



CEDEJ Tuesday Seminar

March 3, 2026, at 1pm

Platform Data Work in Egypt: Between Opportunities and Precarity

By Myriam Raymond

The presentation draws on a series of research projects conducted since 2022 on microtask data work on digital platforms in Egypt.

This type of work, which is often invisible, involves small, repetitive tasks—such as data annotation, survey participation, and content moderation—that are essential to the development of artificial intelligence and digital services. Based on both quantitative data (a survey administered to more than 800 workers) conducted in 2024 and qualitative data (interviews and focus groups conducted with microworkers) conducted in 2025, the presentation highlights the realities of these emerging forms of employment: motivations for joining platforms, working conditions, income levels, as well as the obstacles encountered, particularly payment barriers and the lack of social protection.

Beyond this empirical diagnosis, the presentation also examines Egypt's position within global digital labor dynamics, in which countries of the Global South play a central role in sustaining digital value chains while remaining largely peripheral to debates on regulation and institutional recognition. The presentation thus aims to open a discussion on issues of visibility, social justice, and regulation surrounding online work, and their resonance with broader debates in the digital humanities.

Myriam Raymond is an Associate Professor in Management of Information Systems at IAE Angers - Université d'Angers, and a researcher at GRANEM (Groupe de Recherche Angevin en Économie et Management) and LEMNA (Digital and Organisational Transformation at Nantes Université). She is also actively involved in interdisciplinary research with the DiPLab (Digital Platform Labor) and currently heads the INDL-MEA chapter (International Network on Digital Labor – Middle East & Africa).

Her research focuses on the transformations of work induced by digital platforms and artificial intelligence, with particular attention to issues of visibility, precarity, and regulation in the Global South. Since 2022, she has conducted empirical research on microtask and platform work in Egypt, combining large-scale survey data and qualitative fieldwork to examine working conditions, income generation, payment barriers, and the lack of social

protection faced by microworkers. More broadly, her work interrogates the position of countries such as Egypt within global digital value chains and their marginalisation in regulatory and institutional debates.

In parallel, she works on the uses and impacts of generative AI in professional and organisational contexts, including questions of skills, governance, and responsibility. She is currently collaborating with the International Labour Organization (ILO) on research related to women entrepreneurs' adoption and use of generative AI, contributing to policy-oriented discussions on inclusive digital transformation. Through her research, teaching, and policy engagements, she seeks to bridge academic analysis and policy debates on digital labour, AI governance, and social justice.

