
Screen Time: The digitalization of the world of work in Latin America, the Case "She Taxi", Rosario, Argentina.

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Abstract

"Screen Time" is a four-part scientific documentary series that explores the transformation of work under digitalization processes in Latin America, through the personal experiences of workers from Argentina, Brazil, Chile, and Ecuador. A single documentary narrative converges scientific discourses with subjective experiences around a common theme: the digitalization of the world of work.

Each episode focuses on a life story: a protagonist whose daily work highlights the challenges and opportunities arising in the era of digital convergence and mobile platforms.

"Screen Time" is part of one of the actions of the NETeJOB Project "*Strengthening interdisciplinary knowledge networks on the impacts of digital transformation on work conditions in Latin America*"

NETeJOB is a Capacity-Building project in higher education co-funded by the European Union's Erasmus+ program.

The project's overall objective is to strengthen regional knowledge networks in Latin America on the impacts of digital transformation on work conditions.

In this context, we present the first scientific documentary "She Taxi," the case of Rosario, Argentina.

The case of "She Taxi" narrates the process of labor transformation through platform cooperativism. The story revolves around María Eva, a taxi driver from Rosario, Argentina, who created the app "SheTaxi," a safe transportation platform for women. "SheTaxi" is a platform that connects female drivers with users seeking safe transportation services. The app not only solves a safety problem but also fosters collective organization among drivers. Unlike platforms like Uber, SheTaxi is not based on a business model that precarizes labor. Instead, it promotes solidarity and cooperation among drivers, who meet regularly to make decisions about the management of the app and solve problems.

Through her story, topics such as the digital transformation of work, job insecurity, collective organization, and platform cooperativism as an alternative model to large technology

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companies like Uber or Cabify are explored.

This organizational model is similar to platform cooperativism, where workers do not depend on algorithms that control them, but rather play an active role in the management and development of the platform. This is the importance of this proposal.

Link to the documentary: <https://netejob.com/tiempo-de-pantalla/>

Keywords: Digitalization, Apps, She Taxi, Digital Worker Case Studies, Platform cooperativism