HOW DISINFORMATION CAN AFFECT
RATING SYSTEMS ON PLATFORM WORKERS

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Abstract

Considering the limited number of regulations addressing employment conditions within digital platforms, this poster aims to discuss potential risks and consequences currently faced by platform workers.

Firstly, considering its rating system technology, it is clear how the platform-based algorithm relies on customers assessments in order to manage services. As a result, the AI technology calculates the average score provided by customers and selects the highest rated workers.

However, such performance rates are not objective as they are based on peoples' opinions and expectations, which may be influenced by inappropriate considerations. Moreover, even though customers are not contracting partners, the rating system provides them with a disproportionate level of control and disciplinary power. The platform determine an average score to deliver top-quality service, while it 'turns off' the accounts of those workers performing below that score, which in practical terms implies for them to be fired.

The combination of subjective customers and algorithm assessments of workers' performances can be regarded as disinformation, since there is no actual fact-checking and the AI technology exerts full power, with the risk to seriously damage workers' reputation and their ability to keep their job or find new employment.

Therefore, workers have no power to determine their success due to the strong influence exerted upon customers and algorithm's central role in the management system. In order to protect workers from invasive control, it is important to introduce human control over such system and prevent unfair sanctions against workers' right to work.

The supporting document

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