



# Three Technology Trends That Will Change the Gig Economy in 2018

Insights

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Bill Gates once said “Information Technology and business are becoming inextricably interwoven. I don’t think anybody can talk meaningfully about one without the talking about the other.” The advent of the gig economy along with the integration of technology has changed the traditional job market. Employers may view technology as an obstacle, but it is crucial they get on board given the increased mobility of today’s workforce. They have no choice but to incorporate the latest technologies to stay competitive. Recently, the Chief Executive Officer of Shiftgig, Wade Burgess, wrote an [article](#) for Forbes.com discussing the three ways technology is changing the gig economy in 2018.

## 1. A Technology-Driven Marketplace

An increasing number of people are looking for diverse, freelance work opportunities and technology providers will offer more venues for gig workers to seek work that aligns with their skills, schedules, and financial requirements. Comparable to how Amazon.com generated a marketplace for goods, these platforms will serve as a marketplace for gigs. Technology will drive the marketplace by giving workers more options to source work at the click of a button.

## 2. New Technologies To Collect Precise Data on Gig Workers

In years past, employers encountered difficulties in identifying a talent pool that matched their business needs. As technology evolved, employers became overwhelmed with the amount of data and its analysis. Employers found it challenging to analyze and extrapolate the data that lead to a strategic hiring decision. However, in 2018, technologies will continue to grow to collect more relevant data on gig workers which includes their work patterns, needs, and preferences (i.e., schedules, pay, and job types). Modern algorithms are in place to help employers use these technologies to source talent that is analogous to their business culture and needs.

## 3. Technology Will Fuel The Increase of the Gig Worker Population

Based on the [MBO Partners' 2017 State of Independence in America](#) report, half of the U.S. adult workforce will be, or have at one time experienced being, an independent, freelance worker within the next five years. User-friendly applications that simplify the way people find work will be a driving force behind this growth explosion. Today’s employer must take advantage of these

technologies and do away with its antiquated workforce model, or fall in the shadows of other forward-thinking organizations.

With the gig economy being on the rise, the increased potential for gig worker-related lawsuits is expected. Here are a few pointers for employers to consider:

- Embrace corporate transparency and treat your workers well.
- Include arbitration clauses in worker agreements as courts are generally supportive of employers handling legal matters privately.
- Draft employment agreements that mutually benefit the employer and the worker. If both sides benefit from the exchange, there's less potential for litigation.