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ТРАНСФОРМАЦИЯ ВЗАИМОДЕЙСТВИЯ В ЭПОХУ ГИГ-ЭКОНОМИКИ

Аннотация. Рассмотрены пришедшие с гиг-экономикой трансформации на примере супер-аппа «Яндекс Go». В приложении фиксируются оценки потребителей такси, и благодаря полуформализованным интервью были выделены стратегии водителей, исходя из их опыта, карьеры, социального происхождения.

Ключевые слова: гиг-экономика, агрегаторы, такси, практики коммуникации, рейтинг.

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TRANSFORMATION OF INTERACTION IN THE WORLD OF GIG ECONOMY

Abstract. The transformations that came with the gig economy are considered on the example of the Yandex Go super-app. The app captures the assess-

ments of taxi consumers, and thanks to semi-formalized interviews, drivers' strategies were identified based on their experience, career, social background.

Keywords: sharing economy, aggregators, taxi, practices of communication, rating system.

When new technologies appear, public discourse is mostly concerned with the user experience of innovations such as apps or networks. Yet, we are not only consumers of the service but also producers, which makes it essential to look at technologies' influence on workers. Sharing economy with its aggregators brings changes to many spheres of work. Besides transformations in the principal of taxi's work (now any individual can become a taxi driver in two hours), it also affects power relations and one of the main functions of drivers' job — communication. And today taxi drivers are involved in asymmetrical communication with clients and company [1]. To illustrate, company has numerous channels to access information from drivers. Clients exercise control and serve company's «soft tool» having the rating system. In a traditional taxi service communication plays a crucial role in attracting clients, and importantly, protecting drivers [2]. But today, the primary motivation for drivers to be engage in practices of communication in the offline reality is the rating system in the online app.

Despite the number of studies written about talk at work in the sharing economy, none of them focuses on the cab drivers profession's specifics and the changes it undergoes. Changes in the function and ways of starting conversations for taxi drivers are crucial in understanding the transformations which on-demand apps bring. Besides, practices of communication describe not only power relations but the perception of subjectivity/agency as well. Thus, what transformations aggregators bring in taxi drivers' communication and its functions?

In research, was studied how algorithms shape power relations through communication in Yandex.Go. Its rating includes five-star grades and different criteria for driver's assessment. One of them is the item «pleasant conversation». This may force drivers to be engaged in communication with passengers. Moreover, drivers of Yandex.Go use online forums where they advise each other not to discuss politics and religion with clients not to get bad grades. Drivers create artificial rules connected to the interaction with passengers. To study the transformations, were conducted

seven semi-structured leitmotif interviews with Yandex.Go drivers. Found patterns were analyzed using thematic and discourse analysis. It allows seeing what methods drivers use communicating with clients, and what mechanisms of coping they have. That strategy of communication with clients depends on drivers' career trajectories (previous experience, skills) and social background (nationality, gender, state of origin).

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НОВЫЕ ФОРМЫ АКАДЕМИЧЕСКОЙ МОБИЛЬНОСТИ В ПЕРИОД ПАНДЕМИИ

Аннотация. Академическая мобильность сотрудников и студентов — неотъемлемая часть международной деятельности вузов всего мира. Она способствует формированию новых научных связей, обмену опытом и повышению конкурентоспособности в мировом образовательном пространстве. Однако в период пандемии 2020 г. появилась потребность в формировании/актуализации новых форм академической мобильности, основной из которых стала виртуальная академическая мобильность.

Ключевые слова: мобильность, академическая мобильность, виртуальная мобильность, пандемия, высшее образование.