

**Gastvortrag im Rahmen der Ringvorlesung
„Digitale und vernetzte Arbeitswelten“
am 10.11.2021**

Beginn: 16:15 Uhr, Ort: Zoom-Meeting

Dr. Alex J. Wood

University of Bristol, Work, Employment, Organisation and Public Policy Group

*„Disrupting reputation: navigating platform precarity
in the remote gig economy“*

Digitalisation and the use of algorithms have raised concerns regarding the future of work; the gig economy being identified by some as particularly concerning. In this talk, I draw on 81 interviews in addition to participant observations to highlight the role of gig economy platforms in producing a novel form of reputational insecurity. This insecurity is generated by platform disruption to the traditional operation of industry reputation in freelance markets. I highlight three areas of transformation (recognition, power relations, and transparency) in which platforms disrupt the social regulation of reputation and thus algorithmically amplify uncertainty. I also detail how workers individually and collectively by attempting to re-embed reputation within interpersonal relations to reduce this novel insecurity.

Kontakt: pace@uni-paderborn.de