

The Access Economy: Driven to Survive or to Thrive

Martha Garcia-Murillo
Decano Asociado Senior
Syracuse University
USA

**Seminario de la AISS sobre las Tecnologías de la
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Social**

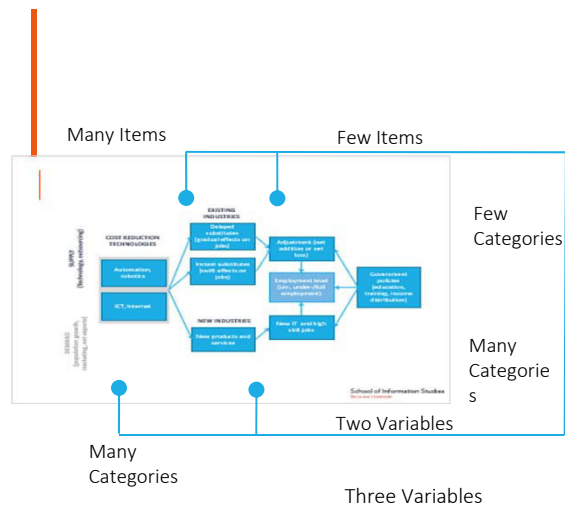
Rio de Janeiro, Brasil, 25-26 de Octubre de 2018



The Access Economy: Driven to Survive or to Thrive

Dr. Martha Garcia-Murillo
Dr. Ian MacInnes

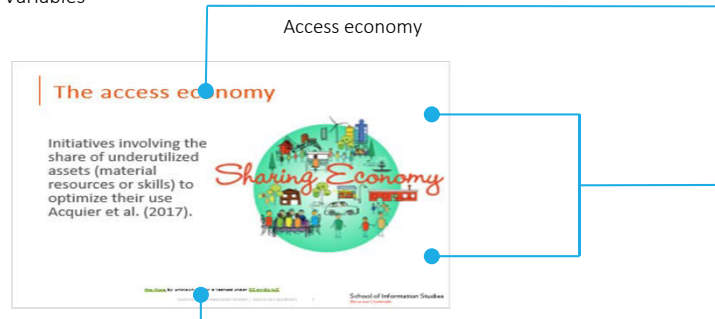
School of Information Studies
Syracuse University



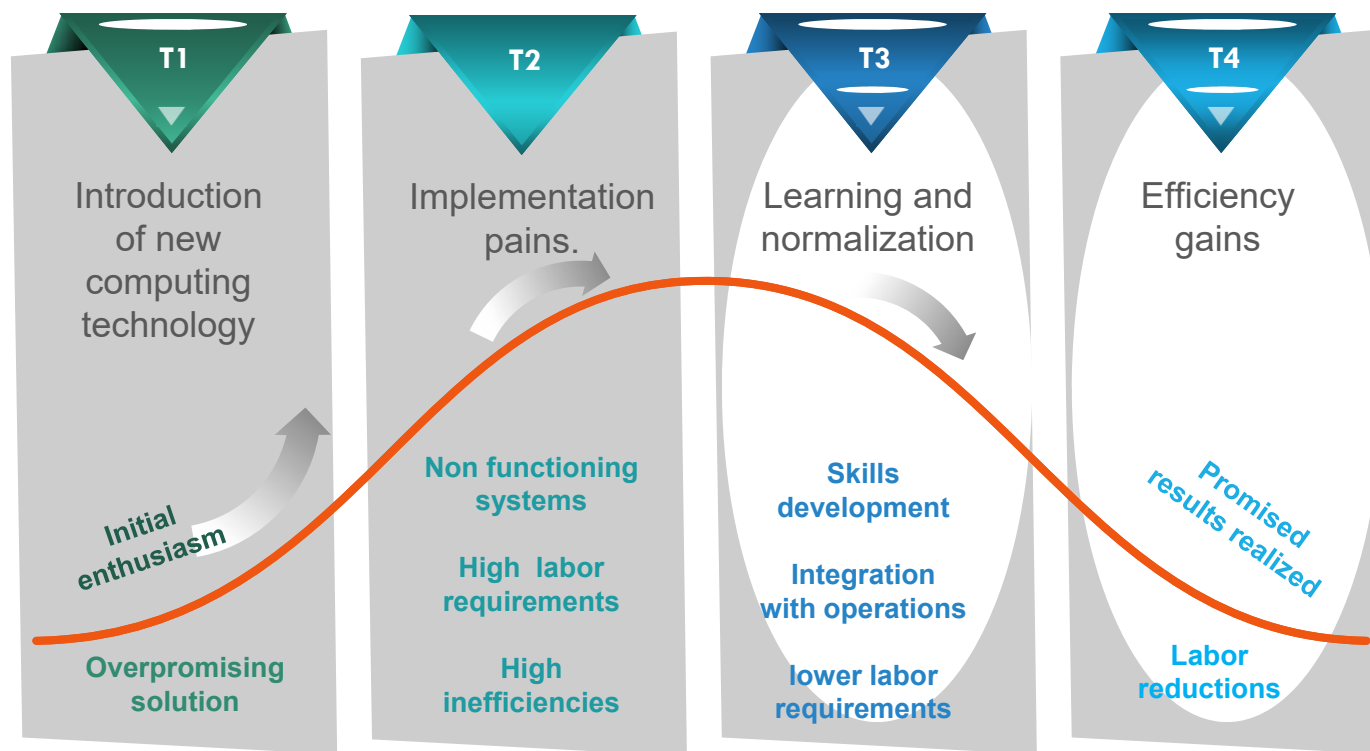
Portfolio of research

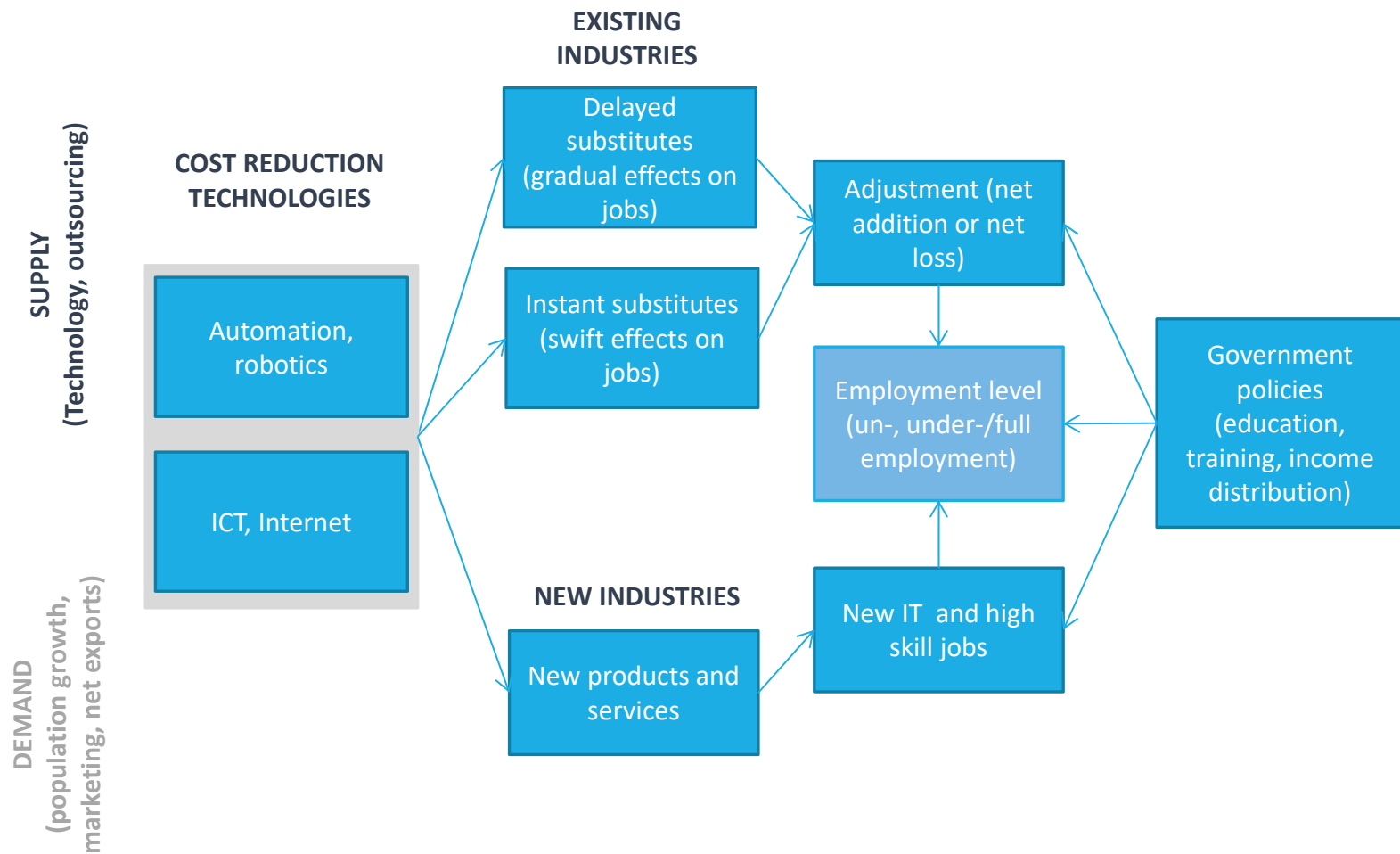
Multiple Variables

Multiple Variables



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

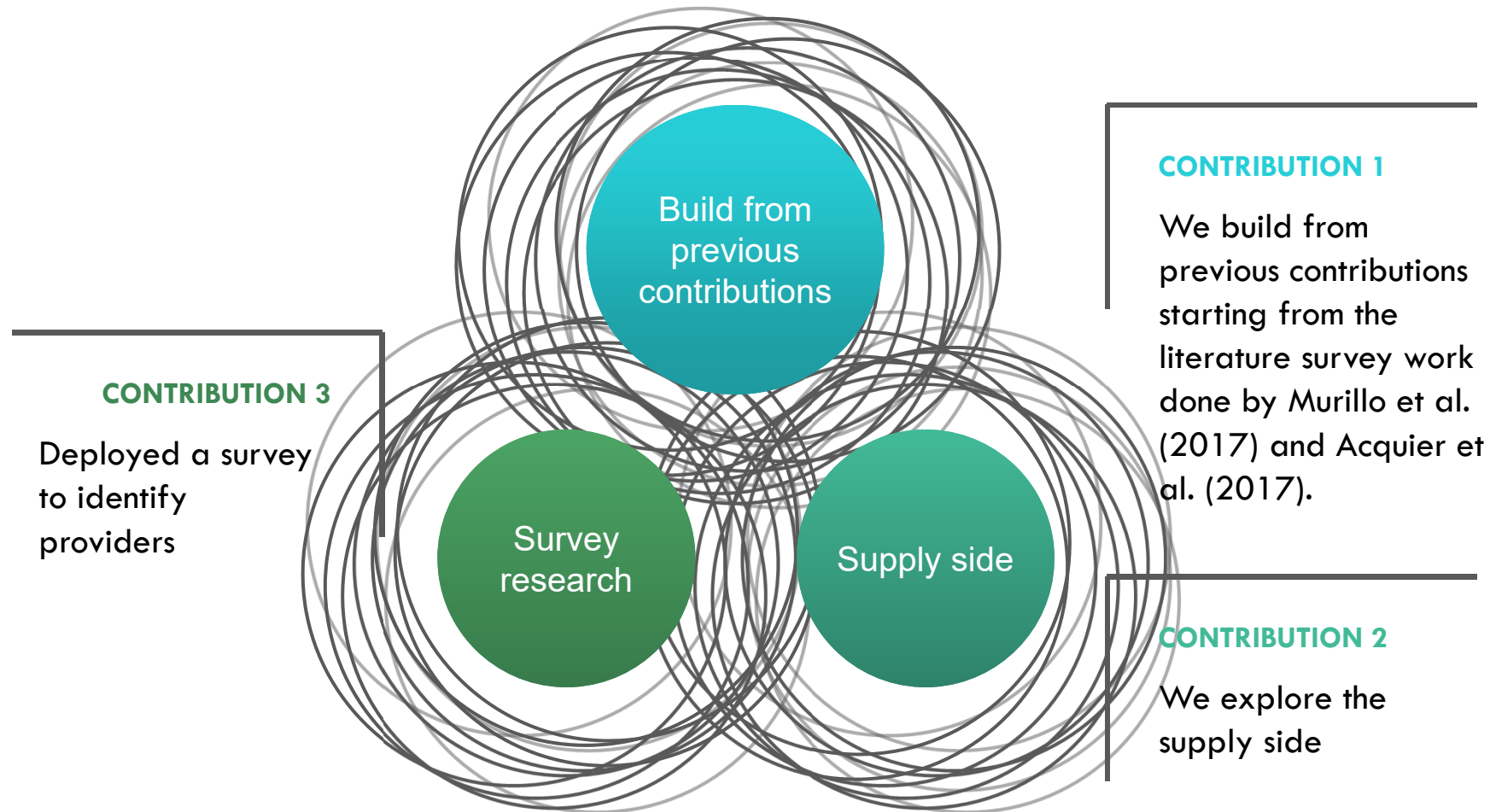
03



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



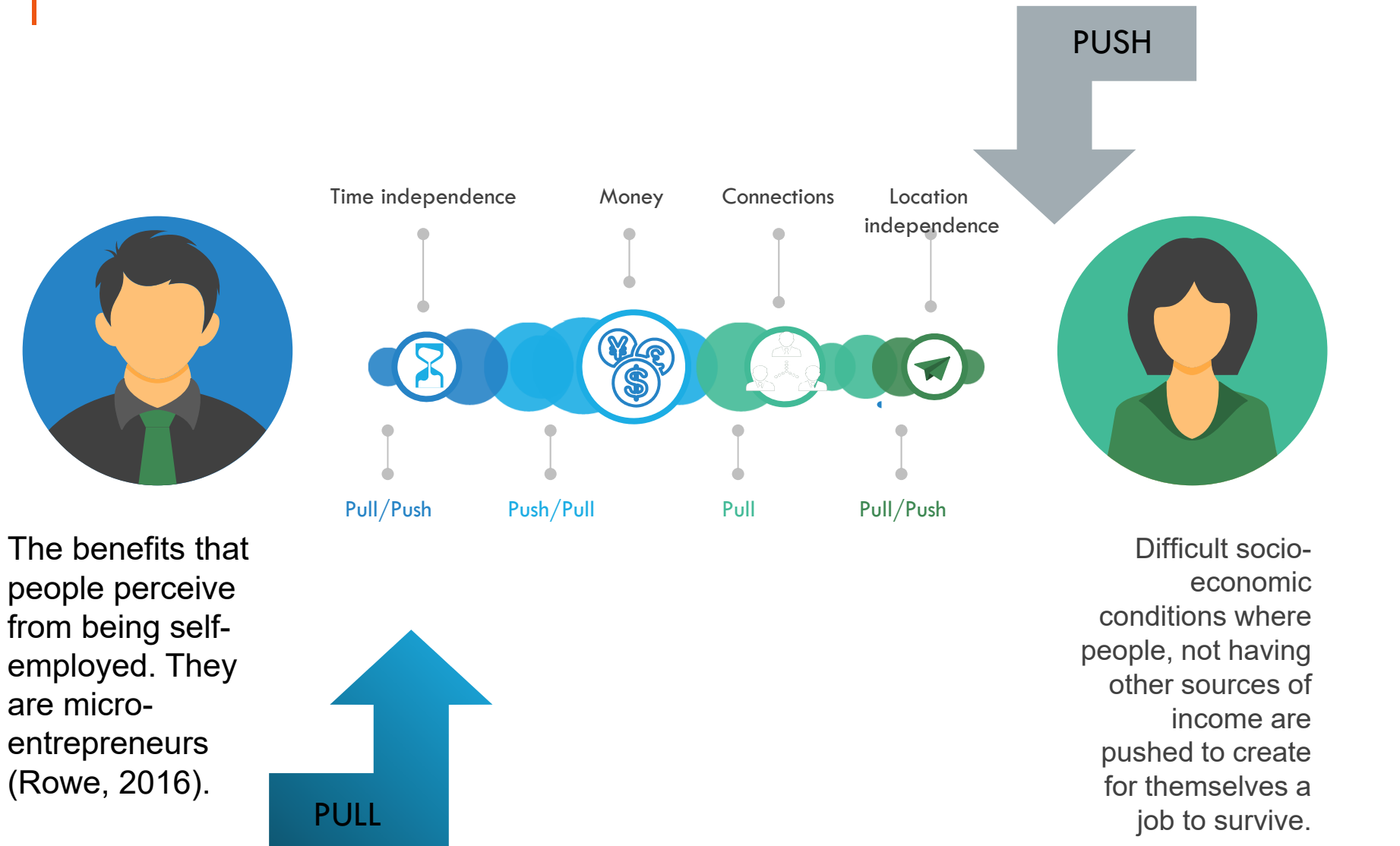
The fear that the sharing of those assets with strangers can pose a threat to the owner

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)



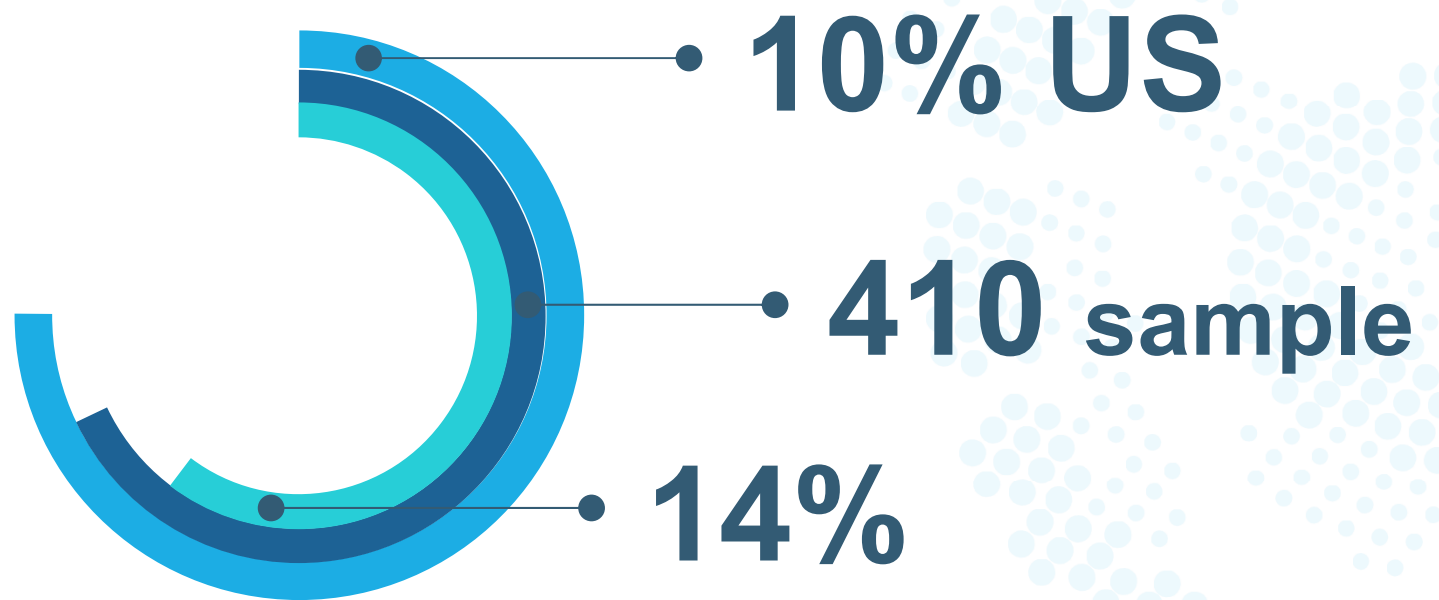
Work longer hours as well as more weeks (Hyytinen & Ruuskanen, 2007; Parasuraman & Simmers, 2001).



Earn lower incomes (Hamilton, 2000)

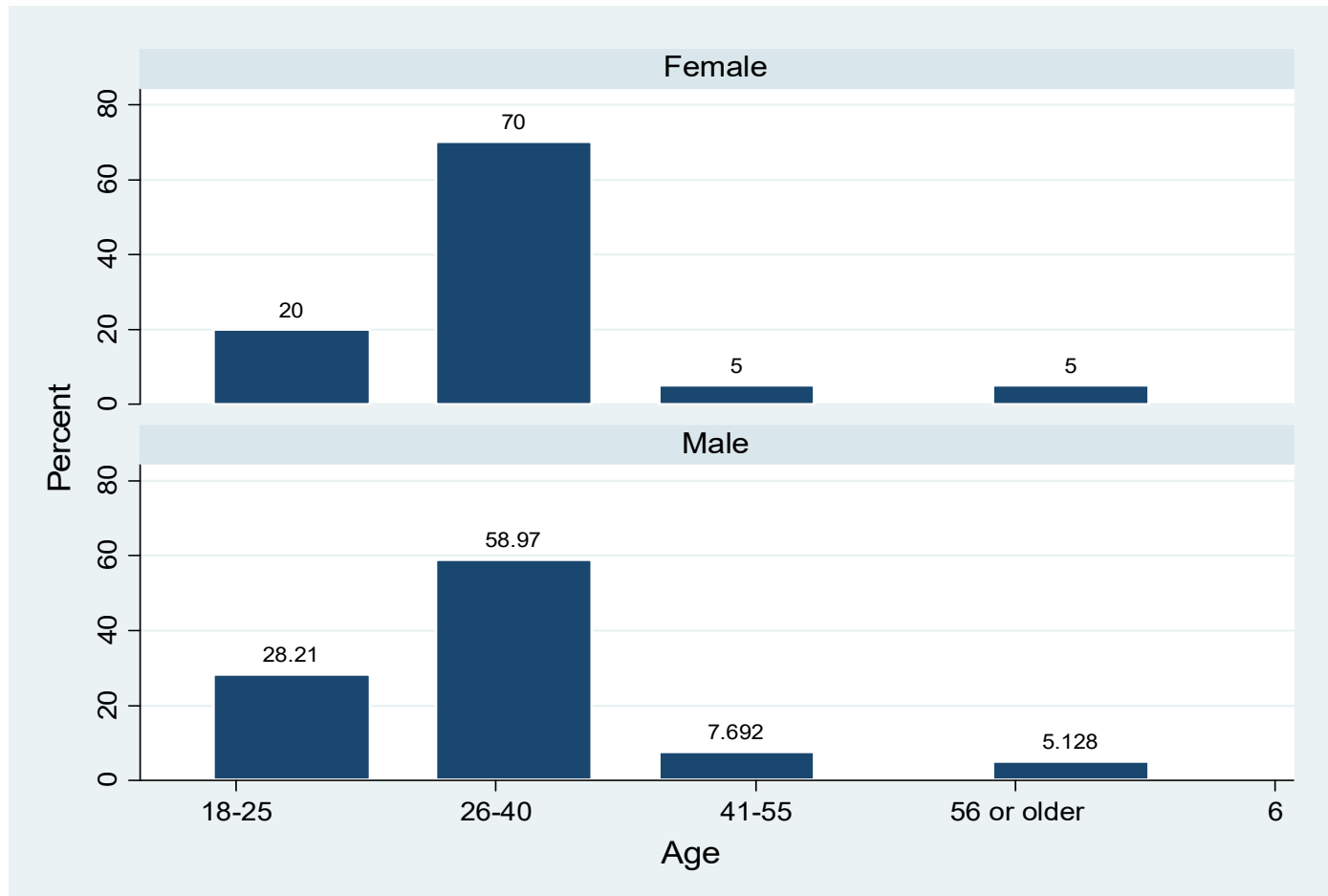


Methodology



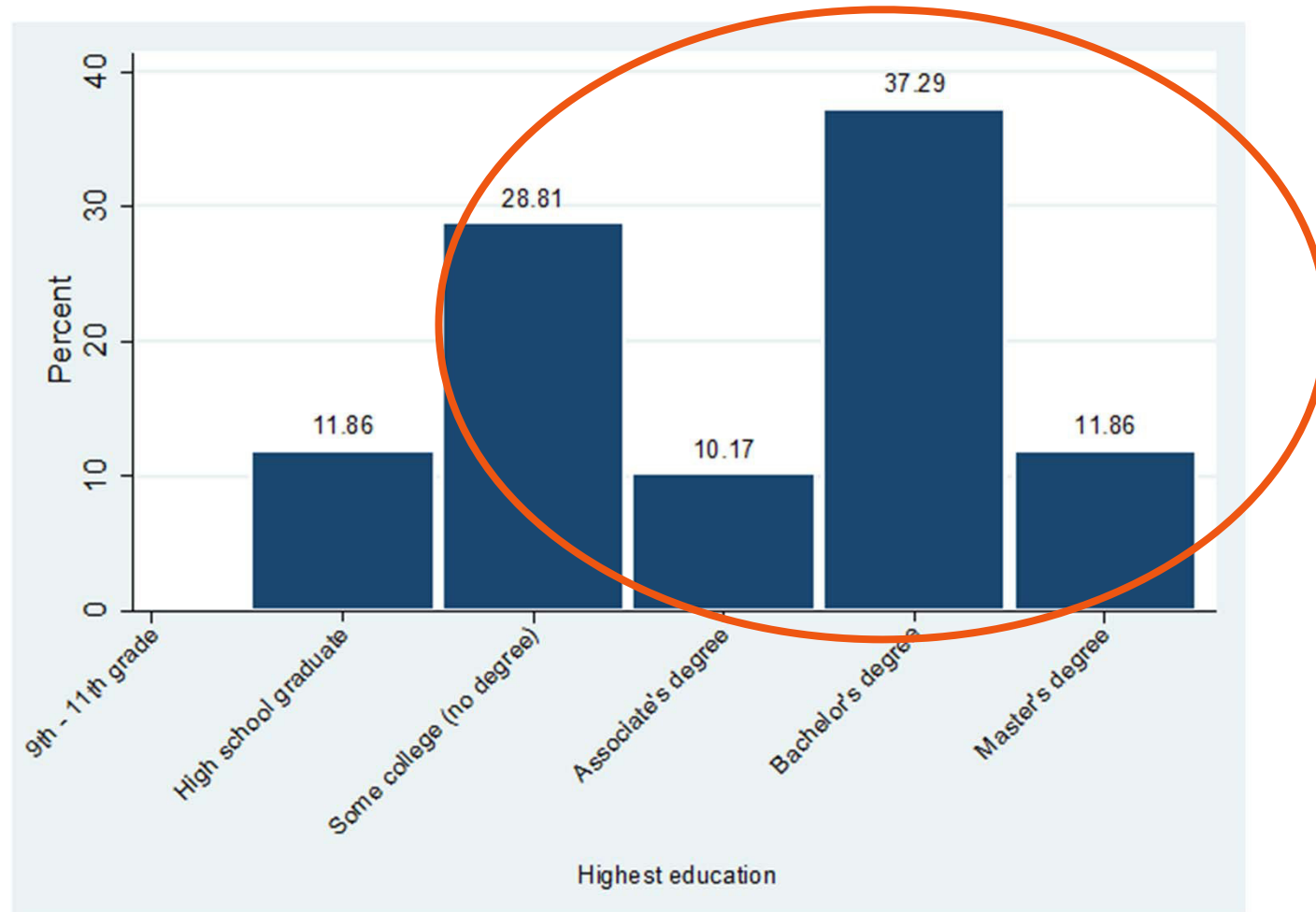
SURVEY CONDUCTED USING AMAZON MECHANICAL TURK
June 11th to 13th of 2016

Male/Females



Education level

More than 50%

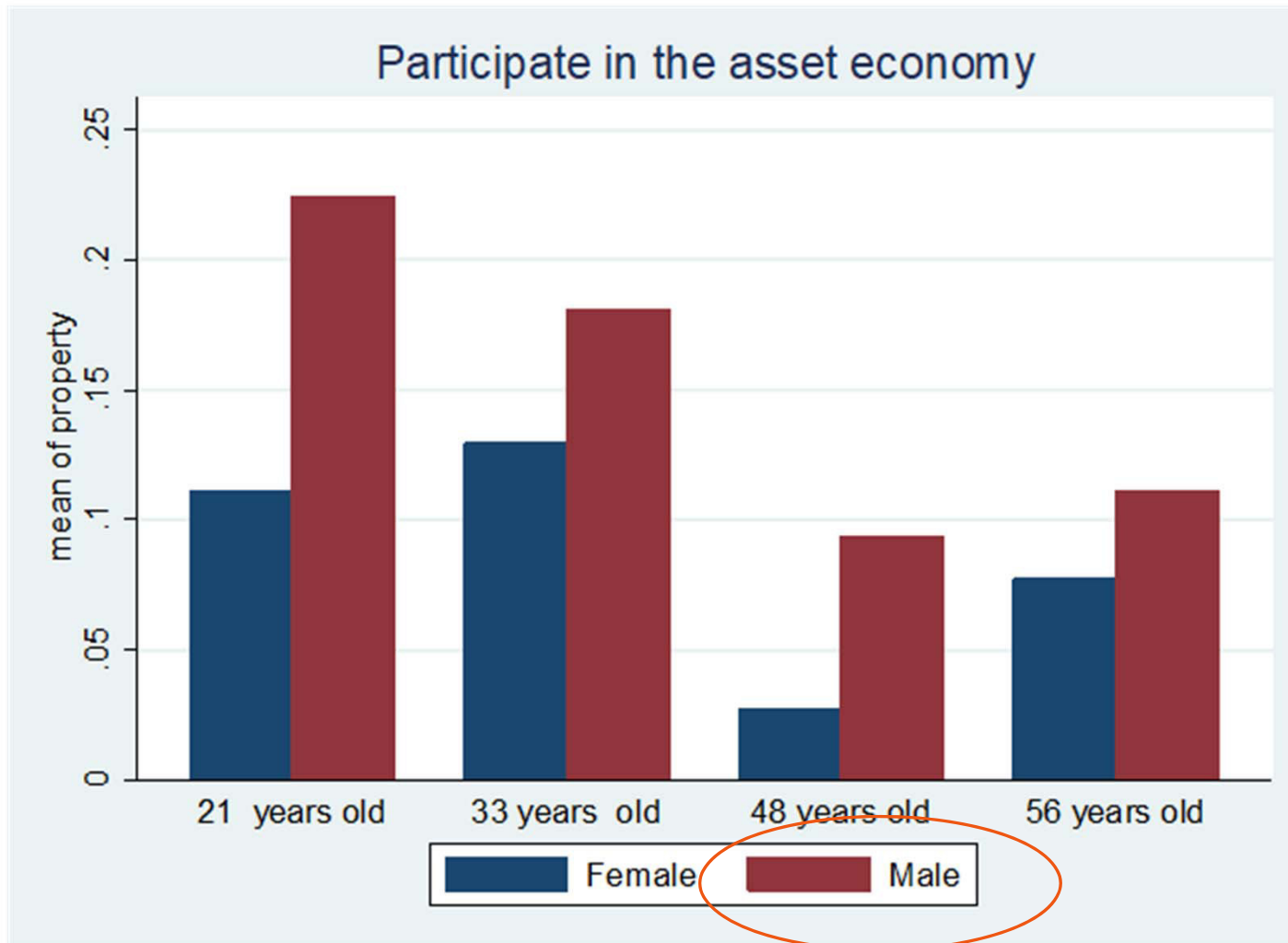


Income level

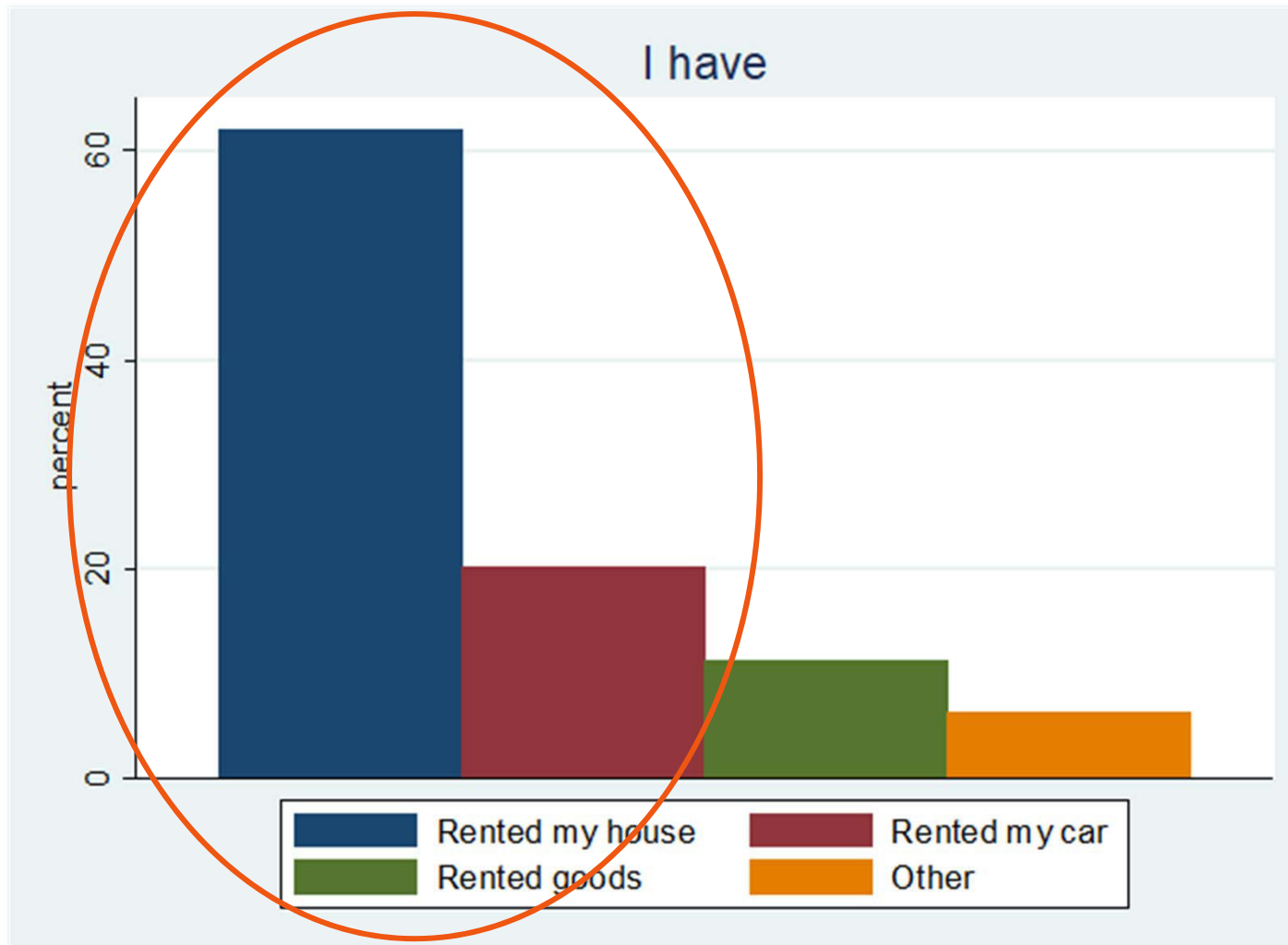
70% earn less than \$50,000



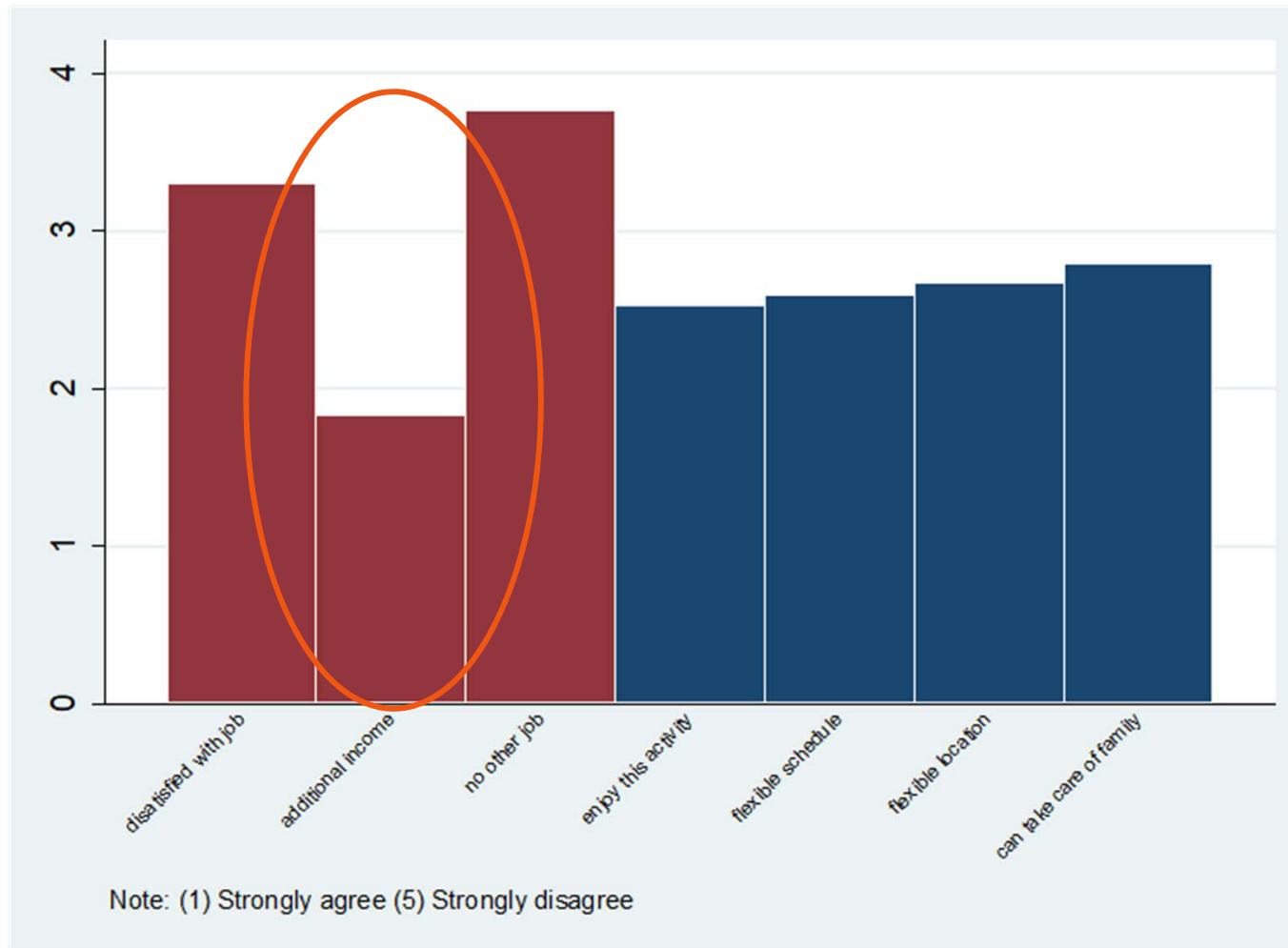
Access economy by gender



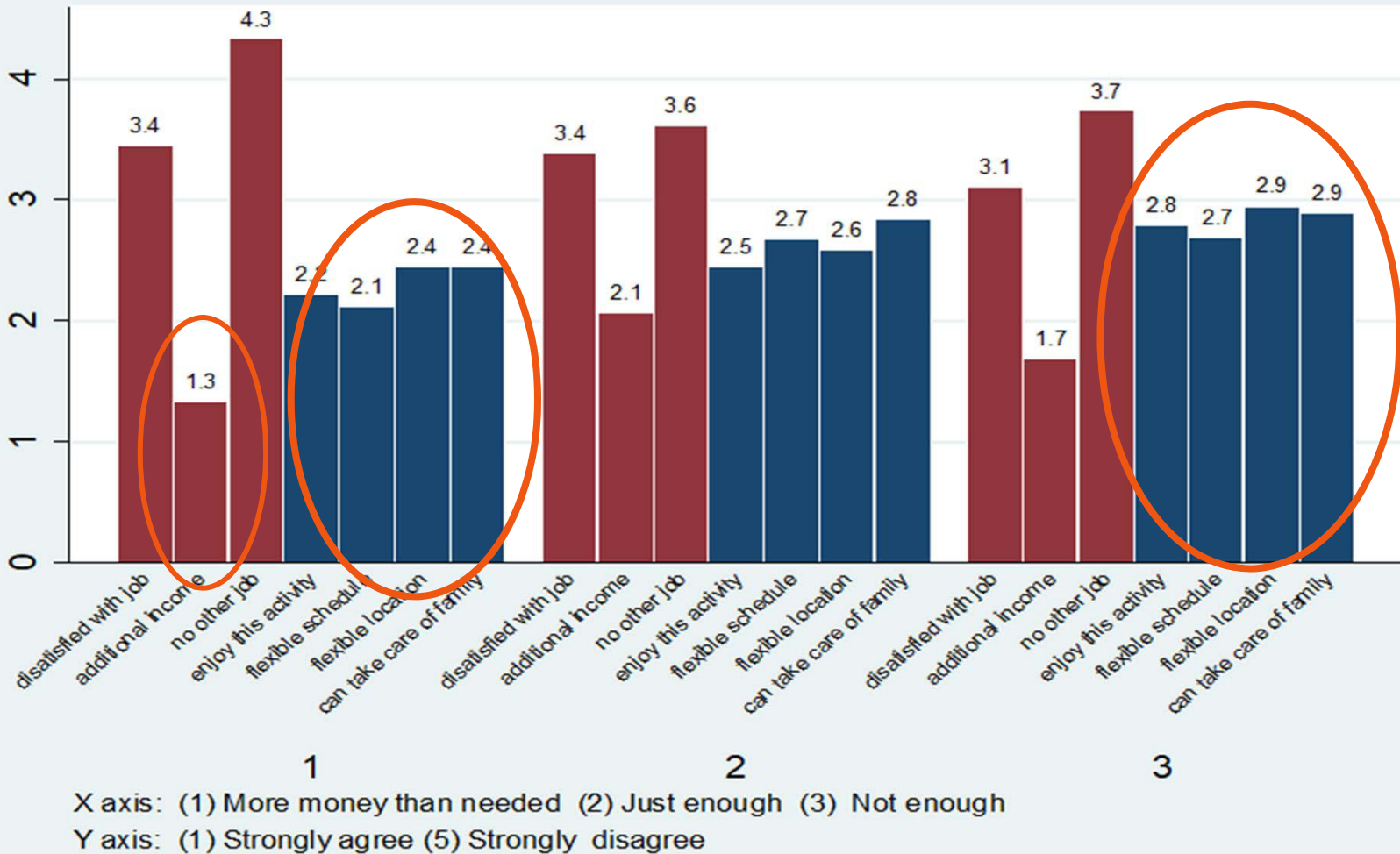
Access economy activities



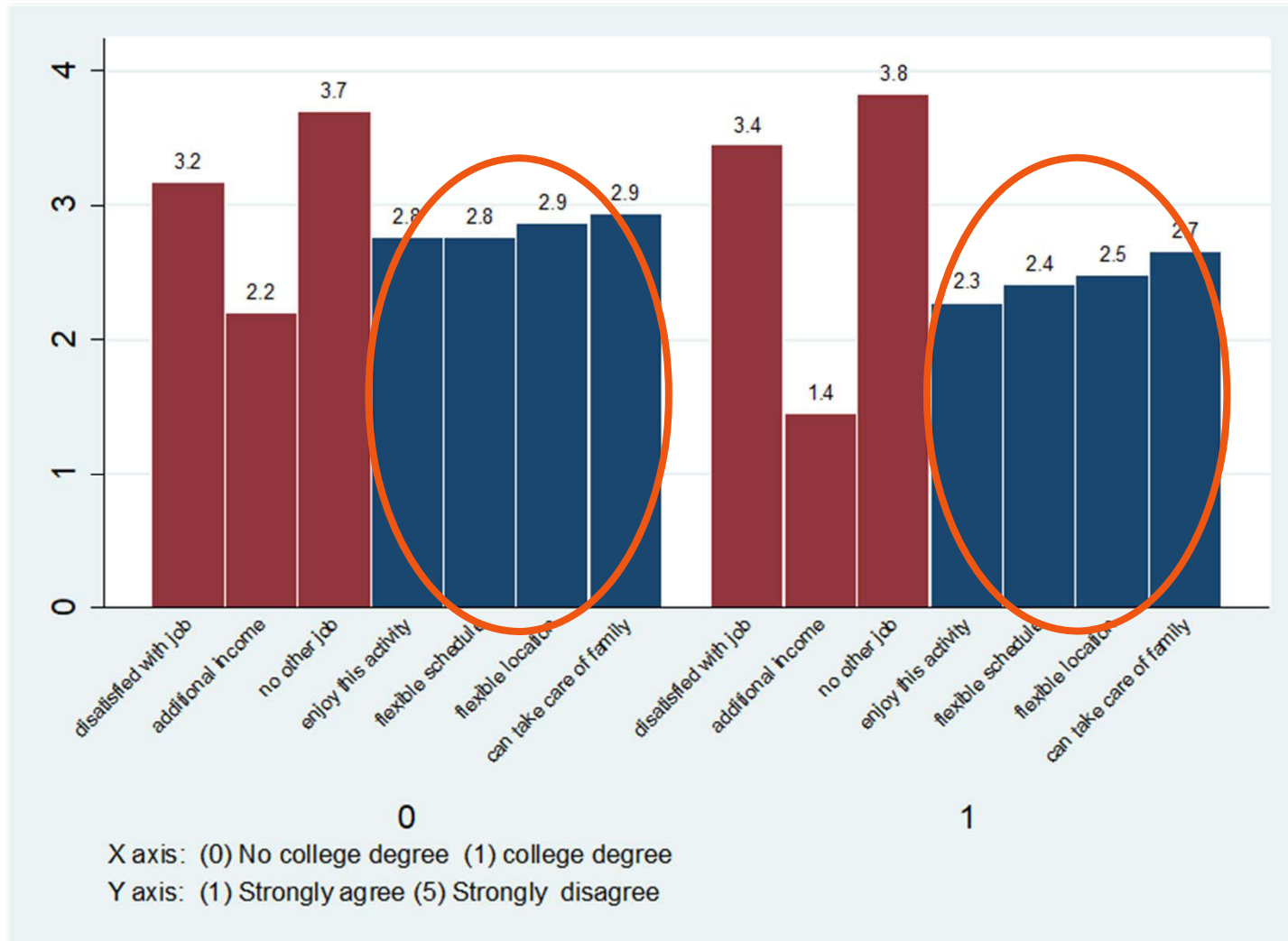
Push and pull factors: access



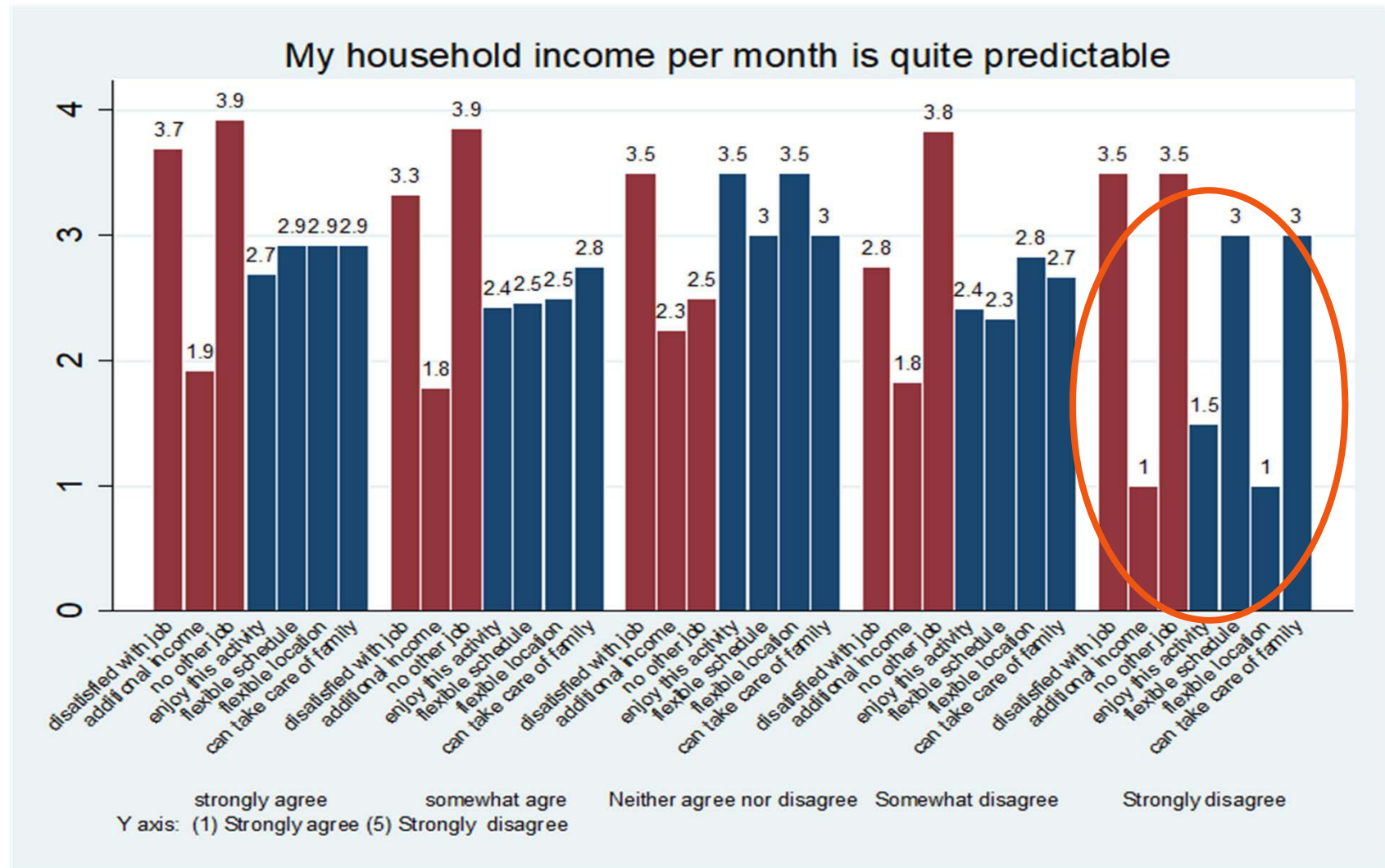
P-P factors by amount of money



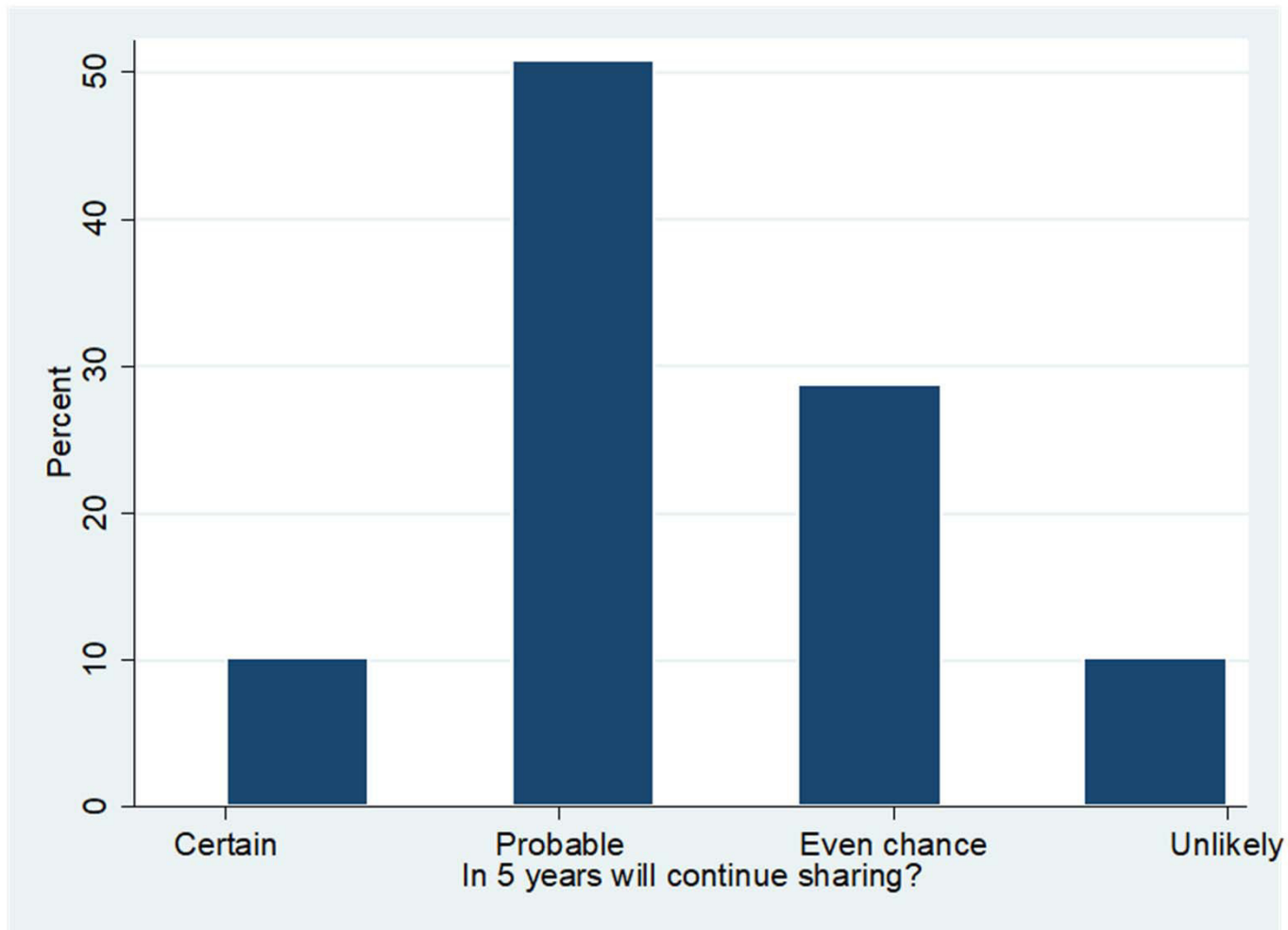
P-P by education



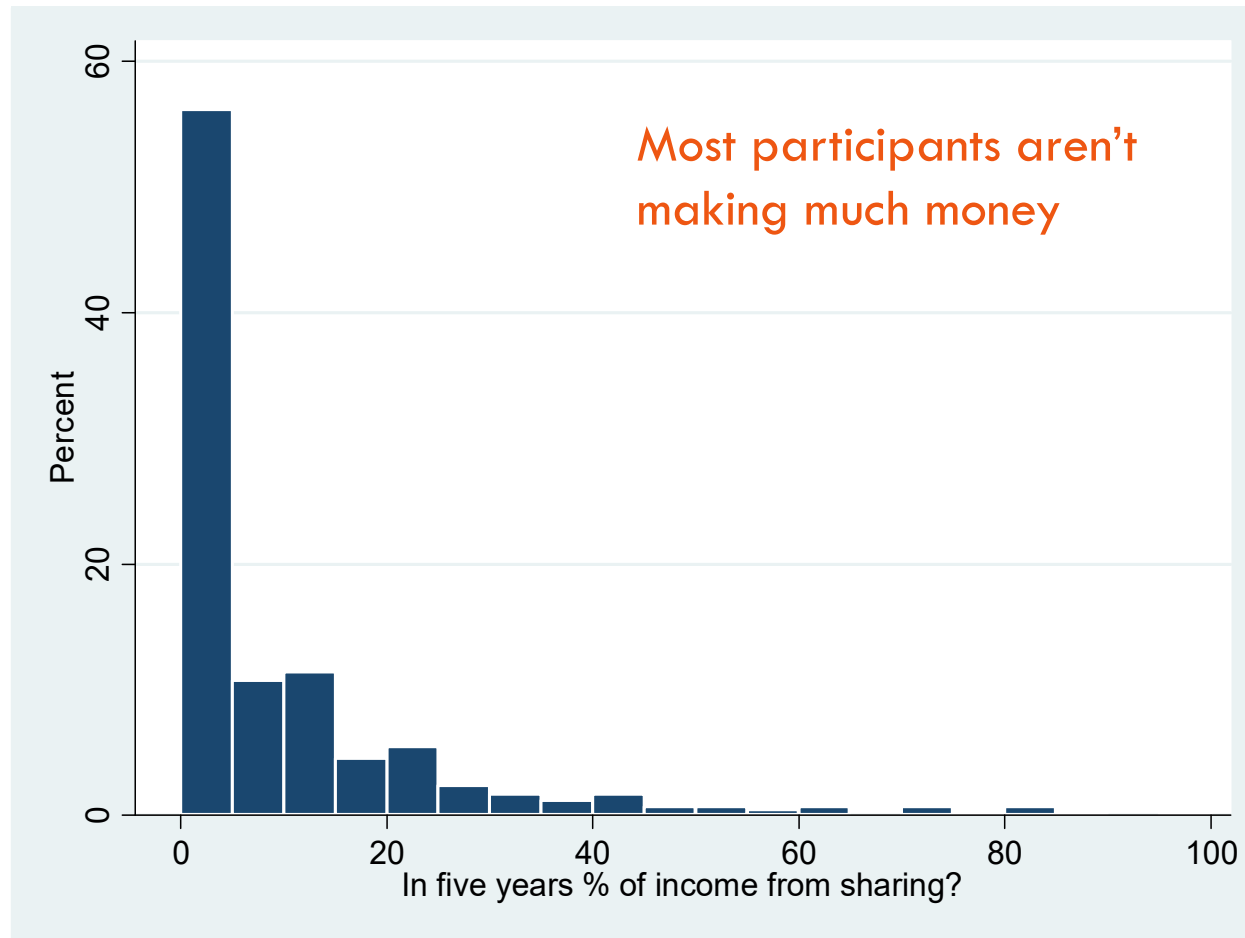
Push and pull factors by education



Probability of continuing



Percentage of income in 5 years



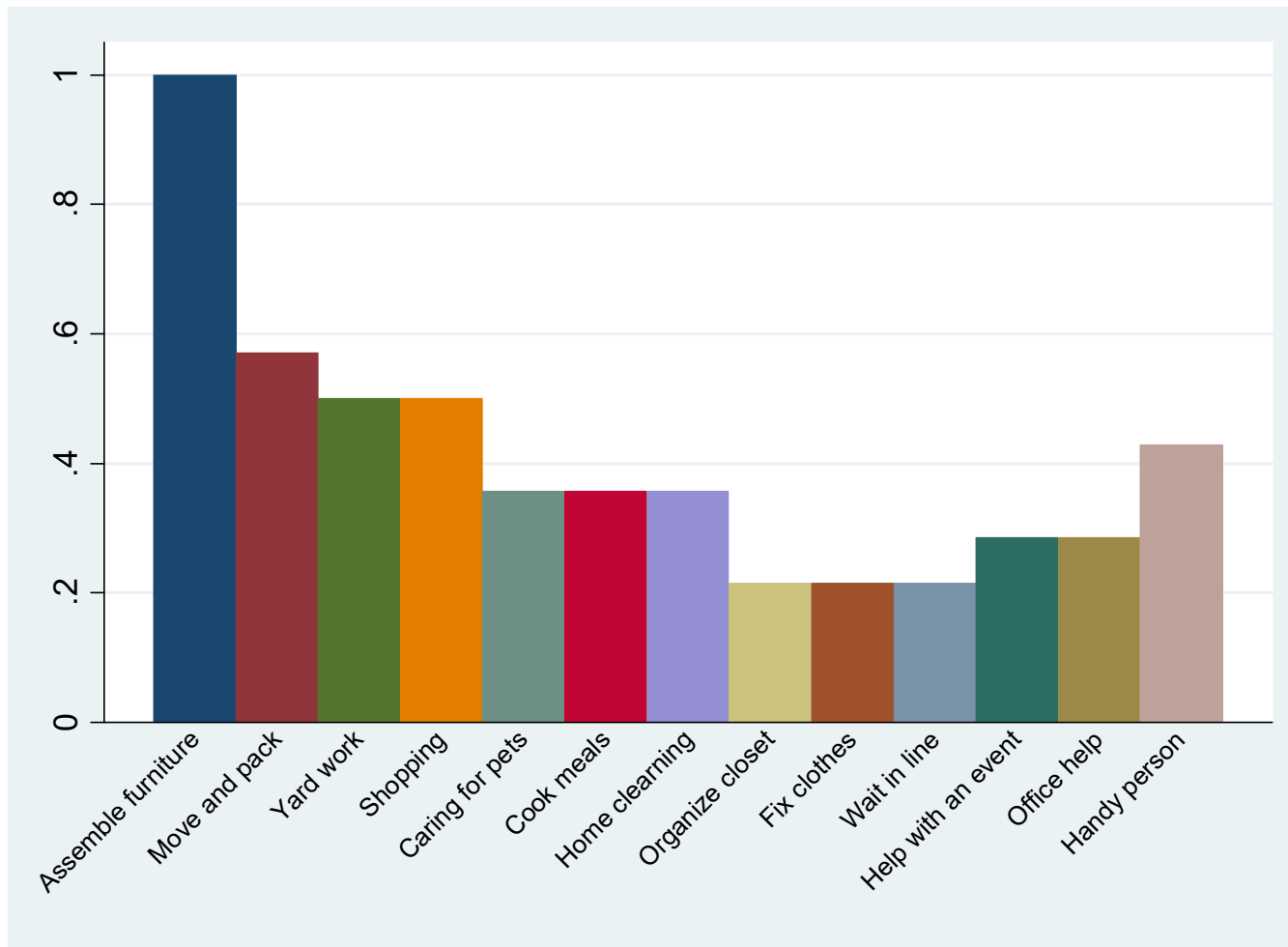
The gig economy

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

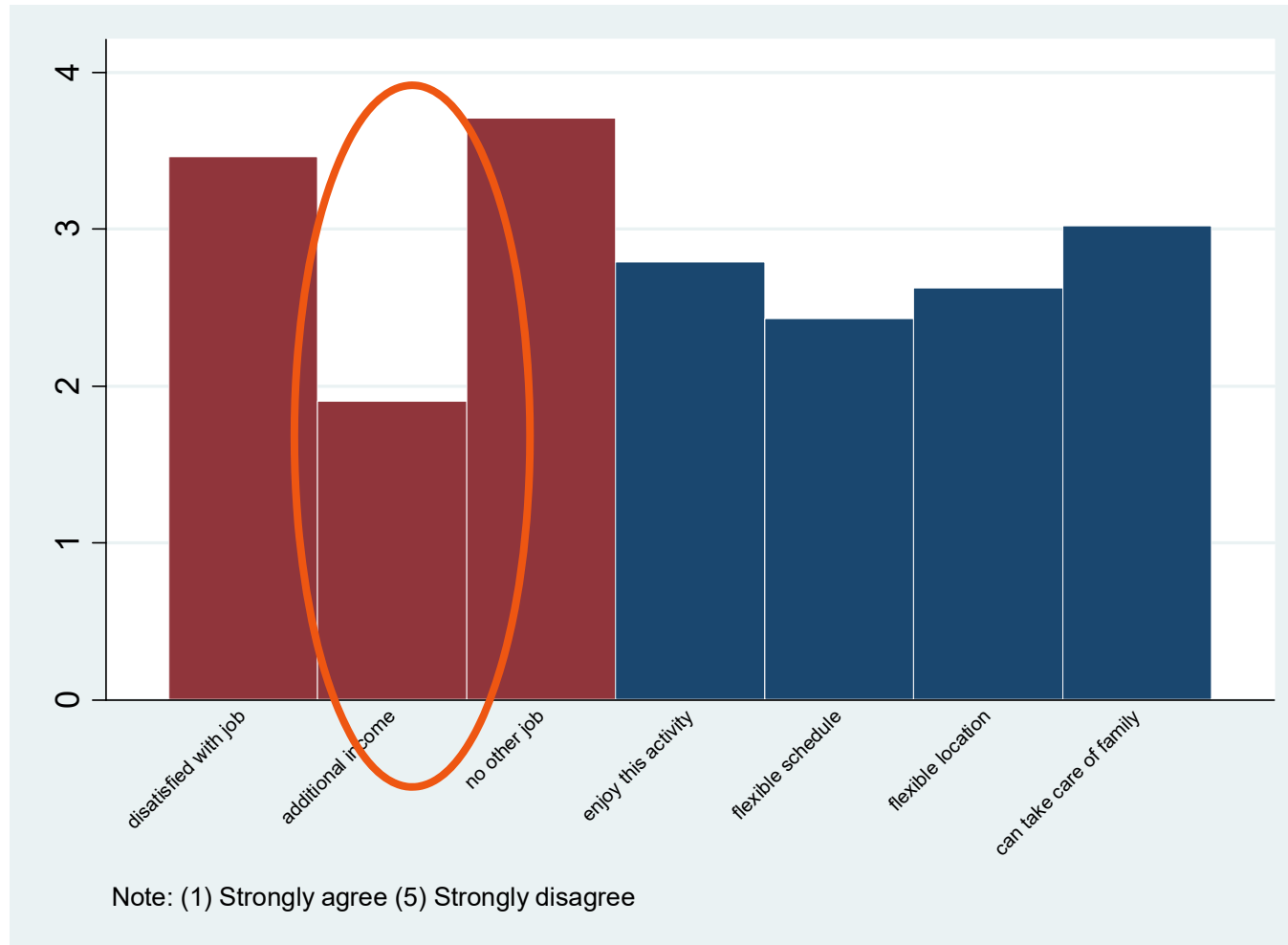


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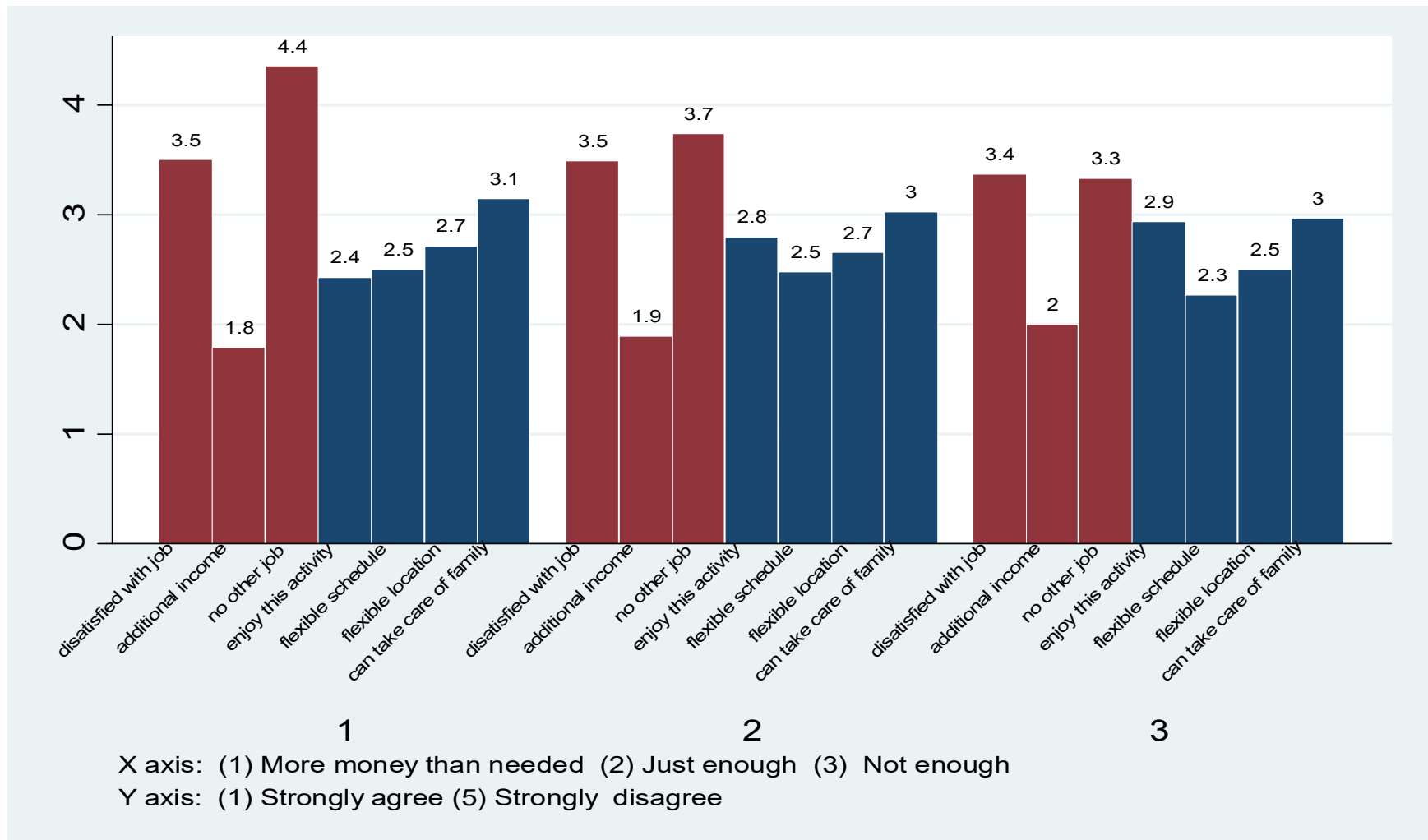
Gig economy activities



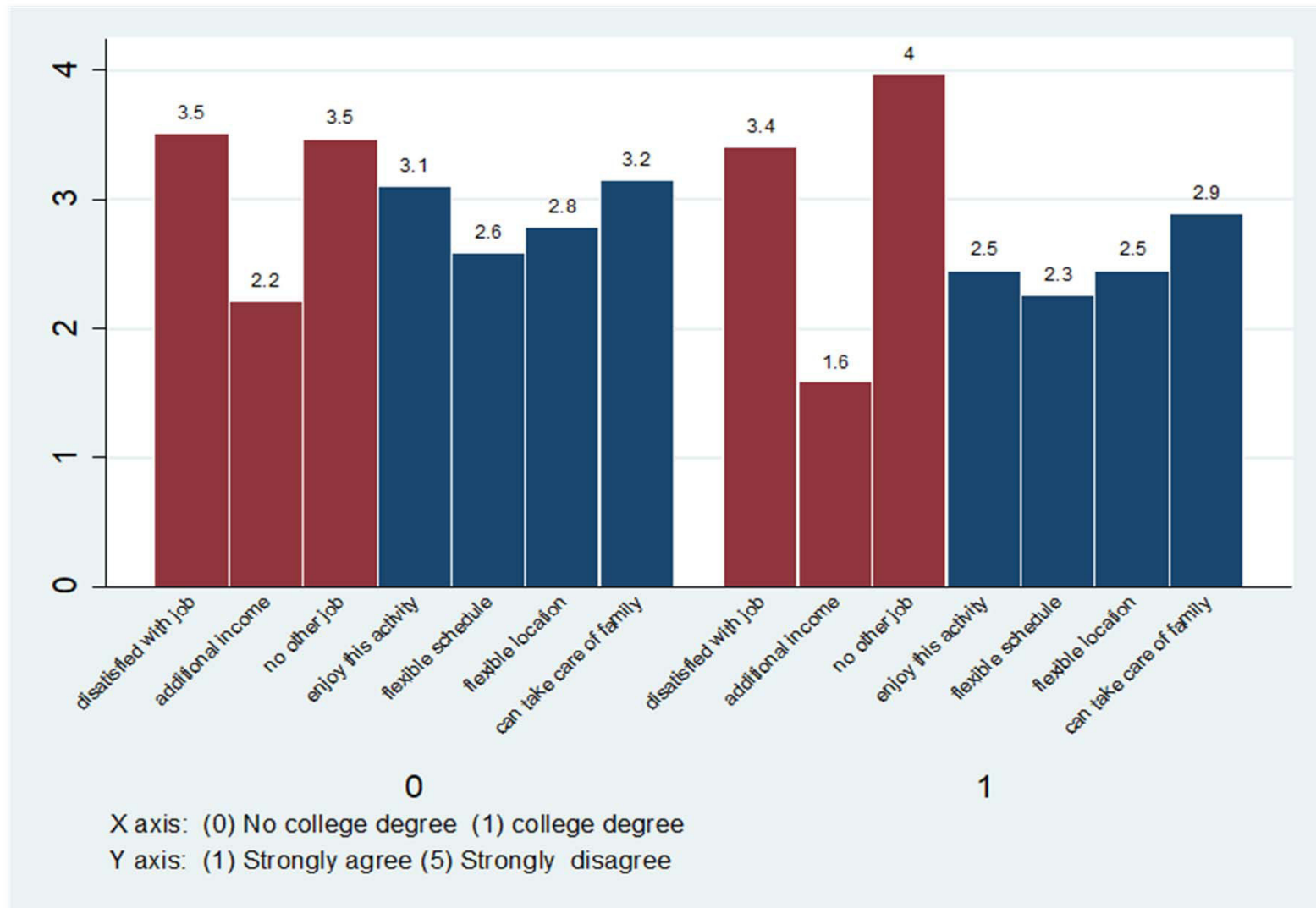
Push and pull factors: gigs



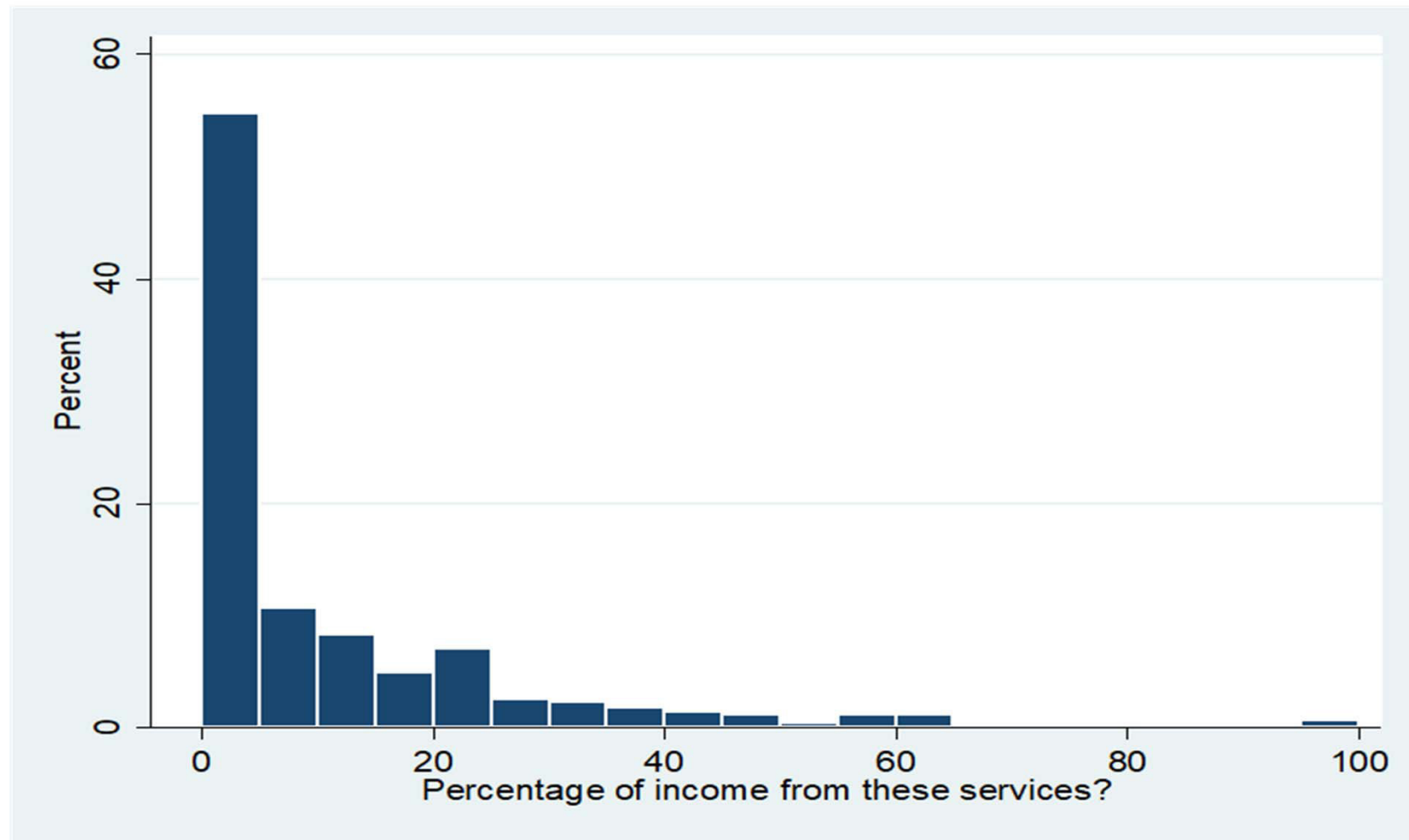
P – P by amount of money



P – P by college education



| Income from gig activities





Martha Garcia-Murillo
mgarciam@syr.edu

School of Information Studies
Syracuse University