



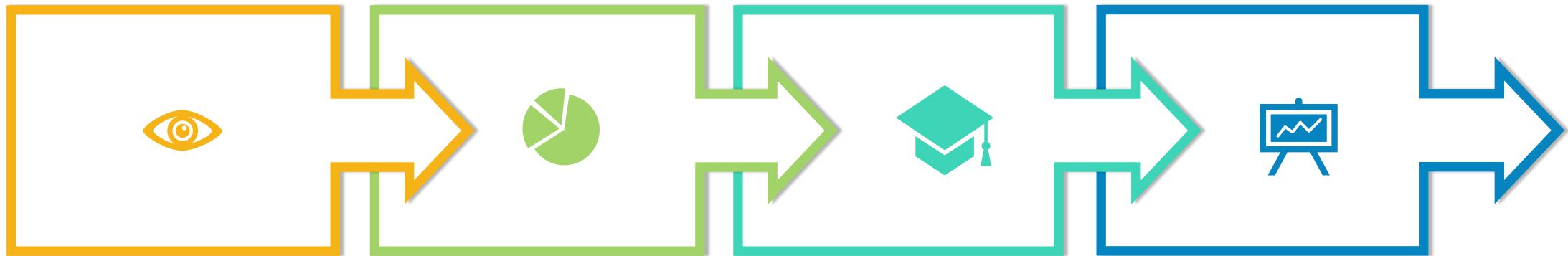
GIGMETAR: THE WORLD OF PLATFORM WORK

SERBIA AND SOUTHEAST EUROPE

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01 WHAT is GIGMETAR?

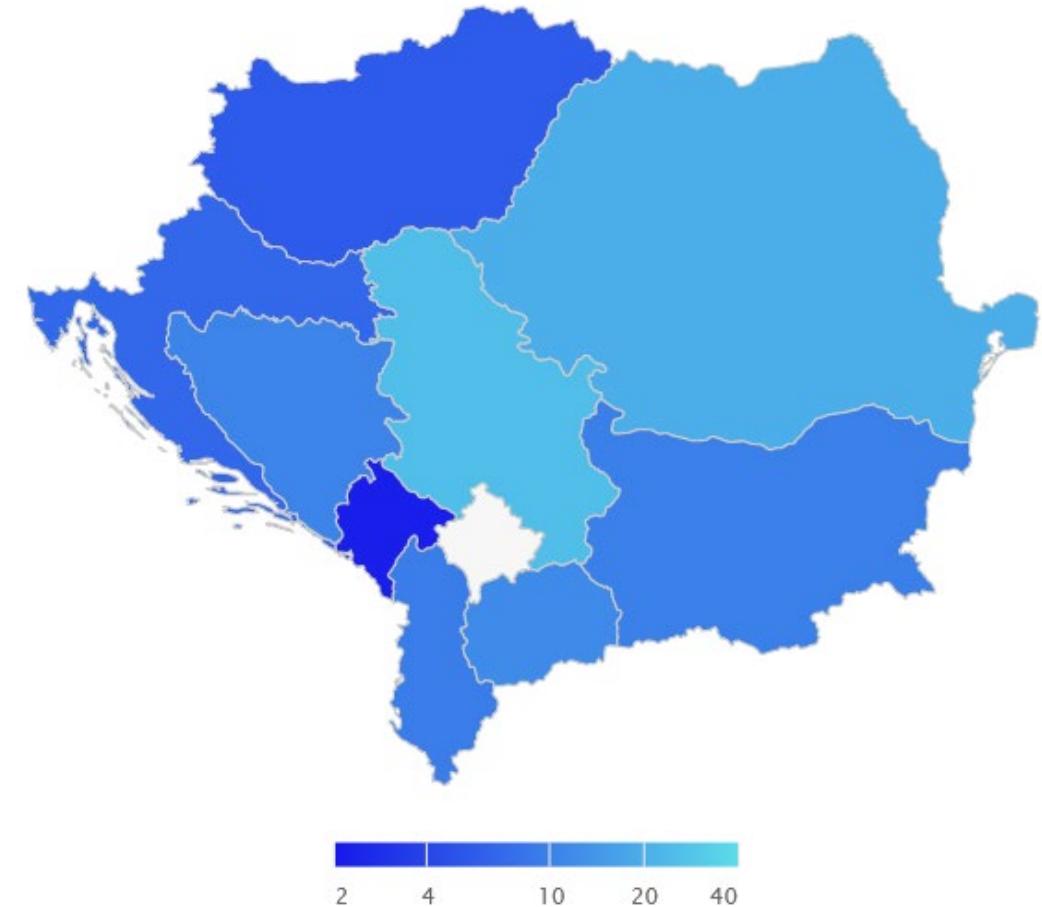
02 WHY we measure?

03 WHAT and HOW we measure?

04 HOW it can be used?

01 WHAT is Gigmetar?

- ❖ Gigmetar™ is a statistical instrument for monitoring the key characteristics of digital workers: their number, gender, incomes, and occupations
- ❖ Since December 2019, the data are collected twice a year, every August and February
- ❖ Two reports are released in each interval: a Report for Serbia and Regional Report for nine Southeast European countries: Serbia, Albania, North Macedonia, Bosnia and Herzegovina, Montenegro, Bulgaria, Hungary Croatia, and Romania



02 WHY?

- ❖ Serbia has been among the noticeable suppliers of remote platform workers on global digital platforms for more than a decade
- ❖ According to CENTER's study (2021) there were at least 70,000 remote platform workers engaged either full-time or part-time, which constituted 1.55% of the Serbian working age population (aged 15-64) in 2021
- ❖ During the COVID-19 pandemic, this type of work skyrocketed globally including also Southeast Europe

03 WHAT and HOW we measure?

- ❖ The data are collected by web scrapping of publicly available data at the three most significant general digital platforms in this region: Upwork, Guru and Freelancer
- ❖ Gigmetar™ is based on the analysis of massive data, representing approx. 80% of the total number of active digital workers on the observed platforms
- ❖ Some of the data necessary for our analyses, such as gender or dominant occupation, are not accessible directly from a worker's profile
- ❖ We use a hybrid, automated-manual approach to determine necessary data

03 WHAT and HOW we measure?

We use the following data about a gig worker:

- Gender,
- Location (city, region),
- Skills,
- Main and additional occupations (six main groups of occupations, as classified by Oxford's Open Labour Index (OLI)),
- Hourly rate,
- Total income,
- Number of completed jobs,
- Number of jobs in progress, etc.

03 WHAT and HOW we measure?

- ❖ **GIGMETAR Limitations** - Gigmetar™ measures the requested and not the obtained price per hour, cannot provide information on hours worked and not paid, tracks individual gig workers not projects, cannot see people hiding their profiles

03 WHAT and HOW we measure?

The instrument enables various analyses:

- ❖ regional distribution of digital workers within Serbia

Example: Belgrade and Vojvodina regions lead; 9 out of 10 new entrants are living and working in the 28 cities and towns of Serbia (Gigmetar Report Serbia, October 2022).

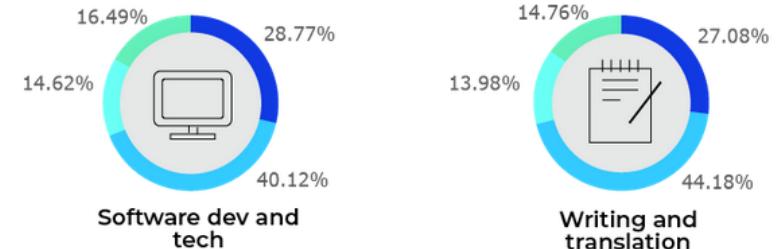
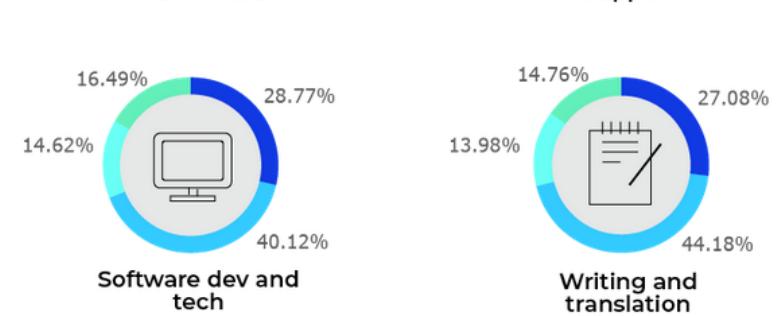
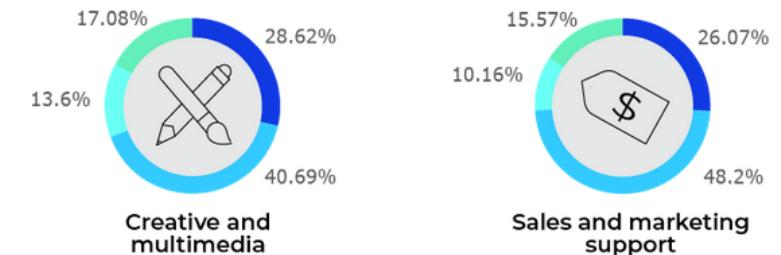
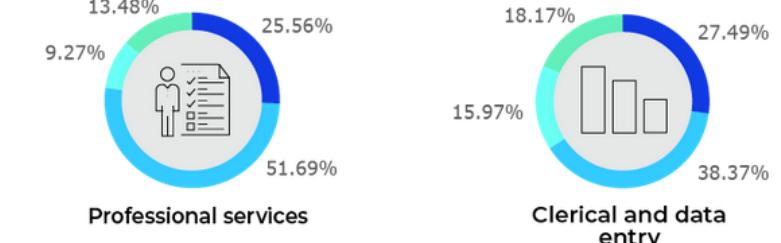


03 WHAT and HOW we measure?

- ❖ regional distribution of occupations in Serbia

Example: all occupations are now equally represented in all 4 regions (Gigmetar Report Serbia, October 2022)

- █ Vojvodina
- █ Belgrade
- █ Šumadija and Western Serbia
- █ Southern and Eastern Serbia

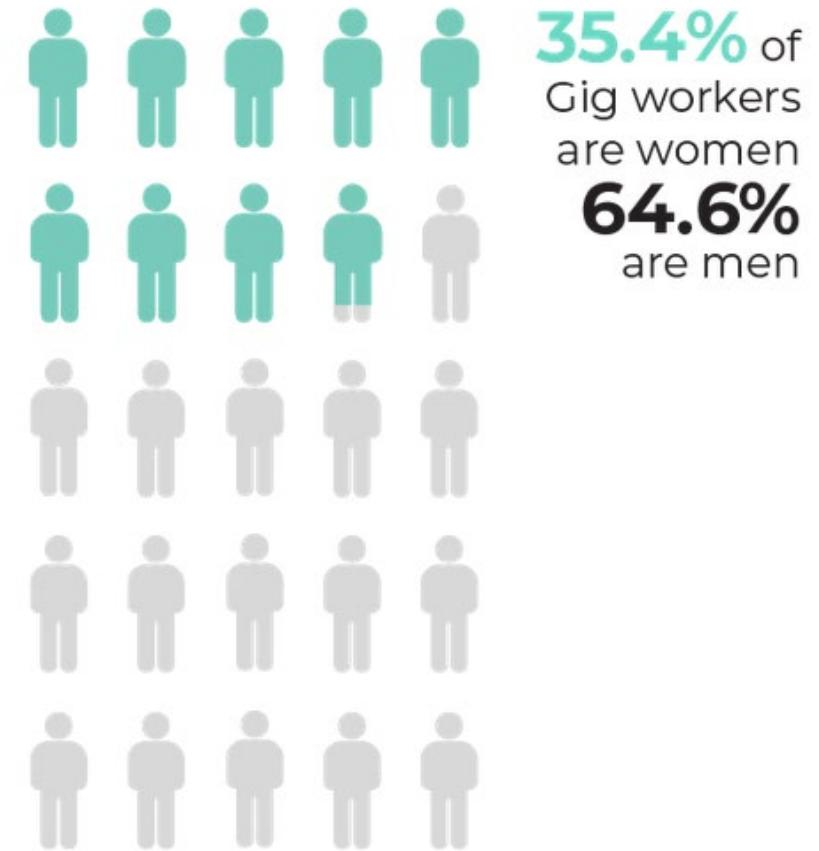


Writing and translation

03 WHAT and HOW we measure?

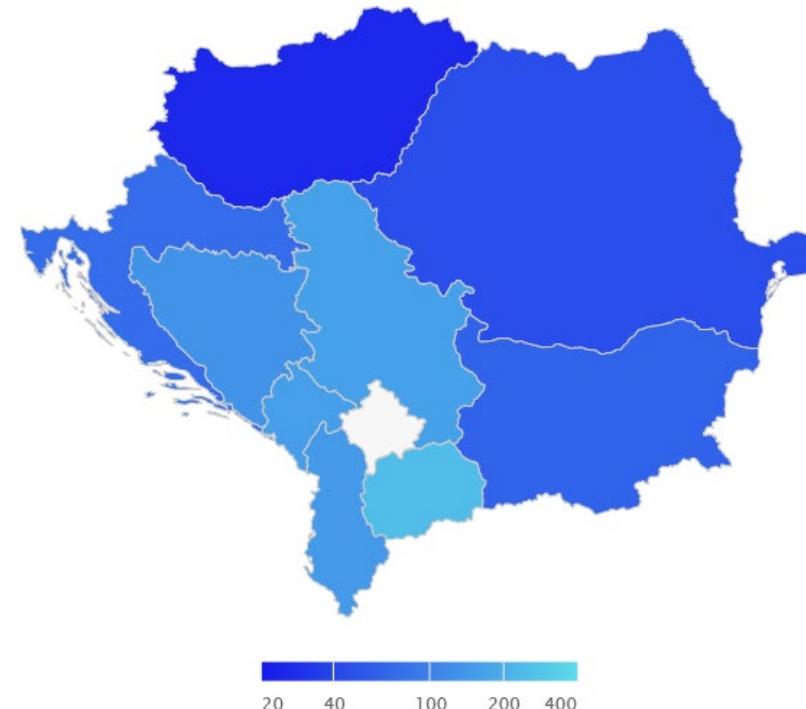
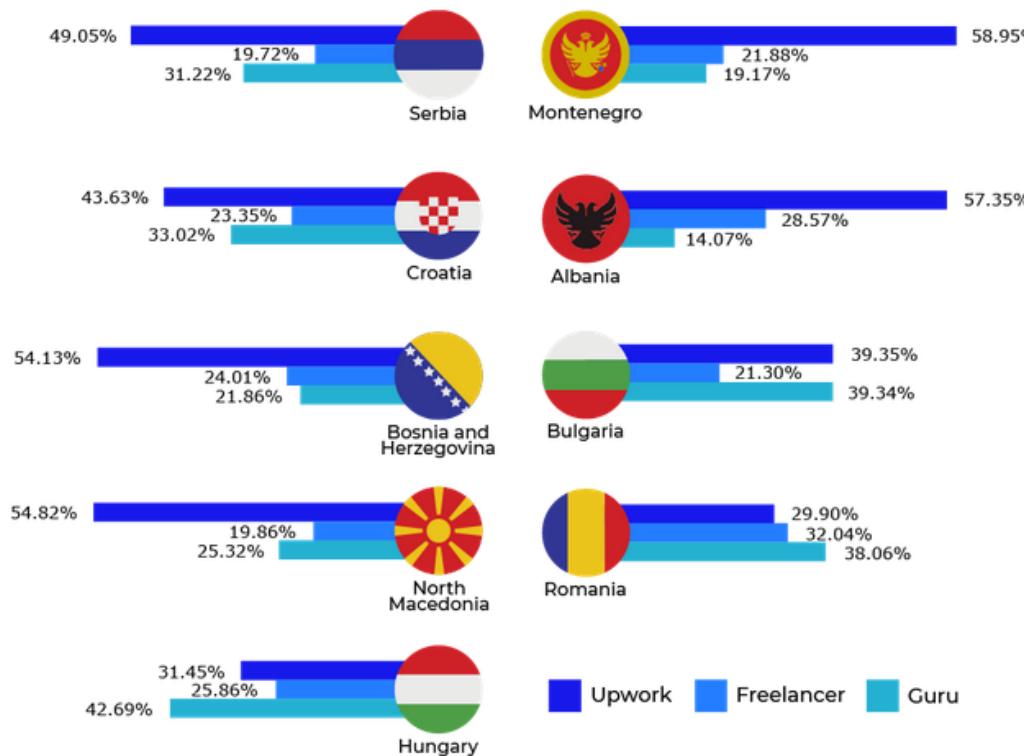
❖ Gig workers by gender in Serbia

Example: even though men dominate platform work in Serbia, women constitute a significant share of workforce: in February this year 354 of 1,000 gig workers were women, in August the number increased to 383 out of 1,000 (Gigmetar Reports Serbia, May 2022, October 2022)



03 WHAT and HOW we measure?

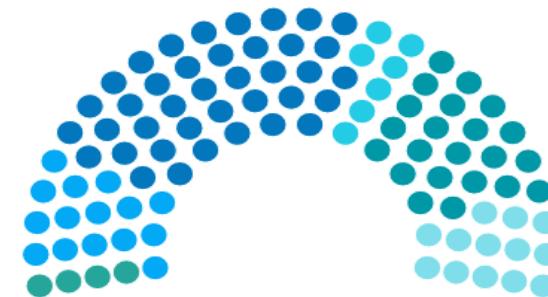
Region – comparison between countries



03 WHAT and HOW we measure?

❖ distribution of digital workers by occupation in all nine countries

Example: the two dominant occupations in Serbia and the region are creative and multimedia, and software development, followed by clerical and data entry, writing and translation. Sales and marketing support, and professional services take 5th and 6th place (Gigmetar Reports: Serbia October 2022, Southeast Europe, October 2022)



03 WHAT and HOW we measure?

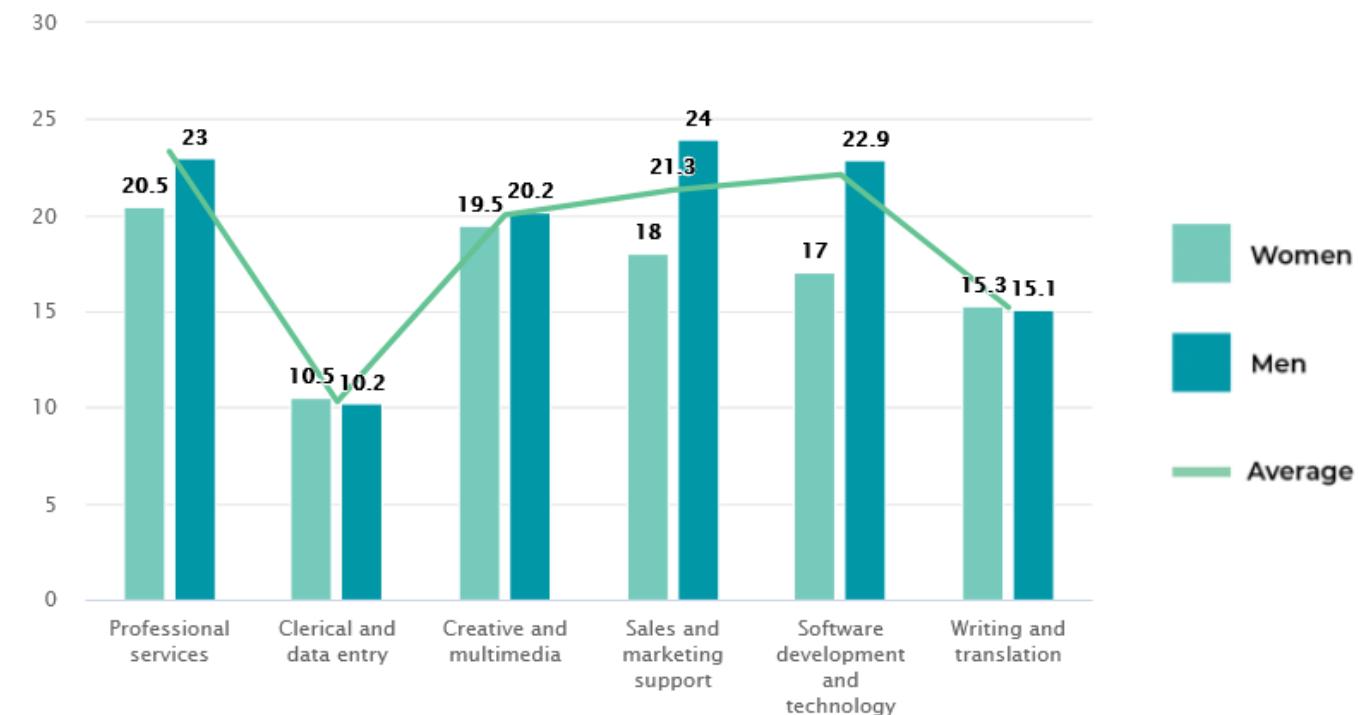
- ❖ Total income by gender in 9 countries

Example: women generated 84% of the average earnings of men – higher than the global average totaling 82% (Payoneer, fall 2022) (Gigmetar Report Southeast Europe, October 2022)

03 WHAT and HOW we measure?

- ❖ Hourly rates, in US\$, by gender and occupation in 9 countries

Example: in all occupations, women earn less than men (Gigmeter Report Southeast Europe, May 2022)



03 WHAT and HOW we measure?

- ❖ % of gig workers by gender, occupation, and income in 9 countries

Example: Women usually work in less paid professions such as clerical and data entry, writing and translation and professional services (Gigmetar Report Southeast Europe, May 2022)

04 HOW it can be used?

The analysis of national online labour market at one point of time



Comparison of digital labour force in different countries (by several characteristics)



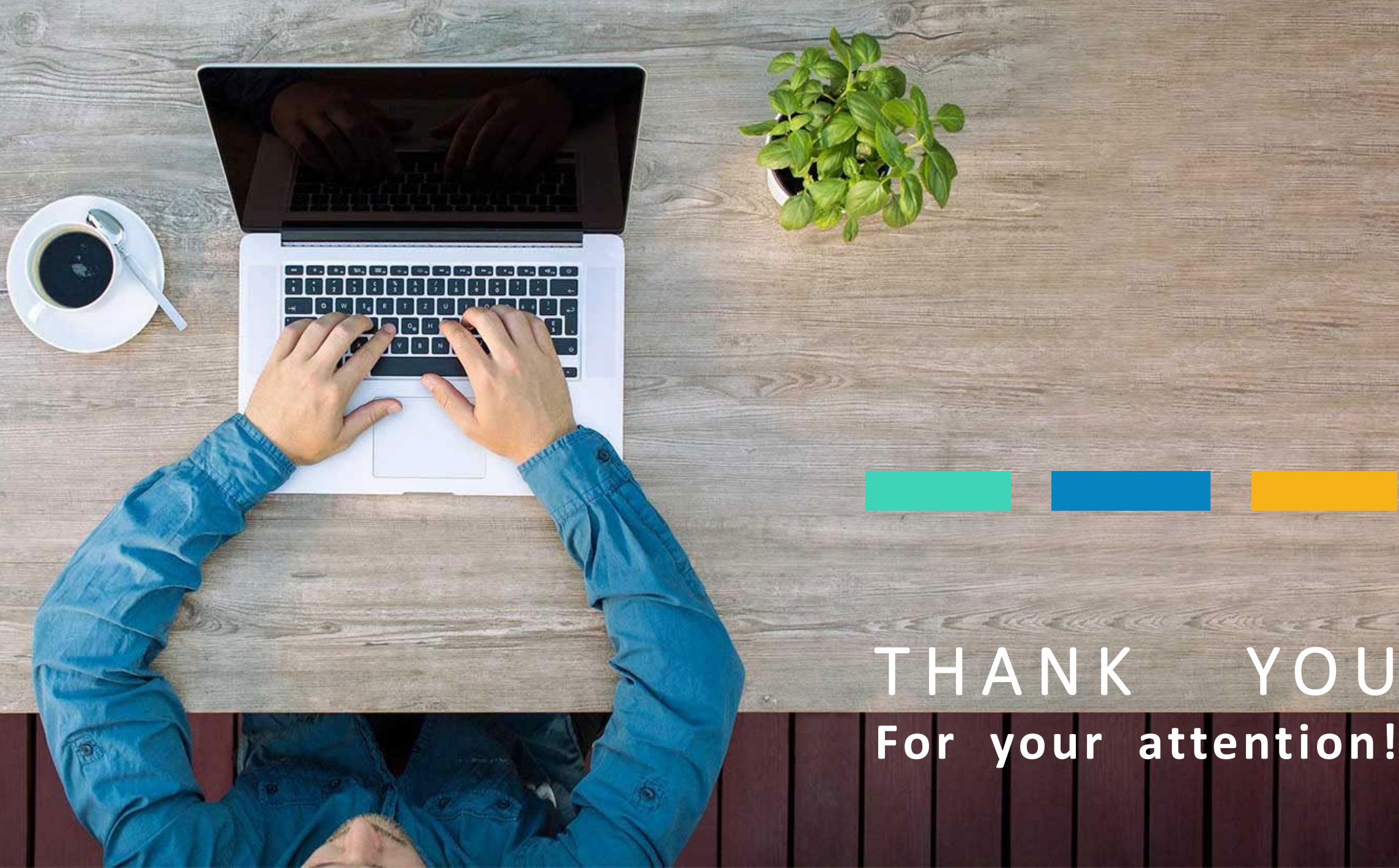
Gigmetar can be used for:

Monitoring of the development of the digital labour market in one country over time



Defining new public policies, referring to the future of work in the field of labour, tax, education, training, etc.





THANK YOU
For your attention!