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The "Glance" at the "UBERIZATION" process

Um "olhar" para o processo de "UBERIZAÇÃO"

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Abstract
The development of technology and the facility in exchanging information provide companies and society with greater connections and availabilities for the provision of services. Thereby, there is the opportunity to operate Shared Transport by Applications (STA) based on the shared economy, fact that triggered a process called "Uberização". The study aims to analyze the contributions of STA in generating income for drivers in Campina Grande - Paraíba. An exploratory qualitative approach was used, from an online focus group, via the WhatsApp messaging application, with a semi-structured interview script, consisting of fifteen topics. With the results, however, acting with TCA is an immediate measure for people who are unemployed or for those looking for a way to supplement their income. However, acting with TCA is a temporal condition, as it is a job with precariousness and low remuneration characteristics.
Keywords: shared transportation by application; collaborative economics; "uberization".

Resumo
O desenvolvimento da tecnologia e a facilidade na troca de informação proporcionam às empresas e a sociedade maiores conexões e disponibilidades para prestação de serviços. Desse modo, tem-se a oportunidade de atuação dos Transportes Compartilhados por Aplicativos (TCA) fundamentados pela economia compartilhada, fato que desencadeou num processo denominado como "Uberização". O estudo objetiva analisar as contribuições dos TCA na geração de renda para os motoristas da cidade de Campina Grande – Paraíba. Utilizou-se abordagem qualitativa de cunho exploratório, a partir de um grupo focal on-line, via o aplicativo de mensagens WhatsApp, com um roteiro de entrevista semiestruturado, constituído por quinze tópicos. Com os resultados percebeu-se que o TCA é uma medida imediata para as pessoas que estão desempregadas ou para quem busca um meio de complementar renda. No entanto, atuar com TCA é uma condição temporal, pois é um trabalho com características de precariedade e de baixa remuneração.
Palavras-chave: Transporte Compartilhado por Aplicativo. Economia Colaborativa. "Uberização".

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1 Introduction

Technological advances, the internet, online platforms and the rapid sharing of information provide society with greater interaction, creative ideas and new business models. These advances allow for easier communication and a reformulation of the offer of products and services. As for the new business models, a connection is established between companies and individuals who are available to provide a given service, following the idea of the collaborative economy, whose availability can be of a good, a service or a skill.

According to this assumption, the collaborative economy can be understood as the transformation of idle assets, which enables the emergence of new markets. It is worth noting that this concept of collaboration is not recent (BELK, 2010; 2014; STOKES et al., 2014), throughout history, the sharing of exchanges and leasing of goods and services among themselves is perceived. Therefore, this sharing predisposes to a loss of the notion of possession/ownership of something, in order to have what one wants momentarily and at a lower cost. In this study, it follows the conception that an individual has time, a vehicle, legal conditions acceptable and required by the intermediary company, therefore, to register in an application through a smartphone and offer the urban mobility service.

The flexibility of action, the absence of bureaucracy and the idealization of being "owner of the business", are the characteristics that are part of a business model, which is offered through an online platform. In addition, another factor that incited this growth was the lack of employment opportunities present in the country, which reached 11.6% of the population in the third quarter of 2019 (IBGE, 2019), which conducted a portion of the unemployed to seek other means of obtaining income.

According to Gavras (2019), service applications have become leaders in employability in the country, in which, on average, 4 million workers use online platforms as a source of income, which represents a shift in the services provision and in the offering opportunities for those who experience job deprivation.

From the above, the problem question arises: What are the main contributions of Shared Transport by Application (STA) for drivers in Campina Grande - Paraíba? As for the purposes of this research, the objective is to analyze the contributions of STA to drivers in the city of Campina Grande - Paraíba.

The present research demonstrates the contemporaneity of the subject in question, as well as the existing gap regarding the exploration of the theme, with emphasis on the contributions that the STA provides to drivers, especially its relationship with unemployment and income. As for the social aspect, the driver's perspective is considered when being heard and having contributed to the study with his experience and the look of those who experience the situation. The driver is the bearer of information that made it possible to unravel the research questions, as well as providing future drivers with a reflection on financial retribution and the experiences lived in practice that fosters the debate on the phenomenon.

It is also worth mentioning the theoretical evidence on the subject. When searching in databases such as Web of Science, SPELL, and Scopus, in the last ten years, it was noticed that the studies direct the phenomenon of "Uberization" to the employment relationship (BALDOVÍ; ALONSO, 2020), in the context of the collaborative economy (MORAES; OLIVEIRA; ACCORSI, 2019), with entrepreneurship (ABÍLIO, 2019), as a market organization (GURINA et al., 2019) and an integrative review of the moral problems of "uberization" (MARTINS et al., 2020). Thus, there is a need to explore this phenomenon as a possible contribution to autonomous drivers.

The work is structured in five sections. The first section deals with the introduction, which presents an approach to the theme, the problem, the justification and the objective. In the subsequent section the theoretical contribution is presented, while in the third section the entire methodological course is described. Subsequently, the fourth section addresses the analysis and discussion of the results. Finally, the considerations obtained from the research.

2 Theoretical Reflections

2.1 Collaborative Economy

The collaborative economy can be understood as a way of carrying out transactions, whose transformations of ideas, products and services leave the traditional format, to a format that seeks to transfer the concept of collaboration and reuse of resources (physical goods or services provision) offered, mediated by an online platform (FRANCO; FERRAZ, 2019).

The concept behind the collaborative economy was soon implemented in several ways. For Stokes et al. (2014), people throughout history have built successful companies around transactions, exchanges and leasing of goods and services, such as a movie and car rental company, or even a private lesson.

This flow of innovation and internet access allowed the sharing of goods, services and skills, which before could only be shared with relatives and friends. Thus, it is assumed the understanding of having an individual with the need for something and another with availability to offer, with the expectation of a financial reward.

From the concept of collaborative economy, it is noticeable a direction towards the demands of society and its consumption behavior. For Silva et al. (2016), the collaborative economy is a behavior directed towards the sense of collectivity, both for the consumer, for companies and the community. For the author, despite the divergent motivations that lead companies and consumers to participate in the collaborative economy, it is a fact that the practice brings sustainable value and allows for greater relationships and social interaction between individuals.

In this way, the collaborative economy is understood as a style of activity in which people can enjoy or provide goods, services and even personal skills in a momentary form, with a linked financial return. It is worth mentioning that this style of activity uses channels to be disseminated and executed, as in the case of STA, which is explored in the next topic.

2.2 Shared Transport Application (STA) Service

The STA service is similar to a traditional form present in the market, the taxi. However, the main difference lies in the use of a technological platform as a basis for the systematization of the service that registers drivers willing to share a vehicle for mobility purposes.

According to Curley (2019), the research firm B2B Markets and Markets prepared a report in 2018, in which it reports important facts, namely: the increase in the need for urban mobility; the current drop in car ownership; and increasing urbanization and traffic, which can drive demand for shared transport. Thus, it is noted that the idea of the STA service is directly associated with the collaborative economy, in which people do not seek ownership of the good, but rather its usefulness in a practical way and at a lower cost.

When describing the service provided by the STA, a new form of working relationship is constituted. Uber Technologies Inc., for example, establishes a type of employment

relationship in which the responsibilities of the business are transferred to the worker himself, for example: the work tool (the vehicle), operating and maintenance costs of this tool, bureaucratic issues regarding the adequacy of the category in the National Driver's License (NDL) and the possible pleasures for passengers (ANDRÉ; SILVA; NASCIMENTO, 2019; FRANCO; FERRAZ, 2019). On the other hand, Uber is not the only company operating in Brazil, examples are also: 99 Pop, Blablacar, Easy Taxi and Cabify.

By conceptualizing the STA business model, Sarfati (2016) says that exchanges in this pattern are based on the Peer-to-Peer or P2P (person-to-person) relationship and that they are intermediated by some online platform, in the case of STA, people who need to get around look for someone to offer their vehicle and time to perform the service.

However, STA is considered a Peer-to-Business or P2B (person-to-business) model in which the service intermediary companies obtain profit through the service provided by the drivers. Therefore, it connects those who want the transport service with the available driver and, with this, achieves a percentage of profit on the service provided (FRAGOSO; BONATO; SOARES, 2019), which differs from Peer-to-Peer, which the intermediary cannot profit from the activity performed.

Fontes (2017) approaches a perspective that work on online platforms takes on multiple configurations and are "sold" in addition to advertisements as "magic" solutions to problems such as unemployment, when, in fact, they seek to attract workers to demands that receive the called the "collaborative economy". Therefore, the collaboration advocated and the entrepreneurship promoted by these businesses camouflage the non-existent employment ties between the company and the service provider.

Thus, STA appears to the market with a perspective on the service provision flexible, which makes the provider "owner" and responsible for the entire work process and a new income opportunity, in the midst of an employment crisis experienced in the country. From this, it is necessary to discuss the process called "Uberization".

2.3 "Uberization"

The phenomenon of "uberization" is a term that appears in the midst of new work relationships, which received this nomenclature due to the great impact that the company Uber Technologies Inc. has on this market of transport and human mobility, however it is not limited to this segment. According to Schmidt (2017), it is an expression used to qualify the disruptive power of platforms to transform an old business model into something new, due to the functions being executed and coordinated through online platforms and conducted by the individual himself, through mobile applications, which guide and make work and demands available.

Franco and Ferraz (2019) add that the virtual platform used by intermediary companies guarantees the subsumption of the worker in the provision of this activity. From then on, it counts on the availability of the worker, however, it is a demand only when necessary, which De Stefano (2016) calls "work on demand" and in a controlled and automated way (ABÍLIO, 2019).

This phenomenon is characterized by being developed and executed by technology-based companies, for having a flexible performance model and without employment ties with the service provider. From these characteristics, it becomes an activity that attracts the part of society that suffers from unemployment.

These companies and/or applications represent changes not only in the services provision, but also in the transformations undergone by this work model. For some self-employed, what is earned through STA becomes the main source of income.

According to Venco (2019), "uberization" does not only involve the transport segment, it reaches other segments of the labor market, with this, it has become an expression that attributes to the deregulation of work. Moraes, Oliveira and Accorsi (2019) add that "uberized" work assumes a context of digital action, organized and controlled by platforms according to algorithmic logic. This phenomenon does not consist only in the sharing of an object, service or space, but in the sale of the workforce itself (FRANCO; FERRAZ, 2019).

Individuals who work in "uberization" have the understanding of working on their own, assuming risks, costs, responsibilities, determining the workload and dedication. Therefore, the "uberization" process does not have only individuals who offer the service or product, however, there is an intermediary company that controls the actions, sells the idea and promotes the service, which in return consumes a percentage of the value generated by the service offered.

Moraes, Oliveira and Accorsi (2019) present characteristics of "uberized" work such as: the use of digital platforms as a work intermediary; the possibility of acting in several companies (registration in several platforms); non-submission to a selection process; the work evaluation process is direct and carried out by the consumer; monitoring of work in real time; remuneration per activity performed; and finally, the lack of clarity in the working relationship.

Putti (2019), exposes that the biggest Brazilian "employers" are STA companies, and that in the face of the economic crisis and lack of job opportunities in the market, these virtual companies started to offer intermittent and low-paid jobs to about 4 million workers. couriers and drivers.

Therefore, the collaborative economy has been characterized as a dynamic and disruptive phenomenon, which results in the emergence of new business models and work relationships, as in this case, uberization. As a way of delving into this phenomenon and analyzing the contributions of STA, the entire methodological path for the construction of this study is presented.

3 Methodological Course

A qualitative approach was chosen, motivated by the fluidity of the interaction between the researcher and the researched, which provide an effective development of the research, by the analysis of subjective questions regarding the contribution of "uberization" in income generation, in addition to the use of interpretive practice to understand the phenomenon (DENZIN; LINCOLN, 2006). As for nature, applied research was chosen, as it generates knowledge for practical application, and is aimed at solving problems that involve local truths and interests (GERHARDT; SILVEIRA, 2009).

As for its objective, it was exploratory, since exploratory research grants greater familiarity with the problem, in addition to making it explicit (GERHARDT; SILVEIRA, 2009). Interviews were carried out guided by a semi-structured script, drawn from the literature, which made it possible for the participants to freely contribute on the subject. that according to the same authors, the interview script must have topics that allow flexibility in terms of the order of questions, variety of answers or even other questions.

The participants of this study were STA drivers in the city of Campina Grande - Paraíba. The pre-established criteria to participate in the research required the registration in some STA platform in force in the city of study and with a minimum of 6 months of experience. The

approach with the respondents was made during the use of the service, from September 9, 2019 to September 16, 2019. The research was carried out in the city of Campina Grande-PB, where Uber and 99 Pop operate.

Initially, the drivers were asked to contact them by phone to schedule the interview, share the research guidelines and sign the Free and Informed Consent Term (FICT). It was also requested the indication of other drivers to participate, which configured the snowball technique. For Vinuto (2014), this technique is useful in research with groups that are difficult to access, as was the case in the present study, as there was resistance from some drivers to participate in the research. However, by using this technique, contact was made with other drivers and it was possible to schedule the interview.

The present study followed the ethical guidelines of research involving human beings. Thus, before entering the field, the present study was submitted to an ethics committee under code 18182019.7.0000.5175, in order to align all research steps with ethical parameters.

For data collection, the online focus group technique was used, which allowed for interaction and sharing among respondents and for greater problematization of the content addressed. The objective of this technique was the enrichment and the interaction that it provided to the group. For Backes et al. (2011), studies that use focus groups have a space for discussions and exchanges of experiences around a certain theme, with this, what we sought to achieve in the research in question was the interaction and stimulus for the debate between those surveyed, enriching the data and the objectives outlined.

The online focus group is conceptualized by Abreu, Baldanza and Gondim (2009), as a method very similar to the face-to-face focus group, but whose main characteristic is to be carried out in the virtual environment, dispensing with the physical presence of the participants. The authors also point out that participants may be less inhibited to express their opinions.

The use of the online focus group was favorable due to the flexibility and practicality of meeting, in addition to the availability and non-interference in the participants' routine. Six drivers took part in this research, which according to Flick (2009) is an ideal number for carrying out this technique. To ensure the anonymity of the participants, the present study used the following classification: driver 1, driver 2, driver 3, driver n.

As for the tool used to exchange messages, WhatsApp was used, through the creation of a group, which facilitated the interaction between the participants, the control of the dialogue when asking the questions, without interrupting the positioning of all, as well as the possibility of correction of errors or possible misunderstanding in the speeches of the participants with the indication of an asterisk. The creation of the group was temporary and with the exclusive intention of academic purposes. With the end of the data collection stage for the research, it was excluded.

Respondents received, in advance, some guidelines that facilitated the execution of the focus group: first, answer the questions only in typed form; they could complement the answers of the other participants; avoid the use of abbreviations, emojis or terms that make their positioning unclear.

As for the execution of the research in the group, the date and time was scheduled by mutual agreement, based on the availability of the participants to be online. With this definition, the interview was guided and intermediated by the researchers. One question was asked at a time, and throughout the interview, the participants presented their views and questions. A new question was launched when all participants had exhausted their positions on the previous question.

After collection, the data were transcribed into an Excel spreadsheet, faithful to the original form in which the participants typed, they were organized in a way that facilitated the analysis, which allowed the visualization and separation of the similarities between the answers.

Data processing took place through content analysis, based on the modality of thematic analysis, which according to Minayo (2000), consists of finding the nuclei of meaning that comprises a communication, whose presence or frequency will come to mean something for the objective. targeted. This analysis helped to understand the relationship between drivers and the phenomenon studied (BARDIN, 2016), in addition to facilitating the understanding of the meanings present in the participants' writings (CAVALCANTE; CALIXTO; PINHEIRO, 2014).

The content analysis followed the steps proposed by Bardin (2016). At first, a pre-analysis was carried out with the organization of the research and reading of the material. In the second moment, the exploration of the material was carried out with the aim of coding and identifying the categories. Thus, the clipping that corresponded to the registration units was defined and the keywords and the recurring theme were selected.

The categories of analysis made it possible to group and process the data in an organized way and to concentrate the contents covered in specific categories. The Table 1 shows the categories of research analysis results.

Table 1 – Categories of analysis

Categories	Inclusion
Unemployment and Income Complementation	Identification of the professional context of drivers of shared transport applications as a way out of unemployment or as an income supplement.
Advantages and Disadvantages of providing the service	Verification of the characteristics of the STA that add to the driver and the benefits for the passengers.
Barriers and Facilities for the service provision	List of actions that allowed the driver to perform the activity.
Motivations to service provide	Identification of the reasons and/or circumstances that conditioned the driver to join this activity.

Source: Authors' research (2019).

And finally, the interpretation of the data that took place based on the reports of the interviewees together with the literature used in the research. From there, it allowed us to process the data to the point of making them meaningful and valid.

4 Results and Discussion

In the first level, it is necessary to understand the profile of drivers. Participants reported that they act as STA drivers for 8 to 17 months, a fact that helps in the depth of specific perceptions about the analyzed phenomenon. With the exception of driver 2 who works only with Uber and driver 5 who uses only the 99 Pop, the others alternate trips between the two platforms, which creates new travel opportunities.

Regarding the development of other paid activities, drivers 2 and 4 are unemployed and the others use this activity to supplement their income. Regarding the level of education, a variety of training was noticed. Driver 4 has completed high school, driver 1 has a technical course in electronics, drivers 3, 5 and 6 have completed higher education and driver 2 has a graduate degree.

4.1 Unemployment and Income Supplementation

Respondents consider STA an opportunity to complement their income, as reported by driver 6 "[...] I earn little where I work, and I chose to earn extra income to complement [...]". On the other hand, drivers 2 and 4 seek their main income in the service provision in view of the context of unemployment they are in. As reported by driver 2 who "[...] was unemployed and with a young daughter I saw an opportunity to work [...]", and by driver 4 who "[...] was without a job, and it was a way of not staying at home without earning anything, it was easy to register and the car was parked at home". Montenegro (2008) confirms this context by stating that this type of precarious work can grow in the face of unemployment, as it is seen as a possibility of easy access.

Still on the lack of employment, when asked if STA could be considered an escape for the lack of employment opportunity, drivers 2, 3, 4, 5 and 6 answered yes, driver 4's answer stands out: "Yes. Unemployment is high, there is no opportunity, we have this advantage of doing this extra while something fixed doesn't appear". This aspect can be confirmed in practice by drivers 2 and 4 who have no other activity besides being a STA driver.

According to Moda (2019), the few prerequisites for working as a STA driver make this occupation a possible path for people who are struggling to get a job, or who want to increase their income due to jobs. underpaid and that do not meet their total financial needs.

When considering the requirements to become a driver consist of knowing how to drive and not having a criminal record (ANDRÉ; SILVA; NASCIMENTO, 2019), this activity becomes an option to act in a market characterized by competitiveness and high demands to get a job. This facility and the reduction of requirements for performance, makes possible the insertion of professionals with diverse formations and knowledge. When analyzing the profile, drivers 1, 2, 3, 5, 6 have specific training aimed at other market areas.

This training of the respondents becomes a channel for attempts to change their professional performance and the expectation of reinsertion in acting careers, a fact that is reported when they are asked about working with STA and all were unanimous in stating that it is something momentary.

In addition, all respondents recognize that being a STA driver is intended to meet a financial need, which may be linked to a lack of employment opportunity or the need to increase income. It is worth mentioning that being a STA driver would not be an option for the participants if the financial and professional reality were different.

4.2 Advantages and Disadvantages of Providing the Service

When it comes to the advantages and disadvantages of providing a service as a driver, André, Silva and Nascimento (2019) state that the type of employment relationship established by the STA transfers the responsibilities of the business to the worker himself, such as: the work tool (the vehicle), the costs of production and maintenance of the tool, and thus establishes a new working relationship.

From this perspective, they were asked about the financial return of providing the service. According to the respondents, this financial return exists, however, they report that it is necessary to be organized with schedules and set goals. However, the profit is not so expressive, as reported by driver 6 "There is no loss, but it is also not very profitable for me [...] but as for fuel and vehicle maintenance, I think it is normal due to working only at night".

Driver 1 says "Not in my case, I have a car installment and high insurance". Although the activity is growing, the financial return becomes compromised, since the expenses for maintenance of the service are high.

When asked about the travel offer, a similarity and consensus was observed in the answers. It has been reported that when there is a proximity between the place of disembarkation and another travel request in the same region it is better. This fact is explained by driver 1 "[...] boarding close, and having another trip after disembarking", which can be considered a time and financial advantage.

Moda (2019) explains that, when the driver receives a ride request on his phone, he has 15 seconds to accept or reject it; to make this decision, the individual only has information about the passenger's location, name and score of the requesting passenger, while the travel destination is made available to the driver only when the ride starts.

One of the highlights presented was the dynamic tariff. This tariff can be understood, according to the UBER website (2022), as a process of variation in values, which from the increase in travel demand, prices increase and with this there is greater availability of new drivers. Based on this idea, driver 2 explains that "At rush times it is better [...] in festive months too [...]". That is, at certain times, there is an increase in demand for the service, which makes it possible to charge a higher rate on the trip on holidays, weekends or when there are events in the city. This dynamic tariff has a declared function of being a mechanism for regulating supply and demand between passenger and driver, in which drivers have access to areas with high travel prices (FRANCO; FERRAZ, 2019).

Another advantage identified was the flexibility of working hours. Respondents agreed with the autonomy of working hours, as stated by driver 1 "Make your own work schedule, work when I am free". Accordingly, Siqueira et al. (2019) state that the flexibility and dynamism that the business model presents are considered advantages for drivers, which becomes a highlight for adherence and variety in working hours.

Furthermore, the advantage mentioned by driver 6, related to the business model, is added, which considered that the STA driver is the boss himself, as he emphasized "[...] being the owner of his own business". In this aspect, what prevails is the autonomy to create their own routine in the service provision. In the case of drivers 1, 3, 5 and 6 who use it as a supplement to their income, they enjoy the individual availability of time, when they are not in the routine of their fixed jobs. This reflection demonstrates one of the premises of the collaborative economy, based on the cult of entrepreneurship (ANTUNES, 2018).

When asked about the benefits for users/passengers that STA offers, respondents agree with the idea that it is about providing the service at an affordable price, as driver 2 reports: "[...] is unemployed or in need of extra income, as well as for the population that is our customers who, for example, at the time there were only taxis, taking a ride in a car was only for those who had a good income".

Driver 5 has another issue regarding safety, stating that "It has a lot of benefits, as it brought more safety and comfort to some groups of people, and in some situations. It became more economical." Siqueira et al. (2019) corroborate this idea when comparing services and assert that it is possible to have a cheaper service than a taxi and safer than a bus. Regarding the disadvantages, it was noticed that drivers and passengers do not have the flexibility to establish the prices of trips, since they are predefined values by the intermediary company at the time of request. Also added are the high tariffs charged by companies to drivers, as driver 3 points out "[...] the application tariff is quite high [...]". The percentage of the intermediary

company's participation is considered high, which is a burden on the service and requires organization and time planning to achieve its goals.

Still as a disadvantage, insecurity in the service provision was identified. Driver 2 reports that "I consider the lack of safety in trips [...]". The great wave of robberies against STA drivers is reported throughout Brazil, not only robberies, but also kidnappings. According to Portal G1 (2019), a STA driver was the victim of a kidnapping, the suspects used the victim's vehicle to commit robberies, in addition to, during the journey, the driver suffered aggression from the robbers. Risk and fear are part of the work of these drivers, as it is difficult to know the real intention of the individual behind a ride request in the app.

As with everything that was highlighted by the research participants, it was possible to identify the main facilities and barriers in the provision of STA.

4.3 Facilities and Barriers to Service Provision

When asked about the facilities of providing the STA service, the answer of driver 2 stands out: "Working through applications, today it is very easy to have a cell phone and mobile internet. Know in real time the profit". These facilities were also highlighted by drivers 4 and 6.

For Krohe Junior (2013), the use of telephones in the taxi service has been going on for decades, however, with the internet and smartphones, new possibilities have emerged for this service, which gave the name e-hailing (dispatch via internet). This new way of using transport services is linked to applications that offer the service to the user at much lower tariffs, in addition to the facility of payment, in the request for the service, and also for providing a prior price for the segment that will be traveled.

The STA generates questions for debates and reflections by society, public authorities and users. This activity became a challenge for governments because of the need for specific legislation, as for taxi drivers regarding variations in travel demand, which weakened the monopoly. The ostensible admission of the STA in some cities in Brazil boosted the creation of bills that regulate or prevent its operation, as was the case of Campina Grande – Paraíba.

The dissatisfaction on the part of taxi drivers and public transport companies moved and pressured the City Council in search of laws that would reduce the damage to their categories. In this regard, one more barrier was identified, as stated by driver 4: "The taxi drivers that caused the greatest turmoil when we started working, the law that does not help [...]".

It is worth mentioning that the STA did not take long to be developed in Campina Grande-PB, the city was the 54th in Brazil to receive Uber. According to Portal G1 (2017), on May 11, 2017, the company started operating in the city, after a legal struggle against the prior approval of a law that prohibited any STA service from operating in the city.

Driver 4 cites as a barrier the fact of "Not having a formal contract", while driver 5 says that "Lack of adequate support" to drivers. For André, Silva and Nascimento (2019), the work of STA drivers is understood to be precarious, since the only link established between drivers and the company is registration in the application, in which there is no right, benefit or assistance by part of the company.

Even more, it was noticed that the participating drivers feel the lack of a clear and safe working relationship, to mention the benefits of the Consolidation of Labor Laws (CLL). This absence becomes a barrier to greater continuity and dedication to the activity. These reflections reaffirm the characteristics of the uberization process, with emphasis on informality and subcontracting (ANTUNES, 2018).

Finally, conditions on the vehicle and expenses are mentioned, such as the high price of vehicle insurance, depreciation and the price of fuel, as emphasized by driver 2 "More expensive insurance [...] High tariffs. High gasoline [...]", and driver 5 complements with the "[...] vehicle depreciation".

Thus, as in other activities, the STA presents facilities and barriers for execution, however, it has specific elements of this segment, such as, for example, the flexibility of the work relationship. From this, it becomes necessary to understand the motivations for acting as an ACT.

4.4 Motivations for Providing the Service

It is possible to recognize that participating drivers have their personal incitements to provide the service. However, the main motivation among the respondents is the search for a complement or even income.

At first, we sought to identify how the participants knew about STA. It was noticed that the STA service was disseminated through the referral of friends and the sharing of own experiences and those of close people. Driver 1 emphasized that "I met using the service" and driver 6 reported that it was "Through the news and I sought to know more about internet searches". It stands out as determining aspects, the experiences as customers and curiosity, which allowed a deeper understanding of the activity, and thus, triggered the adhesion as a driver.

From a personal perspective, research participants were asked how they feel about providing this service. Driver 1 explains his motivation and how he feels about being a driver: "[...] I like to drive, there are many encounters with people who have an example of life, thus adding strength and courage to continue [...] stays some friendships. In many moments we are therapists". STA allows an approximation between the user and the service provider, as stated by Capozzi, Hayashi and Chizzola (2018), that these business models cause changes in personal relationships, and connect people through relationship ties between them.

Drivers 4, 5 and 6 corroborate this idea, in which driver 5 says "[...] I meet new people daily. And some even friendship bonds", a speech focused on the experience of sharing stories, friendships and conversations during the trips. For Maurer et al. (2015), the social relationships established among individuals who participate in a collaborative consumption experience are facilitated by the presence of bonds of trust, and these relationships expand the sharing of information. In the present research, it was identified that this trust bond was established in conversations between drivers and passengers.

As exposed, even though it is a service with disadvantages, barriers, insecurities and precariousness, the research participants demonstrated that the impulse to obtain or supplement income is strong, however, it is possible to identify the motivation for the experience and the experience of the drivers. This fact can be seen in the intrinsic issues of the individuals involved, whether through stories, informal conversations, life lessons or even friendships.

Initial Considerations About the Phenomenon, Although Final Considerations of the Present Study

STA emerged with technological advances, but also as a new business model, which has a collaborative economy profile, in which it offers a fast, efficient and low-cost service to users. With the growing unemployment experienced in the Brazilian context, the STA

contributes to the adhesion and expansion of the activity as a driver by application, by inserting in the market a skilled workforce in various specialties and professions, however, which do not have the option or opportunity for formal employment.

From the analysis of the present study, it was found that when it comes to the relationship of the unemployment and income complementation as motivational factors for the service provision, in fact, becoming a STA driver has total assimilation to the lack of employment opportunity so prominent in the country. However, the need to complement income.

While acting as a STA driver does not have specific performance requirements, it is also a facility to give up, as demonstrated in the study. Drivers have specific professional training and, when waiting for new opportunities, opt for this activity.

With regard to the facilities and barriers encountered in providing the service, it was possible to detect as favorable points: the facility access to the service, the absence of bureaucracy to become a driver and the use of the smartphone as one of the main work tools, which assists in communication and direct link with the company that carries the application. These facilities allow the wide adhesion of professionals, without complex input requirements to carry out this activity.

On the other hand, as barriers encountered, insecurity was identified, due to the large number of robberies and the daily risk of drivers, the high cost of vehicle insurance, vehicle depreciation and the high tariffs that are charged by the companies responsible for the applications. These barriers become aspects of reflection between the cost and benefit of the activity for drivers, since they are susceptible to robberies and accidents.

When considering the scenario of economic crisis and the contributions that the STA offers to society, the STA is seen as an escape for individuals who do not establish themselves in the market with a formal job, as well as for those who seek an extra income, due to low-paying jobs or jobs that do not meet their financial needs. That said, it is also clear that the process of "uberization" of work assumes characteristics of underemployment, a fact that considers the reports of drivers and the characteristics presented in the literature.

This business model has, in fact, become an alternative to unemployment and income complementation. However, it is considered an immediate alternative, since those who provide the service, do not intend to stay for a long period. As it is easy to get into this activity, you have to get out, which demonstrates the turnover of drivers.

It is believed that one of the contributions is linked to this factor. Despite the idealization of freedom, independence and autonomy that the service provision as STA conveys, there is a precariousness of work, with characteristics of informality, absence of labor rights and exploitation of resources belonging to the driver.

Furthermore, it was noticed that the process of “uberization” can foster a management perspective rooted in a model based on processes of flexibilization of the work of the workforce, and also on social problems such as, for example, unemployment and the need for income complementation.

In addition, regarding the limitations found in conducting the research, the literature shows a lack of studies that consider STA as an income-generating alternative. Another obstacle refers to the research subject himself. Due to the difficulty of getting participants with time availability and interest in participating in the study, as it is a group of difficult access, the collection took longer than expected.

It is concluded that the contributions that the STA makes possible to drivers are related to financial aspects. In other words, the gateway to this activity is access to an income, the result

of which is not so expressive, as the participants report, which makes a temporary professional occupation in times of crisis.

However, the final considerations of the study are presented, however, it is valid to consider that this is an initial study in the applied context, which requires an analysis from different perspectives of the "uberization" process. Thus, it is suggested that future studies seek to analyze the contributions that the STA presents with regard to logistical facilities and urban mobility, as well as understand the perception of users about the use of applications and online platforms as a source of generating information income, not limited to the transport sector, since this business model is growing in other market segments.

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