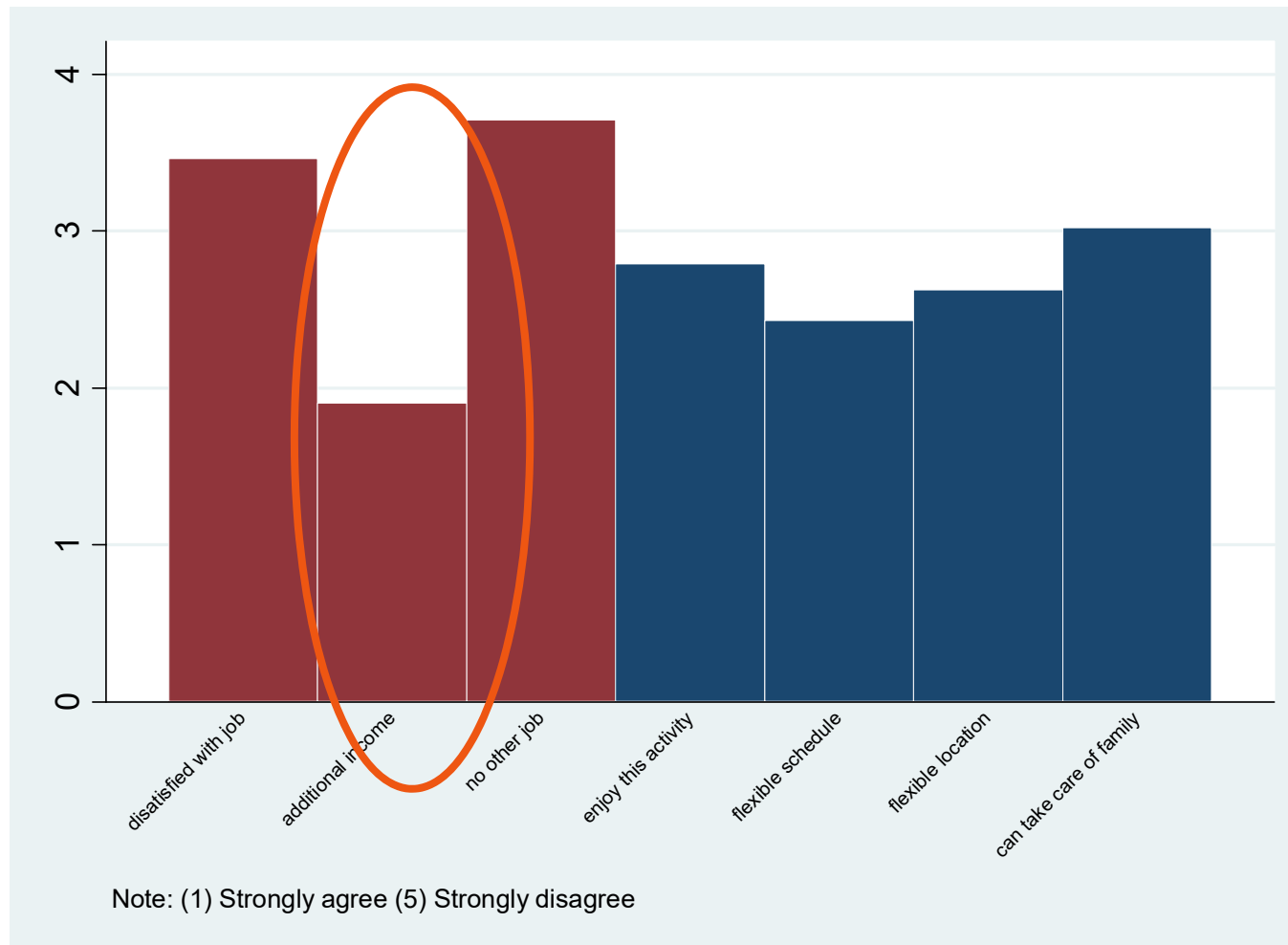
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# Gig economy activities

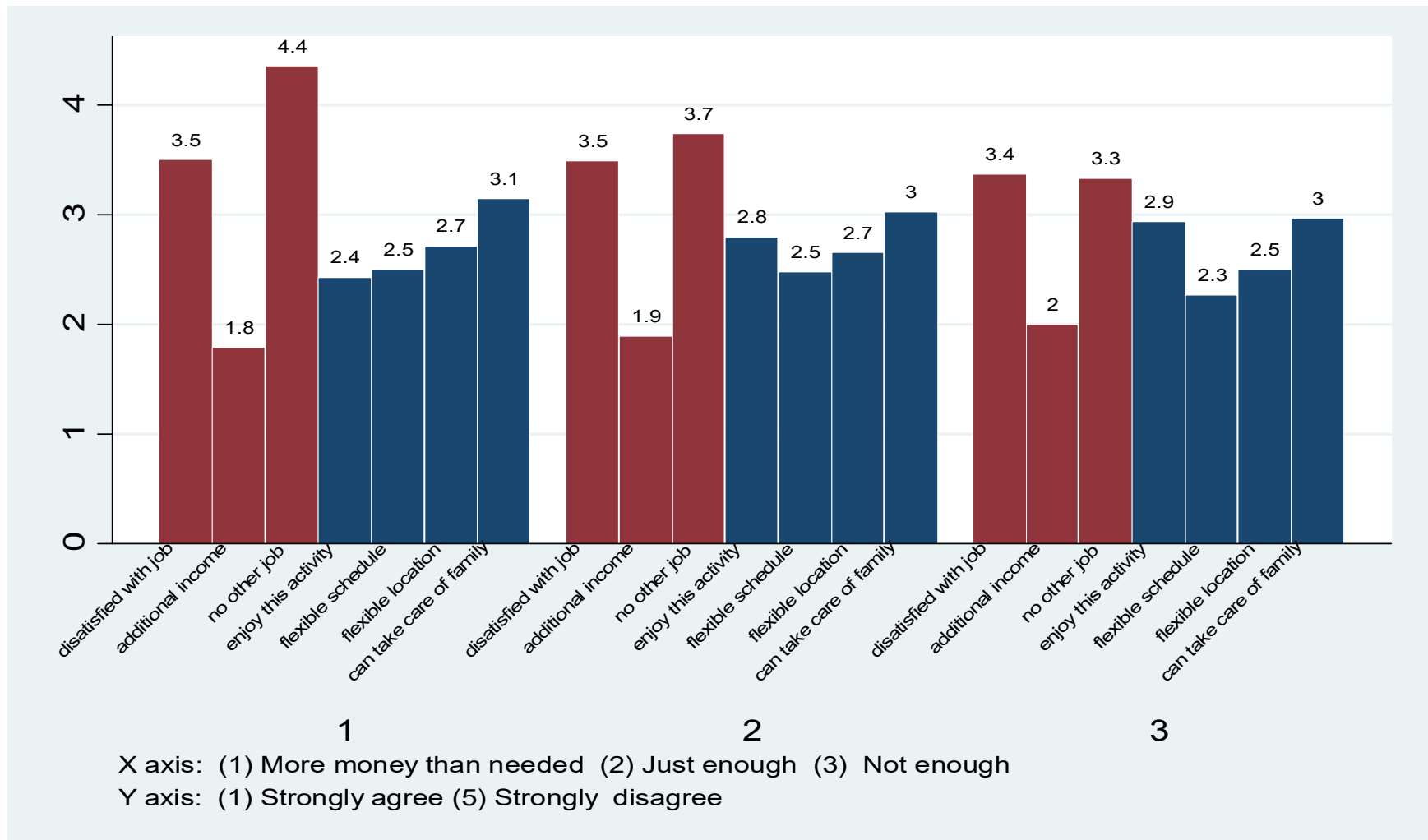




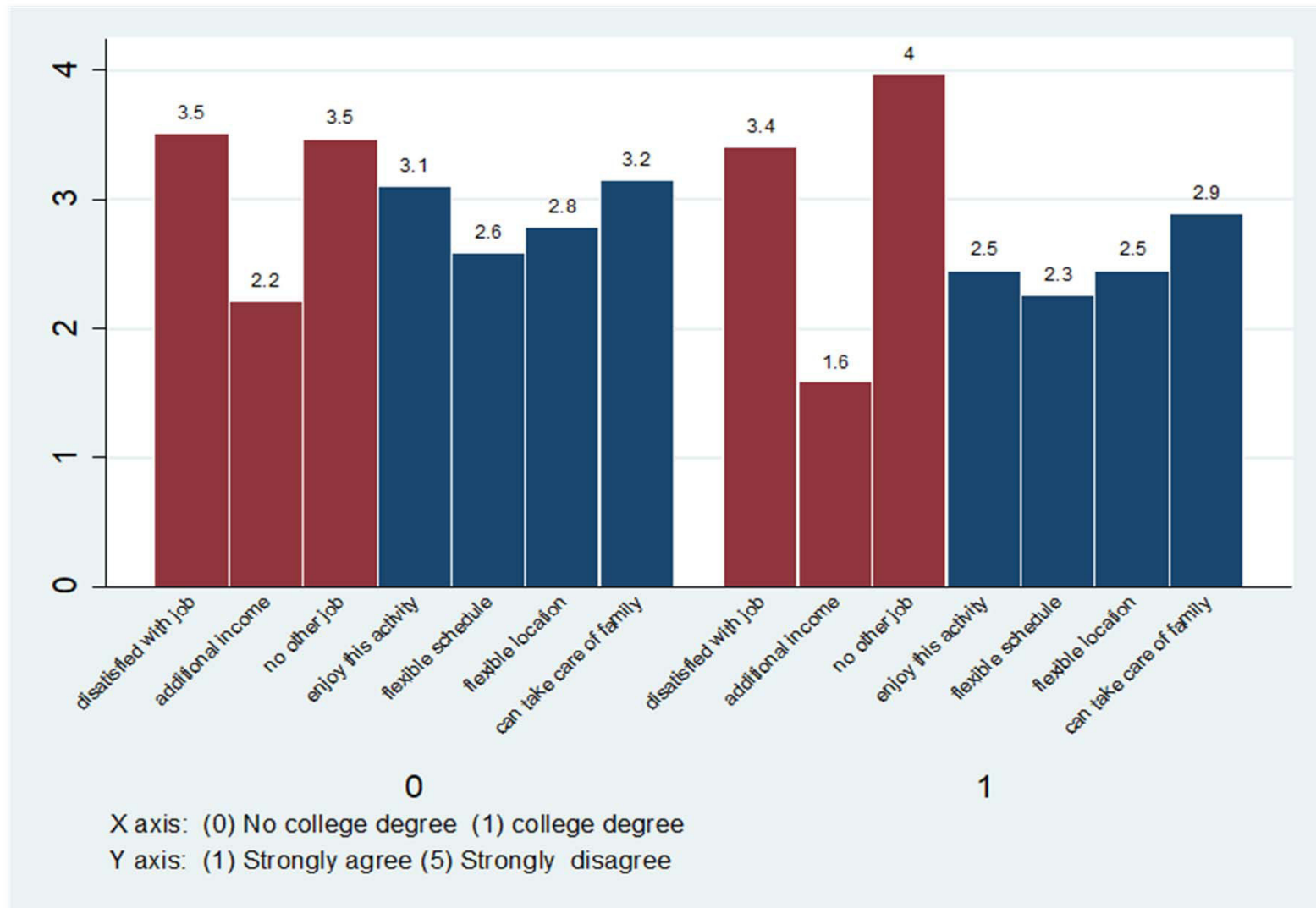
# Push and pull factors: gigs



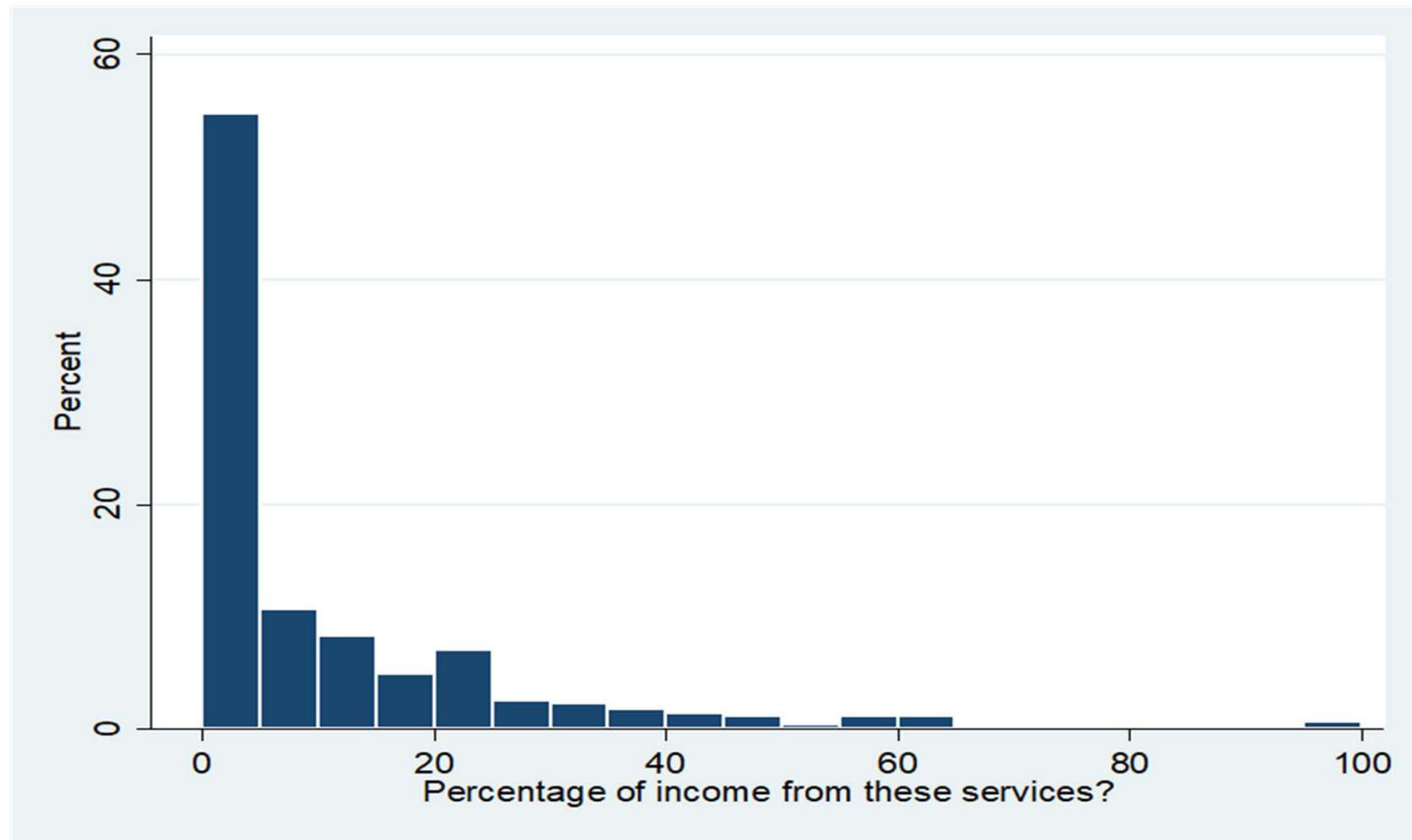
# P – P by amount of money



# P – P by college education



# | Income from gig activities





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