

# 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

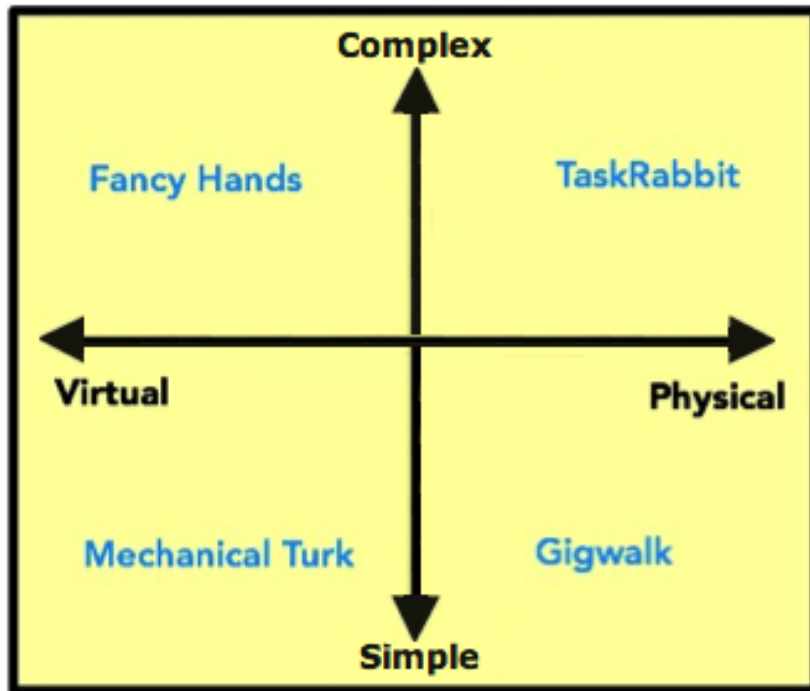
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# Task dimensions



- Task complexity / required expertise
- Physical vs. virtual
- Coordination requirements
- Geographic, linguistic, cultural constraints
- Technology requirements

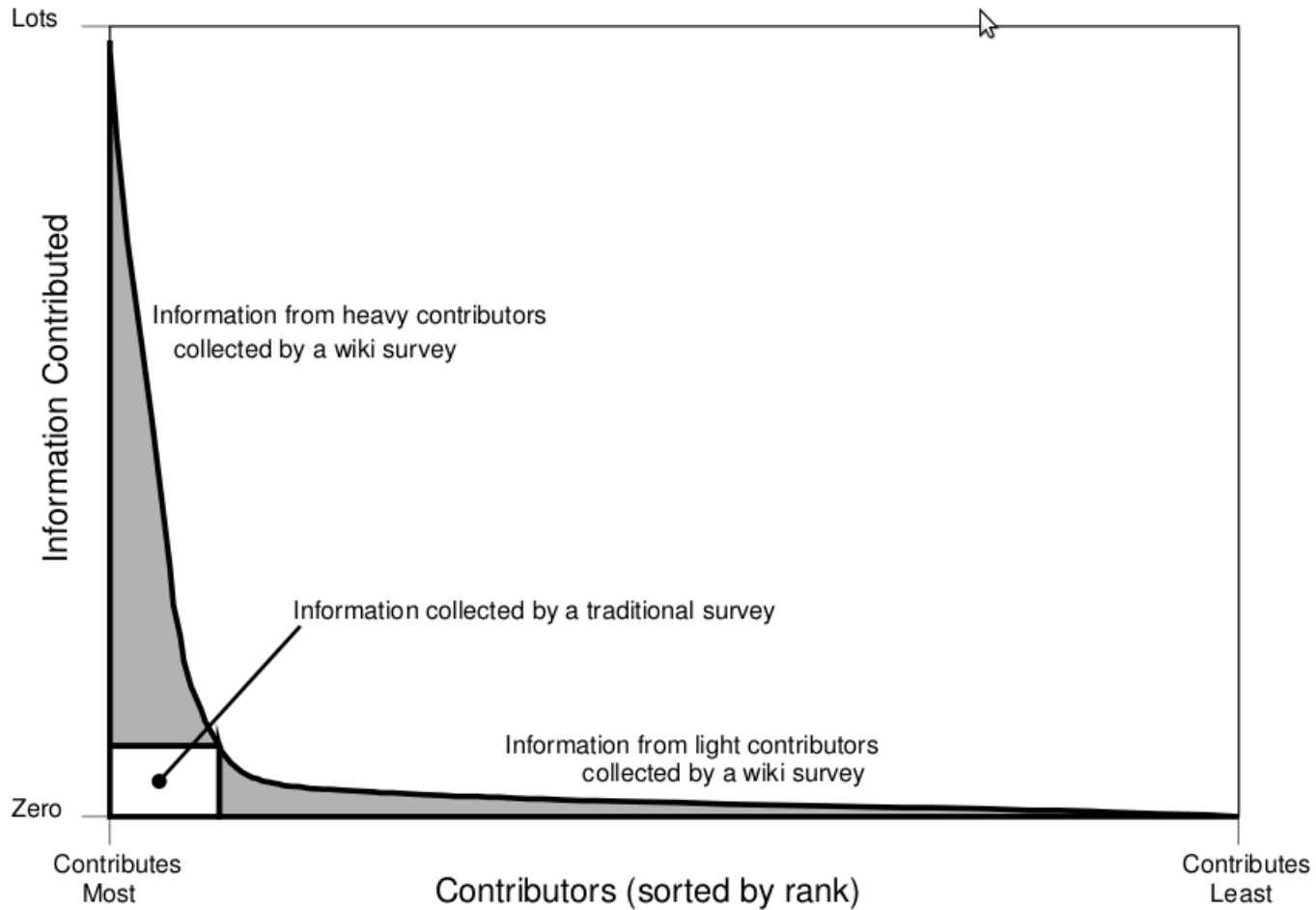
# **HOW TO CROWDSOURCE ANY JOB**

# 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)