



Platform Economics

Rhetoric and Reality
in the “Sharing Economy”

Cristiano Codagnone, Athina Karatzogianni
and Jacob Matthews

Digital Activism and Society



PLATFORM ECONOMICS

DIGITAL ACTIVISM AND SOCIETY: POLITICS, ECONOMY AND CULTURE IN NETWORK COMMUNICATION

The *Digital Activism and Society: Politics, Economy and Culture in Network Communication* series focuses on the political use of digital everyday networked media by corporations, governments, international organisations (Digital Politics) as well as civil society actors, NGOs, activists, social movements and dissidents (Digital Activism) attempting to recruit, organise and fund their operations through information communication technologies.

The series publishes books on theories and empirical case studies of digital politics and activism in the specific context of communication networks. Topics covered by the series include, but are not limited to:

- the different theoretical and analytical approaches of political communication in digital networks;
- studies of socio-political media movements and activism (and ‘hacktivism’);
- transformations of older topics such as inequality, gender, class, power, identity and group belonging;
- strengths and vulnerabilities of social networks.

Series Editor

Dr Athina Karatzogianni

About the Series Editor

Dr Athina Karatzogianni is an Associate Professor at the University of Leicester, UK. Her research focuses on the intersections between digital media theory and political economy to study the use of digital technologies by new socio-political formations.

Published Books in this Series

Digital Materialism: Origins, Philosophies, Prospects by Baruch Gottlieb
Nirbhaya, New Media and Digital Gender Activism by Adrija Dey
Internet Oligopoly: The Corporate Takeover of Our Digital World by Nikos Smyrniotis

Forthcoming Titles

Digital Activism and Society (6)

PLATFORM ECONOMICS: RHETORIC AND REALITY IN THE 'SHARING ECONOMY'

**CRISTIANO CODAGNONE
ATHINA KARATZOIANNI
JACOB MATTHEWS**



United Kingdom – North America – Japan – India – Malaysia – China

Emerald Publishing Limited
Howard House, Wagon Lane, Bingley BD16 1WA, UK

First edition 2019

Copyright © 2019 Emerald Publishing Limited

Reprints and permissions service

Contact: permissions@emeraldinsight.com

No part of this book may be reproduced, stored in a retrieval system, transmitted in any form or by any means electronic, mechanical, photocopying, recording or otherwise without either the prior written permission of the publisher or a licence permitting restricted copying issued in the UK by The Copyright Licensing Agency and in the USA by The Copyright Clearance Center. Any opinions expressed in the chapters are those of the authors. Whilst Emerald makes every effort to ensure the quality and accuracy of its content, Emerald makes no representation implied or otherwise, as to the chapters' suitability and application and disclaims any warranties, express or implied, to their use.

British Library Cataloguing in Publication Data

A catalogue record for this book is available from the British Library

ISBN: 978-1-78743-810-1 (Print)

ISBN: 978-1-78743-809-5 (Online)

ISBN: 978-1-78743-985-6 (Epub)



ISOQAR certified
Management System,
awarded to Emerald
for adherence to
Environmental
standard
ISO 14001:2004.

Certificate Number 1985
ISO 14001



INVESTOR IN PEOPLE

To our children and all future workers

This page intentionally left blank

Contents

Lists of Figures, Tables and Boxes	<i>ix</i>
Introduction	<i>1</i>
Chapter 1 Platform Economics and the Sharing Economy: A Primer	<i>17</i>
Chapter 2 Rhetoric, Reality, Impacts and Regulation in Labour Intermediation Platforms	<i>35</i>
Chapter 3 Digital Labour Markets in a Broader Perspective	<i>73</i>
Chapter 4 Ideological Production in Digital Intermediation Platforms	<i>123</i>
Chapter 5 Conclusions and Research Agenda for the Future	<i>151</i>
References	<i>169</i>
Index	<i>201</i>

This page intentionally left blank

Lists of Figures, Tables and Boxes

Figures

Fig. 1. The Policy Triangle.	14
Fig. 2. Two- and Multi-sidedness Versus Resellers and VI Firms.	22
Fig. 3. The Control and Cost Trade-off.	33
Fig. 4. Heuristic Conceptual Mapping of the Sharing Economy.	43
Fig. 5. Heuristic Typology.	77
Fig. 6. Renting/Selling, Doing Work, Doing Both.	98
Fig. 7. Renting/Selling, Doing Work, Doing Both by Employment Status.	98
Fig. 8. Renting/Selling, Doing Work, Doing Both: Self-employed and Full-time Employees.	99
Fig. 9. Determining the Role of Science in Policy and Politics.	165

Tables

Table 1. Factors affecting platforms' size.	24
Table 2. Car sharing versus ride services.	27
Table 3. Selected Litigation Cases in the United States.	112
Table 4. List of Participants.	132

Boxes

Box 1. Airbnb Self-reported Impacts.	53
Box 2. Uber's Self-reported Impacts.	53
Box 3. Conflicts, Bans and Court Cases.	69
Box 4. Online Micro-tasking Ideal-typical Functioning.	78
Box 5. Online Tasking, Ideal-typical Functioning.	80
Box 6. MLM Physical Services' Ideal-typical Functioning.	82
Box 7. Working Conditions (Investigative Journalistic Accounts).	92
Box 8. Changing Practices by Digital Labour Markets in the United States.	112