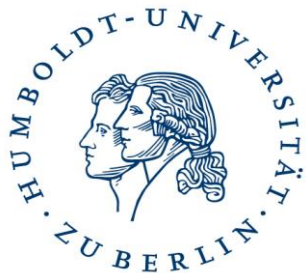


//Online Platforms, Platform Work & Platform Workers in Germany

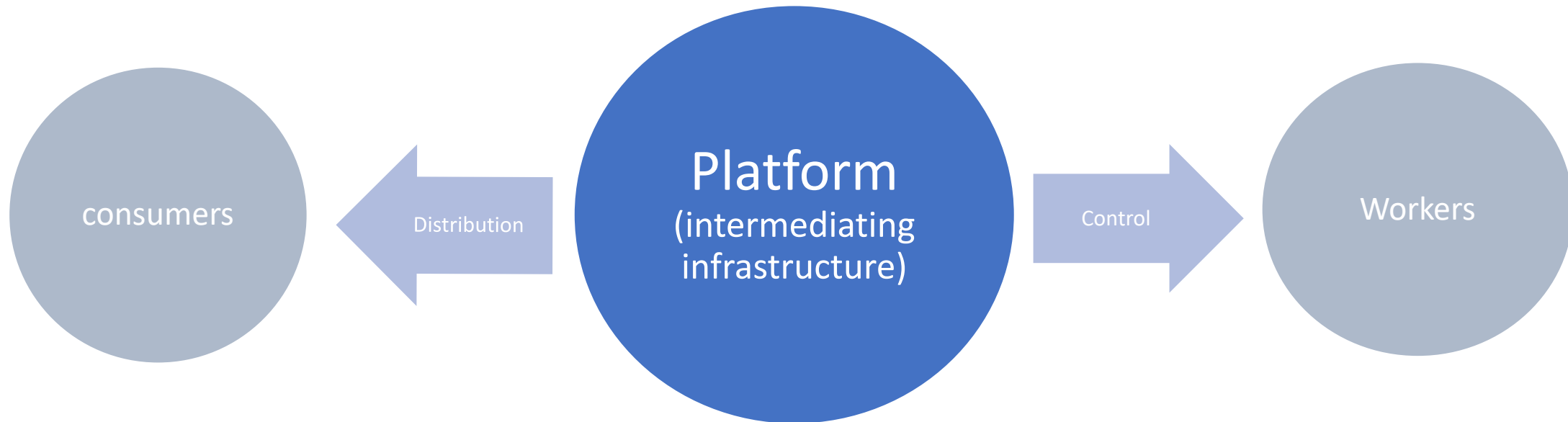


Prof. Dr. Philipp Staab
Sociology of the Future of Work
Humboldt University of Berlin/ECDF
philipp.s.staab@hu-berlin.de

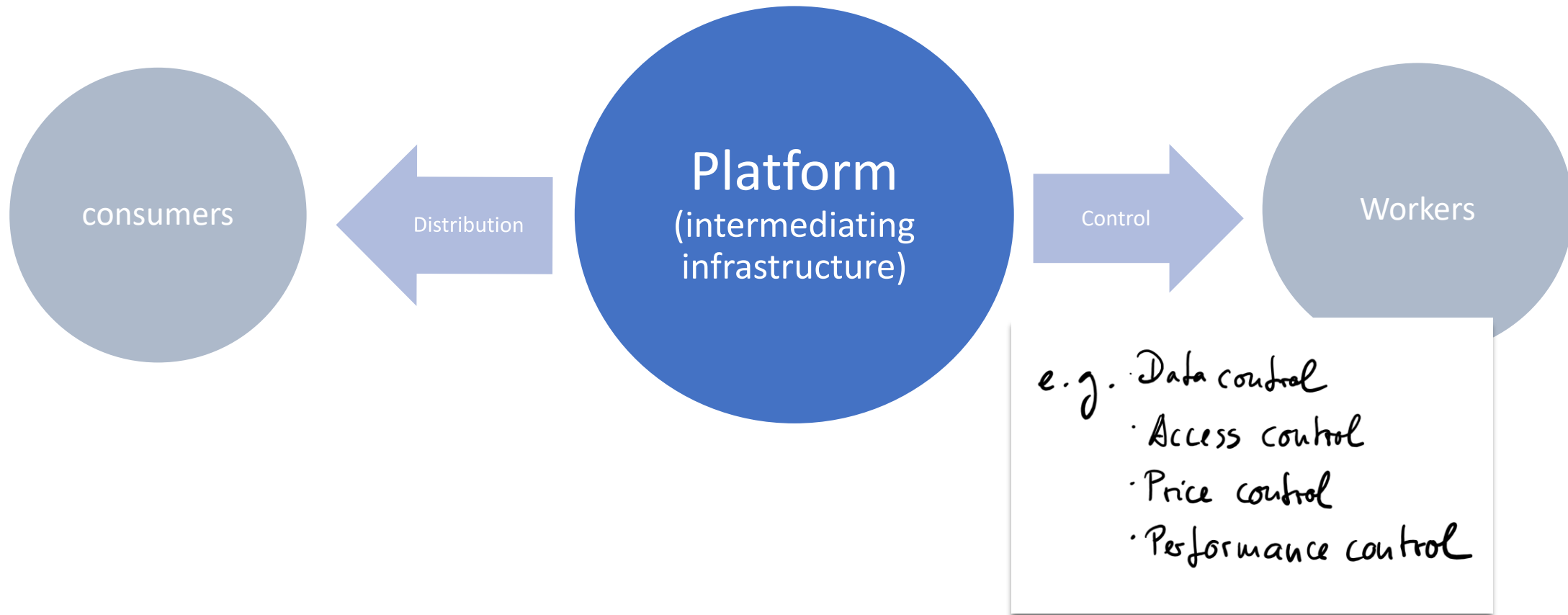
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Digital Future

- I. Overview
- II. Most important platforms
- III. Who are the platform workers?
- IV. Closing remarks

WHAT ARE PLATFORMS?



WHAT ARE PLATFORMS?



- It is estimated that 6 % of the workforce in Germany derive at least a quarter of their income from platform work (Brancati et. al. 2019)
- The legal employee status of platform work is still disputed (Schneider-Dörr 2021)
- Labor struggles and legal disputes about working conditions in the last years have received enormous attention
- Food and grocery delivery platforms have been the fastest growing businesses recently, heavily funded by venture capital
- Backdrop currently: Shortage of labor supply + cost of living crisis!



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MOST IMPORTANT PLATFORMS

By revenue and employees

- Retail:
 - Amazon, Otto, Zalando, Vinted, About You
- Content creation & Software
 - Google/Alphabet, Apple, Facebook/Meta
- Food delivery
 - Lieferando (takeaway.com), Wolt, UberEats
- Grocery delivery
 - Gorillas, Flink, Getir, REWE, Bring
- Mobility
 - Google Maps, Free Now, Uber, Bolt
- Platform work
 - Zenjobs, Helping, Clickworker.de



WHO ARE THE PLATFORM WORKERS?

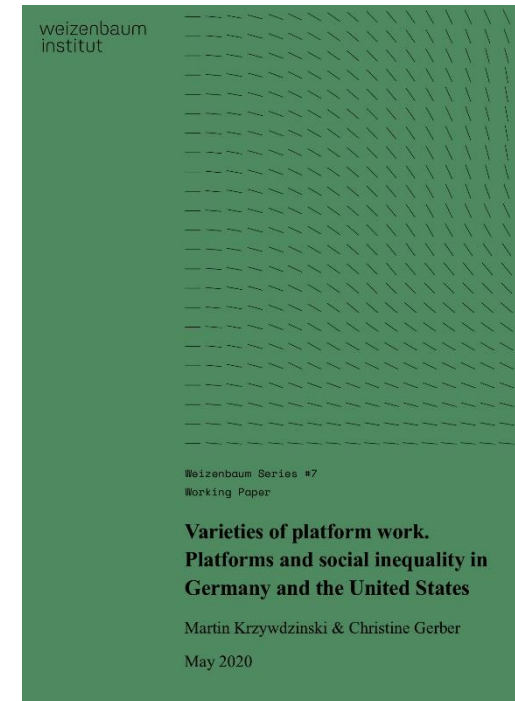
// Crowdfunding Monitor (Seifert 2018)

- Gender balance: 51.7% men to 48.3 % women
- 64% are educated above average (completed A-Level)
- 40% earn more than 1000 euros per week



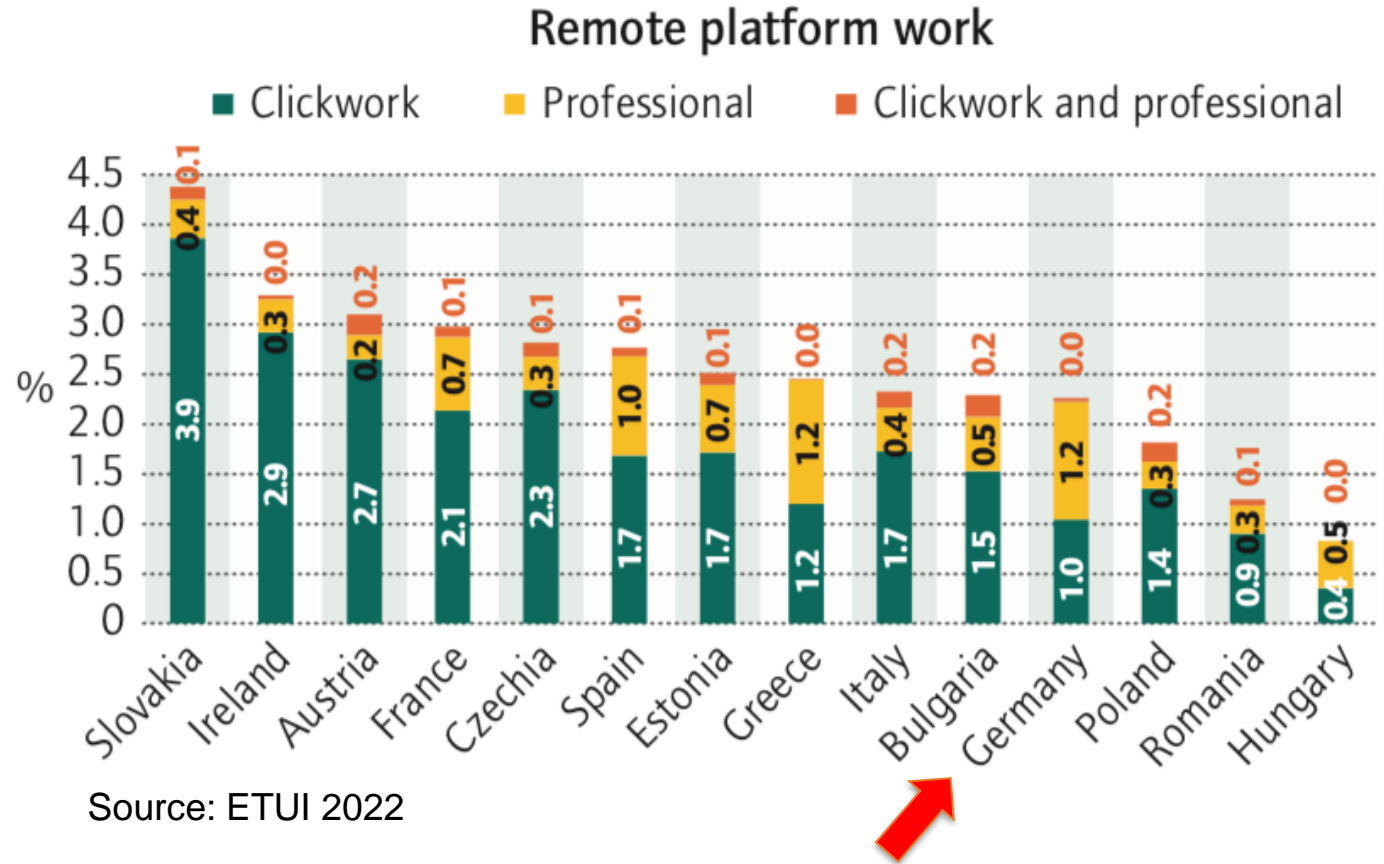
// Varieties of platform work. Platforms and social inequality in Germany and the United States (Krywdinski & Gerber 2020)

- Two-thirds of platform workers pursue it only as a secondary source of income
- In Germany, platform work is particularly widespread among young people in apprenticeships
- Labor shortage as main factor



REMOTE PLATFORM WORK

In European comparison, the proportion of platform work performed remotely in Germany is more skilled tasks than in other countries.



- **Bottom Line:**
 - **Platform work in Germany = growing importance**
 - **However: still mostly as ‚add-on‘ to regular employment/additional income**
 - **Contestations from several side render future of platform work uncertain:**
 - **Labor struggles - targeting employment status and more and more: quality of work**
 - **Labor Shortages vs. new ways of dealing with it (digital temporary work)**
 - **Most importantly: Cost of living crisis!!! (showing in valuations already – pressure on labor will increase and platforms will go bust)**



Thank you for your attention!