

MICROTASKING

We have identified the following six drivers as contributing to the growth of microwork. The drivers are drawn from a group of microtasking trends developed from over 500 resources. The trends are included at the end of this document.

[Collaborative Connections](#)

[Working across state and organizational borders keeps getting easier.](#)

[Intelligent Advances](#)

[We're training computers to do human work, but cheaper and better.](#)

[Built for Profit](#)

[Companies maximize profit by reducing costs.](#)

[Social modernization](#)

[Alternate ways of living and earning are gaining social acceptance.](#)

[Uneven Growth](#)

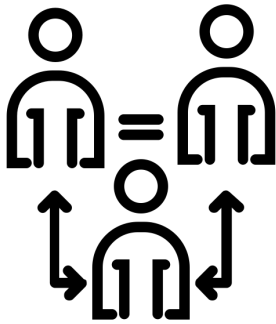
[Toronto keeps booming, but not everyone benefits.](#)

[Policy Lag](#)

[Technological shifts have outpaced government policies.](#)

1. Collaborative Connections

Working across state and organizational borders keeps getting easier.



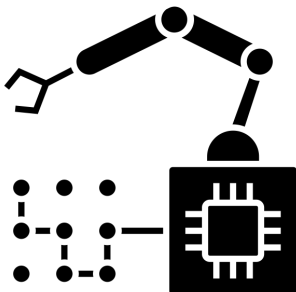
Created by Pravin Unagar
from Noun Project

Billions of people own devices that would have been supercomputers, not long ago. They use tools like 5G and Skype to connect, Salesforce and G Suite to coordinate, and Upwork to hire. Working across state and organizational borders keeps getting easier. It is possible to work with anyone, from anywhere — or break traditional jobs into subcontracted tasks. The result has reshaped everyday work. People spend their days

on chat and teleconferences with a remote team of co-workers, freelancers and service providers.

2. Intelligent Advances

We're training computers to do human work, but cheaper and better.



Created by Srinivas Agra
from Noun Project

Computer algorithms connect you with a ride, translate your news, and analyse your medical tests. Sensors, robotics and AR (augmented reality) are becoming part of our everyday lives. But these systems depend on "human intelligence tasks" (HITS). Microtaskers fulfil invisible but essential HITS around the clock and the globe. Their activities also "train" computers to take on ever more complex

work. Toronto's profile as a tech hub is bringing high-paying jobs such as data scientists. These are people who build and support the tech-based systems that are doing human work. Together, data scientists and microtaskers are training computers to do human work, but cheaper and better.

3. Built for Profit

Companies maximize profit by reducing costs.



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from Noun Project

Most businesses put efficiently maximizing profit over anything else. Companies maximize profit by reducing costs. Automation is one way to increase productivity and reduce costs. Outsourcing is another. Moving jobs to where the cost of doing business is lower increases profits. Companies can realize gains by taking advantage of labour's low cost and bargaining power in poorer countries.

Furthermore, they can transfer capital costs to workers and bypass employment standards.

4. Social modernization

Alternate ways of living and earning are gaining social acceptance.



Created by Luis Prado
from Noun Project

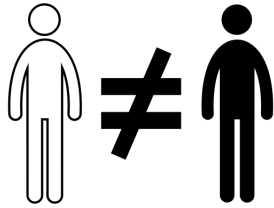
1950s ideas about gender, family, identity, and values are fading. Alternate ways of living and earning are gaining social acceptance.

Furthermore, many Canadians seek a work and life balance, which is a highly individualized notion. Employers and microwork platforms promote entrepreneurship and flexibility and question the notion of who an employee is. The message of autonomy resonates with many. For some, the

notion of work and life balance, of being your own boss, doesn't quite live up to the promise. The reality is that the microtasking workforce is geographically scattered and demographically diverse. As a result, it is difficult for microworkers to influence pay or terms of work.

5. Uneven Growth

Toronto keeps booming, but not everyone benefits.



Created by corpus delicti
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Job and population growth mean that Toronto is more diverse, younger, richer and bigger than any other region in Ontario. But Canada's wealthiest city is an unaffordable "hourglass." As elite workers thrive, Toronto's socioeconomic middle is shrinking. A recent study concludes that Toronto has the largest gap between rich and poor in Canada. Furthermore, income inequality disproportionately impacts people who are racialized. Toronto keeps

booming, but not everyone benefits.

6. Policy Lag

Technological shifts have outpaced government policies.







Created by Becris
from Noun Project

Microtasking is under the radar in Ontario, and so unregulated. Technological shifts have outpaced government policies. As a result, platforms and requesters press their advantages, creating a buyers' market. Left unregulated, the potential ramifications are broad. The most obvious consideration is adherence to provincial employment standards. The impact extends to the corporate tax base. Without adequate resources,

local prosperity and community safety slide downward. Furthermore, as the social safety net erodes, the need for stable jobs and decent pay rises.

Microtasking Trends

The trends are provided for reference.

 <p>AI is eating the work</p>	 <p>Everybody's hustling</p>	 <p>T.O. grind</p>	 <p>Intimate labour</p>	 <p>Lark or lifesaver?</p>	 <p>People as a service</p>
 <p>Robots are making jobs</p>	 <p>Solidarity in seconds</p>	 <p>The microstate</p>	 <p>When opportunity is remote</p>	 <p>Work as play</p>	 <p>Work is going borderless</p>