

## Working for the App: The Gig Economy




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## Owning v. Sharing



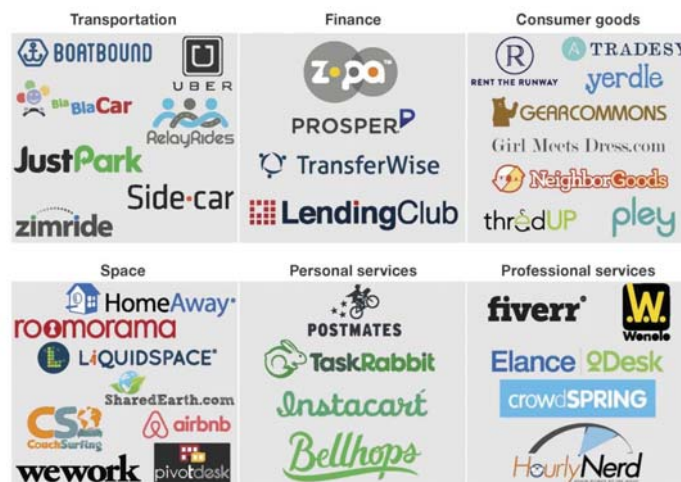
<http://www.slideshare.net/TelemanagiaForuma/what-makes-cities-smart>

# Owning v. Sharing

	THE PROBLEM	THE SOLUTION
<b>PRODUCT SERVICE SYSTEMS</b>	Half of U.S. households own power drills, but most of them are used for only 6 to 13 minutes during their lifetime.	 Zilok.com offers peer-to-peer daily rental of tools, camcorders, and other goods.
<b>REDISTRIBUTION MARKETS</b>	Americans discard 7 million tons of cardboard annually.	 UsedCardboardBoxes.com "rescues" and resells boxes to movers.
<b>COLLABORATIVE LIFESTYLES</b>	Millions of houses and spare rooms around the world are sitting empty and have "idling capacity."	 Airbnb.com, the "Match.com for travel," allows anyone from private residents to commercial property owners to rent out their extra space.

<https://hbr.org/2010/10/beyond-zipcar-collaborative-consumption/>

# Enabling Sharing



<http://www.forbes.com/sites/deniselyohn/2015/03/04/what-you-can-learn-about-customer-experience-from-sharing-economy-companies/#7b32d911288d>

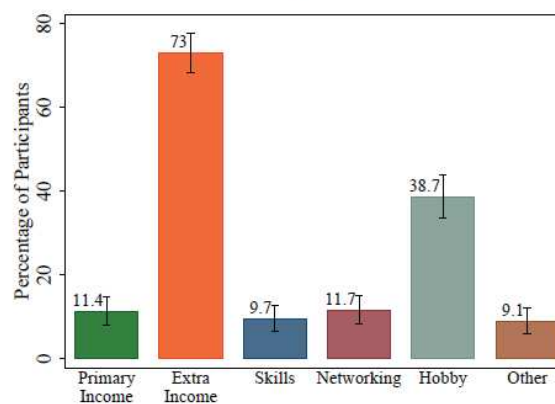
# Sharing Employment



<https://garychaplin.files.wordpress.com/2012/03/pocket-watch.jpg>

# Informal Reasons

Figure 1: Reasons for Participating in Informal Work



<http://www.bostonfed.org/economic/current-policy-perspectives/2014/cpp1413.pdf>

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"Working for the App"