

How and why does algorithmic management influence gig-worker motivation?

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Algorithmic management is doing many tasks managers used to do. It is ubiquitous on gig-work platforms but it is also rapidly infiltrating traditional organizations. We conducted a survey (N>600) to examine how different algorithmic management functions (monitoring, task and schedule assignment, performance management, and compensation) and their characteristics (transparency, appropriateness, contingency on performance, nudging) influences gig-workers psychological needs, work motivation, and their work outcomes (burnout, turnover intentions, affective commitment). Results indicate that algorithmic management does not, in and of itself, influence gig-workers' motivational experiences greatly, but that how it is used does. Recommendations for the design and usage of algorithmic management are derived from these results.