



The Gig Economy

Summary Writing

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Student

Two types of lesson

Lesson#1: [Easy] ***** [B2/C1]

1. Try to predict the content of text / write down key terms / ideas
2. Read text – check words and meanings with a dictionary
3. Fill in the outline to identify key points and support
4. Write the summary – only one paragraph (200-250 words)
5. Check key points & model answer (try to achieve 4 key points and 4 support points)
6. Answer critical thinking questions & check answers

Lesson #2: [Hard] ***** [C1]

1. Read text – no dictionary
2. Fill in outline to identify key points and support / or take notes from text
4. Write the summary – only one paragraph (200-250 words)
5. Check key points & model answer (try to achieve 4 key points and 4 support points)
6. Answer critical thinking questions & check answers

Teacher

Two types of lesson

Lesson#1: [easy] ***** [B2/C1]

1. Give out text a week /day before the test – students read, check vocabulary and meaning.
2. Test day – give out a new copy of text and summary question
3. Set 1 hour to read text, take notes and write the summary
4. The summary – only one paragraph (200-250 words)
5. Feedback¹: take in and mark [use correction code*]
6. Feedback²: give out key points & model answer
7. SUMMARY: Should contain at least 4 main ideas with support – see Summary Key Points
8. Extra: Answer critical thinking questions / group discussion (30 minutes)

Lesson #2: [hard] ***** [C1]

1. Set 1 hour to read text and write the summary
2. The summary – only one paragraph (200-250 words)
3. Feedback¹: take in and mark [use correction code*]
4. Feedback²: give out key points & model answer
5. SUMMARY: Should contain at least 4 main ideas with support – see Summary Key Points
6. Extra: Answer critical thinking questions / group discussion (30 minutes)

Correction code*: www.academic-englishuk/error-correction

The Gig Economy

C. Wilson (2017)

1) The working world is changing. In our increasing flexible labour market, the notion a 'job for life' and the concept of 9-5 workday is diminishing. In its place is the gig economy, which are collaborative working platforms where people work on temporary contracts (gigs), often as freelancers and self-employed. Recent research from Oxford University (2016) suggests that this labour market has grown 25%, with predicted growth of up to 40% by 2020, and is occupied by 30% of the UK's population working on short-term temporary projects. This significant growth is attributed to digitalization, increased financial pressures and the increased frequency people are changing jobs (The Recruitment & Employment Confederation (REC), 2016).

2) Defining the Gig Economy is incredibly difficult because of how diverse the market is. World leading research from the McKinsey Report (2016) define it as 'independent work that encapsulates autonomy, payment for the task or assignment or sales and a short-term relationship between the worker'. This includes people who provide labour services as well as those who trade in goods or rent assets. The McKinsey Report also defines workers into four bands: Free Agents, Casual Earners, Reluctants and Financially Strapped. Vaughan and Daverio (2016) separate the gig economy into five key sectors: peer to peer accommodation, peer-to-peer transportation, on demand household services, on demand professional services and collaborative finance. Overall, the key terms are independent temporary short-term positions that include a form of collaborative consumption and are often operated through a digital platform. This article will use the 'gig economy' as an umbrella term to include all the above.

3) There are 275 collaborative economy platforms in the EU creating an estimated €25bn annually (Vaughan and Daverio (2016)). Key leaders in peer-to-peer accommodation are companies like Airbnb. This platform allows individuals to rent a spare room or an entire house to travellers. The main driver is the creation of extra income for the supplier but also creating authentic experience and cheaper accommodation for the traveller. Peer-to-peer transportation is Uber who provide 'a taxi style' service through their Uber app. Clients submit a trip request and the app links them to the nearest Uber 'gig' driver. A popular on-demand household service is the company Deliveroo, who are an online food delivery service company, whereby customers order food from local restaurants advertised on the Deliveroo platform. The food is then collected and delivered by gig employees within 30 minutes. On demand professional services are companies like peopleperhour.com or freelancer.com. These platforms advertise and organize top professionals. Workers showcase their portfolios, recent work and trusted reviews so that employers can choose appropriately. Finally, Collaborative finance is commonly termed as 'crowd-funding' these offer individuals and businesses opportunities to invest, lend and borrow directly between each other. The gig economy is quickly becoming a vital component of the UK labour market for a range of sectors and industries (REC, 2016).

4) The transformative impact of the gig economy is having veritable economic benefits by raising labour force participation, stimulating consumption, and boasting productivity

(McKinsey Report 2016). It is meeting the growing demand for services from consumers and organisations and has the potential for excessive growth and development over the next 20 years (REC, 2016). Research seems to suggest that workers are more satisfied with a better work-life balance through autonomy and flexibility. In addition, businesses are benefitting from having access to a global talent pool, reduction in operational costs and lowering the risks of long-term employment contracts (ibid).

5) Such a rapid growth of the gig economy is posing profound challenges for policy makers and regulators. There are already significant differences in regulatory frameworks in tax policies, applications and enforcement across Europe (Vaughan and Daverio, 2016: 3). REC (2016) claims that workers are not protected by common workers' rights laws, do not qualify for sick, holiday or pension entitlements, and they can be forced to work at lower rates with no job security or continuity. With regards to employers, REC (op cite) states that gig workers may not be loyal to the brand, there is the possibility that crowd sourcing profiles are deceptive or exaggerated, and with little regulatory control on gig employees, companies may become embroiled in legal disputes over worker's rights. Overall, it seems that the gig economy has a number of challenges to be addressed.

6) The commodisation of the labour market has created short fixed working contracts, and limited job security, and lifetime employment with one company is now a relic of the past. Digital technologies are changing work patterns and advocating greater opportunities. It seems no surprise that participation in the collaborative economy is highest among the under 35 well-educated age range (Vaughan and Daverio, 2016), thus suggesting this is going to be the future of employment. The biggest challenge for the gig economy is regulation and control. Research is key to enable policy-makers to modernize classifications of work patterns, tax filing and compliance requirements. It is imperative that regulation offers protection for low-skilled, low-paid gig workers with better working rights, acknowledgement of disability and discrimination laws and also controls on minimum wage earned. Overall, 'regulating the gig economy is about allowing innovation to flourish but making sure the advantages are well-distributed' (REC, 2016:56).

[Words: 860]

References

Oxford University (2016) *Rise of Online Work Captured in the First Online Labour Index*. Available at: <http://www.ox.ac.uk/news/2016-09-21-rise-online-work-captured-first-online-labour-index> [Accessed 03 February 2016]

McKinsey Report (2016) *Independent Work: choice, necessity and the gig economy* (October 2016). *McKinsey Global Institute Publications*.

The Recruitment & Employment Confederation (REC) (2016) *Gig Economy: The Uberisation of Work*. *Institute of Recruitment Professionals publishing*.

Vaughan, R. & Daverio, R. (2016) *Assessing the Size and Presence of the Collaborative Economy in Europe*. *PWC- European Commission Paper* (DG GROW).

Outline: Summary note-taking – take notes on the key points of the article

1) main idea:

Support:

2) main idea:

Support:

3) main idea:

Support:

4) main idea:

Support:

5) main idea:

Support:

6) main idea:

Support:

Summary Key Points ANSWERS

A good summary should have 4 main ideas and 2 points of support for each main idea

1) main idea: The rise of the gig economy
Support: 1) a) The working world is changing / flexible labour market. b) 'Job for life' and the concept of 9-5 workday. c) Collaborative working platforms / temporary contracts (gigs), freelancers self-employed. d) Oxford University (2016) grown 25% / predicted growth 40% 2020. e) 30% UK's population working on short-term temporary projects. f) Digitalization, increased financial pressures / changing jobs (REC, 2016).
2) main idea: Two definitions
Support: 2) a) Definition difficult = diverse market. b) Mckinsey Report (2016) independent work with autonomy, payment for the task or assignment or sales and short-term relationships. c) Labour services = trade in goods or rent assets. d) MR: Free Agents, Casual Earners, Reluctants and Financially Strapped. e) Peer to peer accommodation, peer-to-peer transportation, on demand household services, on demand prof. services & collaborative finance (Vaughan & Daverio, 2016).
3) main idea: Principal gig companies
Support: 3) a) 275 EU collaborative economy platforms [€25bn annually] (Vaughan & Daverio, 2016). b) Peer-to-peer accommodation = Airbnb. c) Peer-to-peer transportation = Uber. d) On-demand household = Deliveroo. e) On demand professional services = peopleperhour.com or freelancer.com. f) Collaborative finance = as 'crowd-funding'.
4) main idea: The importance of the gig economy
Support: 4) a) Economic - labour force participation / stimulating consumption / boasting productivity (McKinsey Report, 2016). b) Excessive growth and development over the next 20 years (REC, 2016). c) Workers - satisfied better work-life balance / autonomy / flexibility. d) Businesses - global talent pool, reduction in operational costs and lowering long-term employment contracts.
5) main idea: The limitations of the gig economy
Support: 5) a) Profound challenges for policy makers and regulators. b) Differences in EU regulatory frameworks in tax policies/ applications/ enforcement (V&D). c) Workers no workers' rights laws, No sick, holiday or pension entitlements / lower rates with no job security or continuity. d) Employees not loyal to the brand / crowd sourcing profiles are deceptive or exaggerated, and with little regulatory control = embroiled in legal disputes over worker's rights.(REC)

6) main idea: Future challenges

Support: 6)

- a) Gig economy is highest under 35 well-educated age range (Vaughan & Daverio, 2016)
- b) The biggest challenge is regulation and control.
- c) Research modernize classifications of work patterns, tax filing and compliance requirements.
- d) Regulation offers protection for low-skilled, low-paid gig workers / better working rights / disability and discrimination laws/ minimum wage.

Summary Model

Task: Write a 200-250 word summary on the key elements of the Gig Economy.

Word count: _____

Gig Economy: Model Summary

Task: Write a 250-word summary on the key elements of the Gig Economy

According to Wilson (2017), the gig economy is increasingly popular but needs better regulation and control to prevent discrimination and exploitation. Collaborative digital platforms that employ self-employed workers are becoming the new flexible labour market, with a predicted growth of nearly double in 4 years (Oxford university cited in Wilson, 2017). The gig economy crosses a variety of sectors thus making it complicated to offer a clear definition but generally it consists of short-term working relationships usually being independent and autonomous, with instant payment systems for sales, tasks, trade or rents. It can be divided into key sections of accommodation, transportation, household task, professional services and finance that all include peer-to-peer or collaborative elements (Vaughan & Daverio cited in Wilson, 2017). The beneficial aspects of the gig economy is that it offers more employments productivity and economic growth, for workers, it offers opportunities for better work-life balance and for businesses, it can improve operational costs by employing key staff at busy times. However, there are a number of limitations that need to be discussed such as the challenges of how different countries view gig companies with different tax policies and enforcements (ibid). There are worker rights issues and no traditional working entitlements. For employers there is the controversy of hiring staff from platforms that have not been completely vetted and may not be loyal. Overall, Wilson (2017) claims that the gig economy needs regulation and control which can only be achieved through better research.

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Critical thinking Questions

i) What's the stance of the author? Does he think that the gig economy is good for the future of the labour market? Highlight where?

[2 points]

ii) Is this a credible article? Yes /no – why?

[2 points]

iii) Highlight four key parts of information in the text you would use for an essay on 'the gig economy will have a negative impact on the future labour market'.

[4 points]

iv) Highlight two areas in the text that you question, disagree with or lack evidence

[2 points]

Critical thinking Questions

i) What's the stance of the author? Does he think that the gig economy is good for the future of the labour market? Highlight where?

Yes, good for the future / economic benefits

1. Sees the economy as the future of the labour market

2. **But** believes more regulation & research is necessary to make it fairer.

[2 points]

ii) Is this a credible article? Yes /no – why?

Yes, good source choice.

But who is the author? Not published or supported by a journal publication. Probably a good idea to use the primary sources

[2 points]

iii) Highlight four key parts of information in the text you would use for an essay on 'the gig economy will have a positive impact on the future labour market'.

P1: Oxford University (2016) suggests that this labour market has grown 25%, with predicted growth of up to 40% by 2020.

P3: 275 EU collaborative economy platforms EU creating an estimated €25bn annually (Vaughan and Daverio (2016).

P3: The gig economy is quickly becoming a vital component of the UK labour market for a range of sectors and industries (REC, 2016).

P4: The gig economy is having **veritable** economic benefits by raising labour force participation, **stimulating** consumption, and boasting productivity (McKinsey Report 2016).

P4: Has the potential for excessive growth and development over the next 20 years (REC).

P4: Workers are more satisfied with a better work-life balance autonomy and flexibility.

P4: Businesses are benefitting from having access to a global talent pool, reduction in operational costs and lowering the risks of long-term employment contracts (ibid).

P6: Digital technologies are changing work patterns and advocating greater opportunities. highest among the under 35 well-educated age range (Vaughan and Daverio, 2016), thus suggesting this is going to be the future of employment.

[4 points]

iv) Highlight two areas in the text that you question, disagree with or lack evidence

P1: Digitalization, increased financial pressures and the increased frequency people are changing jobs – **surely there's more reasons than this – employers are cutting costs.**

P3: The gig economy is quickly becoming a vital component of the UK labour market for a range of sectors and industries (REC, 2016) – **could be true but these companies are having legality problems with traditional companies. For example; Uber has been banned in some cities.**

P4: Research seems to suggest that workers are more satisfied with a better work-life balance through the autonomy and flexibility – **no data or source for this statement**

P4: Reduction in operational costs and lowering the risks of long-term employment contracts – **Is it what employers are really trying to achieve anyway?**

P5: There are already significant differences in regulatory frameworks in tax policies, applications and enforcement across Europe – **like what?**

P5: Do not qualify for sick, holiday or pension entitlements **(it's self-employment?)**

P5: Gig workers may not be loyal to the brand **(are traditional workers?)**

P6: The biggest challenge for the gig economy is regulation and control. **(what's being done?)**

P6 'Regulating the gig economy is about allowing innovation to flourish but making sure the advantages are well-distributed' **(is this achievable?)**

[These C.T ideas are based on needing more information]

[any 2 of these – obviously subjective: any credible student answer too]

[2 points]