Crowdsourcing and the future of work
WHAT KIND OF WORK CAN BE CROWDSOURCED?
Crowd work

- Mechanical Turk
- eLance / oDesk
- TaskRabbit
- GigWalk
- TopCoder
- Jara (txteagle)
- Gold farming
Industries

Crowdsourced
• Service
• Technology
• Management
• Research / Science
• Arts / Design

Not crowdsourced
• Manufacturing
• Agriculture
• Construction
• Forestry
• Mining
• Textiles
  • Real Estate
  • Banking
  • Health Care
  • Education
  • Leisure
  • Tourism
Industries

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Task dimensions

- Task complexity / required expertise
- Physical vs. virtual
- Coordination requirements
- Geographic, linguistic, cultural constraints
- Technology requirements
HOW TO CROWDSOURCE ANY JOB
Incentives
**Contribution sizes**

* Salganik & Levy, 2012
Market Criteria *

1. Sufficient numbers of workers & jobs
2. Ease of finding appropriate match
3. Enforced reputation system & insurance on both sides

* thanks to Alex Peysakovich
Other criteria

• Legal framework / support
• Language & cultural bridges
• Access opportunities (e.g., for deprived communities)