CSCW and the Collaborative Economy

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Sharing Economy Definition

- A system that activates the untapped value of all kinds of assets through models and marketplaces that enable greater efficiency and access. (Rachel Botsman)

Alternative names:
- Peer to Peer Economy
- Collaborative Consumption
- Collaborative Economy
- Gig Economy
An economy built on distributed networks of connected individuals and communities as opposed to centralised institutions, transforming how we can produce, consume, finance and learn.

Source: Collaborative Lab- The Sharing Economy Lacks a Shared Definition - http://www.slideshare.net/CollabLab/shared-def-pptf
Why sharing?

- Economic crisis
- Excess waste
- Tools and equipment we seldom use
- Extensive choice
- Consumerism
- Race to the bottom- low quality, low price
- Planned obsolescence
What can be shared?

- Goods (second-hand, loaned, customised)
- Services (personal, professional)
- Transportation (taxi, car rental)
- Space (office, accommodation, parking, gardening)
- Money (lending, crowdfunding)

Source: Jeremiah Owyang- Sharing is the New Buying: How to Win in the Collaborative Economy- [http://www.slideshare.net/jeremiah_owyang/sharingnewbuying](http://www.slideshare.net/jeremiah_owyang/sharingnewbuying)
EatWith

Book unforgettable culinary experiences.
Join dining experiences, cooking classes and food tours with locals in 130+ countries

What are you looking for?
Search city, host or experience

When are you available?
Select a date

How many guests are going?

Dining experiences
Book authentic dinners, lunches, brunches, rooftop parties and more

Cooking classes
Learn to make local specialties in hands-on cooking workshops

Food tours
Discover a city's sights, shops and markets with a friendly local guide
What is being shared and why?

- Let’s think about examples.
  - EatWith
  - Airbnb
  - Uber
  - UberEats
  - GoCar
  - Wikipedia
  - ?
  - ?
  - ?
12 things people share

Any comments?

- Books
- Cars
- Clothes
- Apartments and holiday homes
- DVDs
- Jewelery
- Computers, phones, activity trackers
- Furniture
- Cleaning services
- Money
- Toys
- Writing services
Aspects studied

The most common themes in computing research on the sharing economy include:

- optimization,
- socio-technical design,
- geography,
- social relationships.

CSCW studies
Hospitality – Airbnb, Couchsurfing

- 1) what motivates individuals to monetize network hospitality
- 2) how the presence of money ties in with the social interaction related to network hospitality.

CSCW studies
Food sharing

- Foodsharing.de is a food sharing platform.
- Foodsharing Facebook group is the place where broader community discussions take place.
- Qualitative analysis of the Foodsharing Facebook group to understand its role in emerging and sustaining the community.

Crowd work as a new form of collaborative engagement,
a new way in which people’s actions are coordinated in order to achieve collective effects.
labour practices involved in taking crowd work as a form of work in ridesharing.

CSCW studies
Amazon Mechanical Turk

- ethics and values of crowdwork.
- an analysis of Amazon Mechanical Turk, a popular human computation system, as a site of technically mediated worker-employer relations.
- human computation currently relies on worker invisibility.
- Turkopticon, an activist system that allows workers to publicize and evaluate their relationships with employers. As a common infrastructure, Turkopticon also enables workers to engage one another in mutual aid.

CSCW studies
The divide between have’s and have not’s

- The digital-sharing economy presents opportunities for individuals to find temporary employment, generate extra income, increase reciprocity, enhance social interaction, and access resources not otherwise attainable.

- the unemployed or those struggling financially.

A case of large governance for urban commons (involving citizens, public administration and social service) starting from organizing events and activities in the neighbourhood by actively using Facebook.

Platform Cooperativism

“Platform cooperativism is about cloning the technological heart of online platforms and puts it to work with a cooperative model, one that puts workers, owners, communities, and cities — in a kind of solidarity that leads to political power.” (Trebor Scholz)
COSMOLOCALISM will document, analyze, test, evaluate, and create awareness of an emerging mode of production, based on the confluence of the digital commons (e.g., open knowledge and design) with local manufacturing and automation technologies (from 3D printing and CNC machines to low-tech tools and crafts). This convergence could catalyze the transition to new inclusive and circular production models, such as the “design global, manufacture local” (DGML) model.

https://www.cosmolocalism.eu/extended-summary/
Conclusions

- The collaborative economy is seen as a wide umbrella
- Platforms allowing coordination between demand and offer
- Always ask the question: who is sharing what with whom?

- Digital platforms for:
  - business applications
  - social/solidarity initiatives