Transformation of work

Temporary work on increase

Labor market shares 1995-2010

Sources: OECD.
Gig economy in numbers

- 60% new jobs 1997-2010 non-standard (OECD)
- SE: 34%, DE, IT and ES over 40% in 2013
- Univ Hertforshire, about 10% freelancers
- US
  - 10-16% for 2005-15 (Kruger)
  - JP Morgan, 10 million
  - Time Magazine poll 22%, McKinsey 20-30%
On demand work more than uber

**Fintech, peer-to-peer lending**
LendingClub, TrustBuddy, Toborrow*, Lendify, Prosper, Funding circle, zopa, payoff

**Cars, transport and parking**
Uber*, blablacar, tripda, hailo, car2go*, Stockholms bilpol*, justpark, easyCar, Zipcar, driveway, lyft, sidecar, RelayRides

**Tools and miscellaneous items**
Peerby, rentmyitems.com, ecomodo, Streetbank, streetclub, freecycle

**Tasks**
eLance, upwork, Taskrabbit, dog vacay, handy, washio, bloom that, fancy hands, spoon rocket, fiverr, Hassle, shyp, Tongal, Amazon’s Mechanical Turk

**Business applications, professional and knowledge sharing**
Simplist, fon, textio, gild, linkedin, wikipedia, coursera, studybuddy*, NearDesk, BrandGatthering, Nimber, topcoder, Eden McCallum, Axiom, Quirky, upcounsel

**Marketplaces, fashion clothes, giving**
Amazon, Etsy, yelp, tradera, ebay*, blocket, girl meets dress, rent the runway, freegle, yerdle, poshmark, kidizen, rocksbox

**Medical**
Crowdmed, medicast, heal, pager, retracehealth, MedZed, Dispatch Health
Automation also in advanced services

- Simple services
  - Restaurants, hotels
  - Logistics

- Advanced services
  - Writing
  - Banking, insurance and legal
  - Coding

➡ Results in further labor market polarization

Competitions between robots and journalists
Welfare state in transition

- Model of wage bargaining bypassed
  - Automation of services
  - Atomization work and outsourcing
- Consumer benefits, low and middle incomes
  - Reduced need ownership frees spending
  - Free-services
  - Sophisticated services within reach
- Easier entry to labor market, immigrants
Tough period of transition

- Increasing imbalances in risk, insiders and outsiders
- More responsibility on individual for updating skills
- Uncontroversial skills improvement, but how?
  - 50% EU-labor force deems digital skills too low to change jobs
  - OECD estimates low skills almost doubles risk unemployment
  - Who is the principal that “owns” the problem?
THE ECONOMY AND DIGITALIZATION


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DIGITALIZATION, IMMIGRATION AND THE WELFARE STATE

Forthcoming book to be published by Edward Elgar.

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