

Demand Analysis and Improvement Strategy for Social Work Intervention of Takeaway Riders

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Abstract: The rapidly emerging "sharing economy" model with the help of Internet technology is continuing to influence and reshape social life. The takeaway riders derived from the food and beverage takeaway industry are the most representative new occupations in this model. Takeaway riders are considered to be the high-risk group with the highest incidence and prone of traffic violations, and have the hidden danger property of "grey rhino" with high probability of occurrence and strong potential harm. The intervention of social work helps to respond to the needs and problems of riders, and helps to ensure that the "sharing economy" can effectively follow the principle of fairness and justice and promote social progress.

1. The status quo of takeaway industry

1.1 The rise of the takeaway industry

In recent years, with the vigorous development of "Internet +" economy, people's concepts and ways of life have changed greatly. With the development of the takeaway industry, in addition to classic food, life supermarkets, dessert drinks, flowers and plants, fresh fruits and vegetables and health care have gradually joined the takeaway industry.

1.2 The number of food delivery practitioners has increased substantially

The intervention from the perspective of social work helps to respond to the needs and problems of riders, and helps to ensure that the "sharing economy" earnestly follows the principle of fairness and justice to promote social progress. Analyzing the causes of rider problems from a professional perspective and designing targeted service plans can better respond to the needs of the "whole person" of riders.[1]

1.3 Problems due to the increased number of riders

As the main force of the new business form, the food delivery rider group has the characteristics of organizational platform, fragmented working hours, labor relationship of employment contract, strong mobility and low organizational degree. According to the People's Data Research Institute, more than 70 percent of the more than 100 hot accidents related to food delivery riders since 2020

were caused by traffic violations.

2. Goals of social work intervention

2.1 Overall objectives

The overall goal is to comprehensively improve the quality of life, mental health and career prospects of delivery riders through social work intervention, and make contributions to the overall improvement and development of the delivery service industry.

2.1.1 Improve the well-being of takeaway riders

The primary goal of providing social work support for food delivery riders is to improve their well-being. This includes focusing on their quality of life, physical health, and family status. Through providing social support, links to resources, and emergency assistance.[2]

2.1.2 Improve the mental health of takeaway riders

By organizing mental health lectures, establishing mutual aid groups, and providing a 24-hour psychological hotline, we aim to help riders better cope with emotional challenges, reduce anxiety, and improve emotional stability.

2.1.3 Promote the career development of takeaway riders

To enhance the career prospects of food delivery riders, we will provide a wide range of career training and development opportunities. This includes skills training such as traffic safety, customer service and food safety to improve the efficiency and quality of riders.

2.1.4 Increase the overall efficiency of the takeaway service industry

In addition to focusing on the well-being of individual riders, our goals include improving the overall efficiency of the delivery service industry. By providing higher quality riders, reducing injuries and accidents at work, and improving delivery processes, our services help to increase customer satisfaction, increase business profitability, and drive sustainability across the industry.3. Demand analysis and interventional strategy.

3. Interventional process

3.1 Demand analysis of the takeaway riders

The motivation of human behavior is caused by the demand. To understand the behavior of the rider, we must first analyze the need of the rider as a "whole person". According to Maslow's hierarchy of needs theory, it can be seen that in order to meet the basic physiological needs, the higher needs of riders are suppressed, which affects their comprehensive development as "people", and it is difficult for them to obtain professional dignity.[3]

3.1.1 Economic pressure causes riders to sacrifice their rest needs

Although the average income of riders is higher among migrant workers, riders need to pay more time to obtain "relatively stable" income due to factors such as economic situation, low demand season and platform rules.

3.1.2 Riders face safety and health risks

Riders face greater risk of road traffic injury and health risk due to their professional characteristics. The harsh delivery time and specific requirements have subtly caused great anxiety and pressure to the rider.

3.1.3 The rider's family and social needs are impaired

Riders go out to work for the survival of their own and their families, with narrow social networks, lack of spiritual life, and the needs of belonging and love are difficult to meet.

3.1.4 Distorted rider status and cognition in the takeaway industry

In the current mode of "sharing economy", people mostly rely on tools to interact with each other, and stay on the surface. What consumers care about is whether their meals are delivered on time, and what businesses are concerned about is whether consumers can receive meals, while the service of the rider is easy to be ignored.[4]

3.2 Interventional strategy:

3.2.1 Micro-level

Case assistance and counseling services; Peer education and community education; Life education and career planning; Self-expression and social participation.

3.2.2 Meso-view level

Family and parental education services; Corporate Social Responsibility; Participation of mass organizations and industry associations; The government buys professional services.

3.2.3 Macro level

Policy advocacy and reform; Party building guidance and public education; Social dialogue and trust-building.

3.3 Interventional process

3.3.1 Identification and Screening

Data analysis and monitoring: Social work agencies can establish a close data sharing relationship with the delivery platform to monitor the work of riders in real time; Education and advocacy: Through social media, workplace and community activities.

3.3.2 Assessment requirements:

Comprehensive interviews and questionnaires: Social workers will conduct in-depth interviews with riders, using structured questionnaires that can help identify potential problems and needs.

3.3.3 Provide support and services:

Financial assistance and resource links: Social workers will provide emergency financial aid, such as food stamps, housing assistance, or medical expense support; Mental health support: Social workers provide mental health counseling, which can be individual counseling or group treatment.

They teach skills to cope with anxiety, depression and stress, ensuring the mental health of riders.

3.3.4 End and Transition:

Transition planning and self-management: When the rider's needs are met, social workers work with them to develop a transition plan; Community support and continued contact: Social workers encourage riders to continue participating in community support and mutual networks to stay in touch and receive additional support.

4. Summary and evaluation

4.1 There are still some problems in the food delivery rider industry

4.1.1 Traffic violations are prominent for takeaway riders

According to the People's Data Research Institute, more than 70 percent of more than 100 hot accidents related to delivery riders since 2020 were from traffic violations.

4.1.2 The concept of safe development of takeaway platform enterprises has not been firmly established

(1)Most of the platform enterprises have formulated rules and regulations related to distribution safety, which are generally relatively scattered, and no safety production system has been formed. Some delivery riders believe that current safety training is often a mere formality and cannot solve practical problems.

(2)Security management of the partners: Food delivery platform enterprises generally adopt outsourcing supply in the management of riders. Partners are the key link connecting food delivery platform enterprises and riders. The platform pays delivery service fees for riders and withholds relevant taxes and insurance for riders through partners.

4.1.3 There is a regulatory lag in the safety management of the takeaway industry

First, the delivery industry authority is unclear. Secondly, the department communication and cooperation mechanism is not perfect. Finally, the bridge link role of the takeaway industry association has not been fully played.[5]

4.2 In the future, the protection of the rights and interests of foreign sellers should be strengthened

4.2.1 Increase the social rights and capabilities of individual riders

In the process of rider care and service, social workers should always take empowerment and power as the fundamental. Social workers establish an equal partnership with riders to fully explore the rider's potential and eliminate rider powerlessness by providing supportive services such as connecting resources, providing information, and improving difficulties.

4.2.2 Optimize the assessment mechanism of the platform, and strengthen the labor health and safety guarantee of takeaway riders

Delivery platform enterprises should constantly optimize the algorithm rules, through the way of "algorithm", reasonable order quantity, on time, online rate and assessment elements, appropriate ease distribution, distribution time, increase enough buffer time to deal with possible abnormal, try

to avoid algorithm delivery rider for traffic violations and the elements of traffic safety accidents.

4.2.3 Promote social joint management and co-governance to prevent and defuse major safety risks in the takeaway industry

The government should improve the relevant laws and regulations of the takeaway industry, urge the takeaway platform enterprises to establish a safe development concept, combine their own characteristics, establish and improve the safety production responsibility system for all employees, and improve the safety management system in accordance with the relevant requirements of the "Safety Production Law". Through multiple measures, we will prevent and resolve prominent problems that impact the bottom line of safety, and promote the safe, healthy and stable development of the takeaway industry.

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