Research on the Operation Mechanism and Optimization Path of Wechat Gig Group

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Abstract: The rise of platform economy accelerates the diversification of labor market forms and makes the combination of labor and capital more diversified. Among them, wechat gig group meets the needs of low-end labor market and provides employment opportunities for homogenous low-end labor groups. In actual operation, wechat gig group, as a small urban labor market in the digital economy, has the advantages of transaction costs, the convergence of labor prices, and the gradual transformation of the working relationship between group owners and group members into community embeddings. It is found that there are problems in the operation process such as information overload, man-post mismatch, gray level management that reduces the standardization of labor dispatch and information technology application may inhibit the employment of low-end labor, and puts forward optimization paths from community awareness, man-post dynamic optimization, interest perception and other ways to help the harmony of labor-capital relations in the platform economy period.

1. Introduction

The wide application of the Internet platform has accelerated the diversification and non typical characteristics of labor forms, made the relationship between labor and capital obscure and complicated, and enabled the rapid development of gig economy in the form of recruitment, temporary, part-time, piecework, emergency and hourly workers. According to a report released by the Institute of the School of Social Sciences of Tsinghua University, China's gig economy accounted for 2.64% of GDP in 2019, and it is expected that by 2035, the proportion of gig economy will reach 6.82%. It shows that the gig economy has been widely practiced in various industries.

Based on the market intermediary operation between digital platforms and workers, Yan Jinghua and Shi Xianmei (2021) believe that gig economy is a process in which workers use idle resources to provide certain specific services[1] in a certain period of time with the help of digital platforms. Zheng Qi and Yang Weiguo (2019) divided the gig economy into the new gig economy and the old gig economy, the latter referring to the temporary and project-based employment model, such as the employment model of "standing at a big post" to obtain employment opportunities; The former is based on the Internet platform, and relies on the application of digital knowledge and communication technology of high-tech companies to improve the matching efficiency of supply and demand[2]. The difference between the two lies in whether the medium relies on Internet technology. In the new gig economy, according to the scope of information acquisition and choice, it can also be divided into national gig economy platform relying on Internet gig app and regional gig economy information network relying on instant messaging software. At present, the concept commonly discussed in the theoretical community of the gig economy mainly refers to a new model of temporary on-demand matching between labor supply and demand sides achieved by internet platform enterprises relying on internet technology[3].

The gig economy has recently become a key theme in modern employment practice[4]. However, the service areas of regional gig economy platforms are mostly based on intra-city services. Among them, wechat gig group is a labor market form and employment information network with smaller scale and more subdivided functions. It attracts homogenous low-end labor who are relatively older, have low education, low skills, can't keep up with information technology application, have limited employment channels, and take survival as their main employment appeal. This is also why Xie Fusheng and Wu Yue (2019) analyzed on-demand labor. The low-en'd blue collar workers described by Xie and[5] Wu. It is difficult for them to quickly match jobs depending on their own abilities. However, wechat gig group, built by strong network of relatives and friends, enables small gig resource integrators to play the role of market intermediary between employers and labor providers by releasing temporary job information, providing "one-stop" services.

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such as employment recruitment, management and delivery to jobs, so that they can quickly match jobs. To obtain the income on which they depend.

Therefore, as a self-created for-profit organization that takes the homogenous low-end labor market employment matching as its profit source, what problems exist in helping the employment of groups with employment difficulties? From the perspective of labor dispatch and information technology, it is of practical significance to propose the optimization of the operation path of this labor market intermediary

2. The analysis of the operating characteristics of WeChat gig groups

In the operation of gig employment and employment, WeChat gig group has adapted to the employment needs of gig workers who have limited employment opportunities and cannot obtain stable work groups. However, compared with the practitioners of the Internet app gig platform, the "flow" between types of work and positions is larger and more frequent.

(1) WeChat gig groups make the price of labor service converge

WeChat gig groups are characterized by a large number of homogeneous low-end labor services, no barriers to entry and exit markets, and complete information of superior human resources companies, indicating that WeChat gig groups, as labor dispatch intermediaries, are in a perfectly competitive market. In reality, the owner of the WeChat gig group has the right to decide the service price of the daily contract worker; However, when there is a service price difference between different group members who provide services for the same employer, it will be a phenomenon that the low-priced ones flow into the high-priced WeChat group in the exchange of information. This phenomenon of low barriers to entering and leaving WeChat groups will lead to the convergence of labor prices of the same employer and the same type of post in different WeChat groups.

(2) The attributes of social platforms have transaction cost advantages

As a high-frequency and ubiquitous social platform, WeChat gig group is the default work and task information release group for group members. It has become the core for group members to participate in the gig economy and can quickly connect and match according to labor supply and demand. Specifically, the group owner publishes the labor demand information, the group members share the employment information, and the group owner can easily and quickly communicate with the group members who have the intention to work. They can communicate their needs and discuss the progress of the project through private chat, voice call, video call and other ways, and can reach an employment agreement in a timely and effective manner to improve work efficiency. At the same time, it ADAPTS to the labor form of on-demand employment and cost-saving, and the "daily settlement" of salary reduces the worry of unpaid salary. Instant satisfaction is an important reason for WeChat odd job incentive.

(3) The trust mechanism based on word of mouth is the bond of group activity

Due to their large scale, face-to-face interaction between people is difficult to achieve, and nationwide gig platforms mainly rely on users' resumes and evaluation systems to build trust, but this approach may have problems with information asymmetry and fake evaluations. In contrast, through the advantages of city-specific social networks, it is easier for the owner of a WeChat gig group to obtain real feedback from the employer, establish a real evaluation of the group members' work performance, and achieve screening and connection with the group members. At the same time, the group members can establish a good reputation by actively participating in the work and obtaining good work evaluation. This word-of-mouth effect is not only a trust mechanism and external cognitive set, but also can bring economic returns when labor supply exceeds demand.

(4) Work relationships are linked to community embeddings

Since the industrial economy, along with the production of socialized employment into a stable social organization, there has been a stable business relationship, so that individuals have a stable social affiliation outside the family and other consanguineous relations. However, for those who rely on WeChat gig groups for employment, they have strong flexibility and lack stable employer industry relationship. As Marx said, the "kind essence" of human being is a social existence, and it is first manifested in the labor nature of human beings, which is manifested in the collective production labor and social relations. And the WeChat gig group builds an atmosphere and scene of collective labor. From the perspective of the relationship between group owners and group members, WeChat gig groups can be summarized into three stages of development: instrumental rational interaction, virtual community interaction and acquaintance social construction.

In the first stage, that is, at the beginning of group construction and group chat, the interaction between the group owner and the group members is aimed at completing work tasks. The formation purpose of WeChat gig group is instrumental rationality, which is a manifestation of "birds of a feather flock together, and people are divided into groups". The members of the group have high homogeneity in terms of social status, work ability and emotional identity. In the second stage, with the initial agreement between the group owner and the group members, when the group owner sends labor service providers to the employer and gets a cut, and the group members also get job opportunities and economic rewards, the weak relationship virtual community in the name of the WeChat gig group begins to form. The third stage is that
with the release of information, resource sharing and continuous completion of work tasks within the wechat group, the interaction frequency between the group owner and group members and among group members increases, as well as the increase of emotional identification and common memory, and the homogenous community attributes of the wechat gig group begin to appear\textsuperscript{[6]}.

Wechat gig group has become a social capital network including all members, and all members have formed a "virtual acquaintance society"\textsuperscript{[7]} in which they exchange work information, share work experience, rely on each other, help each other and benefit each other. The boundary of group members' communication begins to expand from the work field to the non-work field, and individuals change from the original atomization state. To the collectivized state of mutual cooperation and partnership relationship. At this time, the "weak relationship" between the group owner and the group members, and the group members with high interaction frequency, will change from the "weak relationship" of instrumental network to the "strong relationship" emphasized by Granovetter, to the interpersonal communication with emotional identification and trust interaction, and expand the social network and sense of belonging of each member. The convenient wechat payment and leave mark functions not only improve the transaction efficiency, but also encourage the group members to continue to participate in odd jobs.

3. Problems existing in the operation of wechat gig groups

The gig employment of wechat gig group is mostly low-skill "U disk employment"\textsuperscript{[8]}, which is in essence small-scale labor dispatch. The master of wechat gig group plays the role of lead worker or on-site customer service of human resources company, providing employment information for vulnerable groups who cannot get regular employment opportunities. However, there are the following problems in the labor market of wechat gig group, an Internet platform.

(1) Information overload increases screening costs

As more gig workers join the wechat gig group, the amount of information will also increase exponentially. Users may be faced with an influx of information, including job postings, job recommendations, and workers’ self-introductions. Due to the diversity and quantity of information, users need to invest a lot of time and energy in sifting, processing and responding to the information. At the same time, information is often repeated or redundant, which brings cumbersome processing tasks to users, and it is easy to miss some important information. Users need to spend more effort to manage and process this information in order to find the right employer or worker that meets their needs.

(2) The mismatch between employees and posts leads to security risks

Although the information of wechat gig group is relatively sufficient and gig workers can find suitable positions according to their own positioning, wechat gig group cannot fully guarantee the real credibility and service quality of its members. For example, the information publisher does not provide accurate information; Gig workers have certain differences in their needs and abilities, and some group members may exaggerate their abilities or maliciously post false job information; Even the real abilities and job information may be affected by the bias of individual subjective evaluation, making it difficult to find a partner who fully meets the needs. As a small labor dispatch unit, wechat gig Group is a social platform. Compared with the formal employment mechanism, the employment relationship between the group owner and the group members in the wechat gig group circumvents legal protection. Once there is an accident, there will be a dispute of buck-passing.

In terms of the positions of the workers, diversification, complexity, and the result orientation of employment will lead to security risks. For example, in the same express sorting night shift recruitment, including a number of actual jobs, including loading, unloading, small parts sorting, unloading, flexible loading and unloading, etc. At the same time, the working time is generally more than 10 hours, the labor process has supervision of supervisors, night shift positions, etc., so that the age and physical strength of gig workers can not adapt to the needs of the post. However, there are accidents and safety accidents due to continuous long-term physical labor. The accident of an over age Courier in Ningbo, Zhejiang Province, which caused public concern in early 2023, exposed the shortcomings of the gig economy, such as the mismatch between people and jobs and the insufficient protection of workers' rights and interests.

(3) Grayscale management has lowered the standardization of labor dispatch

As we all know, the phenomenon of labor subcontracting exists in the construction industry, and it also exists in the gig economy. That is to say, in the relationship network of the wechat gig group, the wechat group owner and group members have the fact that they are subordinate to the human resources company, but they do not have the name of the subordinate gig workers, and the group members do not have clear evidence to prove the reality of this labor dispatch. When the employer issues the work tasks to the gig workers in a temporary and one-time way, the wechat group owner, as the leader, not only undertakes the task of recruiting and conveying workers to the post, but also standardizes the workers’ behavior through pre-job training, attendance checking, standardized management, etc., which will reduce the employment cost and the user is happy to see its success.

However, the wechat group owner relies on the management of irregular labor dispatch to participate in the labor market recruitment and the enterprise
Wechat gig workers are mostly middle-aged and elderly people, housewives over 40 years old, farmers who do not go out to work, and young slasher who earn pocket money by doing part-time jobs. The atomization and lack of unity of these people make wechat gig workers vulnerable groups in the gig economy. As a result, once occupational accident injuries occur, wechat gig workers will not be able to obtain reasonable protection. Wechat group owners will also be because of the dispute, denial and can not be compensated, in more cases can only be their own bear, the years of savings consumed, do not know whether they can continue to work. Therefore, wechat gig work is one of the most exploited flexible employment methods.

(4) The application of information technology may inhibit the employment of low end labor force

With the development of wechat gig groups, some wechat group owners have begun to use other ways, such as wechat mini programs and other applications, to register for work information and pay daily wages, rather than the traditional sense of private chat, reply and transfer of red envelopes. In this case, some workers who only know the basic wechat operation, or older workers will lose their job opportunities and problems such as salary collection. The continuous development and evolution of this situation will lead to the reduction of the audience of wechat gig workers and affect the effect of ensuring employment and stabilizing employment.

4. The optimization path of wechat gig group operation

(1) To develop and implement group announcements to form a sense of community

A sense of community is a shared spiritual bond that allows group members to feel a close sense of dependency and community[9]. Generally speaking, in a wechat gig group, the group owner will clearly inform the group members at the beginning of the group's establishment of the purpose of the group and what information should be shared to ensure a good communication order, and restrict or remove the members who send irrelevant content, advertising or junk information to avoid irrelevant information other than employment in the group. In the group setting, the group master can limit the right to speak, and ensure that only the filtered content is posted; Use the "group announcement" function to release important information, and put some commonly used information at the top, regularly clean up redundant information in the group, maintain the cleanliness and effectiveness of the information in the group, ensure that the group members quickly find valuable information, reduce the problem of information overload. When the group operation enters a stable stage, individuals will have a sense of identity and belonging to the group, and will have a sense of community, and will take the initiative to collect and disseminate relevant information of the group. Group members will also choose suitable positions according to their own skills, promote higher level of cooperation in wechat gig group, and then obtain more job resources from the employer and the superior human resources company.

(2) Dynamic optimization of person-post matching

Dynamic optimization of man-post matching, not only the online interactive information to be accurate and clear, but also need specific group operation measures to ensure. First, in gig groups, the group mainly ensures that the posted job information is clear and clear, and details the required skills and experience; Second, the group owner evaluates the work effect and labor feedback in the past, and "marks" the group members with poor work performance or safety risks to restrict their choice of work. To review and screen applicants to ensure that everyone has the ability to do the job. Third, in the group announcement, list the safety measures and precautions in the process of work, including personal protective equipment, the correct way to use tools and equipment, and the response measures in case of emergency, and make sure that all group members understand and abide by these regulations. Fourth, the group owner has an emergency contact group or a shared address book, so that in the event of an emergency or emergency, the relevant personnel can be quickly contacted. This can improve the efficiency of emergency response and ensure that problems are addressed in a timely manner. Fifth, if certain positions require specific skills, it is necessary to carefully review the working abilities and qualifications of the group members, so that problems can be solved before employment and the risk of accidents can be reduced.

(3) Regulate illegal labor dispatch with the perception of interests

The odd job employment of wechat gig group members is subsistence employment, which determines that it is difficult for them to safeguard their labor rights and interests according to their individual strength. Different pay for the same work, disguised charges, non-payment of social insurance and other phenomena will always occur[10]. What is more serious is occupational accident injury in the labor process. These atomized and non-solidarity people, while individually vulnerable, also determine that they cannot comply with Article 64 of the Labor Contract Law (2013), "Participate in or organize a trade union in the labor dispatching unit or the labor employing unit according to law", and Article 10 of the "Interim Provisions on Labor Dispatching" (2014) stipulates that "if the dispatched worker suffers an accident injury due to work in the labor employing unit, the labor
dispatching unit shall apply for the identification of work-related injury according to law. The dispatching unit shall bear the liability of industrial injury insurance, but may agree on compensation measures with the employing unit. Under the existing employment constraints and legal conditions, it is suggested that the dispatching party and the employing party should learn from the practice that the MT platform takeout rider has 3 yuan of accident insurance a day, and give the wechat group gig workers as much protection as possible to ensure their own profits and smooth production within the scope of operability.

(4) Strengthen the promotion of new technologies

They point out that information technology is a necessary tool skill for completing odd jobs in the modernization process of a country with a large population. For these older wechat gig group members with limited education level or lack of technical ability, if they can use mobile devices to complete registration, certification, order receiving and payment, they may get more job opportunities, and even apply Internet gig app to independently order and increase their income.

In the wechat gig group, the group master will help those older gig workers familiarize themselves with and master application skills such as using wechat mini programs. In addition, by sharing methods, guidance materials and other relevant information in the group, the group master can strengthen the publicity and popularization of the new way of job declaration and daily salary settlement in the wechat gig group, and master the operational ability of task participation and salary range. At the same time, the records of salary payment by wechat mini programs and other applications should be published regularly to ensure the fairness and transparency of work declaration and salary payment, and enhance their participation and satisfaction. It will not only help improve workers' employment opportunities and income levels, but also promote inclusive development of society.

5. Summary

As a social media platform connecting employers and workers, wechat gig Group provides additional employment channels for people who have difficulties in obtaining employment information, increasing employment opportunities and flexibility for gig workers. At the same time, wechat gig group also provides enterprises with more extensive and diversified human resources, enabling them to flexibly meet the employment demand, quickly find the right labor force, carry out flexible manpower allocation, improve competitiveness and adapt to changes in market demand.

In order to give full play to the social benefits of wechat gig group, its operation mechanism can be further explored and optimization strategies can be adopted to standardize its operation process and protect the rights and interests of gig workers. The development of wechat gig groups depends on laws and regulations, labor market development and gig practitioners' acceptance of the platform. While there are opportunities for development, it also requires stakeholders to work together to address potential problems and challenges and ensure the sustainable development of wechat gig work groups.

Acknowledgments

Supported by: Philosophy and Social Science Research Planning Project of Heilongjiang Province "Research on the Realization Path of Labor Benchmark Guarantee in New Employment Form" (Item number: 21JYE403)

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