

**Gig Economy**

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### **Abstract**

The gig economy refers to a labor market characterized by short-term, flexible, and Free-lance work arrangements. In this type of economy, individuals are often hired for specific projects or tasks, rather than being employed on a full-time or long-term basis. Gig workers, also known as independent contractors or freelancers, have the freedom to choose their work hours, clients, and projects, offering a level of flexibility and autonomy.

This study utilized a questionnaire survey targeting primarily students to investigate their experiences, perceptions, and opinions related to gig work. The objective was to gather comprehensive data on various dimensions of the gig economy, including demographics, gig work status, benefits and challenges, emotional well-being, and future expectations. The survey methodology involved careful questionnaire development, participant selection, data collection, and analysis. The results revealed insights into gender distribution, age demographics, current occupation, gig work experience, associated benefits and challenges, emotional impact, measurement considerations, and future projections. The findings contribute to a better understanding of the gig economy's effects on individuals and inform future policies and practices. However, the limitations of the methodology should be considered when interpreting the findings.

*Keywords:* Gig Economy, Flexibility, Independent work, Collaboration, Challenges, Benefits, technological advancements, Employer-employee relationship.

### **Introduction**

In the ever-evolving landscape of the modern workforce, the gig economy has emerged as a transformative phenomenon, redefining the traditional notions of employment and offering individuals newfound opportunities for flexibility and autonomy. With the rise of digital platforms and technological advancements, more and more people are engaging in gig work, taking on short-term projects, freelance assignments, or part-time jobs. The impact of the gig economy extends beyond individual workers. Industries and organizations have also had to adapt to this new paradigm. Some companies have embraced the gig economy as an opportunity to tap into a wider pool of talent, leveraging specialized skills on a project-by-project basis. However, this shift has also raised questions about worker classification, labor rights, and the responsibility of companies towards their gig workers. This article explores the gig economy, its impact on both workers and industries, and the implications it holds for the future of work. From the benefits and challenges to the broader socio-economic implications, we delve into the multifaceted nature of the gig economy and its role in shaping the way we work and live in the 21st century.

### **Literature Review**

The gig economy has gained significant attention in recent years, transforming the way people engage in work and challenging traditional employment models. This literature review aims to provide a comprehensive overview of the gig economy, its benefits, challenges, and implications on various aspects of work and society. By examining multiple texts, we can gain insights into the diverse perspectives and findings regarding the gig economy.

The gig economy is defined as an open market for short-term employment that provides flexibility, location independence, and flexible pay (Alba, 2021). Gig work offers numerous benefits to workers, including the ability to balance multiple income streams and work independently on a job-by-job basis (Alba, 2021; Roy & Shrivastava, 2020). It enables individuals to have control over their work and provides opportunities for productivity and employment (Alba, 2021; Roy & Shrivastava, 2020; Blaney, 2023). Moreover, the gig economy contributes to economic growth and productivity by leveraging the skills and resources of independent workers (Alba, 2021; Blaney, 2023).

While the gig economy offers benefits, it also presents challenges for gig workers. These challenges include the need for accounting skills, lifestyle adjustments, tax considerations, and the absence of social protections (Alba, 2021; Petriglieri et al., 2018; Beilin, 2022). Gig workers face personal, social, and economic anxieties without the support of a traditional employer (Petriglieri et al., 2018). They often lack access to crucial benefits such as sick pay and face financial vulnerabilities (Beilin, 2022). Additionally, the gig economy can contribute to feelings of uncertainty and a lack of stability in workers' lives (Petriglieri et al., 2018).

The gig economy has a pervasive impact on various aspects of work and society. It has transformed the employer-employee relationship, introducing a fundamental shift in how the economy operates (Roy & Shrivastava, 2020; Blaney, 2023). Traditional employment models are being challenged, and new forms of work arrangements are emerging. The gig economy also raises questions about levels of consumer and worker protection (Alba, 2021; Woodcock, b.d.). Companies operating in the gig economy are urged to take responsibility for the health and safety of their workers (Woodcock, b.d.). It is important to strike a balance between innovation and ensuring a fair deal for gig workers (Alba, 2021).

The unique challenges posed by the gig economy call for policy responses to address them effectively. Policies are needed to level standards, provide social protections, and targeted benefits (Beilin, 2022). It is important to define minimum social protections, expand frameworks for measuring good work, and develop dynamic models of social protection considering gig workers' unique circumstances (Beilin, 2022). Governments are also considering legislative measures to protect gig workers' rights and categorize them as wage laborers (Alba, 2021). Policymakers should carefully evaluate the impact of regulations on both workers and businesses to ensure a balanced and sustainable gig economy.

The gig economy is experiencing significant growth and is expected to continue expanding.

It offers opportunities for freelancers and independent contractors, with estimates projecting a substantial increase in the number of gig workers globally (Blaney, 2023). The advancements in technology, the 4th Industrial Revolution, and the increasing prevalence of remote work are driving the growth of the gig economy (Blaney, 2023). However, as the gig economy grows, it is crucial to ensure that it works for everyone, with policies and actions that create a fair and supportive environment (Beilin, 2022). Stakeholders, including businesses, governments, and labor unions, need to collaborate and develop strategies to address the challenges and maximize the benefits of the gig economy.

In conclusion, this literature review provides a comprehensive understanding of the gig economy, exploring its definition, benefits, challenges, and implications for work and society. By analyzing multiple texts, we have gained valuable insights into the diverse perspectives and findings related to the gig economy.

The gig economy, defined as an open market for short-term employment, offers various benefits to workers. It provides flexibility, location independence, and flexible pay, allowing individuals to balance multiple income streams and work independently on a job-by-job basis (Alba, 2021). Gig work empowers individuals to have control over their work, fostering opportunities for productivity and employment (Alba, 2021; Roy & Shrivastava, 2020; Blaney, 2023). Moreover, the gig economy contributes to economic growth and productivity by leveraging the skills and resources of independent workers (Alba, 2021; Blaney, 2023).

However, alongside its benefits, the gig economy also poses challenges for gig workers. These challenges include the need for accounting skills, lifestyle adjustments, tax considerations, and the absence of social protections (Alba, 2021; Petriglieri et al., 2018; Beilin, 2022). Gig workers face personal, social, and economic anxieties without the support of a traditional employer (Petriglieri et al., 2018). They often lack access to essential benefits like sick pay and face financial vulnerabilities (Beilin, 2022). Additionally, the gig economy can generate feelings of uncertainty and a lack of stability in workers' lives (Petriglieri et al., 2018).

The gig economy's impact extends beyond individual workers and affects various aspects of work and society. It disrupts the traditional employer-employee relationship and introduces a fundamental shift in the economy's functioning (Roy & Shrivastava, 2020; Blaney, 2023). As new forms of work arrangements emerge, questions arise regarding consumer and worker protection (Alba, 2021; Woodcock, b.d.). Companies operating in the gig economy are urged to take responsibility for the health and safety of their workers (Woodcock, b.d.). Striking a balance between innovations and ensuring a fair deal for gig workers is of utmost importance (Alba, 2021). The unique challenges posed by the gig economy necessitate policy responses to effectively address them. Policies should aim to level standards, provide social protections, and targeted benefits for gig workers (Beilin, 2022). Defining minimum social protections, expanding frameworks for measuring good work, and developing dynamic models of social protection considering the gig workers' unique circumstances are crucial steps (Beilin, 2022). Governments

are also considering legislative measures to protect gig workers' rights and classify them as wage laborers (Alba, 2021). Policymakers should carefully evaluate the impact of regulations on both workers and businesses to ensure a balanced and sustainable gig economy. Looking ahead, the gig economy is experiencing significant growth and is expected to continue expanding. It offers opportunities for freelancers and independent contractors, with projections indicating a substantial increase in the number of gig workers globally (Blaney, 2023). Technological advancements, the 4th Industrial Revolution, and the rising prevalence of remote work drive this growth (Blaney, 2023). However, it is essential to ensure that the gig economy works for everyone by implementing policies and actions that create a fair and supportive environment (Beilin, 2022). Stakeholders, including businesses, governments, and labor unions, must collaborate and develop strategies to address challenges and maximize the benefits of the gig economy.

In summary, this literature review emphasizes the multifaceted nature of the gig economy and its profound implications. Policymakers, businesses, and society as a whole must consider both the positive and negative aspects of the gig economy to create an inclusive and sustainable future of work, though the consequences could be Job insecurity, Lack of worker protection, Limited career progression and some others. Continued research, collaboration, and evidence-based policy-making will contribute to a deeper understanding of the gig economy's dynamics and its long-term effects on work and society.

### **Method**

The study utilized a questionnaire survey targeting primarily students. The purpose was to investigate their experiences, perceptions, and opinions related to gig work, covering aspects such as demographics, current gig work status, benefits and challenges, emotional well-being, and future expectations. This methodology section outlines the process of questionnaire development, participant selection, data collection, and analysis.

The questionnaire was designed to gather comprehensive and structured data on various dimensions of the gig economy. It consisted of several sections, starting with demographic information, including gender and age. The subsequent sections focused on gig work experience, benefits, challenges, emotional well-being, and future predictions. The questions were carefully constructed to ensure clarity, objectivity, and relevance to the research objectives. The target population for this study was primarily students. Participants were selected using a convenience sampling approach, reaching out to students through various channels such as university mailing lists, social media platforms, and student organizations. The inclusion criteria required participants to have some familiarity with the gig economy, either through personal experience or general knowledge.

The questionnaire survey was conducted online using a reputable survey platform. Participants were provided with a link to the survey, which they could access at their convenience. The survey remained open from 19.5.2023 to 24.5.2023, allowing participants sufficient time to

complete it. Confidentiality and anonymity were ensured, with participants being informed about the purpose of the study and their rights to withdraw at any time.

Once the data collection period ended, the collected responses were exported from the survey platform for analysis. Descriptive statistics, such as frequencies and percentages, were used to summarize demographic information, gig work status, and other categorical variables. Mean values and standard deviations were calculated for continuous variables.

Ethical guidelines were followed throughout the research process. Informed consent was obtained from all participants, and their privacy and confidentiality were maintained. The study was conducted in accordance with relevant data protection regulations and ethical standards. It is important to acknowledge the limitations of the methodology employed. First, the study's sample was primarily composed of students, which may limit the generalizability of the findings to a broader population. Second, the reliance on self-reported data may introduce response bias and subjective interpretations. Finally, the use of a questionnaire limited the depth of understanding and exploration of participants' experiences and perceptions.

This methodology provided a systematic approach to collect information on the impact of the gig economy through a questionnaire study. The research focused on capturing the experiences, opinions, and emotions of students related to gig work. The data collected through this method will contribute to a better understanding of the gig economy's effects on individuals and inform future policies and practices. However, the limitations of the methodology should be considered when interpreting the findings.

## Results

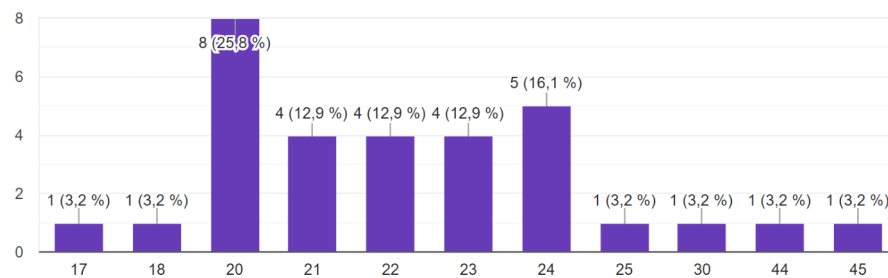
The gig economy has emerged as a prominent employment trend, offering flexible work arrangements and economic opportunities to individuals. To gain insights into this growing phenomenon, a questionnaire survey was conducted to gather information from a targeted group primarily comprising students. This article presents the results of the survey, shedding light on various aspects related to gender identity, age, current occupation, gig work experience, associated benefits and challenges, emotional impact, measuring self-employment activity, and future projections.

### *Socio-demographic characteristics of the sample*

Participants were asked to indicate their gender identity, with 61.3% identifying as female and 38.7% as male.

**Figure 1**

### *Age of the participants*



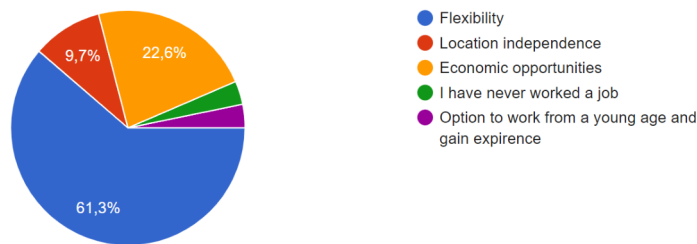
The age distribution of the participants was 80, 6% ranging from 20 to 24 years, with some exceptions of younger and older people.

### *Current Occupation*

The survey also explored participants' current occupations, revealing that a significant majority 80.6% were university students. Additionally, 9.7% were high school students, and the remaining 9.7% were employed in various capacities.

### *Gig Economy Experience*

When questioned about their experience in the gig economy, 67.7% of respondents reported not having worked in this sector, while the remaining 32.3% had firsthand experience. The survey further explored the participants' current employment status, where 54, 8% of people were unemployed, 19, 4% work at a part-time job and 9, 7% were self-employed. Other 16, 1% of the participants are either Full-time employee, they do student work.

**Figure 2*****Benefits and Challenges of Gig Work***

Participants were asked to identify the benefits and challenges associated with gig work. The results highlighted that 61.3% of respondents viewed flexibility as a significant benefit, allowing them to balance work with other commitments. Location independence was mentioned by 9.7% of participants, emphasizing the advantage of working remotely. Economic opportunities were recognized by 22.6% of respondents, acknowledging the potential for increased earnings. However, challenges were also identified, including concerns about worker protection (32.3%), accounting and tax considerations (12.9%), and lifestyle adjustments (54.8%).

***Emotional Impact of Independent Work***

The survey delved into the emotional impact of independent work, with participants sharing their experiences. 46.2% respondents reported experiencing emotional instability due to factors such as night shifts, high stress levels, and difficulties in setting boundaries. However, 53.8% others indicated no emotional instability, citing the absence of independent work experience or customer satisfaction with their services.



### ***Measuring Self-Employment Activity***

In assessing the measurement of self-employment activity in the gig economy, participants were asked to consider various factors. Combining survey, administrative, and private data emerged as the most important factor according to 80% of respondents. Integrated datasets 10% and probing household survey questionnaires 10% were also mentioned but to a lesser extent.

### ***Future Projects***

Regarding the future of work with the increasing prevalence of the gig economy, participants expressed varying opinions. A majority (67.7%) believed that more individuals would engage in independent work, appreciating the flexibility and opportunities it offers. However, 29% believed that traditional employment would continue to dominate. Some respondents acknowledged that the future outlook would depend on the specific field of work.

This article presents the results of a questionnaire survey exploring different facets of the gig economy based on responses from a primarily student-based group. The findings highlight the gender distribution, age demographics, employment status, gig work experience, associated benefits and challenges, emotional impact, measurement considerations, and future projections. These insights contribute to a deeper understanding of the gig economy and its implications for the workforce in the evolving world of work.

## **Discussion**

The results of the questionnaire survey provide valuable insights into various aspects of the gig economy and shed light on the perspectives of the primarily student-based group that participated in the study. The findings highlight important factors such as gender identity, age distribution, current occupation, gig work experience, associated benefits and challenges, emotional impact, measurement considerations, and future projections.

Gender distribution among the participants revealed that 61.3% identified as female, while 38.7% identified as male. This suggests a slight majority of female representation in the sample. Understanding the gender dynamics within the gig economy is crucial for identifying any potential gender-based disparities and developing targeted interventions or policies. The age distribution of the participants indicated that the majority (80.6%) fell within the age range of 20 to 24 years, with some exceptions of younger and older individuals. This highlights the significance of younger generations in engaging with the gig economy, possibly driven by the appeal of flexibility and economic opportunities. Examining the current occupations of the participants, the survey revealed that a substantial majority (80.6%) were university students. This aligns with the idea that the gig economy often attracts students who seek flexible work arrangements to support their studies.

When considering gig work experience, it was found that 67.7% of respondents reported not having worked in the gig economy, while the remaining 32.3% had firsthand experience. This

suggests that a significant portion of the sample population has yet to explore gig work opportunities. Understanding the reasons behind this disparity could provide insights into the factors influencing individuals' decisions to enter or avoid gig work. Exploring the employment status of the participants, the survey revealed that 54.8% were unemployed, indicating a potential interest in gig work as an alternative source of income. Identifying the benefits associated with gig work, respondents indicated that flexibility was the most significant advantage, with 61.3% recognizing it as a key benefit. The ability to balance work with other commitments is a valuable attribute for individuals, particularly students or those with multiple responsibilities. Location independence was mentioned by 9.7% of participants, highlighting the appeal of remote work opportunities. Economic opportunities, such as the potential for increased earnings, were recognized by 22.6% of respondents, indicating the financial incentives that gig work can offer.

However, the survey also revealed challenges associated with gig work. Concerns about worker protection were expressed by 32.3% of participants, suggesting a need for enhanced safeguards and regulations to ensure fair treatment and adequate rights for gig workers. Accounting and tax considerations were mentioned by 12.9% of respondents, highlighting the administrative complexities that gig workers may encounter. Additionally, 54.8% of participants identified lifestyle adjustments as a challenge, indicating potential difficulties in maintaining work-life balance or coping with the demands of gig work.

Exploring the emotional impact of independent work, the survey revealed that 46.2% of respondents reported experiencing emotional instability due to factors such as night shifts, high stress levels, and difficulties in setting boundaries. This suggests that gig work can have a significant emotional toll on individuals. Measuring self-employment activity in the gig economy is a complex task. The survey asked participants to consider various factors, and the majority (80%) emphasized the importance of combining survey, administrative, and private data. This suggests that a comprehensive approach utilizing multiple data sources is crucial for accurate measurement and analysis of self-employment activity within the gig economy. Regarding future projections, participants expressed varying opinions. A majority (67.7%) believed that more individuals would engage in independent work, driven by the perceived benefits of flexibility and opportunities. However, 29% believed that traditional employment would continue to dominate.

### **Conclusion**

The questionnaire survey conducted on the gig economy has provided valuable insights into various aspects of this emerging employment trend. The study focused on a targeted group primarily comprising students to understand their perspectives. The findings highlight the prevalence of gig work among students, with a particular emphasis on flexibility and economic opportunities. However, challenges such as worker protection and lifestyle adjustments were also identified. The emotional impact of gig work was explored, revealing that some participants experienced instability due to factors like night shifts and stress levels. Measuring self-employment activity in the gig economy was found to be best achieved through integrated datasets combining survey, administrative, and private data. Regarding the future of work, opinions varied among participants. While many believed more individuals would engage in independent work, others felt traditional employment would continue to dominate. These findings emphasize the need for tailored approaches to address the diverse nature of the gig economy. In conclusion, this questionnaire survey provides valuable insights into the gig economy, specifically among students. The findings shed light on the benefits, challenges, emotional impact, measurement considerations, and future projections of gig work. These findings can inform policymakers and stakeholders in developing strategies that support gig workers and promote a sustainable and inclusive future of work.

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