

Appendix A: Experimental materials and survey

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Please select your preferred language / Selecteer uw voorkeurstaal:

English
Nederlands

[Proceed](#)

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Welcome! Thank you for participating!

This study is conducted by Utrecht University in collaboration with [name platform]. In this study we aim to learn more about your perception of the user interface of [name platform]. By participating, you will provide a valuable contribution to scientific research. Participating takes 2-5 minutes.

There will be a lottery draw for 25 [Yetsy Vouchers](#) of 20 EUR each as well as **one iPad** among all respondents who completed the survey. These vouchers can be exchanged for gift cards of a large number of shops. Completing this survey works best when using a desktop computer, laptop or tablet.

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Before you start, please read the information below

Why am I invited?

You are invited because you have been active on [name platform]. [Name platform] has sent out the invitation e-mail. Adults (18 years of age or older) can participate in this research.

What do I need to do to participate?

If you agree to be in this study, you will be asked to answer questions about you and about user interfaces on gig economy platforms. Completing the survey takes about 3-5 minutes. There are no anticipated risks associated with participating in this research. Participation in this research is entirely your choice. Only those people who give their informed consent will be included in the project. You may withdraw from the project at any time prior to submitting your completed survey.

How will my privacy be protected?

The collected data will be stored securely by the researchers on a password protected computer. The researchers will not have access to any identifiable information. [Name platform]. will not have access to the survey data. [Name platform]. will provide the researchers with anonymous IDs that can be linked to the survey data. After completion of the study, we will separate your ID from the survey data so answer cannot be traced back to you. The data from the study will be kept at least 10 years.

How will the information collected be used?

The collected data may be presented in academic publications or conferences. Non-identifiable data may also be shared with other parties to encourage scientific scrutiny and to contribute to further research and public knowledge, or as required by law. You can access a summary of the results of the research by e-mailing [removed for publication].

If there is anything about the study or taking part in it that is unclear or that you do not understand, you may contact the researchers [removed for publication].

By clicking 'Start survey' you are verifying that you have read the explanation of the study, and that you agree to participate. You also understand that your participation in this study is voluntary.

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Please select the last job you hired someone for on [Platform]¹⁾

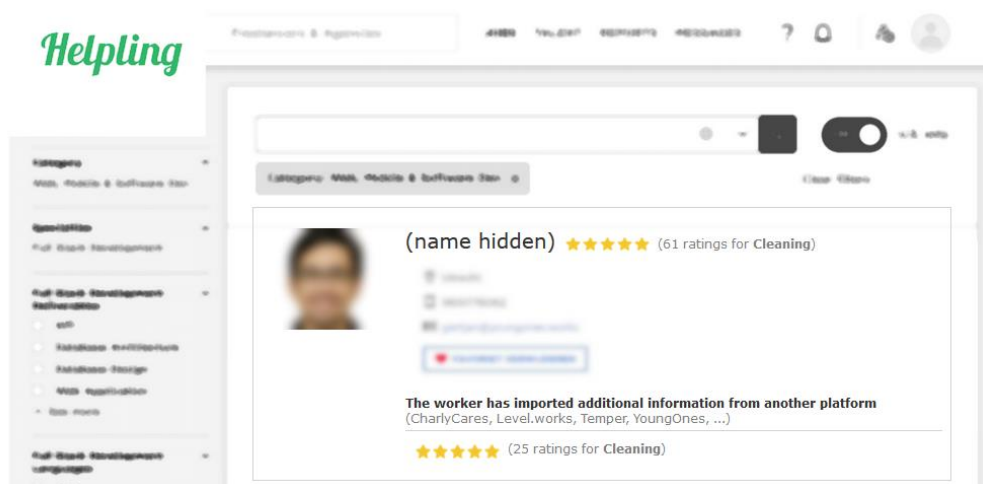
Cleaning
Warehouse work
Salesclerk
Sitecrew retail
Service (hospitality)
Delivery driver
(Assistant) Cook
Hospitality
Catering
Host / Hostess (hospitality)
Order picker

¹⁾ If the exact job is not contained in the list, please select the job that is the closest.

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Please imagine that you are again hiring someone for [last job] via [platform].



Please consider the statements in view of the scenario shown above (from 'no, not at all' to 'yes, absolutely'):

	-	-	-	0	+	+	+
	-	-	-	0	+	+	+
In my opinion, the described and displayed scenario could actually occur on gig work platforms							
I am very familiar with gig work platforms and services in general.							
The worker seems to be trustworthy.							
Based on his/her profile, I would be willing to hire this worker.							
For this question, please simply click the center button.							
The worker seems to have a lot of relevant experience.							
I'd be quite certain what to expect from this worker.							

Now, please indicate your agreement/ disagreement with the following statements:

A good reputation is very important to me when hiring a gig worker.							
It is important to me that a gig worker has experience at the job I'm hiring them for.							
It is important to me that a gig worker has experience on the platform I'm hiring them at.							

Last, please consider the following more general statements:

I generally trust other people.							
I tend to count upon other people.							
I generally have faith in humanity.							

Proceed

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Please indicate your gender:

Male
Female
Other

Please indicate your age (18-99).

Are you typically hiring gig workers for private or professional reasons?

Private
Professional
Both

Approximately, how many gigs have you hired via <PLATFORM> this year? (1-100).

Which of the following best describes the sector you primarily work in?

Agriculture, Good and Natural Resources
Architecture and Construction
Arts
Business Management & Administration
Education & Training
Finance
Government & Public Administration
Medicine

Hospitality & Tourism
Information Technology
Legal
Policing
Military
Manufacturing
Marketing & Sales
Retail
Science, Technology, Engineering & Mathematics
Social Sciences
Transportation, Distribution & Logistics
Other

If any, which other online platforms do you use to hire gig workers?

Please describe briefly, which factors have affected your trust perceptions regarding the worker you have seen in this survey:

If you would like to participate in the prize raffle, please provide some contact information here (email). Note that this information will only be stored until the end of the survey and will then be deleted.

[Complete survey](#)

Appendix B: Full list of jobs

Table B1: Full list of jobs and respective number of observations.

Category	Job	Number of observations
Hospitality	(Assistant) Cook	6
	Catering	1
	Hospitality	3
	Host / Hostess (hospitality)	3
	Serving (hospitality)	9
Babysitting	Babysitting	36
Cleaning	Cleaning	76
Delivery & logistics	Delivery driver	3
	Order picker	4
	Warehouse work	21
Promotion	Promotion	4
Retail	Salesclerk	6
	Sitecrew retail	8
Total		180

Appendix C: Full regression tables

Table C1: Regression results for trusting intentions as dependent variable.

	Model 1	Model 2	Model 3	Model 4
Intercept	2.41 * (1.17)	2.17 (1.17)	1.78 (1.18)	1.58 (1.18)
<i>Main effects</i>				
Within platform ratings	1.46 *** (0.25)	2.10 *** (0.40)	-	-
Imported ratings	0.12 (0.25)	0.67 (0.37)	-	-
Same job ratings	-	-	1.38 *** (0.26)	1.73 *** (0.36)
Other job ratings	-	-	0.38 (0.25)	0.79 * (0.39)
<i>Interactions</i>				
Within * Imported	-	-1.03 * (0.51)	-	-
Same job * Other job	-	-	-	-0.72 (0.52)
<i>Platform (ref. cat. YoungOnes)</i>				
CharlyCares	-0.77 (1.47)	-0.47 (1.46)	-0.37 (1.49)	-0.11 (1.50)
Temper	0.11 (0.49)	0.21 (0.49)	0.12 (0.50)	0.20 (0.50)
Helping	-0.30 (1.50)	-0.03 (1.49)	-0.02 (1.52)	0.18 (1.52)
Level.works	-0.99 (0.70)	-0.90 (0.70)	-0.70 (0.72)	-0.60 (0.72)
<i>Job (ref. cat. Cleaning)</i>				
Hospitality	0.70 (1.02)	0.67 (1.01)	1.33 (1.03)	1.29 (1.02)
Delivery / Logistics	2.00 * (1.01)	2.09 * (1.00)	2.47 * (1.01)	2.46 * (1.01)
Promotion	0.57 (1.25)	0.82 (1.25)	1.63 (1.27)	1.67 (1.26)
Retail	1.70 (1.04)	1.63 (1.03)	1.99 (1.05)	1.92 (1.05)
<i>Client characteristics</i>				
Age	-0.28 * (0.13)	-0.28 * (0.13)	-0.25 (0.13)	-0.25 (0.13)
Female	-0.21 (0.28)	-0.13 (0.28)	-0.12 (0.28)	-0.10 (0.28)
Other gender	-0.61 (0.70)	-0.39 (0.71)	-0.41 (0.71)	-0.38 (0.71)
Private use	0.86 (1.29)	0.45 (1.29)	0.92 (1.31)	0.68 (1.32)
Professional use	-0.28 (0.64)	-0.41 (0.64)	-0.15 (0.65)	-0.21 (0.65)
Hired more than three	0.07 (0.27)	0.01 (0.27)	0.04 (0.28)	0.02 (0.28)
<i>Worker characteristics</i>				
Female	0.76 ** (0.24)	0.76 ** (0.24)	0.77 ** (0.25)	0.75 ** (0.25)
R ²	0.298	0.315	0.273	0.282

Note: N=180. * $p < 0.05$; ** $p < 0.01$; *** $p < 0.001$

Table C2: Regression results with perceived worker trustworthiness as dependent variable.

	Model 5	Model 6	Model 7	Model 8
Intercept	2.37 * (1.09)	2.29 * (1.10)	1.84 (1.11)	1.77 (1.12)
<i>Main effects</i>				
Within platform ratings	1.35 *** (0.23)	1.57 *** (0.38)	-	-
Imported ratings	0.23 (0.24)	0.42 (0.35)	-	-
Same job ratings	-	-	1.13 *** (0.25)	1.26 *** (0.34)
Other job ratings	-	-	0.56 * (0.24)	0.71 (0.37)
<i>Interactions</i>				
Within * Imported	-	-0.35 (0.48)	-	-
Same job * Other job	-	-	-	-0.27 (0.49)
<i>Platform (ref. cat. YoungOnes)</i>				
CharlyCares	-0.78 (1.37)	-0.67 (1.38)	-0.43 (1.41)	-0.34 (1.42)
Temper	0.57 (0.46)	0.61 (0.46)	0.55 (0.47)	0.58 (0.48)
Helping	-0.64 (1.40)	-0.54 (1.40)	-0.33 (1.44)	-0.26 (1.45)
Level.works	-0.96 (0.65)	-0.93 (0.66)	-0.84 (0.68)	-0.80 (0.68)
<i>Job (ref. cat. Cleaning)</i>				
Hospitality	0.06 (0.95)	0.05 (0.95)	0.63 (0.97)	0.61 (0.97)
Delivery / Logistics	1.51 (0.94)	1.54 (0.94)	1.97 * (0.96)	1.97 * (0.96)
Promotion	0.37 (1.17)	0.46 (1.17)	1.26 (1.19)	1.27 (1.20)
Retail	1.20 (0.97)	1.17 (0.97)	1.46 (0.99)	1.44 (1.00)
<i>Client characteristics</i>				
Age	-0.29 * (0.12)	-0.29 * (0.12)	-0.26 * (0.12)	-0.26 * (0.12)
Female	-0.22 (0.26)	-0.19 (0.26)	-0.13 (0.27)	-0.12 (0.27)
Other gender	-1.00 (0.65)	-0.92 (0.66)	-0.78 (0.67)	-0.77 (0.67)
Private use	1.31 (1.20)	1.17 (1.22)	1.38 (1.23)	1.29 (1.25)
Professional use	0.07 (0.60)	0.02 (0.60)	0.21 (0.62)	0.19 (0.62)
Hired more than three	0.25 (0.25)	0.23 (0.26)	0.21 (0.26)	0.21 (0.26)
<i>Worker characteristics</i>				
Female	0.78 *** (0.23)	0.78 *** (0.23)	0.78 ** (0.24)	0.77 ** (0.24)
R ²	0.303	0.305	0.259	0.260

Note: N=180. * $p < 0.05$; ** $p < 0.01$; *** $p < 0.001$