RMIT Classification: Trusted

ADM+S HDR STUDENT POSTER · 2026 SYMPOSIUM

WHAT COUNTS *ON THE* PLATFORM?

Data Logics and Discounted Risk on Gojek



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Platforms count what makes money.
Workers carry what is not counted.

Gojek measures ratings, speed and price. The risks riders face on Jakarta's roads stay outside the data. Jakarta's heat, floods and polluted air make this gap easy to see.

COUNTED
The platform's profit levers (Chan 2022)

- Customer ratings of service
- Speed and completion of each order
- Prices that move with demand

UNCOUNTED
Risks carried by riders (Kadolkar et al. 2025)

- Unstable income and damaged reputation
- Rude customers and crossed boundaries
- Heat, floods, roadblocks and safety

1 WHY JAKARTA

4M+ Indonesians depend on gig-ride work (Novianto, 2025)

35°C+ Maximum temperatures for most of the year (Apriliawan 2025)

Floods Each wet season brings floods that stop the city (The Jakarta Post 2026)

Air Poor air quality raises breathing and heart risks (IQAir 2026)

2 RESEARCH QUESTIONS

RQ1 What counts on Gojek, and how does this shape the exchange between customers and riders?

RQ2 How does this platform logic shape the conditions of workers and the environment in Jakarta?

3 HOW

A qualitative case study of Gojek's two-wheel riders in Jakarta, across five services:

GoRide | GoSend | GoFood | GoShop | GoMart

01 Documents
Terms, codes of conduct, help centres, app screens

02 Walkthroughs
Customers and riders move through their own app screens

03 Interviews
Riders, customers and Gojek staff

4 WHO IS INVOLVED

Riders: met at ojek bases, warung and roadside rest spots across all five regions of Jakarta.

Customers: long-term Gojek users, the demand side.

Platform staff: current and former Gojek employees.

Protection: no rider IDs or plates recorded, so no one risks losing their account.

5 WHY IT MATTERS

This study shows how heat, floods and labour conditions become visible, or invisible, inside data-driven systems. It links app design to what riders feel in their bodies on the road.

Climate-adjusted platform rules

Safer algorithmic management

Evidence for regulators

6 ANTICIPATED OUTCOMES

Theoretical Outcomes

- Data as governance. Shows how data-driven decisions act as a form of governance when the environment is unstable.
- A critique of "input" data. Shows that platform data is not neutral input. It is shaped by choices about what to measure, classify, and capture, and those choices carry assumptions about efficiency and acceptable risk.
- Governance across levels. Traces how optimisation logics move from dashboards and metrics into riders' daily work and their exposure to heat and floods.

Practical Outcomes

- Climate-aware platform governance. Identifies where and when climate risk enters (or fails to enter) decision systems, so less risk is pushed onto workers.
- Safer algorithm design. Supports design principles for algorithmic management in extreme weather, and clearer communication when systems change.
- Better organisational practice. Helps platform teams see how they interpret climate disruption, and balance service speed with rider safety.

Policy-relevant Outcomes

- Informs regulators and work safety bodies on platform work, precarious labour, and algorithmic management as heat rises.

7 SHARING THE FINDINGS

- → Plain-language summary in Bahasa Indonesia for rider communities
- → Policy brief for Indonesian regulators
- → Public writing, e.g. The Conversation
- → Journal articles and conference talks

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**Full list on request.*

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