

How The Sharing Economy Got Hijacked And How To Win It Back

The sharing economy was once seen as a way to build a more sustainable and equitable world. By allowing people to share their resources, such as cars, homes, and tools, the sharing economy promised to reduce consumption, waste, and pollution. It also promised to create new opportunities for people to earn money and build community.



After the Gig: How the Sharing Economy Got Hijacked and How to Win It Back by Mark Fallon

★★★★☆ 4.8 out of 5

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But over the past decade, the sharing economy has been hijacked by large, profit-driven companies that have exploited its potential for their own gain. These companies have used their monopoly power to set unfair rules, exploit workers, and drive up prices. As a result, the sharing economy has become a less sustainable, less equitable, and less community-oriented place.

How The Sharing Economy Got Hijacked

There are a number of factors that have contributed to the hijacking of the sharing economy. One factor is the rise of platform capitalism. Platform capitalism is a new economic model in which large, technology-driven companies control access to markets and resources. These companies use their platforms to connect buyers and sellers, and they take a cut of every transaction.

Platform capitalism has allowed a handful of companies to dominate the sharing economy. These companies have used their monopoly power to set unfair rules, exploit workers, and drive up prices. For example, Uber has been accused of charging excessive fees to drivers, while Airbnb has been accused of driving up rents in popular tourist destinations.

Another factor that has contributed to the hijacking of the sharing economy is the lack of regulation. The sharing economy is a relatively new phenomenon, and there is still no clear regulatory framework for it. This has allowed companies to operate with impunity, and they have often taken advantage of this to exploit workers and consumers.

How To Win Back The Sharing Economy

The hijacking of the sharing economy is a serious problem, but it is not insurmountable. There are a number of things that we can do to win back the sharing economy and make it a more sustainable, equitable, and community-oriented place.

One important step is to regulate the sharing economy. Regulation can help to level the playing field between large companies and small businesses, and it can protect workers and consumers from exploitation. For example,

regulation could set limits on the fees that companies can charge, and it could require companies to provide workers with basic benefits such as health insurance and paid time off.

Another important step is to support community-owned and operated sharing economy platforms. These platforms are not driven by profit, and they are more likely to be committed to sustainability, equity, and community. For example, there are a number of community-owned car-sharing programs that are operated by nonprofits. These programs are typically more affordable than commercial car-sharing programs, and they are more likely to invest in sustainable practices.

Finally, we need to change the way we think about the sharing economy. We need to stop seeing it as a way to make money and start seeing it as a way to build community and create a more sustainable world. When we share our resources, we are not only saving money, we are also building relationships and creating a sense of belonging.

The sharing economy has the potential to be a powerful force for good. It can help us to reduce consumption, waste, and pollution. It can create new opportunities for people to earn money and build community. But in order to realize this potential, we need to win back the sharing economy from the large, profit-driven companies that have hijacked it. We need to regulate the sharing economy, support community-owned and operated platforms, and change the way we think about it.

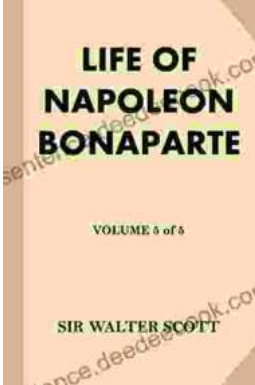
By working together, we can create a sharing economy that is truly sustainable, equitable, and community-oriented.



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