



Using Premise VideoAI for a Qualitative Understanding of Gig Work at Scale

Gig work, characterized as part-time, flexible labor, is increasingly filling the gaps left by more stable work. According to certain estimates, "over 40 million workers in developing regions secure employment via these digital labor platforms."¹

Premise worked with GiZ on [a study of gig workers](#) intended to help understand the connections between digital learning, the platform economy, and (micro/digital) credentialing.

Utilizing its extensive network of opt-in survey panelists, Premise collected 1,387 submissions across seven countries: Colombia, Ghana, India, Kenya, Mexico, Nigeria, and South Africa. The survey respondents were encouraged to provide

video-based responses to open-ended questions, which included prompts such as introducing themselves and their sector, describing moments when they stepped outside their comfort zones to complete a task, explaining how they coped with those situations, and sharing lessons for other gig workers.

Additionally, respondents were asked about their awareness and opinions on decent work principles and fair working conditions. This approach facilitated candid and natural responses, and the videos were then processed through Premise's VideoAI tool to transcribe, translate, and extract insights and recurring themes.

¹ The University of Manchester: Global Development Institute, n.d.

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Why Video?

Spoken survey responses encourage candid, natural expressions and transcend literacy and language barriers, resulting in more nuanced qualitative data compared to written open-ended survey questions. Our proprietary AI leverages best-in-class large language models (LLMs) shown to be as accurate as human coders, but with the advantage of being instantaneous – even with tens of thousands of videos.

Gig work is significant in developing countries, offering flexible employment opportunities to individuals who encounter obstacles in accessing traditional forms of work. Premise's innovative method of data collection enabled GiZ to identify challenges and opportunities in the gig economy and quickly compare themes across multiple countries and cultures.

VideoAI Insights

Looking at the spider chart (Figure 3), we see that there are some regional similarities in the top topics, i.e., "challenges" was the top topic in

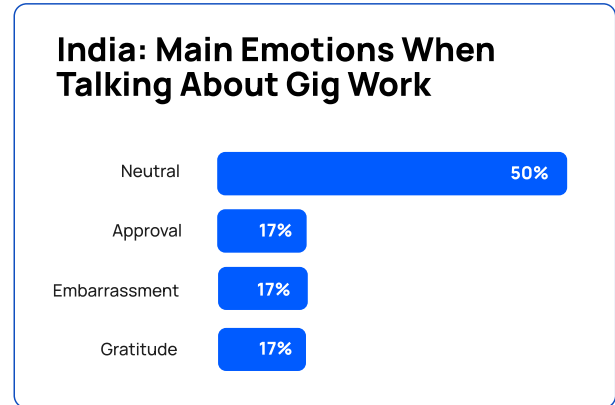


Figure 2

Colombia and Mexico, while "leaving comfort zone" was the top topic in Ghana and Nigeria.

Only Mexico has "disappointment" and "remorse" as top emotions, and similarly, only India has "embarrassment" (see Figures 1 and 2).

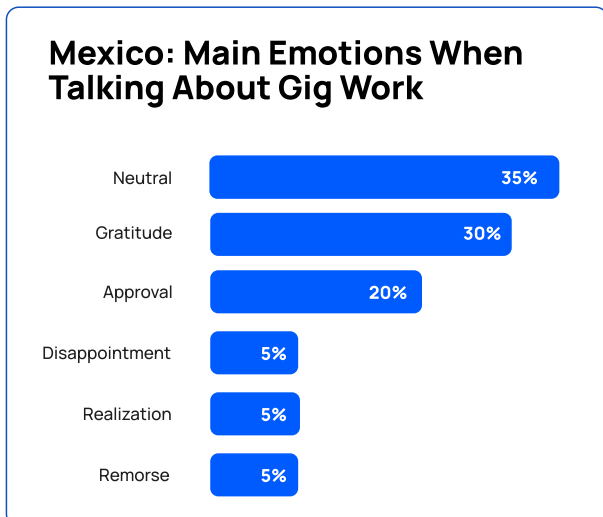


Figure 1

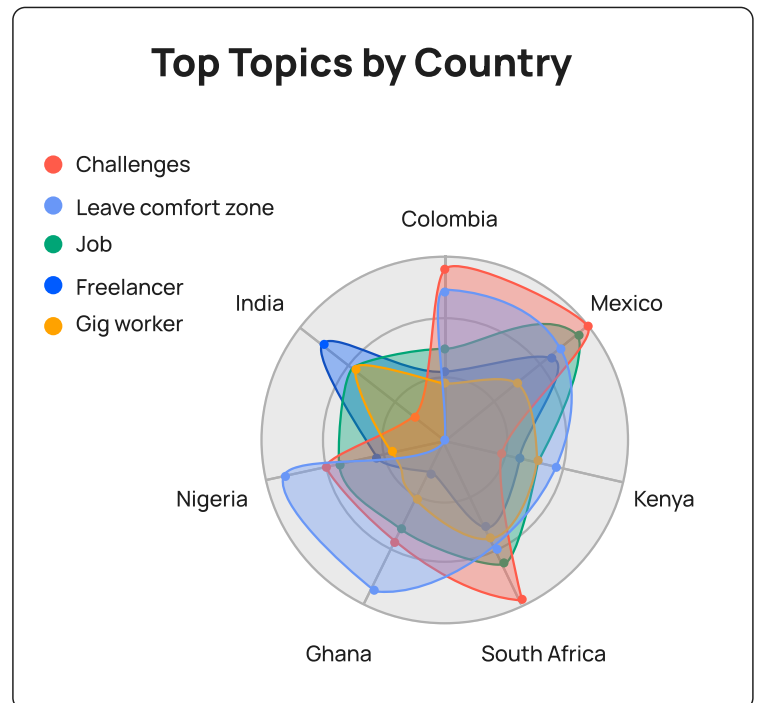


Figure 3

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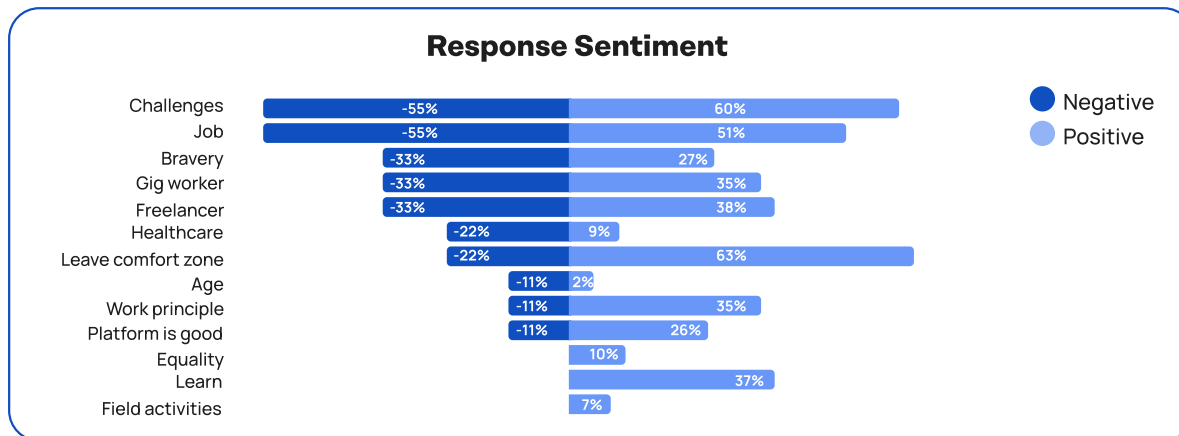


Figure 4

The top topics in Kenya were "learn," "leaving comfort zone," "gig worker," and "job." The majority of those talking about learning did so in a neutral way, and a sense of approval in Kenya was more commonly expressed when discussing jobs and freelancing.

In Colombia and South Africa, "challenges" were the most discussed topic. In Colombia, the majority talked about challenges with an emotion of approval, while in South Africa, the majority expressed a neutral emotion.

Overall, the most prevalent emotions detected were positive, with 49% of responses indicating an emotion of approval or gratitude.

Conclusion

This study highlights the potential of video responses for capturing rich qualitative data. By using advanced AI tools, such as VideoAI, Premise's methodology offers a quick comparative analysis across different cultures and regions with a deeper understanding of gig workers' emotional and practical experiences. Collected insights can guide policy-making and practice improvements to enhance the gig work environment, address challenges, and leverage opportunities for gig workers globally.

[Contact Premise](#) to learn more about how our VideoAI capability can elevate your understanding and decision-making.



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