



Aalto University

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Online Labour Platform Discontinuance Privacy Notice

This privacy notice describes how your personal data will be used in the research study as a participating individual.

1. What is being studied in this research study and the purpose of processing personal data

For decades, Information Systems literature has been interested in what makes people to adopt an information system. However, in recent years, IS discontinuance i.e., what makes people to stop using or replace an information system has gathered more interest. This study is part of a larger dissertation project on improving Online Labour Platforms that has so far looked at ways to retain users. As such, studying what drives users off platforms supplements the picture. Digital gig economy has many known issues that are often viewed from the industry or ecosystem level. Viewing platforms through the IS discontinuance lens at individual level might uncover new ways to improve functioning of Online Labour Platforms.

In this study, we are interested in the messages posted to Reddit where users declare their intent to quit using an Online Labour Platform. Our plan is to move on two levels of analysis. First, to examine for each year what are the reasons for discontinuance and if there are changes in the reasons or if they prove more durable. Second, from the identified discontinuance messages, we plan to examine the users' preceding posts in the relevant subreddits to see what kind of messages might have preceded the discontinuance message. We are also interested in the community's replies to the discontinuance messages and if they support the decision or try to encourage the user to keep trying. The IS discontinuance literature has expressed the need to move from static variance models and predictors of discontinuation towards process models and how phases gradually lead to discontinuation. Thus, we ask: "How does IS discontinuance unfold in Online Labour Platform context" and "How community influences discontinuance intentions?"

The study progresses so that first we collect messages from relevant subreddits (see section 2, "Personal data collected") and identifying messages discussing Online Labour Platforms with Latent Dirichlet Allocation. From these we then identifying messages discussing intention to discontinue Online Labour Platform's use again with Latent Dirichlet Allocation. From this discontinuance messages we check if the user has previously posted on the given subreddits to indicate their dissatisfaction regarding the Online Labour Platform. Irrelevant data are disregarded. Depending on how many we relevant messages and discussions we find, we will either analyse them manually using Grounded Theory Methodology or thematic analysis or apply aspect-based sentiment analysis able to establish message's sentiment and what it is directed to e.g., dissatisfaction due to poorly paying gigs.

Research team

- Virpi Tuunainen, Aalto University School of Business, principal investigator, dissertation supervisor
- Sampsa Suvivuo, Aalto University School of Business, coordinating researcher, PhD researcher
- Tapani Rinta-kahila, The University of Queensland Business School, dissertation supervisor.

During the study, the research team can be reached via email at sampsa.suvivuo@aalto.fi

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2. What personal data is processed in the research study

- Message text (both submissions and comments)
- Message date
- Username
- Subreddit name
- URL (direct link to the discussion, e.g., www.reddit.com/r/<subreddit>/comments/<submissionID>/title)
- SubmissionID (the opening/original post's unique identifier)
- CommentID (comment's unique identifier)
- ParentID (to which submission or comment is the comment replying)
- AuthorID (users' unique identifier)

Special categories of personal data (sensitive personal data)

Data belonging to special categories of personal data or other specially protected personal data **will not be processed** in the research study.

Personal data is collected from the following sources:

From the participant: Reddit messages written to following subreddits: Upwork, Fiverr, Freelancer, Digitalnomad, Freelance, FreelanceWriters, WorkOnline, WFH, workfromhome

From a data register: None

Other: None

3. Processing of necessary personal data and removal of the direct identifiers from the data

The research study only processes personal data that is necessary for the purpose and execution of the study. The research data is processed during analysis phase of the research in a manner, that your Reddit username is directly identifiable to the researchers. While the study is not interested in individual users, an identifier is needed to tell which messages have been written by the same user. Given that the messages themselves are easily searchable with search engines and must remain unmodified, the data cannot be

satisfactorily anonymised or even pseudonymised. The study also retains various metadata IDs which allow preservation the structure of the data and discussions so that no comments or replies are mistakenly attributed to a wrong discussion. Should the data be fully anonymised, the research team would be unable to comply with any possible request related to the research participants rights as we would no longer find the research participant's data.

- Submissions that are not about discontinuing platform use as well as comments that have not been posted under submissions about platform discontinuance or that do not precede a declaration of discontinuance in one of the relevant subreddits are deleted.
- Data is not presented on individual level but in aggregate form, for example, reporting the percentage of discontinuance messages that mentioned poor quality gigs as a reason for discontinuation.
- No direct quotes from the messages are used in reporting of the findings.

Identity of the individual research participant will not be disclosed in a scientific publication or other research results to be published.

4. Legal basis for the processing of personal data

The legal basis is scientific research, a task in the public interest

5. Sharing personal data

Research data containing your personal data is shared with the following parties:

Independent controllers: None

Research data which consists of your personal data, may be transferred to a third party, such as scientific publication, for peer-review process or for other purpose, which is mandatory for scientific publishing or validation of the research results.

Research data containing personal data is retained for research data to be used for further scientific research in the same scientific discipline or in other disciplines that support this research study. Research data may also be transferred to other universities or research organisations as part of further research projects.

Processors: None

6. International data transfers

During the execution and analysis phase of research, research data containing personal data will not be transferred to non-EU / EEA countries or international organizations. However, as part of the scientific publishing process, it might be necessary to transfer the data outside EU/EAA for publishers or peer reviewers for verification of research results, as such parties may be located outside EU/EAA area. However, it is exceptional that scientific publication process would require transferring data regarded as personal data.

One member of the research team (Tapani Rinta-Kahila) is located in Australia. Aalto University's Dropbox is used to share data among the team members. The team member in

Australia can read the data from the Dropbox but won't download or otherwise further distribute them.

7. Storage and protection of personal data

Protection of manual material: No physical material will be produced as a part of this study.

Information processed in IT systems: Your personal data is processed and preserved in secure IT systems, which are approved by Aalto University and suitable for personal data. Access to all computers and IT systems are protected by username and strong personal password. Access to IT systems containing personal data is technically restricted in a manner, that only researchers participating in the study and persons necessary for the implementation of the study have access to your personal data.

The research data is archived: No

8. Retention and deletion of personal data

Deletion during and after the study

Research data containing personal data is retained for research data to be used for further scientific research in the same scientific discipline or in other disciplines that support this research study. Research data containing personal data is deleted after six (6) months since the last publication where this research data has been used and exploited.

9. Rights of the research participant

According to the General Data Protection Regulation (GDPR), a data subject has the right to:

- receive information on the processing of their personal data
- right to access the personal data collected and processed
- right to rectification of inaccurate personal data
- request that the processing of personal data be restricted
- object the processing of personal data
- right to erasure of personal data if the conditions of Article 17(1) of the Data Protection Regulation are met and processing is no longer necessary for archiving purposes in the public interest or for scientific research or statistical purposes in accordance with Article 89(1)

If the research purpose does not require, or no longer requires the identification of the data subject, the controller shall not be obliged to obtain further information so that the data or the data subject may be identified only for purposes to able the data subject to exercise his/her rights. If the controller is unable to link the data to a particular data subject, the data subject does not have the right to access or correct the personal data, object the processing, or delete the personal data. However, if the data subject provides additional information that allows their identification from the research data, the rights will not be restricted.

10. Contact details of the controller

The controller of this research study is Aalto University Foundation sr., operating as Aalto University.

Person in charge of the research study

Questions regarding the conduct of the research study may be addressed to the person in charge of the study: Sampsa Suvivuo, +358408291089, sampsa.suvivuo@aalto.fi

Data Protection Officer

If the research participant has questions or requests related to data protection or the processing of personal data, the research participant should contact the Data Protection Officer of Aalto University: tel. +358 9 47001 (exchange), dpo@aalto.fi.

In this data request service, you can request the exercise of your rights under GDPR from Aalto University as the controller <https://datarequest.aalto.fi/en-US/>.

If a participant of the research study feels that his or her personal data has been processed in violation of data protection legislation, the participant has the right to lodge a complaint with the supervisory authority, the Data Protection Ombudsman's office (read more: <http://www.tietosuoja.fi>).