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Reinventing Interpersonal Communication through Design and Denumerization: Strategic Resistance to Algorithmic Communication



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It is about designing communication in capitalistic platforms through **simplistic norms**.

It is proven effective only in ideal work situations while **abnormality** is very frequent.

It is based on a model of **unilateral decisions** and the **locking of deliberation**.

It contributes to worsen occupational health of drivers.



Media interviews with driver representatives

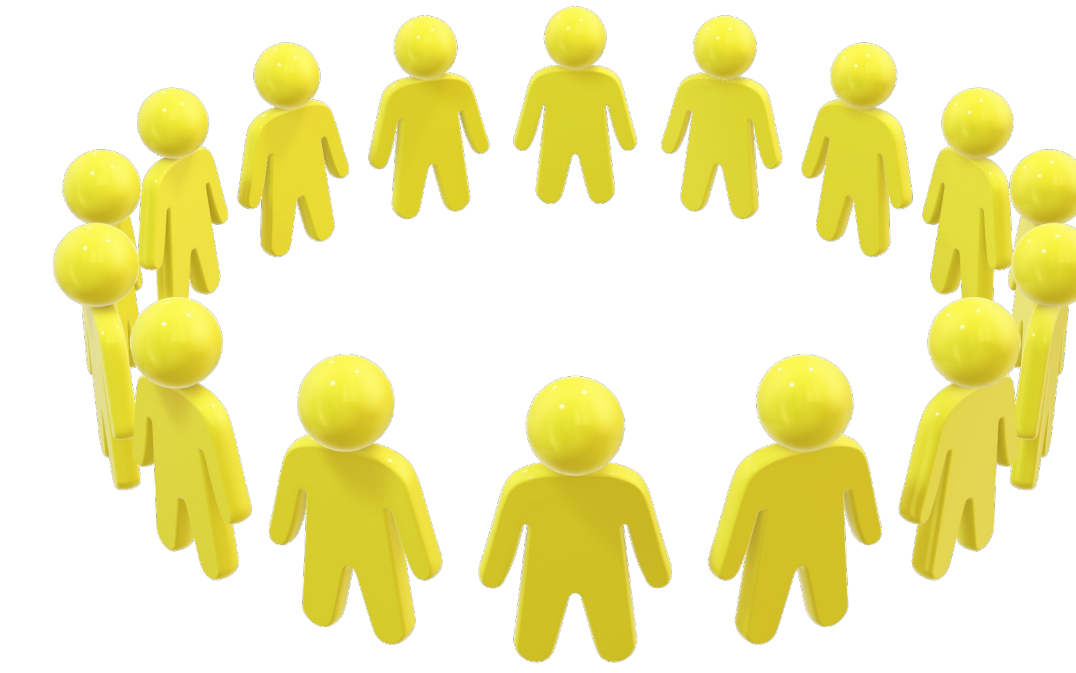


Protests of platform drivers in Paris

Algorithmic Communication



Strategic



Resistance

Economic Context

- The **"gig economy"** is a labor markets where independent contractors work through platforms.
- It reflects a new form of capitalism called **"platform capitalism."**



Political Context

- Capitalistic platforms' **lobbying** is an obstacle to the advancement of the gig workers' rights.
- **Neoliberal policies** favors access to these platforms to "fix" unemployment.



"Citizen lobbying" by a union in the European Parliament in Strasbourg



Meeting of politicians and unions to work on proposed laws

How algorithmic communication of capitalistic platforms contribute to poorer the drivers' interpersonal communication and generate strategic resistance of gig workers such as the creation of a cooperative platform ?

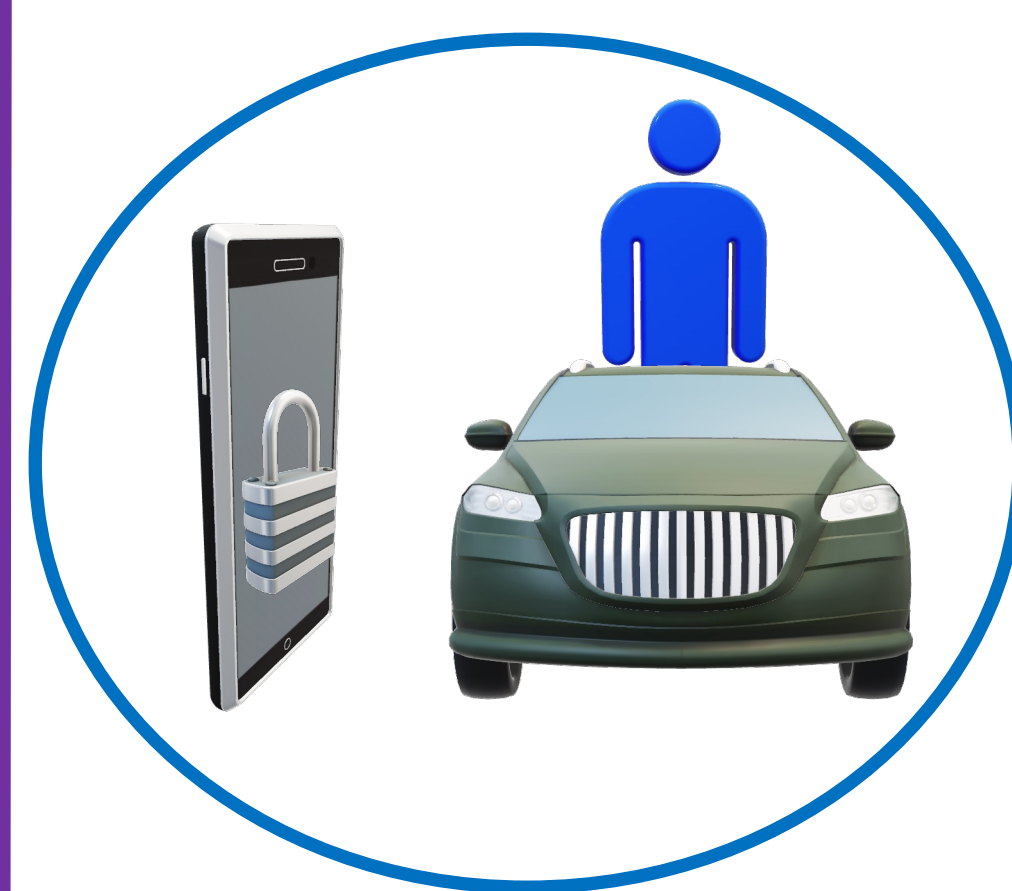
Method 1

- **The methodology:** semi-structured life story type interviews.
- **The participants:** 50 platforms' drivers in France.
- **Data collection:** the interviews were conducted between November 2019 and October 2020.
- **Data processing:** the transcripts were analyzed using the qualitative processing software ATLAS.ti. 92 codes were created.

Method 2

- **The methodology:** 12 semi-structured interviews.
- **The participants:** expert actors in digital sobriety and politicians committed to social rights and ecological transition, and professionals from 3 cooperative platforms in France.
- **Data collection:** the interviews were conducted between January and May 2023.
- **Data processing:** the data was classified on Excel using 30 key words.

Longitudinal empirical study



Actor of social rights and ecological transition



Design of few standards algorithms



Denumerize interpersonal communication (face-to-face decision-making, negotiation, and participatory governance)

Results

Capitalistic platforms' algorithmic communication is:

- based on asymmetric information that transforms communication to mechanical interaction between the driver and the app.
- organized through a set of informational features requiring constant mechanical interaction.
- requiring drivers to work long hours in an environment with no effective interlocutor.
- depriving work experience of meaning.

Algorithmic communication generates / aggravates mental and physical health suffering:

- Because it accelerates work and creates an insecure and uncertain environment of work through asymmetric information and lack of negotiation with drivers.
- Some of the different forms of suffering are: anxiety; frustration; loneliness; burnout; ankle pain; eye pain; tension; weight gain; etc.

The perpetuity of this model leads to various individual and collective resistance.

The most **strategic resistance** is the creation of a transport cooperative platform named **"Maze."**

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