

Mapping the Crowdsourcing Workforce in Latin America and the Caribbean

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Abstract

Research has primarily focused on understanding the perspectives and experiences of US based crowdworkers, leaving a notable gap to those within the Global South. To bridge this, we conducted a survey with 100 crowdworkers across 16 Latin American and Caribbean countries. To understand the tensions between the crowdworking economy abroad. In our study we found crowd work being the stepping stone to financial and professional independence among those we surveyed along with the tensions within data extraction among crowdworkers.

Keywords:

Human-centered computing; Human computer interaction (HCI); User studies.

1. Introduction

Crowdsourcing refers to a practice where tasks, projects, or assignments are outsourced by "requesters" to a large and distributed group of people, often referred to as the "crowd" or the "crowdworkers" [14]. The labor of crowdworkers is referred to as "crowd work" and often looks like a series of small discrete tasks that contribute to a larger project or goal (e.g., image or video annotation to enhance AI services). Both crowdworkers and requesters can be located around the world [21,34] and their work is facilitated through crowdsourcing platforms (e.g., Toloka, Amazon Mechanical Turk, Appen) [14]. An interesting dynamic that has emerged in crowd work is that most crowdworkers are in the Global South, while most requesters are in the Global North [4]. This can lead to a significant cultural gap between the requester and the worker, influencing differing opinions on optimal work practices, the kind of technical support that crowdsourcing platforms should offer, and approaches to resolving issues. In addition to differences between these individuals, recent research reveals that crowdworkers' work practices can diverge from the platforms' interface expectations due to workers' cultural

backgrounds, potentially impeding workers' productivity and leading to worse work experiences [2].

Our research uncovers distinctive characteristics of Latin American crowdworkers relative to their international counterparts [15,23] highlighting their comparatively higher economic status and a pronounced sense of achieving financial independence through their jobs in crowdsourcing platforms. It is worth noting that this contrasts with research on crowd work in the United States, where such jobs are frequently viewed as precarious [19]. Additionally, our findings indicate that Latin American crowdworkers take pride in their work and earn respect from their peers and family, marking also a contrast to the societal stigma faced by Indian women in similar roles [15]. Despite seeking connections, these workers feel alienated by platforms that limit collaboration. Our findings highlight the need for inclusive designs that support Latin American crowdworkers, suggesting directions for future research.

This paper contributes to the human computer interaction community by studying Latin American and Caribbean crowdworkers' unique perspectives. It highlights the significance of crowdsourcing, decentralized decision-making, and expands our understanding of this population. It aims to encourage further research into the nuances of these crowdworkers, fostering additional scholarly exploration.

1.1. Position on Research

Our research is embedded in and strengthened by our positions on the research topics and we disclose them as relevant here. First, we as researchers, do not hold a monolithic view of Latin America and the Caribbean. We understand that all Latin American and Caribbean countries have their own cultures, practices, and values. This is important to understand due to misconception of Latin American culture being monolithic. Second, while we use the terms Global South and Global North, we do not support rhetoric that portrays countries of the Global South as inferior or underdeveloped. We understand global binaries reproduce harmful rhetoric of what is considered a "developing", "upwardly mobile" or "under-developed" country. We use this terminology to acknowledge the disenfranchisement of crowdworkers based on their geographical location and the growing exploitation by the Global North when working with other countries.

2. Related Work

This section delves into the unique struggles of crowdworkers in various regions of the Global South to emphasize the critical distinctions between their experiences. Next, we highlight the need for formal research regarding crowd work in Latin America and the Caribbean, as we know little about their personal experiences and

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challenges. Combining these topics motivates us by exposing knowledge gaps surrounding the challenges and opportunities of crowdworkers in Latin America and the Caribbean.

Crowdwork is defined as a form of online labor where tasks are outsourced to a distributed group of workers through internet-based platforms, allowing organizations to work with a global pool of freelancers [14]. The crowd work economy allows for people across the world to perform microtasks for payment [25]. Growing research has explored who crowdworkers are and where they are from [23]. Researchers have observed a trend of many crowdworkers coming from places in the Global South [34, 8, 4]. For example, crowdworkers in Nigeria have used crowd platforms to transition from short term employment to long-term [8]. Also, research found that Indian crowd workers make up more than a third of the crowdworker population. [34, 26]. However, there is a notable gap in research regarding Latin America (LATAM) in the context of Global South crowd work.

Many crowdworking platforms are engineered using reputation systems. These systems are optimized by individuals' user actions on the platform based on the tasks they perform. Researchers have found disparities within these systems including reduced transparency, discrimination, and other inequalities based on perception of location [7]. This is made apparent in the payment disparities of workers in the Global South compared to those in the Global North. Overall, the average hourly nominal earnings from crowd work for workers in the Global North were higher than those for workers in the Global South. In the Global North, workers earned \$5.80 per hour for paid work. In contrast, workers in the Global South earned \$2.80 per hour for paid work and \$2.10 per hour [35]. In another example, Hernan Galperin and Catrihel Greppi uncovered workers from Latin America were 42 percent less likely to secure tasks posted by employers in Spain [18]. Moreover, they found that crowdworkers from Spain experienced a wage increment of 16 percent compared to their Latin American counterparts. This discrepancy underscores the urgency of comprehending the experiences of Latin American and Caribbean crowdworkers to develop collective action tools to address potential discrimination on crowdsourcing platforms and pressure platforms to support curtailing wage disparities. Addressing this gap is crucial for developing a comprehensive understanding of crowd work trends and economic impacts across diverse regions in the global gig economy.

The exploitation of workers in the Global South specifically in Latin America is a pressing issue that demands our attention. While journalists have begun to shed light on these situations specifically in Latin America [27] and, some companies and researchers have attempted to address these disparities through training and other interventions [22,36,37], there is an increasing need and urgency for HCI research to attend to crowd workers in Latin America in order to create appropriate tools that address their unique needs and desires. Our research into the experiences of crowdworkers in Latin America and the Caribbean seeks to provide much-needed data on the challenges faced by this overlooked population. We propose that by taking a culturally aware and sensitive approach to developing public tools, we can alleviate the pressures placed on these workers and improve their quality of life.

3. Methods

In this section, we present details of our participant recruitment survey design, and data collection, and data analysis methods. Following recruitment via Toloka, participants completed the

survey via the Toloka platform. We used Toloka due to our familiarity with the platform. The survey was designed to take approximately 15-20 minutes to complete. We paid crowdworkers \$5.17 for every 15-minute survey taken. This payment structure acknowledges not only the visible work but also the invisible labor—such as preparation and downtime—that crowdworkers frequently undertake without compensation. This approach aims to promote fairer and more equitable treatment of participants in such tasks.

3.1. Recruitment

Before enrolling any participants, we diligently submitted our survey to the Institutional Review Board (IRB), securing approval in December 2022. Recruitment ran from December 2022 to March 2023 and we halted recruitment at n=100 respondents. We selected the Toloka platform for participant recruitment in our study due to its robust presence and active crowd worker community within Latin America. This choice allowed us to directly engage with a diverse group of participants who are already familiar with digital labor platforms, thus ensuring a higher degree of reliability and relevance in the data collected. We used social media platforms such as Facebook Forums, and also recruited participants who had worked on the Toloka platform for at least one year to ensure some level of familiarity with the platform and resources for workers. The platform's widespread use in the region also enabled us to access a broad spectrum of experiences and perspectives, making it an ideal tool for examining the nuances of crowd work in Latin American contexts.. Participants from Latin America and the Caribbean were invited to take part in a comprehensive survey designed to gather insights into their general experiences with crowd work as well as their specific interactions with the Toloka crowdsourcing platform. The survey aimed to explore a variety of dimensions, including the motivation behind engaging in crowd work, the challenges faced by workers, and the perceived benefits of this type of employment. By focusing on these regions, the survey sought to understand the unique economic, social, and technological contexts that influence crowd work in Latin America and the Caribbean. This initiative not only provided valuable data on the role of digital platforms in shaping labor markets in these areas but also offered crowd workers a voice to share their views and experiences, thus contributing to a more nuanced understanding of the global crowd work ecosystem.

To effectively study crowd work in Latin America and the Caribbean, we leveraged the Toloka platform's interface to selectively recruit participants from specific countries within these regions. Here's how we implemented a stratified random sampling approach using the platform Toloka for recruitment:

- **Country Selection:** Initially, we identified and listed the countries in Latin America and the Caribbean that we wanted to include in our study. This geographical focus allowed us to capture a wide array of cultural and economic backgrounds relevant to our research objectives.
- **Geographic Filters:** Using Toloka's interface, we applied filters to our recruitment process to only include crowdworkers residing in the selected countries. Toloka's robust filtering capabilities ensured that only workers meeting our geographic criteria could view and respond to the recruitment survey.
- **Random Sampling within Strata:** For each country, we utilized Toloka's randomization feature to select participants randomly within the defined strata. This was

crucial to avoid biases that might arise from non-random selection methods, ensuring that our sample represented a wide range of opinions and experiences across different countries.

- **Ensuring Representation:** To maintain representativeness, we monitored the number of participants from each country, adjusting our recruitment efforts as needed to ensure that no country was underrepresented or overrepresented. This balancing act was vital for obtaining a sample that accurately reflected the diversity within the specified regions.

3.2. Survey Design

We initially iteratively designed our survey in English as the common language all researchers in our team spoke. Once we had a final draft, we translated the survey into Spanish for our participants; one of the authors hails from Latin America and is fluent in Spanish, an additional author is proficient in Spanish. The survey included a total of 73 questions, comprising 51 closed-form questions and 22 open-ended questions. Additionally, the survey incorporated attention-check questions in between the survey to help mitigate respondent fatigue and ensure that the responses were accurate and carefully considered. Closed-ended questions predominantly used a 5-point Likert scale where participants rated their agreement with specific statements (ranging from 1 - Completely Disagree to 5 - Completely Agree), often accompanied by open-response queries for elaboration. The thematic sections of our survey included the following:

Career: This section focuses on how crowd work relates to participants' career and professional goals. For example, we ask how crowdworkers view their jobs, how their jobs relate to their long-term career goals, and about any barriers that might exist in fulfilling those goals. This is an example of a question for this section: **Is the work you do on Toloka beneficial to your career development?**

Completely disagree	1	2	3	4	5	Completely agree
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Work History: This section helped us capture participants' routine on Toloka and how often they use the platform for work. Along with understanding the type of work they perform. This is an example of a question we asked for this section:

How often do you work in Toloka?

- Daily
- Once a week
- Twice a week
- Once a month
- A few times in the year
- Did not use it in the past 12 months

Labor: This section helped us understand the task types workers engage in and their preferred work locations (e.g., cybercafes, libraries, home). It also inquires about the payment methods they receive for their work. This is an example of a question for this section that participants filled out with checkboxes:

<input type="checkbox"/>	Very frequently	Frequently	Occasionally	Rarely	Very rarely	Never
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My own personal computer/cell phone at my home	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
My own personal computer/ cellphone in a public space or public Wi-Fi hotspot (e.g., library, restaurant, cafe)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Computer at Internet Cafe	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Computer at the Library	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other person's computer/cell phone at my home	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other person's computer/cell phone at a public space with a Wi-Fi hotspot	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Demographics: This section helped us know our participants' social, educational, and economic capital. This is an example of questions for this section:

Please state your educational background

- No schooling completed
- Elementary school
- Secondary school
- High school, no diploma
- High school graduate or equivalent diploma
- University, no degree
- Technical/vocational training
- Associate degree
- Bachelor's degree

3.3. Data Analysis

We used a mixed-method approach to analyze our survey data. First, we translated responses from Spanish into English for better comprehension of the data, employing an Upwork college graduate who focused on Latin American Spanish to English translation. All translations were cross-verified by the Spanish-speaking authors. To analyze the data the qualitative data the research team used Muhammad Naeem's method of thematic analysis to interpret the data [38]. For our qualitative data the first author collected a selection of statements from all 100 of our participants. The selection of these statements was based on their length and the thoughtfulness of the responses provided in the survey. Once the selection of statements were chosen two of the researchers made keywords individually which then became concrete codes once the two researchers collaborated together on the keywords. Once the codes were created the researchers developed themes to identify patterns and relationships, thereby offering insights into the purpose of our research.. Once done developing themes the researchers conceptualized these themes to understand and better define the concepts emerging from the data to help with our discussion. To complement our qualitative analysis, we identified the quantitative questions most relevant to these main themes. We share descriptive statistics (i.e., mean, median, and standard deviation) for those questions - all of which were measured through 5-point Likert scales (1=agree, 2=completely agree, 3=neutral, 4=disagree, 5=completely disagree). We report these mixed.method findings as well as descriptive information about our sample below.

4. Results

In this section we will breakdown the results found in our study. We begin with the demographics of our participants and then explore the themes found from our thematic analysis.

4.1. Demographics

100 crowdworkers from 16 countries across Latin America and the Caribbean participated in our survey. Figure 1 displays a table showing the countries where all of our participants currently reside. All of these participants were originally from those countries (i.e., country of residence and country of origin were the same for all participants). Most of our participants were from Venezuela (36%) and Brazil (24%). Our participants included a range of ages where 25 to 35-year-olds were the most represented (40%), followed by the youngest group 18 to 25 (28%) and the oldest participant was 60 (1%). The rest of these results on age demographics can be seen in Figure 2. Our survey also revealed a notable distinction from previous research. A majority of our Latin American crowdworkers (59%) were single, diverging from earlier findings on global south crowdworkers in India [15] who were all married and had to give their earnings to their husbands

Overall, both men and women expressed a longing to connect with other workers (64% overall regardless of gender, 66% women, 50% men). Notably, despite the strong desire for connections, only 22% of workers took steps to use technology for connecting with their peers. We saw women tended to experiment with a wider range of technologies (facebook forums, online forums and web plugins) to communicate while men primarily relied on WhatsApp.

Country	Percentage
Ecuador	3%
Honduras	4%
Venezuela	36%
Chile	1%
Jamaica	3%
Dominican Republic	4%
Colombia	8%
Brazil	24%
Peru	5%
Argentina	6%
Guatemala	1 %
Santo Domingo	1%
Hati	1%
Bolivia	1 %
Mexico	1 %
Panama	1%

Figure 1

This is a table to represent the participants demographics by countries in LATAM and the Caribbean

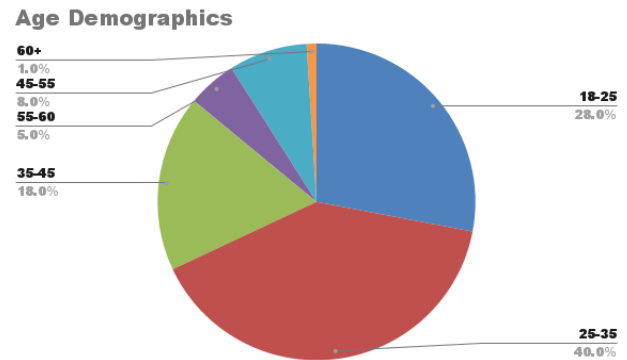


Figure 2

This pie chart showcases the age demographics for our participants

Our study reveals that 73% participants completely agreed or agreed that crowd work had indeed helped them achieve financial independence. This finding is significant because previous research has suggested that crowd work often leads to jobs with limited upward mobility[19]. These results offer valuable insights into the demographic profile of crowdworkers in our specific context, emphasizing the challenging previous assumptions about the backgrounds of crowd work participants and Latin America. We believe this will create a discussion for increasing the need to study Latin Americans within HCI .

Next, we present the themes that emerged from participants' open-ended responses.

4.2. Work Alienation

Our survey revealed that on a 5-point Likert scale, participants expressed "Agreement" (Mean= 3.58, SD=1.22, Median= 4) with the need to establish connections with fellow crowdworkers. When asked to go into more detail, participants recognized the advantages of establishing connections with each other, especially to receive clarifications on task instructions "It could help [connecting with other workers] to get clarifications on some of the task instructions" (P21). They also considered it could help them to learn to navigate any new situation that emerges on crowdsourcing platforms: "Their expertise could greatly enhance my ability to effectively navigate any unfamiliar situations that I may encounter." (P55). Some of the workers also felt these connections could provide them with access to alternative help that could surpass the capabilities of official platform support: "In the event of an issue arising, a fellow worker could offer an explanation, potentially leading to a quicker resolution compared to reaching out to technical support" (P2).

Our participants thus demonstrated an awareness of the significance of connecting with each other. However, simultaneously, they exhibited feelings of "alienation" from one another. When asking participants if they "feel close to their coworkers on Toloka" the response on a 5-point Likert scale was "Disagree" (Mean = 2.71, SD = .96, Median=3), indicating that workers did not feel connected to one another. Workers perceived

that the Toloka platform made it challenging to establish connections with others, and the platform did not seem conducive to building peer connections: *"I can't find a clear way to do it [collaborate with others], I'm part of several Toloka crowdworker Facebook groups, but participants tend to only brag about the good tasks they found and their earnings, nobody foments collaborations, it is fictitious [that we collaborate]"* (P32). This result is consistent with previous research in crowd and gig work, which has shown that workers often experience feelings of isolation and lack of collaboration [29] brought on by the optimization of the platform. However, particularly interesting was that some of our participants expressed that they were *"not interested in having contact with other workers"* (P52). Some also held negative perceptions of their peers, which likely increased their alienation and deterred them from trying to connect with others. Specifically, there was a tendency by some participants to view other workers as people who were solely interested in "easy money" and were indifferent towards the quality of their work: *"They [other workers] are people from different countries, and most of them only care about trying to make a quick buck, regardless of the quality of their work"* (P35)." The negative perceptions crowdworkers have of their peers are largely influenced by the algorithms on these platforms, which significantly hinder their ability to connect with one another.

4.3. Respect For Crowdwork

From our survey, participants 'agreed' (Mean = 3.95, SD = 1.23, Median = 4) that their family and friends held respect for the work they perform on crowdsourcing platforms: this was further represented when participants said *"My family likes seeing me work on crowdsourcing platforms"* (P26). Recognizing the credibility of the work seemed to exert a positive attitude for the participants. By family members acknowledged the significance of crowd work family and friends allocating dedicated time and space for participants to engage in crowd work: *"My family knows this job is real, and that I need my own time and space to complete it"* (P7). P51 even mentioned how being a crowdworker provided her with a valid excuse to skip family events, granting her the dedicated time she needed to focus on her work: *"They [my family] give me freedom to focus on my crowd work, and I can also be excused from family events"* (P51)

The respect observed for crowd work seems to be closely linked to its tangible financial benefits: *"They don't fully comprehend this new crowd work job, but they started to respect it more when I began earning similar to what I was making in my main job"* (P32). The substantial pay has played a pivotal role in elevating crowd work's status as a legitimate profession: *"In the last months, my close family has seen that the crowdsourcing platforms really represent a strong source of income for me, and they have categorized it as a legitimate job. My friends also see it this way"* (P35). Participants emphasized how their earned income not only contributed to their own prosperity but also positively impacted their social circle. This aspect appeared to play a role in garnering the respect others had for their work: *"My family respects what I do. They know that the way I make money is through crowdsourcing platforms, and thanks to that I have the possibility of economically supporting our family expenses, and financially supporting my studies"* (P80). We also saw how participants used much of their earnings to support their families: *"I spend the money I earn on the house. Whoever lives in the house has access to those benefits, such as the water and electricity bill, which is paid with my online earnings. So yes, the family does benefit from it."* (P4) This theme presents a notable contrast to prevailing research on crowd work in the United States [3,17]. Unlike in the US, where

gig work is often associated with feelings of shame or humiliation, in the context of Latin America, we observed a different dynamic. The family and friends of crowdworkers in this region showed respect for the nature of their labor.

4.4. Crowdwork Empowering Independence

Our participants agreed with the statement that they experienced financial independence. One participant said *"Thanks to crowd work I have an extra income and for the first time I can buy myself things without having to ask anyone [for money]"* (P33)." (Mean = 4.06, SD=1.06, Median=4) Most of our participants used their earnings to contribute to family expenses and bills. However, crowd work was also seen as a source of income that bestowed upon them the ability to acquire things they personally desired, marking the first time they could do so for themselves. This newfound financial autonomy empowered them to fulfill personal aspirations and attain items of their choice, reflecting the transformative impact of crowd work on their ability to meet personal needs and desires: *"I use the income I earn to buy food and also for pleasure outings (movies, restaurants)"* (P56).

Some of the women in our study who identified as housewives said crowd work granted them access to their own income and autonomy: *"I'm a housewife [...] at the moment Toloka is my only source of income, so it will surely help me to be able to become independent one day"* (P75) Our research reveals a distinct trend in Latin America and the Caribbean, here we see crowd work serving as a pathway to financial independence and the fulfillment of personal material aspirations. This pattern underscores the transformative role of crowd work in empowering individuals within the region to secure their financial well-being and achieve personal goals.

Both men and women in our study also revealed that crowd work played a role in fostering their professional independence. A majority of the participants (Mean = 1.6, SD=1.18, Median= 1) reported operating without any form of supervision during their crowd work engagements: *"[In crowd work] I am the person who is directly responsible for my work, so I am the only one who is in charge and responsible for administrating and controlling the work I do"* (P78). Notably, crowdworkers reported "Completing Agreeing" (Mean = 4.52, SD=.86, Median=5) with the notion of having time for self-care. As crowdworker P4 further shared: *"Doing crowd work gives you a lot more flexibility. I don't have to take any type of public transportation to get to work, which consumes a lot of time, I could work 12 hours daily and still have time for sleep and time for myself"* (P4). Some self-care activities workers enjoyed included sleep and following their favorite routines: *"Crowd work gives me time to rest, to workout, and time for my beauty routine"* (P10), and most importantly, just having time for themselves: *"Crowd work normally lets me distribute well my time, in the mornings I go out and do exercises, then I do home chores. Afterwards, I take some time to relax, and then I get to work on the crowdsourcing platforms"* (P34). This aspect highlights the empowering nature of crowd work, particularly in the Latin America and Caribbean region, offering individuals the opportunity to exert control over their labor, their time, and advance their professional and personal goals.

5. Discussion

In this section, we delve into the results and link them to existing literature on crowd work. Our findings shed light on the dynamics between crowdworkers in Latin America and their treatment on Toloka. By contributing research on Latin American crowd work, we aim to raise more awareness of the challenges faced by this community within the HCI landscape.

5.1. Change the Narrative Around Crowdwork

We believe that examining the complexities of crowd work, including the tensions between the perceived stigma and exploitation of crowd workers and the pride and dignity they expressed in our data, can be effectively understood through the framework of *data colonialism* [30]. This perspective allows us to explore how data-driven economic models can perpetuate inequalities and influence worker experiences, shedding light on both the challenges and the resilience of crowd workers in the digital economy. Data colonialism describes patterns where human data labor is made insignificant and commodified while wealth is extracted and concentrated within big tech companies [30].

For example, we can observe colonialism's appropriation of resources in our study [24, 30]. Workers engage in tasks like translation, data labeling, beta testing, and surveys, often sharing personal information for business objectives. However, requesters frequently fail to acknowledge the disproportionately low wages they offer for these privacy invasive tasks; workers in our study report receiving an average daily compensation of less than \$10 for their personal information. The collection and storage of their information benefits industry actors located in the Global North, with the crowdsourcing companies capitalizing workers' cultural knowledge [13,12]. Categorizing crowdsourced earnings as insignificant devalues the substantial contributions made by crowdworkers to various industries [20,11]. This power imbalance warrants thorough investigation, particularly as crowdsourcing continues to expand on a global scale.

Data exploitation removes agency in this larger system from crowd workers by limiting their voice and presence in global tech economies. As HCI researchers, we then have limited access to workers' challenges and even more importantly their preferences and orientations to their work. We recommend an HCI approach that focuses on designing inclusive systems that empower workers, particularly those from the Global South [9,16]. Recent studies have shown that crowdworkers often outperform experts and demonstrate higher motivation levels, further challenging traditional perceptions of their work [6]. Our research in Latin America also helps to highlight how crowdworkers view their tasks as essential for career progression, contrary to expert opinions [6]. This insight can spark important discussions about the societal perception of crowd work and its potential for professional growth and financial stability.

To foster a more supportive dialogue in line with HCI design principles [16], it can be essential to discard outdated and inaccurate narratives surrounding crowd work. Through recognizing the valuable contributions of crowdworkers can create a more inclusive and appreciative environment for these vital contributors to today's labor market, particularly empowering our AI services [15]. Highlighting the positive impact and respectability of crowd work can promote greater appreciation and acknowledgment of its importance in supporting individual workers.

5.2. Alienation Leads to Competition

Our survey revealed a sense of alienation among crowdworkers, with many attributing this feeling to the platform's focus on efficiency over interpersonal connections. It is likely that platforms like Toloka prioritize competition among workers rather than fostering collaboration. Several crowdsourcing and gig platforms are known to use deceptive tactics to simulate community promotion [31], only to exploit workers into competing and performing additional labor. Participants reported feeling abandoned by Toloka after the initial onboarding period, suggesting that their sense of isolation is not due to a lack of desire

to help the community but rather the result of platform algorithms. Crowdsourcing platforms, like Toloka, are likely thriving on keeping workers isolated, which exacerbates feelings of alienation [19]. While these platforms offer benefits like "flexibility" and "autonomy", they may undermine connections among workers, hindering collective organizing and decentralized decision-making, which are essential for HCI [10,16,28].

The growing focus on giving more rights to crowdworkers contrasts with the lack of emphasis on community building [9], reinforcing notions of competition and alienation. Workers in our study expressed a desire for better communication channels, but platform design and priorities likely hinder their requests. Our work showcases the importance of valuing workers' desire for community and empowering them to communicate about their labor. Designing algorithms with a caring ethos [1] fosters a sense of equality among workers, rather than competition.

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6. Limitations

Our study focuses on the experiences of crowdworkers within the Latin American and Caribbean Region, aiming to expand HCI research beyond a Global North context. We notice the limitations found in our study by not having diverse geographical locations. While our study focused specifically in Latin America we believe future work should explore more regions. We also saw limitations in the platform we used to survey on and believe future research could expand to include Latin American workers on other platforms such as Samasource. While recruiting from Sama may be challenging due to the platform's lack of recruitment interface per country, snowball sampling could be a viable approach to reach other crowdworker populations. We also notice the limitation of our quantitative analysis and believe in the future a more sophisticated method like factor analysis can help aid in similar work. Additionally, we recommend surveying and interviewing more individuals across the Latin American and Caribbean Diaspora to gain broader insights. Furthermore, we suggest investigating the factors contributing to lower crowdworker numbers in certain countries. Future studies could also include examining novice Toloka crowdworkers' perspectives within the platform to uncover unique insights distinct from more experienced users. We also acknowledge potential limitations in translating our data from Spanish to English, we did however seek clarification from native Spanish speakers (including two of the co-authors) to mitigate any discrepancies. Conducting interview studies with crowdworkers in Latin America would also provide richer insights into crowdsourcing dynamics and its impact on the Global South. Our work is not intended to achieve statistical significance within the Latin American crowdwork economy. Instead, it aims to raise awareness of crowd work issues in Latin America and the Caribbean among HCI researchers, addressing a longstanding research gap in the field. We advocate for a broader global perspective in future crowdsourcing research, suggesting a focus on countries in Africa, East Asia, and Latin America to gain a more comprehensive understanding of crowdsourcing dynamics worldwide. Further investigations could involve conducting

interviews and longitudinal studies with participants from these regions to deepen our understanding of their relationship with crowd work.

7. Conclusion

In this paper, we present the findings of our survey on crowdworkers in Latin America and the Caribbean. Our study revealed that some crowdworkers view their work as a means to attain financial and professional independence. As well as desire more social connection, these workers often feel isolated from their peers and question the quality of others' work. Our research enhances within the HCI field an understanding of crowd work in Latin America and the Caribbean, offering insights to potentially support the regional resistance efforts against data colonialism. We aim to strengthen the relationship between HCI and Latin America through our work.

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