

Shared Economy: A Uber-Eats Case Study in Manaus City

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Abstract

Given the prospective employment scenario that a society faces from the end of various areas due to various factors such as automation, new labor rights, lack or creation of new audiences, a shared economy caused in the midst of all this and it has become an option for the livelihood of many Manauaras. With the advancement of technology many changes occur in the way urban society uses its profits to generate income, it causes or disappears some professions, an interruption of others and the emergence of several. It was chosen to measure the data of the food delivery application that Uber Eats, which has about a year of use in Manaus, or even the concept of new forms of work organization, their deliverers, use modal and are directed to your destinations via GPS. This study sought to understand what is leading part of society to register in the application that is based on the shared economy.

For such a survey, a quantitative survey was conducted in Manaus City to collect data required at high food ordering points per application, through a field survey, information was collected from various professionals. As a result of the investigation it was possible to map the professional profile of people who are choosing to work with this economic economy, and increase the incidence of technology for the lives of these professionals, it was possible to measure what challenges this new way of earning money provides, what are the advantages they bring, if it has the same advantages and the socio-economic impact on the day to day of professionals. Finally, it was carried out by the authors who conducted the survey, where after it was completed, it was possible to complete the applications associated with the shared economy that use yes, a great work alternative using technology as a medium.

Keywords: Innovation, Shared Economy, Technology, Disruption;

1. Introduction

According to IBGE, in recent years Brazil has lost its ability to create jobs, the name of this is technical recession. Unemployment has reached alarming numbers, where 13% of the economically active population are looking for a job, ie in a universe of one hundred million people aged 18 to 45, thirteen million are unemployed, that is more than the population of Belgium or Greece. During the first quarter of 2019, Manaus pointed out as the capital that had the highest unemployment rate in the country with about 15.9% of the workforce. In the last quarter of the previous year, the rate was 14.4%, a variation of 1.5 percentage points. According to the Brazilian Institute of Geography and Statistics - IBGE, it is the highest rate since the third quarter of 2017 when it reached 16%. In the first half of 2019, according to the agency, in Brazil these numbers have been falling, nationally, by some factors, first, because many unemployed people stopped looking for a job and chose to start their own business, second, because Brazil started to generate again. vacancies in the industry, commerce and service sectors, even if in a timid way and finally, some Brazilians found themselves in the new world economic order, the sharing economy, found in this mode the palliative solution to offer their services and generate income. Driven by the concept of economic disruption, it revolutionized the consumer society and its labor relations, changed the way income can be generated and work in an unconventional way. For it to be established it was necessary to connect people simply, that is where the technological revolution enters as a protagonist in the new relationship of consumption of products and services.

The development of the shared economy is due to the conjunction of social, economic and technological factors (BOTSCHAN; ROGERS, 2011). Regarding social factors, there is a growing concern with issues related to business sustainability and concern with the impact on the environment (DUBOIS; SCHOR; CARFAGNA, 2014), as well as the desire of participants to make new social connections (SCHOR, 2015). Through the shared economy, we have access to more products without having to increase their production, thus reducing the environmental impact (BOTSCHAN; ROGERS, 2011). As for economic factors, it allows people to be less dependent on employers and better able to diversify their sources of income (DUBOIS; SCHOR; CARFAGNA, 2014).

In 2016 Claudia Gasparini published in *Época* magazine, the article 32 professions threatened by robots in the next 20 years, the article quotes "Robots can and will replace humans in various professions". In addition, the publication of the BBC News Jobs and Careers session in 2018 with the headline "The Professions Threatened by Technological Advancements", in the study by John Pugliano, doctors, lawyers, architects, accountants, among others may lose job vacancies. If they continue to perform routine and everyday tasks, a mathematical algorithm will easily perform them within 5 or 10 years. The G1 website of the Globo organizations at the 2018 Scholarship session published the study by British Futurologist Ben Pring, which reads, "Professions of the future: 21 jobs that may arise in the next 10 years," the article quotes "In the very near future, the labor market will undergo strong changes." The article also warns of some innovative professions that have already entered the market, among them are Data Detective, IT Facilitator, Cyber Cities Analyst, Machine Man Team Manager. However, services such as Influencer Digital, drivers and application deliverers using technology as their main working tool can be seen.

This research aimed to present socioeconomic details, its limitations, difficulties and an overview of how technology associated with the shared economy is transforming the delivery market, changing the lives of the delivery companies that use the Uber Eats application service in Manaus, a platform that has been growing rapidly every day, revolutionizing and modifying the way of working and generating income, also seeks to understand what leads a person to join a sharing economy system, then map the profile of the professional and finally raise the relevance technology to the professional's life.

2. Methodology

At first, a bibliographical research will be performed in books, magazines, articles, websites and recently published scientific articles in order to enrich the theoretical foundation of the study. This literature review sought content from 2017 to the present.

Secondly, the quantitative research will be applied through a digital platform questionnaire, which consists of twenty-two specific questions related to the theme, the authors themselves conducted through field research interviews with the workers of Uber Eats. at high demand points for meal orders per app in Manaus. Finally, the authors will perform a screening of the study survey, where after it is finalized, it will be possible to confront the theory with practice and to search for evidence that corroborated or refuted the hypotheses of the problem.

3. Results and Discussions

3.1 Shared Economy and The Socio-Economic Profile

The present and the future of the business world are in the shared economy, and those who have participated in it in some way have been meeting their economic needs differently, at a difficult time when Manauaras are looking for work alternatives to support themselves. According to Graph 1, where 100 deliverers participated, it was accounted that 90.3% of respondents are male and only 9.7% are female. There is a higher prevalence of males interested in per-app delivery in Manaus City.

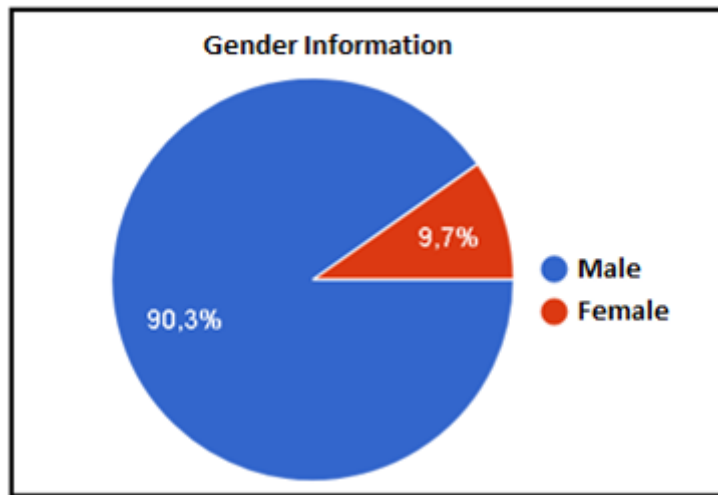


Figure 1 – Gender Information

Source: Author

It is understood that in Manaus the female audience is the least seeking to venture into an application delivery profession, according to the survey, according to the interviewees themselves, women consider the profession very risky and dangerous, so in their vast majority usually undertake in other segments. When the study began the hypothesis was that most would be male since in all field observations there was a shortage of the opposite sex, so the idea was confirmed. In the investigation, there was something that impressed a lot. The age group of people who are working in this market refuted what we thought. We thought that most of the professionals were 33 to 45 years old, because people in this age group are more prone to unemployment because Companies hardly hire people of this age, to our surprise, the younger public is the one that most seeks this. According to Graph 2, about 38.8% of respondents are 18 to 22 years old.

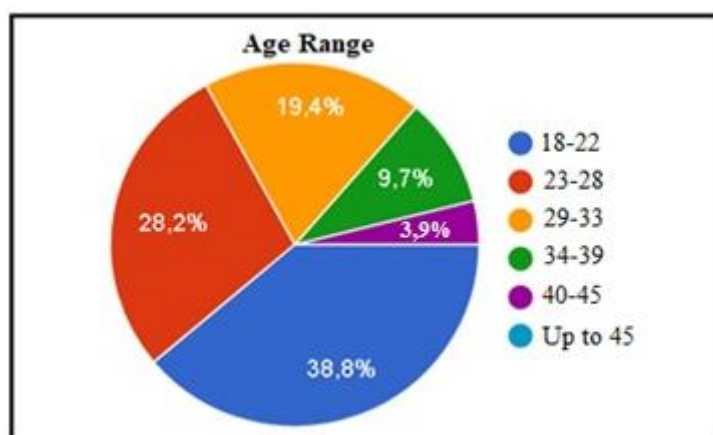


Figure 2 – Age Range

Source: Author

The means of transport used to make deliveries by Uber Eats, is the bicycle, motorcycle and car. According to the survey, about 55.1% of respondents make motorcycle deliveries. Graph 3 explains the data better.

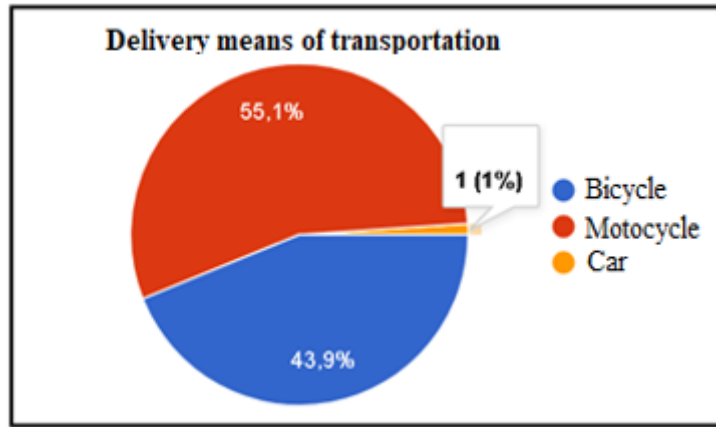


Figure 3 – Delivery means of transportation

Source: Author

In second place are those who work by bicycle represented by 43.9% and soon after those by car with a much smaller share, 1%. Most app deliverers, especially those who deliver bicycles, say they have fun riding, and the best part is that they still make money doing what they like, thus ensuring more health and quality of life.

Of the one hundred and three deliverers, 84.7% work with their own modal, a portion of 8.2% uses the means of transport provided, loaned or even rented. There are cases where the application delivery does not even have the means of transportation to do the work, so they end up looking for alternatives to perform the activity, among them, use the shared bikes MANÔbike. It is a sustainable transport option and they end up being the short-haul locomotion solution, everything a bicycle delivery boy needs.

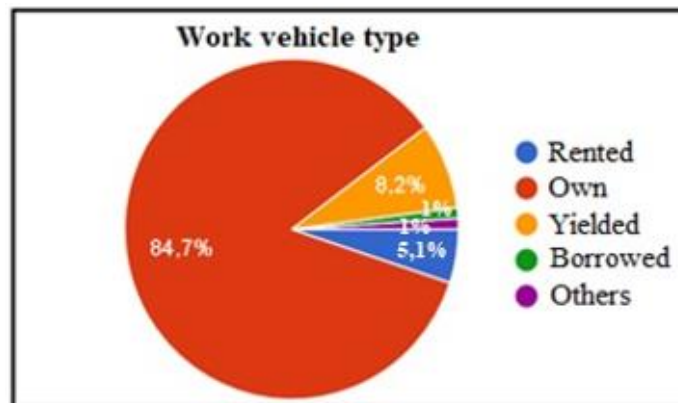


Figure 4 – Work vehicle tipe

Source: Author

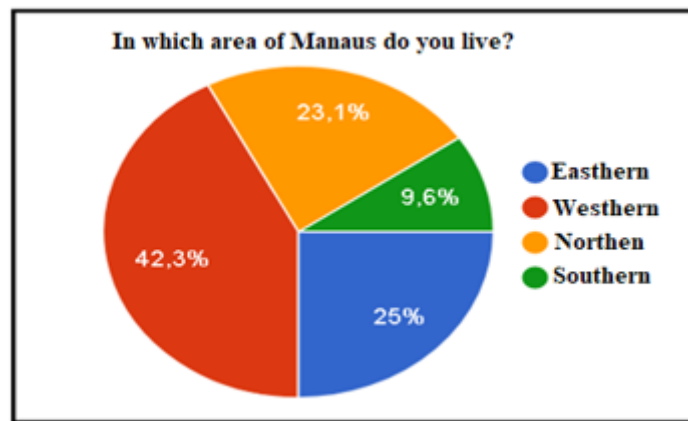


Figure 5 – Area of Manaus live

Source: Author

It has been found that most people who are using shared economy applications, about 42.3% of respondents live in the west of Manaus.

This means that, according to the survey, people living in this part of the city are more interested in entrepreneurship than in other locations in Manaus, when the study began, it was expected that the East Zone of the city would lead because it had a very large number. greater than residents.

Something very important needed to be discovered in this survey, which is why people are looking for shared-income apps, in our Uber eats survey, with The collection made it possible to confirm our initial hypothesis. Unemployment is the main factor 52%, closely followed by the complement of family income.

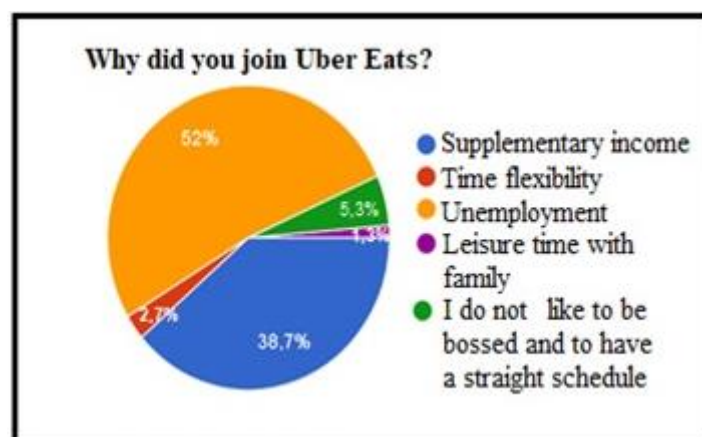


Figure 6 – Join uber

Source: Author

Forbs magazine research by technology consultant Carson Biz reports that this market, at a minimum, will remain at its current level until at least 2022, so it becomes a great investment alternative for sure with up to 4. years of certain profitability for this audience.

The Amazon goes through one of the most difficult moments in its history. According to IBGE data in the chart below, the unemployment rate is very high in the state, and each year is only increasing.

The situation in which the state finds itself, unemployment on the rise, the shared economy emerges as a

great income alternative for Manauaras, despite being a self-employed job, has helped many families to support themselves in the midst of the crisis.

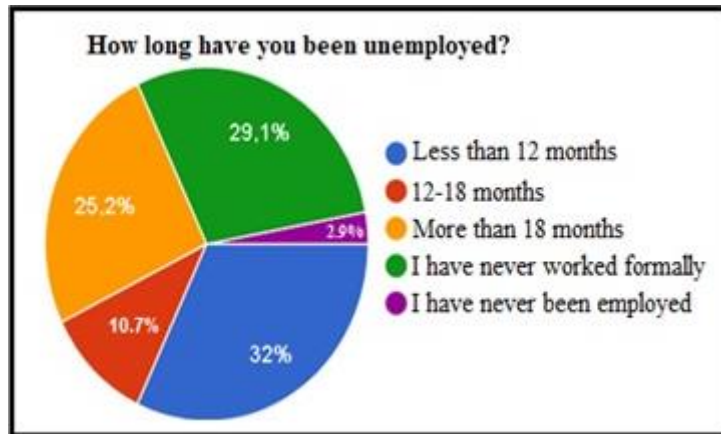


Figure 7 – Been unemployed

Source: Author

According to the study, unemployment is present in the lives of these workers for over 1 year, this is a long time for those who have family or even for those who are single. This only con-firms what the authors expected from this part of the research, where it was confirmed to be more than a year the length of stay of these people in the field of unemployment, this is the main reason people look for shared economy applications in Manaus, city is that has the highest unemployment rate in the country.

Only 24.3% of respondents have some type of employment contract, the large mass, totaling 75.7% of respondents work autonomously. This minority usually works to supplement their income, be-cause with the salary they currently receive working in a formal way, they cannot keep up and end up looking for applications of shared income to improve their income.

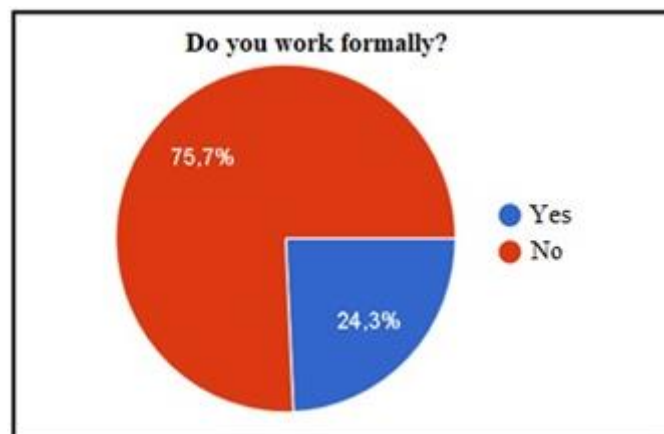


Figure 8 – Work formally

Source: Author

The survey also revealed that 73.3% of workers who use the shared economy have completed high school, but also a small part of them are in higher education or even have graduated. Although they were graduates, they could not place themselves in the labor market, others studied 4.5 years and found that they had no vocation for that area. There are also those who, despite having a college degree, benefit from the shared

economy to earn an extra income in addition to physical exercise and consequently to acquire more health.

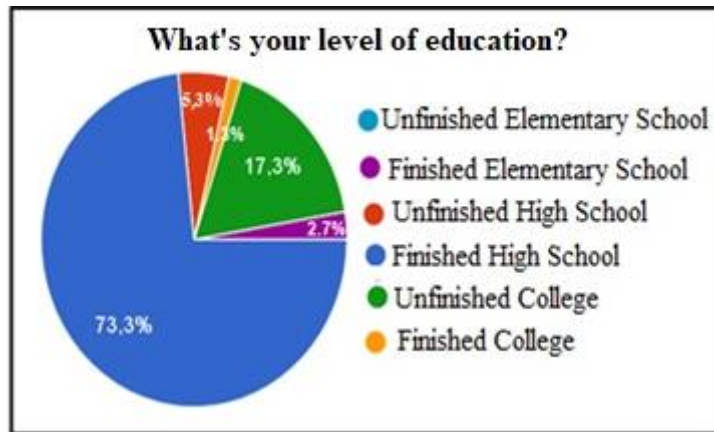


Figure 9 – Level of education

Source: Author

Most of the respondents, about 44% have their own home, but 41.3% of them live rented and 14.7% can not even afford a rent, live in the residence of family or even with friends or acquaint-ances. Our hypothesis was contradicted, we thought that most people who work with shared econ-omy had no residence, because it is not a profession with CLT.

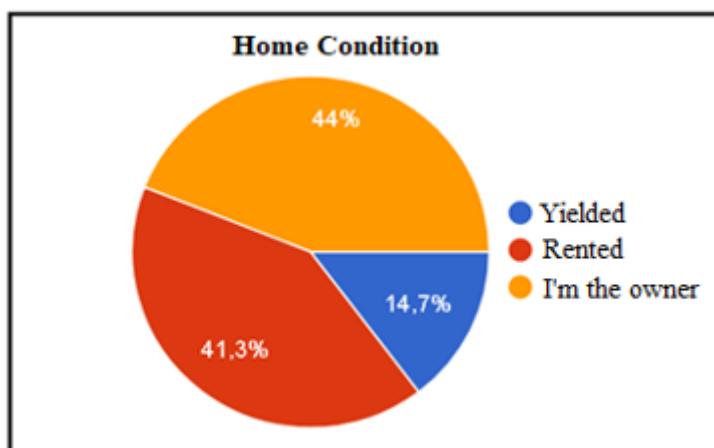


Figure 10 – Home condition

Source: Author

About 74.7% of respondents say that working as an application delivery is a very tiring activity, nature phenomena such as sun, rain and even the position that you work for a long time a day cause a lot of fatigue for them, with The survey was able to confirm what we thought. A minority of re-spondents reported being a pleasurable profession, but many of them only work at night, and report that the weather is more pleasant to move around and much less concerned about traffic.

3.2 Shared Economy and the Renewal Process

Recent surveys conducted by SPC Brasil and CNDL in all Brazilian capitals revealed that for 80.9% of respondents say that sharing goods and services makes life easier and more functional. In addi-tion, 68% imagine themselves participating in collaborative consumption over the next two years.

The data collected in our survey reveal that 63.1% of users who use the Uber eats application in Manaus to generate income do not know its concept or how it works, but feel its effects.

Although Shared Economy or Collaborative Consumption is not a relatively new practice, taking its first steps in the 1990s, many associates do not know what it means, meaning they do not seek to understand how the platform makes or makes a profit, only use to make life easier and find in the platform a way to generate income for their family support. Respondents were asked if they knew what Shared Economy was, had the option to answer yes or no on the digital questionnaire applied by the interviewers, those who answered not knowing what it meant, asked to explain the concept and its applications, and explain about the subject. We inform that the Economy This is a movement that is going against the idea of unbridled consumption, because the proposal is to divide goods and services without focusing only on profit, but on user experience and business sustainability. The big corporations that are embarking on this wave have become very popular and lucrative, including Uber eats itself.

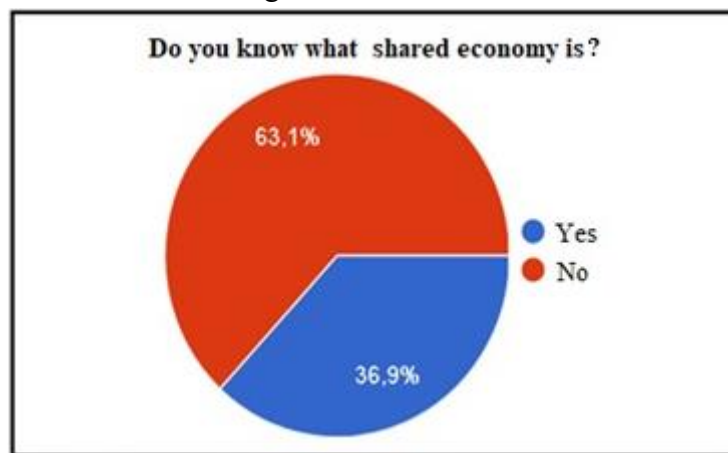


Figure 11 – Shared economy

Source: Author

This phenomenon of not knowing how the sharing economy works is mostly due to the lack of clarity from companies that do not seek to implement any kind of technical qualification or training to understand the business structure.

This lack of these policies is characteristic of disruptive companies that use collaborative consumption to generate wealth, they explain that the intention is to democratize the use of platforms without distinctions of class, race or gender, and that if they adopted similar policies they could exclude part of the base of associates. In parallel with the survey on shared economy, this research sought to know if the professionals of these platforms know what disruption is. A renewal process is a term increasingly used in the rounds of entrepreneurs and people linked to economic innovation. Entrepreneurship creates various terms from time to time and disruption is the newest among them, but what is disruptive really?

According to a SEBRAE business expert and scholar, a disruptive company is one that creates or devises actions that bring new products and services to life that create new markets and destabilize competitors that previously dominated the follow-up. services and products cheaper than existing ones and serve a consumer audience that did not have access to the products and services of leading corporations. So when an entrepreneur launches cheaper, affordable, efficient customer-focused technology rather than high profit margins, it leaves the former market leader obsolete and takes a large chunk of existing or created customers,

that is. disruption.

In our survey we sought to know whether or not users who service the Uber Eats app know what disruption is, the result was that 95.1% of respondents said no, although they realize they are suffering from its effects.

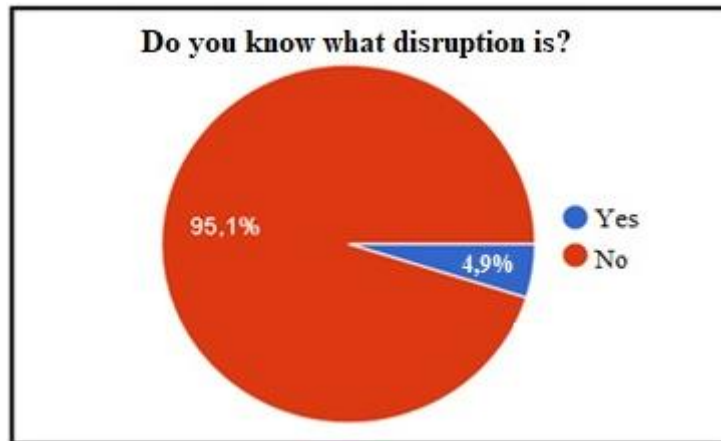


Figure 12 – Disruption

Source: Author

This confirms the previous research done by the specialized entrepreneurship and marketing centers, already mentioned, also shows the reality of food delivery workers and the level of knowledge they have about the tool they use to generate their support. They are more focused on looking for opportunities for financial growth than understanding the kind of tools and the concept she uses to create the service opportunity for them.

Unsurprisingly, the shared economy is already a reality in the modern world, the giants of this market are betting high on their products and services, their growth is in the double digits, turning simple companies and startups into major holders of consumer markets. The pillars of this entire growth lie in people, products and technology. People are the supplier and consumer market for the products and services offered by companies that mediate their relationship. Technology enters the medium to connect people to services and products.

Even in the modern world where we have access to digital components and applications, some of the interviewed users using the Uber eats app have some difficulty with the platform, 25.2% (graph 13) of users say they have difficulty with the app .

Especially when it comes to remuneration for the application, they have difficulty understanding how it works, others claim that it has difficulty with the application in terms of usability, they report that when accepting some delivery has a time for acceptance, but themselves clicking, fail to accept and lose the service. About 74.8% of respondents inform that they have no difficulties with the application, observing the profile of respondents, those who have difficulty are mostly people who are over the age of 34, who have a low level of education, But even with their limitations they choose to generate income through the application because they perceive a great opportunity for earnings and feel included in the job market.

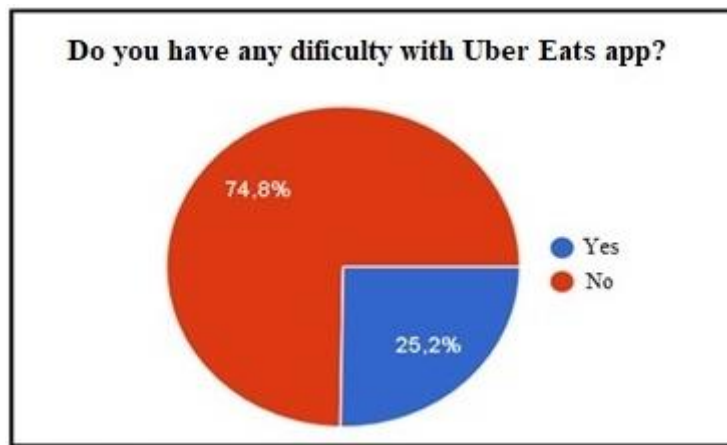


Figure 13 – Disruption

Source: Author

According to data from the 2018 survey by the Credit Protection Service (SPC Brazil) in partnership with the National Confederation of Shopkeepers (CNDL), there are about 61 million indebted Brazilians, according to the survey, 18% of respondents seek a supplementary income to pay off their debts, the survey also finds that the most commonly used forms of collaborative consumption by Brazilians are rides to workplaces, college, renting houses or apartments and sharing bicycles, coworking, and sharing of housing, also known as republic.

All these forms are opportunities that the shared economy provides its associates, the people who undergo this kind of work seek in some way to earn income, be it to supplement income or simply as their main source of income. Already for consumers see a way to save, it uses technology as a means to connect people and reduce the barriers to trading.

The survey data from this paper show that 48.5% of respondents use the Uber eats application with the main source of income, ie, the gains obtained on the platform correspond to 100% of family in-come, this trend is directly related to the main economic scenario. Manaus, where according to the IBGE National Household Sample Survey (PNAD), published in the first in August 2019, the rate of unemployment in the Amazonian population is high, above the national average, this shows that manauara found in the shared economy a momentary palliative for its financial conditions

Our survey also measured the universe of those who only seek to complete income with the use of application, this universe is 48.5%, each in its impact range, where 15.5% of respondents say that the revenue from these platforms is 99% to 70% of their gross income, that is, they earn more from the application than in their work with a signed card, but they do not leave the formal service because they like to feel stable with a signed card, FGTS and INSS. Already 25.2% of respondents say that 60% to 40% of their gross income is impacted by the application Uber eats, work on average 6 hours a day in the application and still have work with a signed card and all benefits, while only 10.7% say that the platform represents only 40% of their income, they already work up to 6 hours a day but in specific periods, such as on weekends and at night.

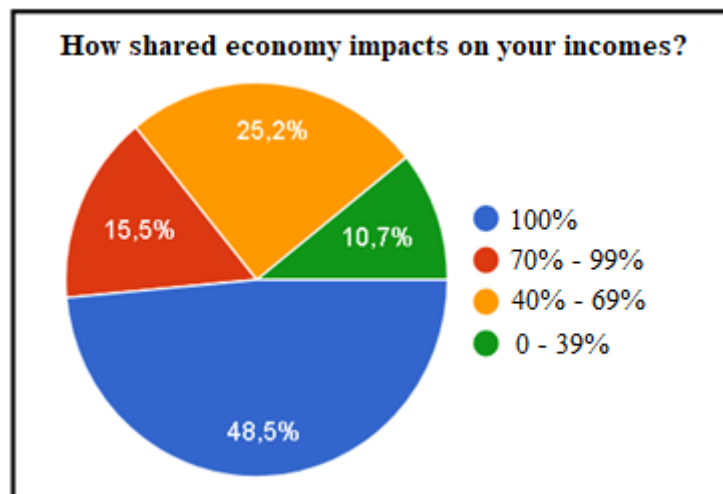


Figure 14 – Shared economy impacts

Source: Author

Recent surveys by PNAD, CNDL and SPC explain 51.4% of Brazilians with a formal contract look for collaborative platforms to supplement their income and use them mainly to pay off debt. The field research proves that in Manaus this data is very similar to the national numbers and that the Brazilian unemployment, debt and low income map have created a scenario of growth in the delivery of delivery applications, making good part of the population use the apps to make a living.

In the last decade the Brazilian has spent less on buying rice and beans to cook at home, the practicality and variety of food prepared outside the home is one of the causes. This directly impacts the household budget. The POF, Family Budget Survey, prepared and released by the IBGE in October 2019, shows that the habit of food consumption has changed a lot, according to her, food is the third largest expense in the family budget, on average. represents 17.5% of Brazilian family spending. Against this data, the Brazilian has increased the consumption of ready-to-eat and away from home products, according to IBGE, eating at home has a higher cost than eating away from home. Even so, the Brazilian sought in the last decade increases his income to cover his expenses with food, housing and transportation. In the last decade with increasing behavior, a new workforce has had to specialize, express food delivery.

Based on other surveys, our survey sought to know the satisfaction level of Uber eats members, and to understand their level of expectation with the app. The data collected report that only 11.2% are totally satisfied and have nothing to complain about, the profile of these interviewees are those who use the bicycle as a means of transport for delivery, so they qualify as the most profitable professionals on the platform, because it has no fuel costs and low maintenance costs.

Already 64.30% of respondents are satisfied with the amount they receive for delivery, they say the value is fair, but can improve and are happy with the earnings. But 22.4% are unhappy, think they could earn more from deliveries, this behavior was observed in respondents who do not have a home, so they need to demand more resources to fulfill their housing obligations. And ending only 2% are not at all satisfied with the remuneration gained via platform, this respondent profile is associated with those who claim that the remuneration of motorcycle users is the same as those who use bicycles as a work tool, they do not. find this proportionality fair in addition to their high personal costs.

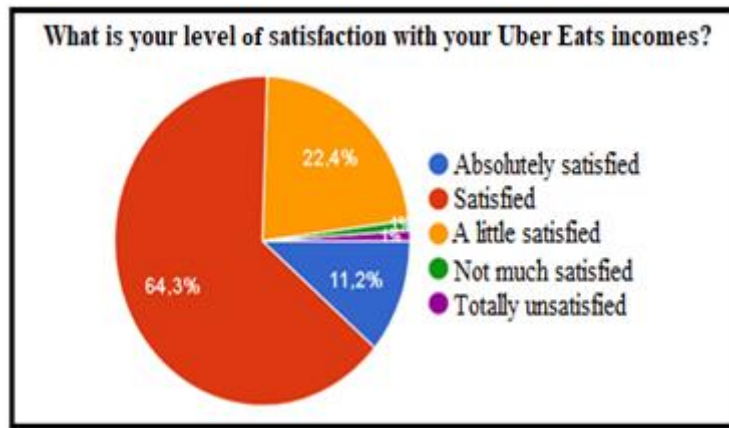


Figure 15 – Uber-eats incomes satisfaction

Source: Author

3.3 Shared Economy as an Income Opportunity

When we use the term Shared Economy we generically express the new form of work organization, where human activities are focused on the production of value and its sharing among those who are inserted in its business network. Companies like NETFLIX, UBER, Airbnb are the world giants of this follow-up, while the genuinely Brazilian have GogHero, Turbi, Yellow among others.

The opportunities created by this type of business are relatively attractive, as companies capture customers as their associates focus on delivering products and services to the standard set by the platform, this relationship eliminates the steps required to conventionally understand. They have something in common, they use the desire of Brazilians to earn extra money and generate main income as their driving force for growth.

According to a survey by the Brazilian association Startups - ABSTARTUPS, the biggest barrier found by the Companies is the culture and technology barrier, research also shows that Brazil is one of the best market, not yet explored, to undertake applications aimed at collaborative consumption.

Brazilians for feeling exploited by this type of company end up not entering this economic order, the suspicions are diverse, some claim that the gains do not compensate all efforts, some think that only who really wins with this is the company, others say that if They feel exploited for having no labor guarantees, and there are those who say they need to work long hours to get the same return as a formal job.

In Brazil every working relationship must be clear and in writing Work Card and Social Security - CTPS, the work regime and the duration of professional activities that will have to be fulfilled daily, the Brazilian labor law requires that the work duration daily may not exceed eight hours and forty weekly, compensation of hours and reduction of working hours, by agreement or collective agreement. The new labor law has made these relationships more flexible, the new regime focuses exclusively on working hours, and the worker may have fewer hours of work, but finds it possible to have more than one job with a formal contract, in addition to the intermittent form of work and I work at home. Economic sharing makes these working hours change according to the worker's profile, the survey showed that 34.7% of users who work on the Uber eats platform employ 8 working hours daily on average, this professional are those who do not have activity with a signed portfolio, but has another remunerative activity and uses other types of technology to generate income.

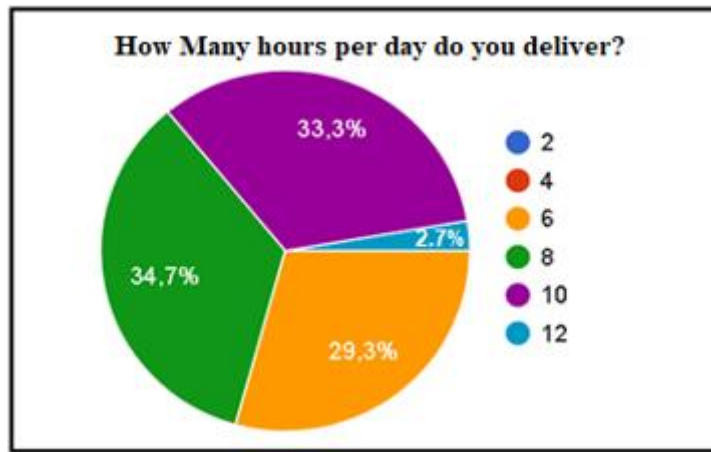


Figure 16 – Hour per deliver

Source: Author

Those who work over 10 hours a day, which together represent 35.3% of the interviewees, have no other remuneration activity, they are satisfied with their work and in some cases they work 12 hours a day, and realize that they do not have the technical qualifications to work. the formal job market or not yet looking for another way to generate income. This worker has no home of his own and the used vehicle is rented or borrowed, so it takes more working hours to meet the commitments made, such as housing and food.

The other profile that is evident in the survey and holds 29.3% and are those who have a formal contract and perform the formal hours of service, they work on the platform on average 6 hours a day, and claim that this time is acceptable for he and more than that would not be possible to per-form, due to another working relationship that consumes them most of the time. They are profes-sionals who mostly seek to supplement their income to solve financial problems.

The new economic order has changed, over time, from the working relationship in the Middle Ages to the Contemporary World, and one of the tools used for this remodeling.

It was the technology. It has opened up opportunities for formal and informal work in various seg-ments of society, allowed for mechanization, automated processes and facilitated people's daily lives.

The survey indicates that 53.4% of respondents use other types of technology to generate income, in addition to Uber eats, the survey also shows that 46.6% do not use other technologies to complete income.

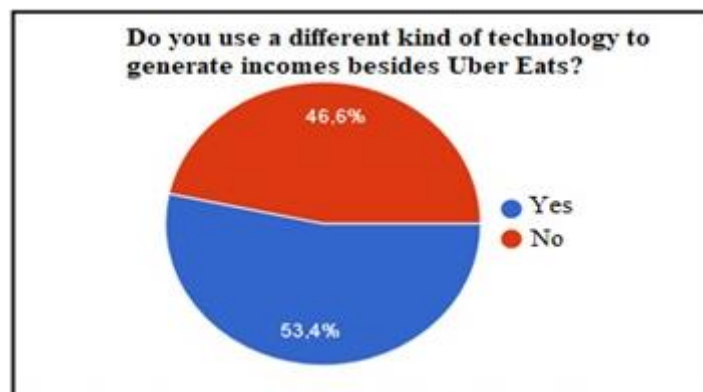


Figure 17 – Kind of tecnologia

Source: Author

Respondents who answered no as a response claim that they do not use other technologies, claim-ing lack of time, lack of knowledge, others also claim that they only rely on Uber eats for brand credibility and security in Uber's proposed sharing service. earnings.

Social networking, in addition to connecting people, has also become a way of doing good business, most of our respondents said they use other platforms to create business opportunity.

Those using other technologies, 35.9% of respondents, use iFood as an auxiliary platform in their work, this phenomenon occurs because iFood is a platform very similar to Uber eats, as the largest list of bars and restaurants, allowing the worker more ordering possibilities in your wallet. Deliverers using iFood in Manaus are almost exclusively bikers, ie, non-motorized and bicycle-only deliverers, 43.9% of respondents are not part of their membership niche by this limitation. There are reports of respondents using bicycles who do not use iFood because deliveries are mostly out of their range, making delivery financially unviable and out of shared earnings proposition

WhatsApp comes third with the most widely used platform for generating income, with 20.4% of like-minded respondents using it to create some opportunity for financial gain, it being a social net-work while being a direct communication app. at no cost to those who use it and having 120 million active users in Brazil, it is constantly used for trading, according to them, allowing suppliers and customers to interact virtually and securely in their transactions, but not for food delivery. but to sell other products and services.

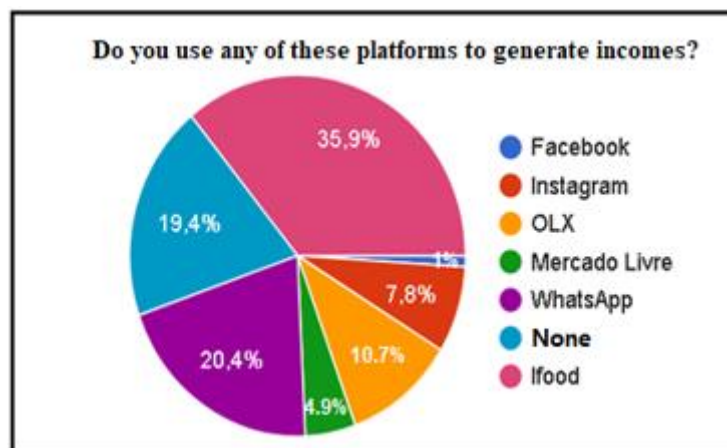


Figure 18 – Platforms to generate incomes

Source: Author

These platforms together already have approximately 208 million active users in Brazil alone, but it is little used by the delivery companies, because they are still unable or do not know how to link their type of service to advertisers of these social networks. Those who use these platforms use them, there-fore, have some kind of parallel selling business, such as selling perfume, clothes, accessories, decora-tion objects among other products.

4. Final Considerations

The development of the present study made it possible to identify the socioeconomic profile of Uber Eats application deliverers in the city of Manaus, a profession that underwent a renovation process, and soon became a new opportunity to insert people into the labor market using technology. as an aggregator

of values and used in the collaborative modality.

In addition, through a quantitative field survey, we also interviewed one hundred and three deliverers. The goal was to obtain more consistent data on the reality of the process, knowledge of the professionals working with the delivery application, gains, advantages, disadvantages. in relation to the work associated with the shared economy.

In general, in Manaus, the majority of the deliverers are about 80% male, have little knowledge related to disruption, but most respondents already know or have an idea of what is the shared economy. Most app deliverers justify their search for Uber Eats, either because of unemployment or to supplement their income, while a small number of them say they deliver because they want more time to study, a longer stay with their family or not. enjoy being bossy or loathe meeting schedules.

Brazil is experiencing a high rate of unemployment and the high level of indebtedness of society, and Amazonas is the state that has been most affected by the Brazilian economic situation. According to IBGE data, many people were without any prospect of no idea how to complete the family budget, until the profession of application delivery came in the midst of technology as a means of livelihood or supplement to the crisis, all this was only possible thanks to the shared economy.

In relation to companies seeking expansion for their business, it can be said that in Manaus there is a peculiar growth environment, because the distances in the urban area are small, the population even without so much technical qualification or specific knowledge, is open to these new ones. technologies. Professionals every day seek to create strategies, new opportunities that make it possible to maximize earnings.

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