IT Professionals in the Gig Economy –

The Success of IT Freelancers on Digital Labor Platforms

Lisa Gussek, Manuel Wiesche

Appendix (available online via http://link.springer.com)

Table A1: Complete literature review table regarding signaling in online labor markets

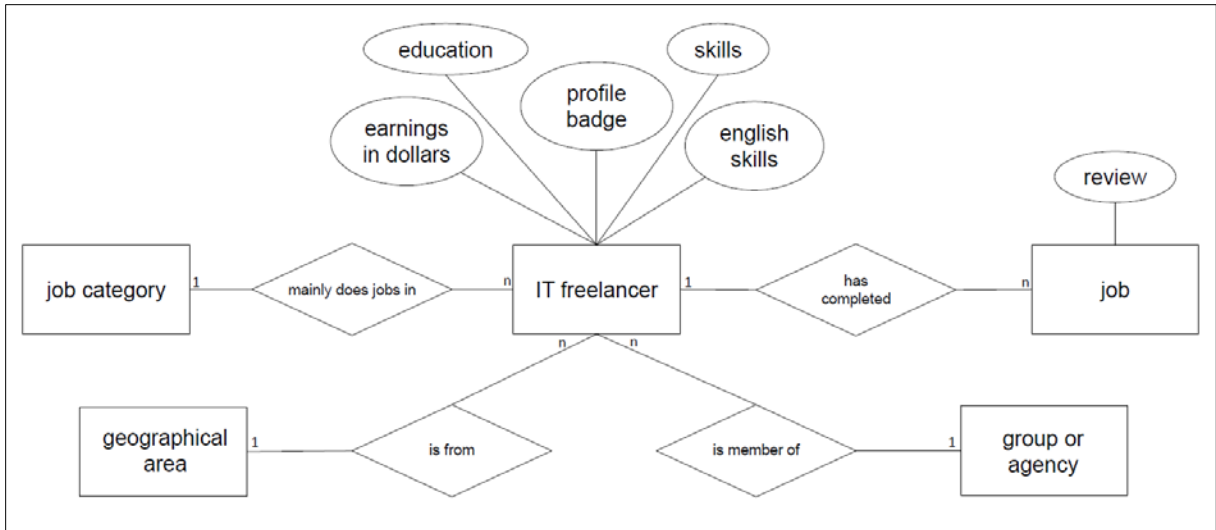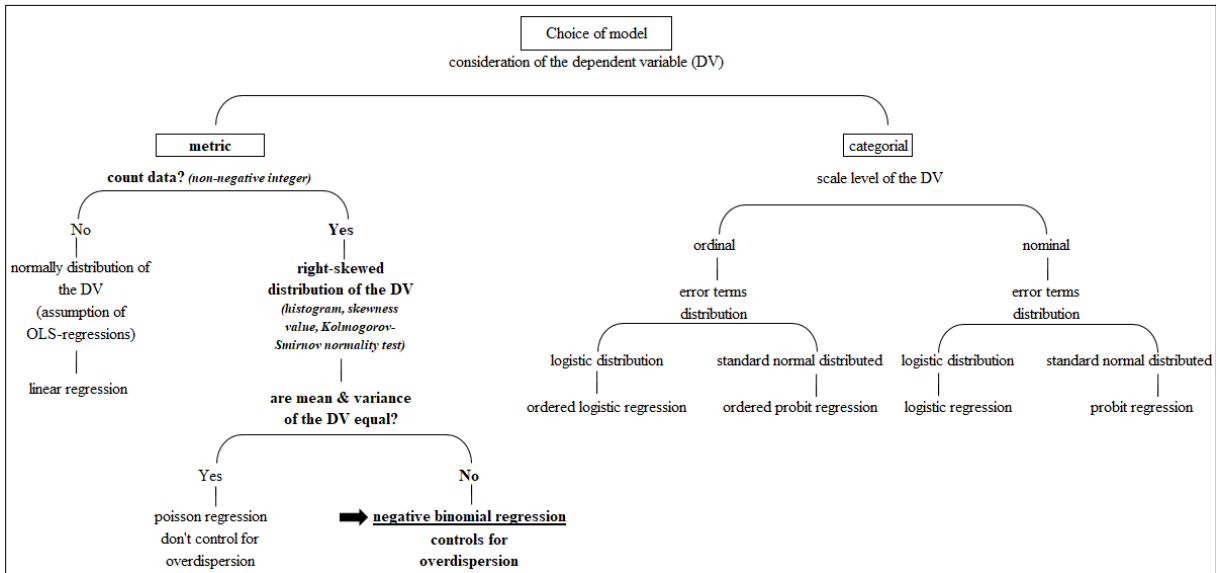| Assignment to Signaling Types	Source	Sample	Signal	Signal Outcome
activating signals	Seifried 2021	freelancers	skill value, skill portfolio, reported offline skills	skill distance
	Goes and Lin 2012	transactions	certification	willingness to seek certification
	Pallais 2014	workers in an online labor market	personal information	hiring probability
	Kokkodis and Ipeirotis 2016	transactions	category-specific quality	worker quality
	Kässi and Lehdonvirta 2018	projects of gig workers	certification	earnings
	Kokkodis and Ipeirotis 2016	transactions	skills	
pointing signals	Hong and Pavlou 2017	software development projects	reputation	buyer selection
	Yoganarasimhan 2013	freelancers	price, reputation	
	Hong and Pavlou 2012	crowdworkers	average feedback ratings, project experience	provider pricing
	Gefen and Carmel 2008	programming transactions	relative bid price, purchasing power parity, client loyalty	winning bid
	Assemi and Schlagwein 2016	crowdworkers	reviews, average weighted rating, positive ratings, positive/negative comments	customer decision
	Horton 2019	recruiting invitations	capacity of workers	hiring probability
	Mill 2011	freelancers	reputation	
	Benson et al. 2020	workers in an online labor market	reputation	jobs, rejection rate, time to payment
	Lin et al. 2018	transactions	reputation, portfolio items	
	Hesse et al. 2020	platform users	rating, text review, profile image, self-description, identity verification	platform's degree of social interaction
	Moreno and Terwiesch 2014	software development transactions	reputation	probability of being selected, price
	Rahman 2018	client-contractor interactions	ratings	reputation
	Kanat et al. 2018	IT service providers	reputation	service provider survival
pointing & activating signals	Durward et al. 2016	crowdworkers	different pointing and activating signals	bargaining power
	Kathuria et al. 2021	transactions	skill and achievement signals	supplier quality
	Holthaus and Stock 2017	freelancers	character traits, conventional and assessment signals	earnings
	Holthaus and Stock 2018	freelancers	tests, portfolio items, rating, self-promotion, ingratiation, price	
	Claussen et al. 2018	freelancer	skills, self-description, project experience	
	Banker and Hwang 2008	accounting services	past performance, achievements, skill certifications, top rated button	sales performance
	Lehdonvirta et al. 2019	transactions, micro providers	platform-generated, platform-verified and unverified signals	pay rate
supporting & pointing signal	Stanton and Thomas 2016	workers in an online labor market	outsourcing agency affiliation, feedback score	hiring probability, wages

Figure A1: Data structure

Figure A2: Process of model choice for data analysis