

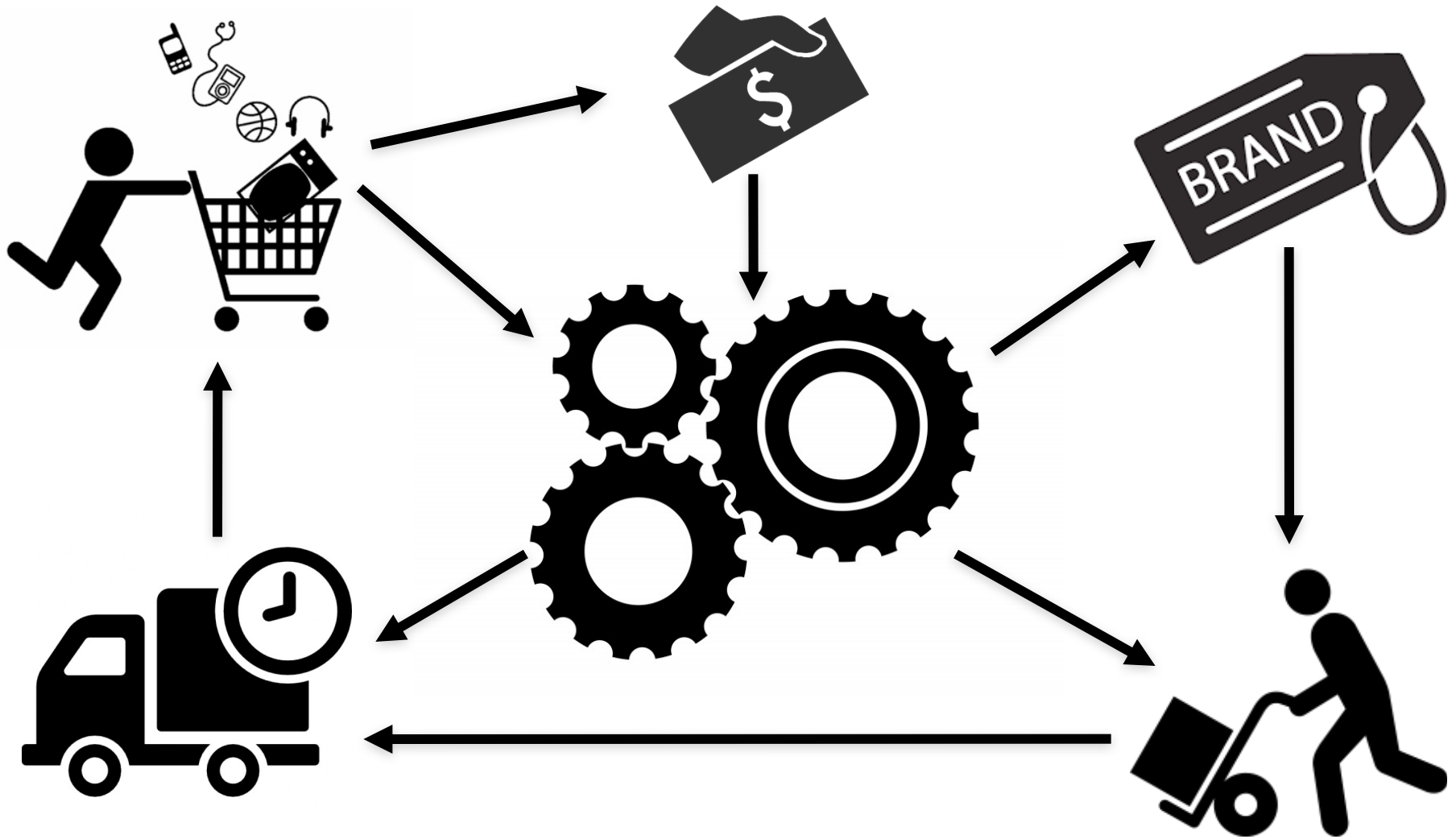
# Platforms: Four digital labor ecosystems

Antonio A. Casilli



# Platformization

# Coordinating mechanisms

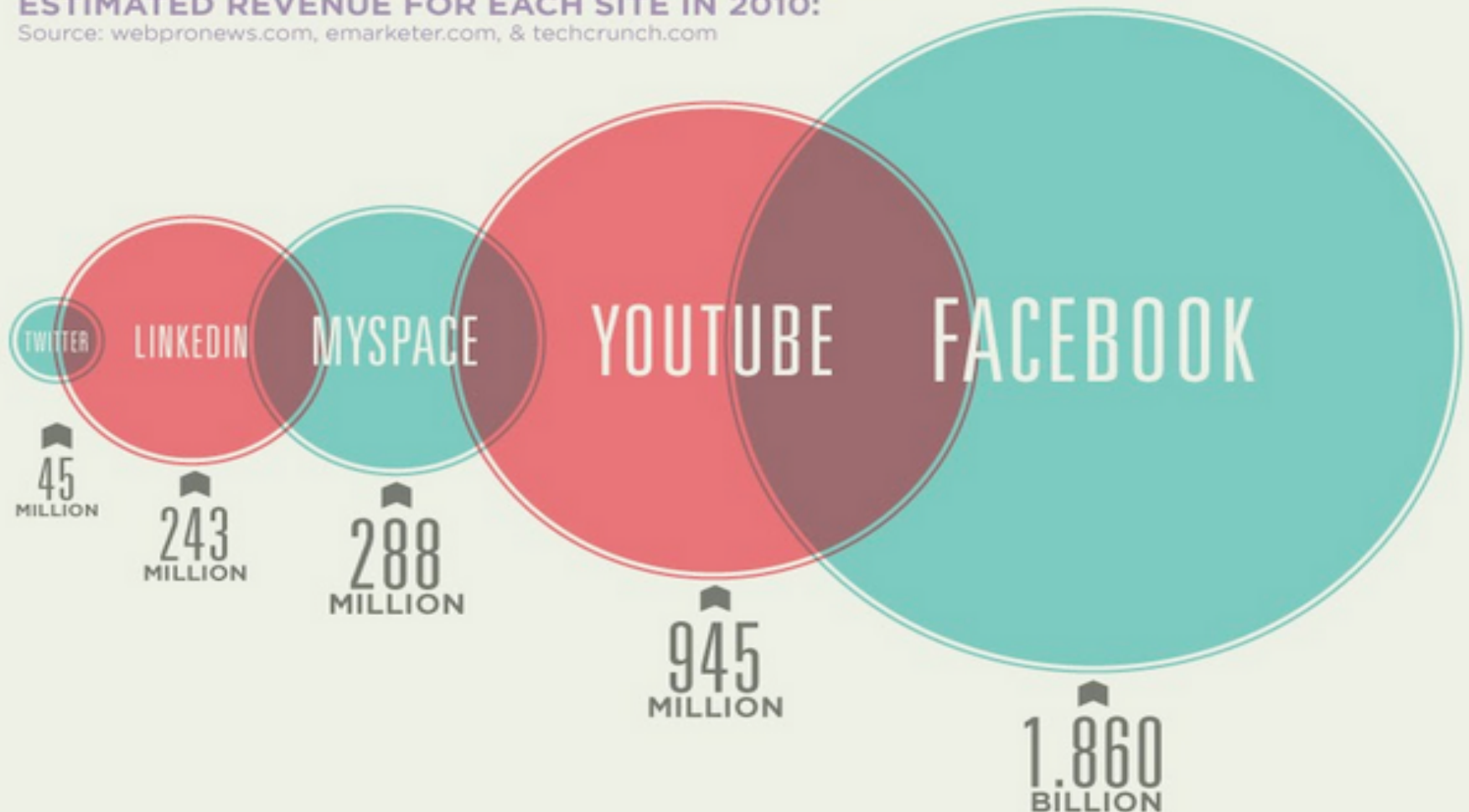


# Value capture through contents

## HOW MUCH DO SITES PROFIT FROM UGC?

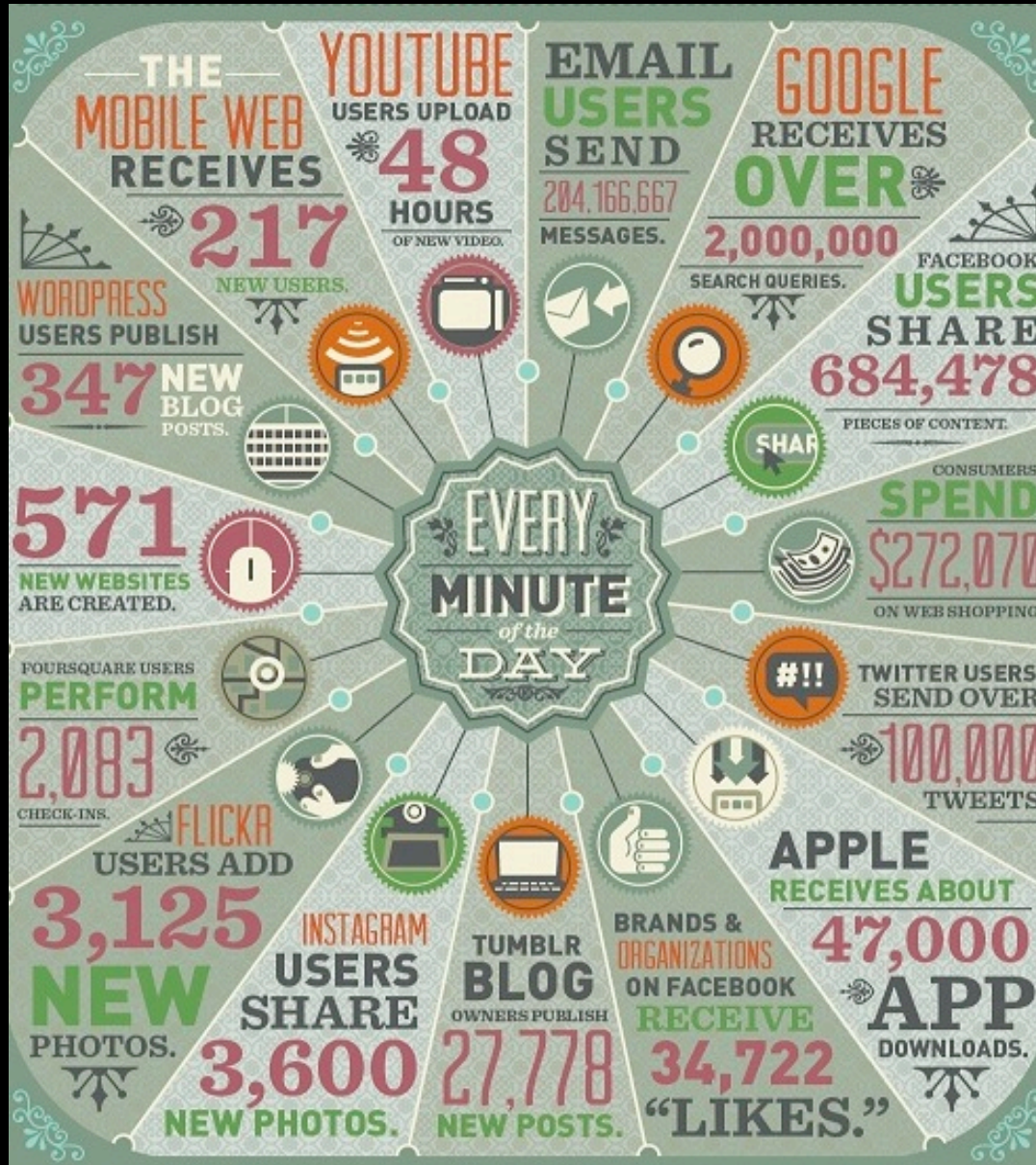
ESTIMATED REVENUE FOR EACH SITE IN 2010:

Source: webpronews.com, eMarketer.com, & techcrunch.com

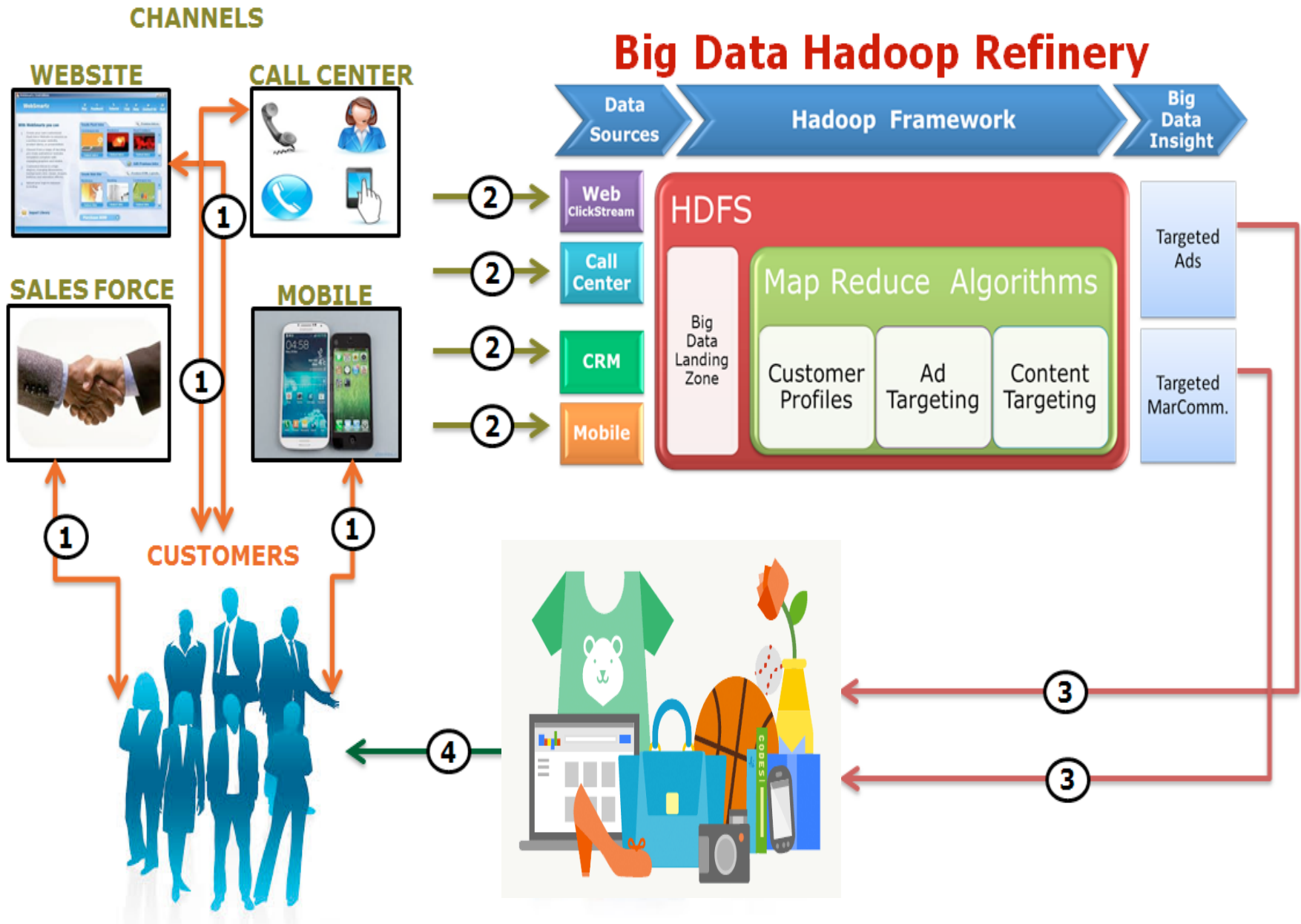




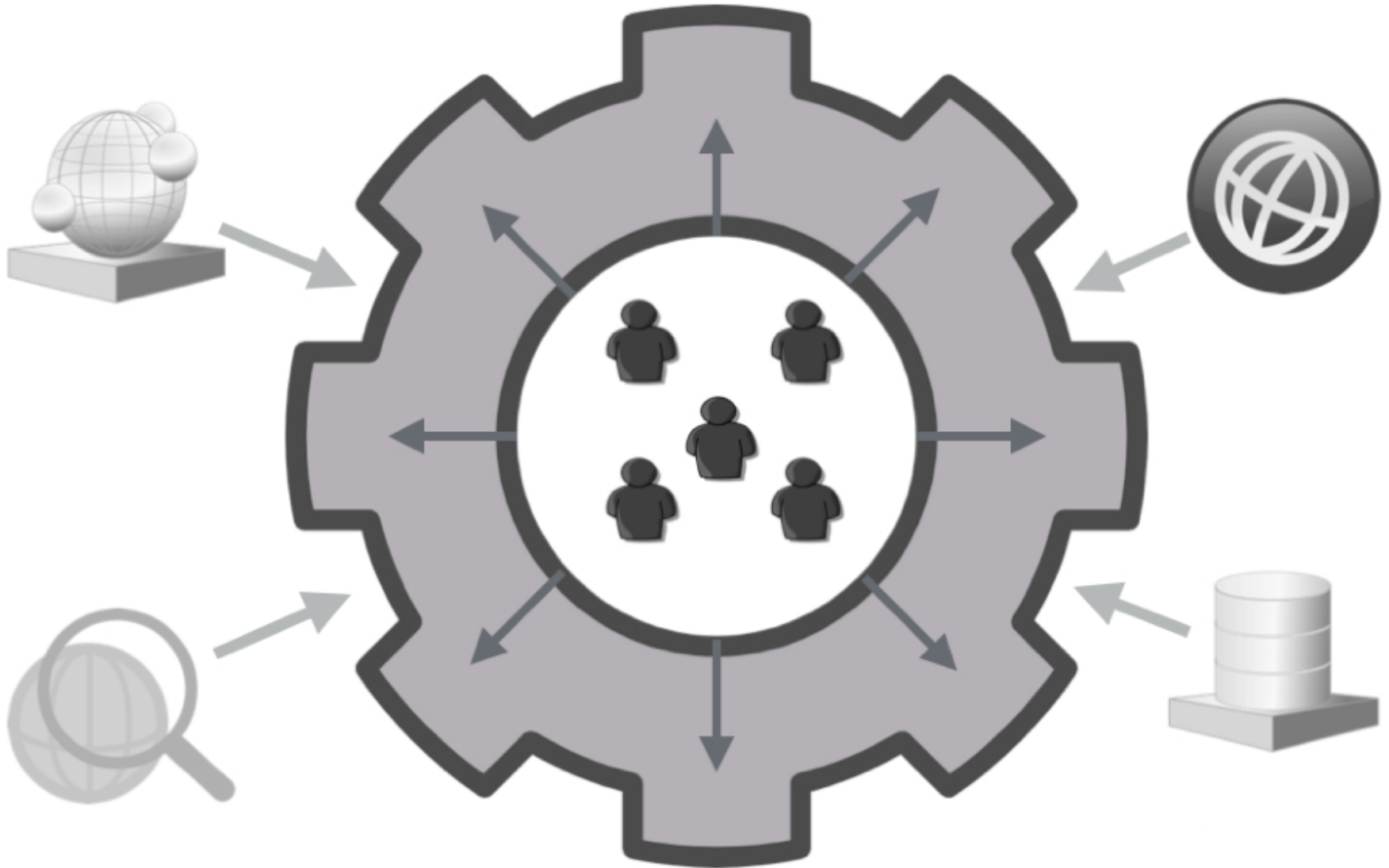
# Value capture through data



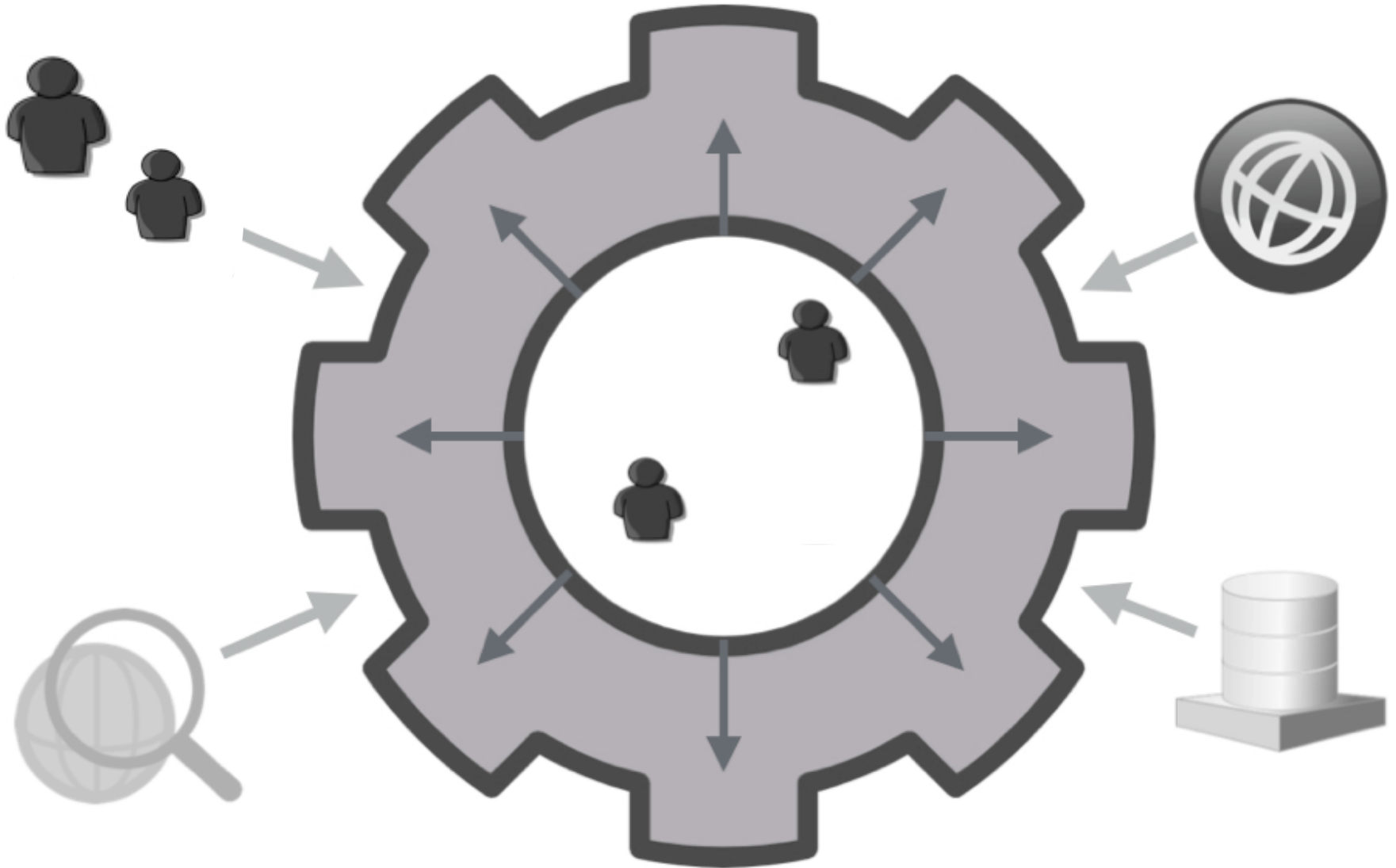
# Algorithmic matching



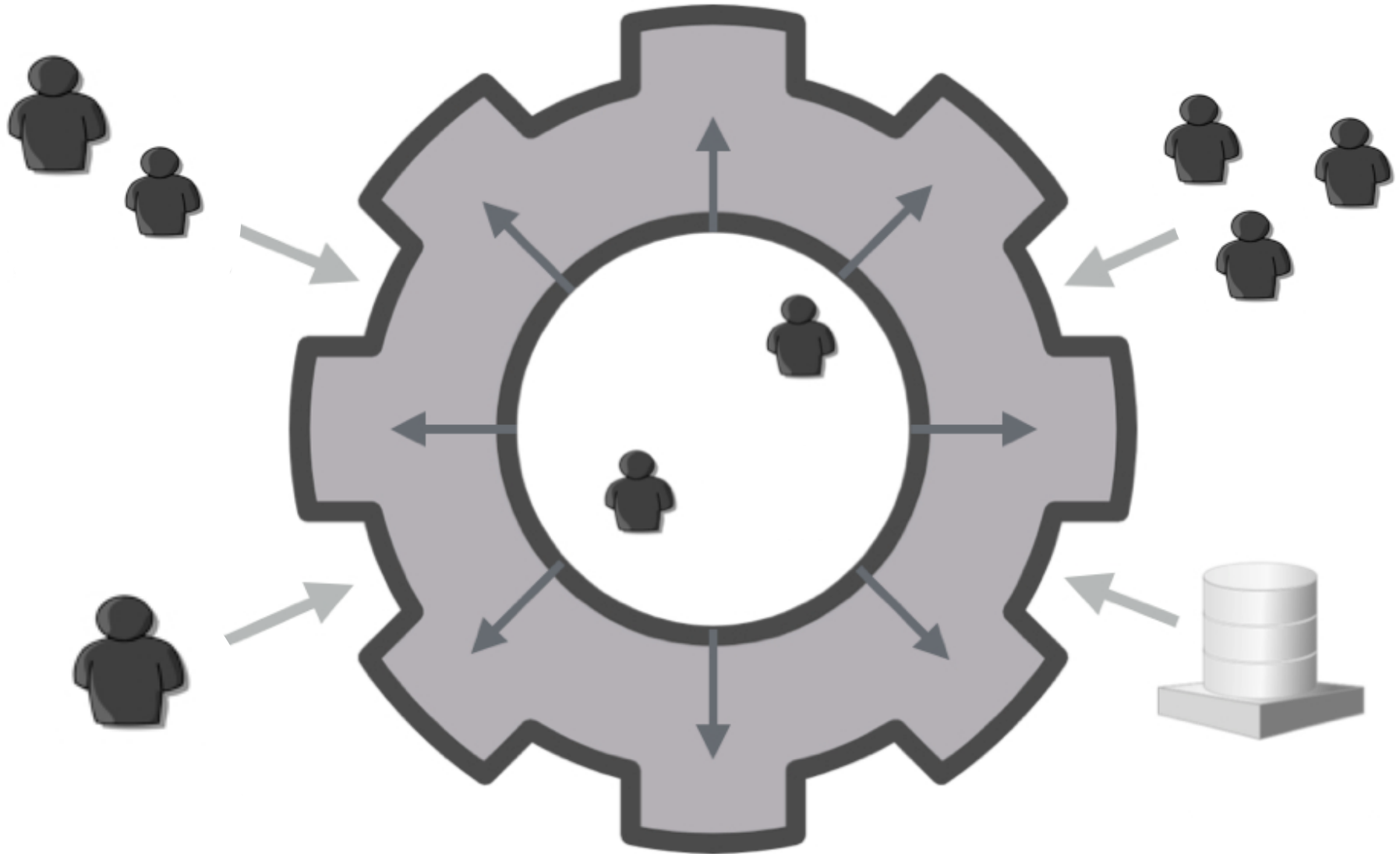
# Labor crowding out



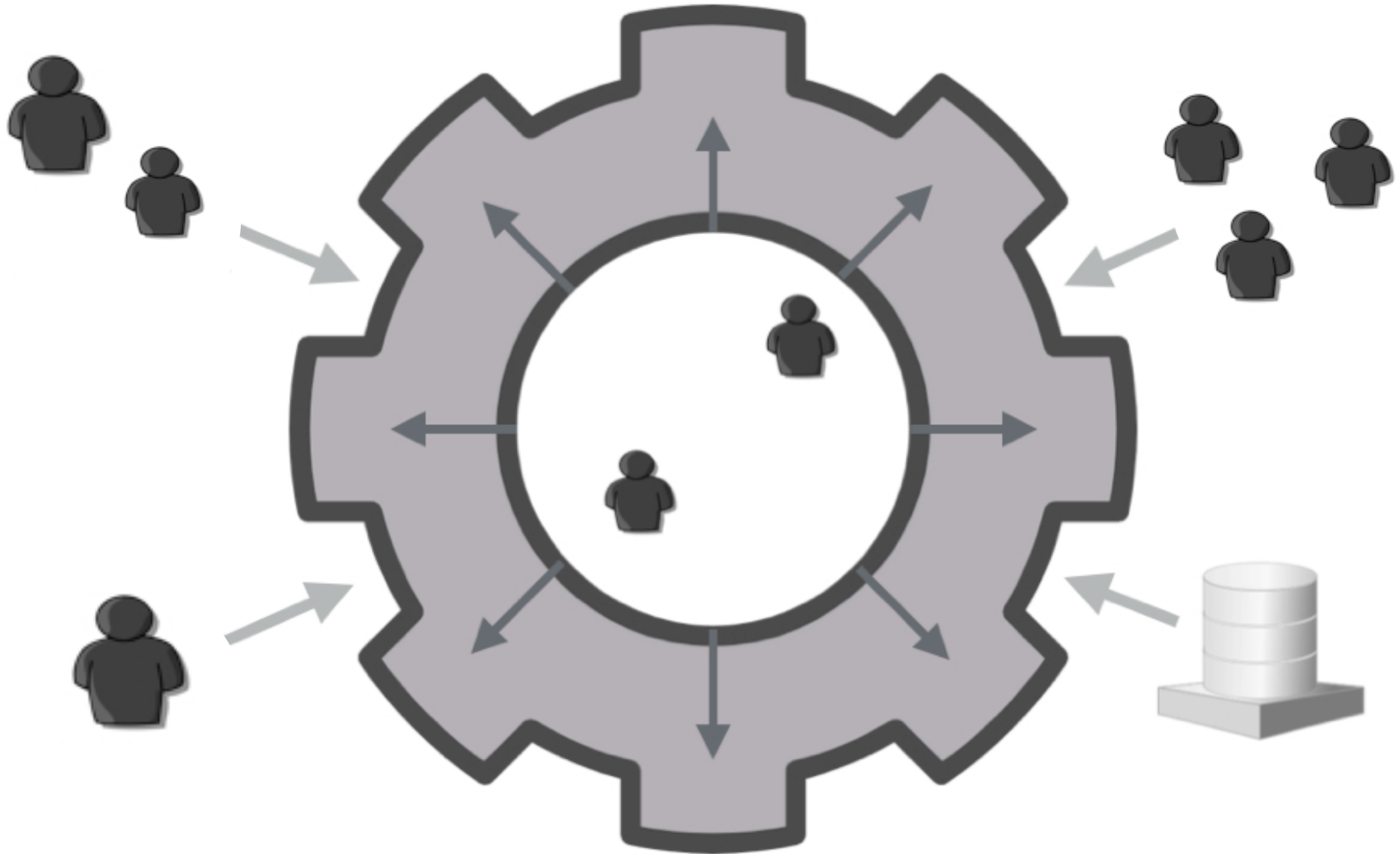
# Labor crowding out



# Labor crowding out



# Labor crowding out





**Digital labor**

**=**

**taskification and  
datafication of work**

# Four digital labor ecosystems



# 1. On-demand platforms

# The On Demand Landscape



## Transportation

## Dining + Drinks

## Events

## Health & Beauty

## Home Services


## Food & Beverage

## Delivery & Logistics

## Travel / Hospitality

Source: RRE Ventures (2024)

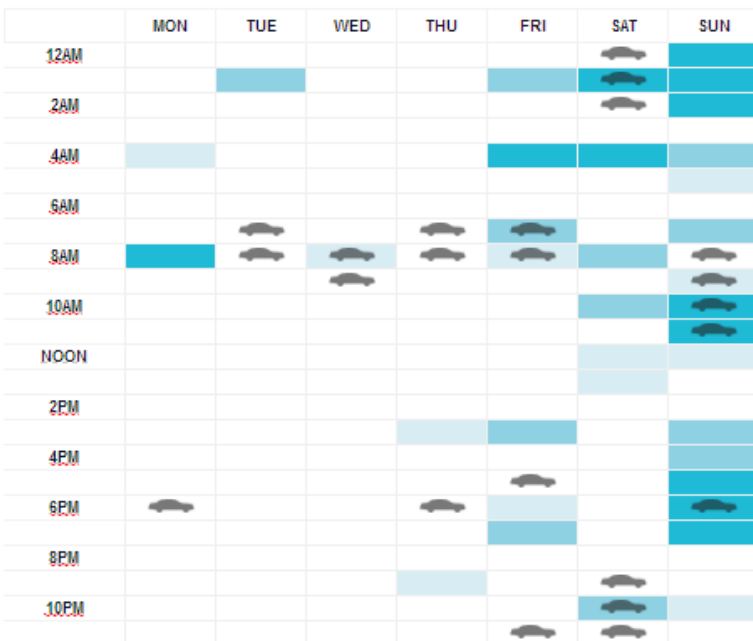

1

EARN MORE WITH 

You could earn up to **\$304** more  
\$38/hour on average

LAST WEEK  
YOU DROVE  
**4 OF 12**  
BUSIEST HOURS

THIS WEEK  
DRIVE  
**ALL**  
BUSIEST HOURS


 Your hours last week

 Busiest   Less busy

2

WHAT YOUR RIDERS SAID

# 4.77★

DRIVER RATING

 Unfortunately, your driver rating last week was **below average**.

## PROBLEMS REPORTED

There were a few things riders in your city commonly reported. Here are some tips on how to improve:



### City Knowledge

Riders want to be sure you're following the best route. It helps to:

- Ask if the rider has a preferred route
- Always use GPS until you know the city well (remember to press BEGIN TRIP after you enter the destination)



### Car Quality & Cleanliness

Riders give higher ratings to drivers who:

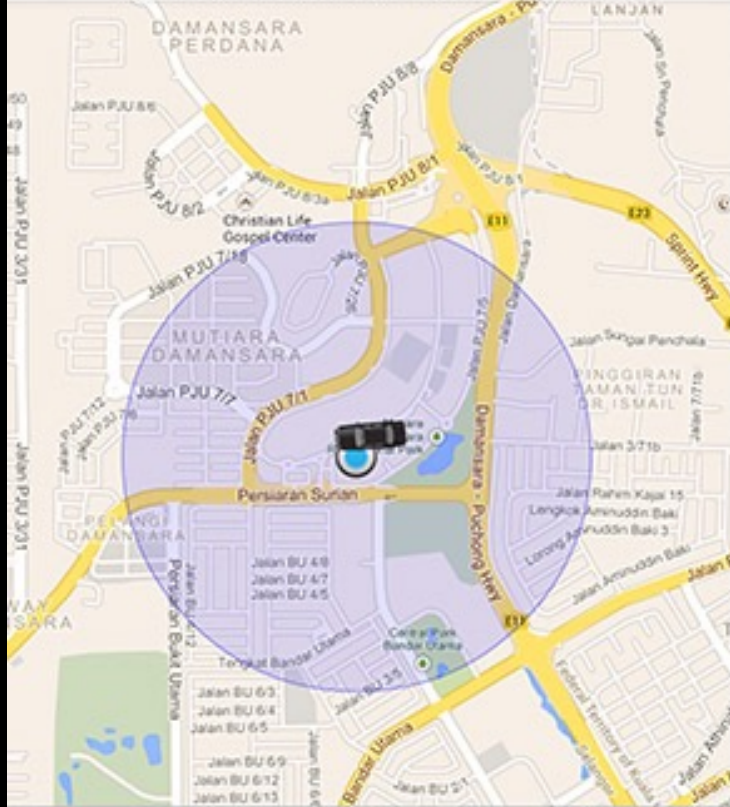
- Make sure the car is always clean and smells nice
- Offer bottled water, gum, candy or mints
- Ask if they want to charge their phones, choose music and adjust the heat or A/C

## RIDER FEEDBACK

On the bright side, you received **49** five-star reviews out of 58 rated trips in the past two weeks. We wanted to share what some of these riders had to say.

*"great driver"*

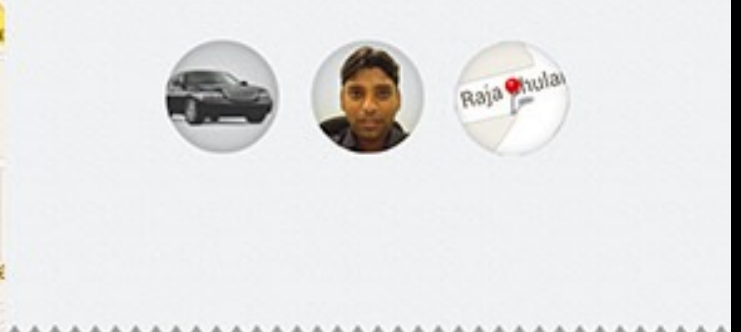
**PRO TIP**  
SHARE UBER WITH A FRIEND! SEND THEM YOUR PROMO CODE BY CHOOSING "SHARE" FROM YOUR PROFILE.



NOVEMBER 21, 11:00 PM

**RM41.00**  
TOTAL CHARGED : RM0.00

TRIP SUMMARY



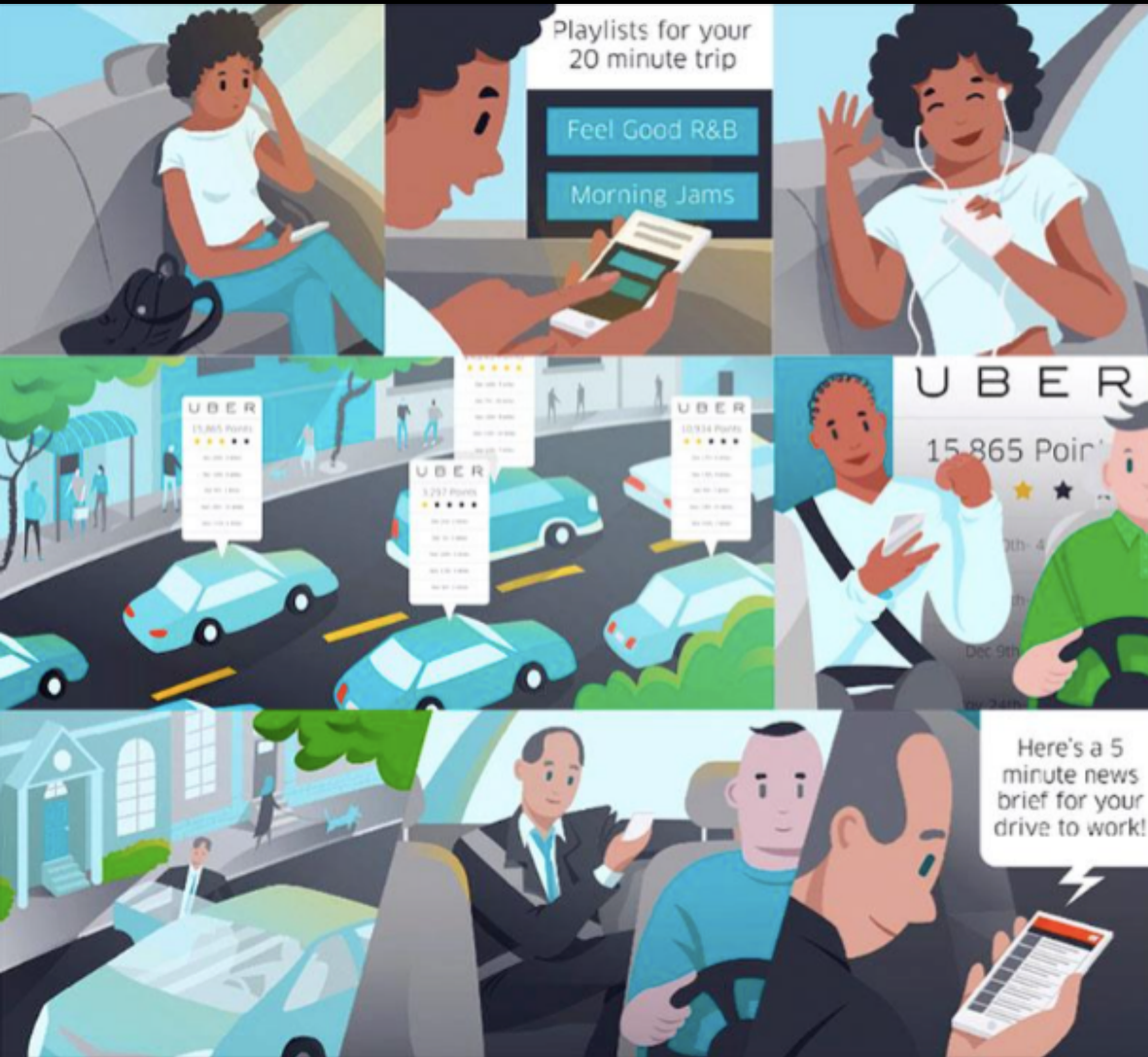
 **★ 4.9**

**TOYOTA CAMRY**

**BLU**

RATE YOUR RIDE

★ ★ ★ ★ ★



# UBER

TRIP EXPERIENCE





## Je souhaiterais connaître ma note

À la fin de chaque trajet, chauffeurs et passagers sont invités à donner une note concernant l'expérience qu'ils ont vécu lors de la course.

Le système de notation permet de s'assurer que passagers comme chauffeurs sont respectueux les uns des autres. Seules les notations moyennes sont communiquées, la note individuelle donnée par un chauffeur ou un passager reste confidentielle pour un trajet donné.

Vous pouvez obtenir votre note moyenne en cliquant sur le bouton "Envoyer" ci-dessous.

Envoyer



## Je souhaiterais connaître ma note

À la fin de chaque trajet, chauffeurs et passagers sont invités à donner une note concernant l'expérience qu'ils ont vécu lors de la course.

**MERCI**

Votre note moyenne est de 5.0 étoiles.

OK

donnée par un chauffeur ou un passager reste confidentielle pour un trajet donné.

Vous pouvez obtenir votre note moyenne en cliquant sur le bouton "Envoyer" ci-dessous.

Envoyer

## **2. Micro-work**



**amazon** mechanicalturk  
beta



# Get Results from Mechanical Turk Workers

Ask workers to complete HITs - *Human Intelligence Tasks* - and get results using Mechanical Turk. [Register Now](#)

## As a Mechanical Turk Requester you:

- Have access to a global, on-demand, 24 x 7 workforce
- Get thousands of HITs completed in minutes
- Pay only when you're satisfied with the results

# Make Money by working on HITs

HITs - *Human Intelligence Tasks* - are individual tasks that you work on. [Find HITs now.](#)

## As a Mechanical Turk Worker you:

- Can work from home
- Choose your own work hours
- Get paid for doing good work



Time: 00:00:00 of 60 minutes

Want to work on this HIT?

Want to see other HITs?

Total Earned: Unavailable  
Total HITs Submitted: 0

Requester name, date, time, total location on this receipt

Requester: [REDACTED]

Reward: \$0.03 per HIT

HITs Available: 60003

Duration: 60 minutes

Qualifications Required: Total approved HITs is greater than 1000



## Instructions (show/hide)

Readable Real Receipt  Not Readable or Not Receipt

### Store Name

none

### Location

At least one of Town and Postal Code/Zip is required. If neither are present please select the checkbox below. Common zip format: 12345 and Common postal code format A3A 3A3

#### Town/City

Address (if present)

Postal Code

<u>Classify Receipt</u>			<a href="#">View a HIT in this group</a>
<b>Requester:</b> Jon Brelig	<b>HIT Expiration Date:</b> Mar 8, 2016 (6 days 23 hours)	<b>Reward:</b> \$0.02	
	<b>Time Allotted:</b> 20 minutes		
<u>Inv. B 2</u>			<a href="#">View a HIT in this group</a>
<b>Requester:</b> rohzi0d	<b>HIT Expiration Date:</b> Mar 24, 2016 (3 weeks 1 day)	<b>Reward:</b> \$0.00	
	<b>Time Allotted:</b> 48 minutes		
<u>Classify Receipt</u>			<a href="#">View a HIT in this group</a>
<b>Requester:</b> Jon Brelig	<b>HIT Expiration Date:</b> Mar 8, 2016 (6 days 23 hours)	<b>Reward:</b> \$0.03	
	<b>Time Allotted:</b> 20 minutes		
<u>Find the exact "seconds time" that each word is sung in the song.</u>			<a href="#">View a HIT in this group</a>
<b>Requester:</b> Patrick Colangelo	<b>HIT Expiration Date:</b> Mar 4, 2016 (3 days 3 hours)	<b>Reward:</b> \$0.01	
	<b>Time Allotted:</b> 7 days		
<u>Find email addresses and web page of American High Schools!</u>			<a href="#">View a HIT in this group</a>
<b>Requester:</b> Olga Svensen	<b>HIT Expiration Date:</b> Mar 2, 2016 (19 hours 14 minutes)	<b>Reward:</b> \$0.03	
	<b>Time Allotted:</b> 30 minutes		
<u>Type the text from the images, carefully. Productivity and bonuses guaranteed.</u>			<a href="#">View a HIT in this group</a>
<b>Requester:</b> CopyText Inc.	<b>HIT Expiration Date:</b> Mar 8, 2016 (6 days 23 hours)	<b>Reward:</b> \$0.01	
	<b>Time Allotted:</b> 10 minutes		
<u>Get Product Codes and Prices from a receipt (\$\$ BONUS UP TO 50 CENTS)</u>			<a href="#">View a HIT in this group</a>
<b>Requester:</b> Shopping Receipts US	<b>HIT Expiration Date:</b> Mar 22, 2016 (2 weeks 6 days)	<b>Reward:</b> \$0.01	
	<b>Time Allotted:</b> 45 minutes		

## Dashboard

### Total Earnings [\(What's this?\)](#)

Rewards You Have Earned	Value
Approved HITs	\$0.20
Bonuses	\$0.00
Total Earnings	\$0.20

### Your HIT Status [\(What's this?\)](#)

Date	Submitted	Approved	Rejected	Pending	Earnings
<a href="#">Sep 20, 2007</a>	13	2	1	10	\$0.20

[View more...](#)

### HIT Totals [\(What's this?\)](#)

HITs You Have Accepted	Value	Rate	HITs You Have Submitted	Value	Rate
HITs Accepted	30	—	HITs Submitted	13	—
... Submitted	13	43.3%	... Approved	2	66.7%
... Returned	4	13.3%	... Rejected	1	33.3%
... Abandoned	3	10.0%	... Pending	10	—

### HITs Available to You [\(What's this?\)](#)

Title	Requester	Reward	# of HITs
<a href="#">Create short, interesting video</a>	Ask.com	\$10.00	1
<a href="#">Write a 350-500 word article on property for sale in Larnaca</a>	www.ContentSpooling.net	\$4.00	1
<a href="#">Write a 350-500 word article on webkinz recipes</a>	www.ContentSpooling.net	\$4.00	1
<a href="#">Write a 350-500 word article on sea keyword queue</a>	www.ContentSpooling.net	\$4.00	1
<a href="#">Call in your best family travel story!</a>	VoiceByVoice	\$2.00	1
<a href="#">Add numbers to the wikipedia of statistics</a>	Eric J. Silverberg	\$2.00	1
<a href="#">Looking for great success stories ...</a>	VoiceByVoice	\$2.00	1
<a href="#">Have you ever worked for Gold's Gym?</a>	David	\$1.00	1



登录

注册

常用服务分类

服务流程

发布需求

服务市场

浏览任务

国际商标注册

Logo设计、VI设计、名片设计

成品Logo商店

网站设计与开发、网店装修

美国代购

文章写作、方案策划、翻译

市场营销、网络推广、问卷调查

APP开发、软件开发

起名取名、创意祝福

影视制作、配音

包装设计、宣传品设计

网站推广、SEO

漫画设计、动画设计

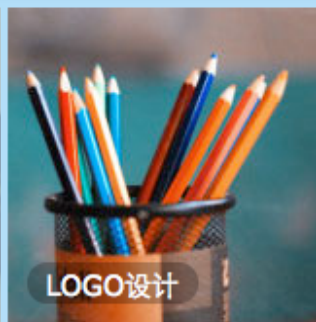
家居装修、商业装修

全部服务分类>>



"除了圆满完成我们的网站设计任务以外，国际站上的服务商还能做收效惊人的市场营销。"

Jerry Z. Zhang - Zhang & Attorneys, LLLP



LOGO设计



网站建设



国际商标注册



文章写作  
翻译  
市场营销

150 问卷调查 277 32

全球900万人 在此聚集，总有一个TA能帮到您

9,370,736

全球服务商

1,909,064

交易量

\$404,806,866.92

成交额(美元)

发布需求

- [www.upwork.com](http://www.upwork.com) 12 millions +
- [www.freelancer.com](http://www.freelancer.com) 22 millions
- [www.99designs.com](http://www.99designs.com) 1,35 million
- [www.microworkers.com](http://www.microworkers.com) 873,000
- [www.clickworker.com](http://www.clickworker.com) 800,000+
- [www.witmart.com/](http://www.witmart.com/) 7 millions
- [www.taskcn.com](http://www.taskcn.com) 10 millions
- [www.epweike.com](http://www.epweike.com) (>3,000,000)\*
- [www.care.com](http://www.care.com) 6.6 millions
- [www.crowdsourcing.com](http://www.crowdsourcing.com) 8 millions
- [www.crowdfunder.com](http://www.crowdfunder.com) 5 millions.

# **3. Social platforms**



1978 retweet 3546

2,486 digg 41 sphinn

219 buzz this

Share 12K

Share Count Widget

ARIANNA HUFFINGTON DOESN'T VALUE BLOGGERS.

You Tube

PAY·PER·VIEW

3G+ 17:27

Mon AlloCiné

Mon Profil Mes Amis

 **D-Dso**  
 0 point(s)  
 9 ami(s)  
 Inscrit depuis le 05/07/2010  
 Equipe AlloCiné

17 Je veux le voir >

13 Pas intéressé(e) >

58 Je suis fan >

147 Notes et critiques >





[I WANT CASH](#)[I WANT FANS](#)[FAQs](#)

## GET PAID FOR LIKING FACEBOOK PAGES!

- Earn cash by becoming fans of our Advertisers pages.
- It's as easy as 1-2-3-4, no waiting - start earning immediately!

[FANS & LIKERS](#)[LOGIN HERE](#)[ADVERTISERS](#)[START HERE](#)

BE A FAN - GET UP TO US\$0.04 PER LIKE



FAN PACKAGES START AT JUST US\$5.00

1

### CONNECT WITH US

To start earning cash simply connect with us using the GetPaidforLikes Facebook app.

2

### START LIKING PAGES

Click the advertisers Facebook Pages displayed, and start earning cash by becoming a fan!

3

### CHECK CASH EARNED

Check your cash balance in the Financial section of our members area

4

### GET PAID OUT

Click the 'REQUEST PAYOUT' button to get paid via PayPal - then start liking for MORE cash!

CASH JUST FOR LIKING PAGES - HOW IS THIS POSSIBLE?

WHO'S ALREADY EARNING CASH?

Facebook's global social reach has made it an A1 promotional medium. As a result, businesses are looking for fast ways to build their social presence, increasing fans for their product, service and brand pages - and they are willing to PAY FOR FANS, it's that simple!

All you need is a Facebook profile and a PayPal account and you can get started making money RIGHT AWAY - No registration required, all you need do is connect with our Facebook app, and start liking advertisers pages.

The advertiser sets the value of their fan offer, which varies between pages - it doesn't take long to build up those Likes to a nice pay out (only \$5 payout

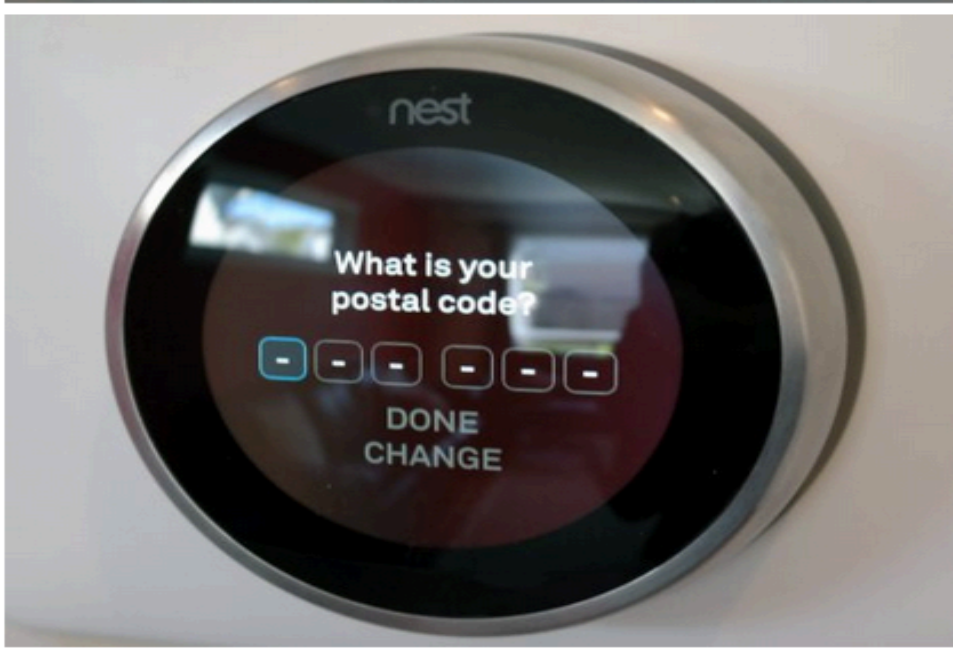
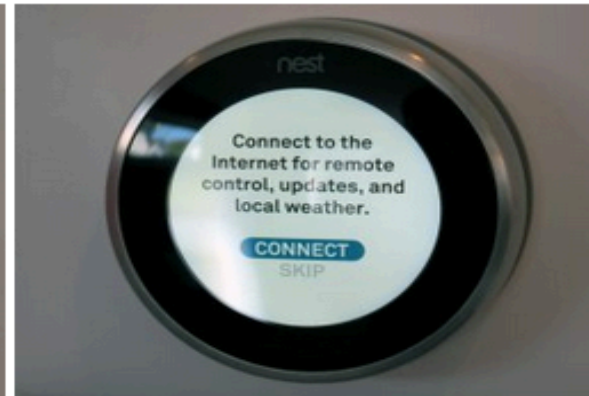
# US\$ 37,852.68 EARNED!

(SINCE 7TH APRIL 2013)

77,614 MEMBER FANS TO LIKE YOUR PAGE

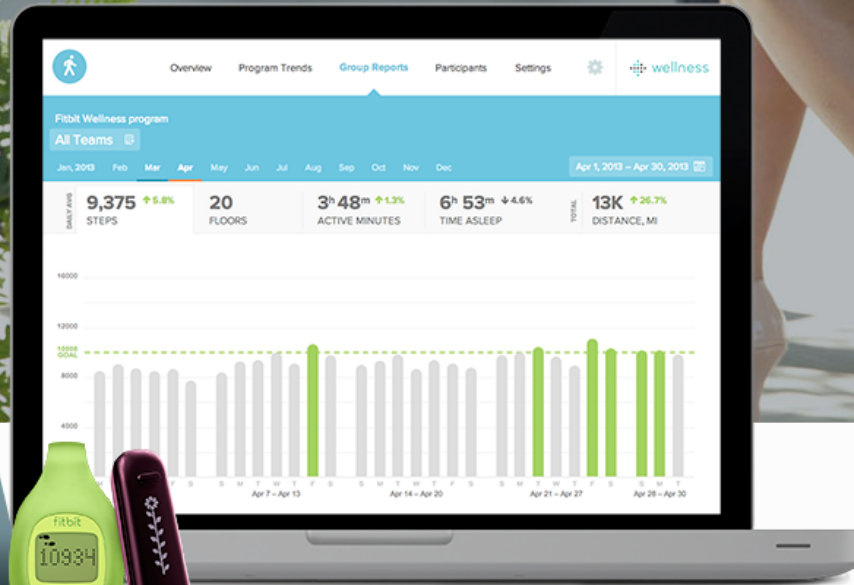
[CLICK HERE TO START](#)

# 4. IoT





# Le programme de bien-être au travail devient encore plus amusant




Les produits que les employés adorent





**Cybertarians?**

# FRENCH data entry or VA ( virtual assistant )

Data Entry Posted 14 days ago

 Fixed Price

 \$150  
Budget

 Entry Level  
I am looking for  
freelancers with the lowest  
rates

## Details

Please APPLY with your MONTHLY rate per month BASED on 45H.

This is a long term job, minimum 1 year.  
For about 1H30 per day everyday 7/7 including sunday. Which is 45H per month.

You HAVE TO speak FRENCH, with a conversational level

The number of hours could expand to 45H per week over time depending of the quality of your work.

You have to be available everyday, always online on skype.

The job is quite simple, you have to find images on google image and do some data entry work.

You need a fast internet connection.



Project Type: Ongoing project

Other Skills: Administrative Support Data Entry French Google Docs  
Internet Research Virtual Assistant

### Preferred Qualifications

Job Success Score: At least 90%   
Include Rising Talent: Yes 

### Activity on this Job

Proposals: 20 to 50   
Last Viewed by Client: 2 days ago   
Interviewing: 19  
Invites Sent: 91  
Unanswered Invites: 40

PROJECT DESCRIPTION

I want 100% real facebook 50,000 users to like my Facebook Fan Page. I want people to be from PAKISTAN ONLY no World Wide.

No Time Waters Please !

Project Description:

50,000 Facebook Likes from ONLY Pakistani Facebook users.

(NO world wide Likes)

• All LIKES must be real people with active account Facebook accounts (no fake accounts or accounts at risk of being suspended.)

• NO bots, NO Blackhat techniques, NO Farmville or any other game.

• Must be achieved by NO means of illegal activity

• No fake fans that will risk my page deleted.

• Fans and Followers must be active.

• No spammers or distasteful, illegal or plain sick profile pictures

• You must use good practices when gathering LIKES.

\*\*Facebook account must not be banned/ deleted for your actions. It should always be kept active. If Facebook account is not complete/no longer active there will be no payment for this project.

• It must be 50,000+ Facebook LIKES.

On each 15,000 Likes, 25% of Milestone Payment will be released until 75% of total payments are released only; Balance 25% will be released after 10 days to make sure that every thing is okay. All Likes are permanent and staying on our Page. Likes should not disappear automatically. However 1% to 2 % likes plus minus is acceptable.

When bidding please remember the following Point:

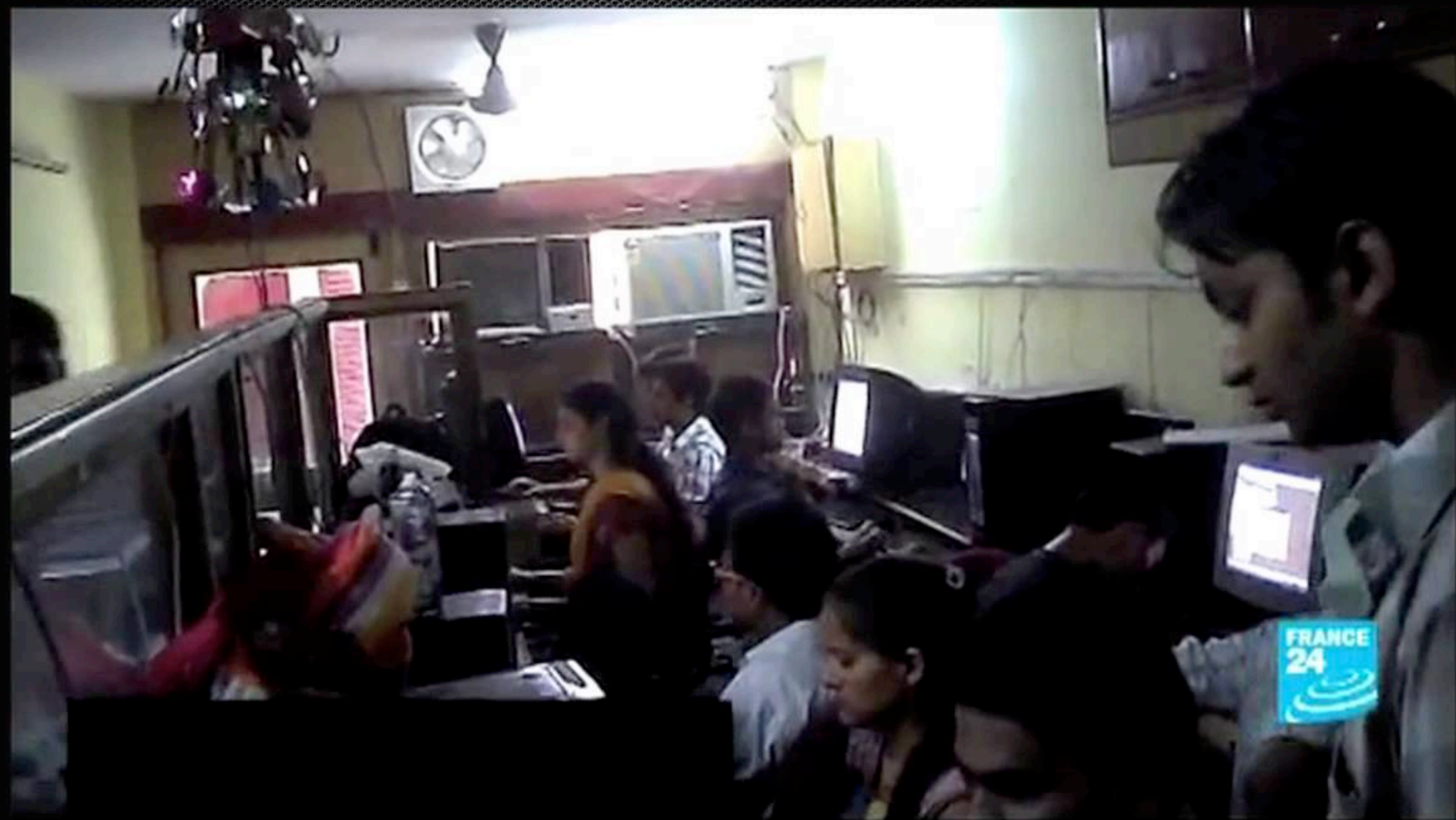
• Please provide what techniques you will use to generate LIKES

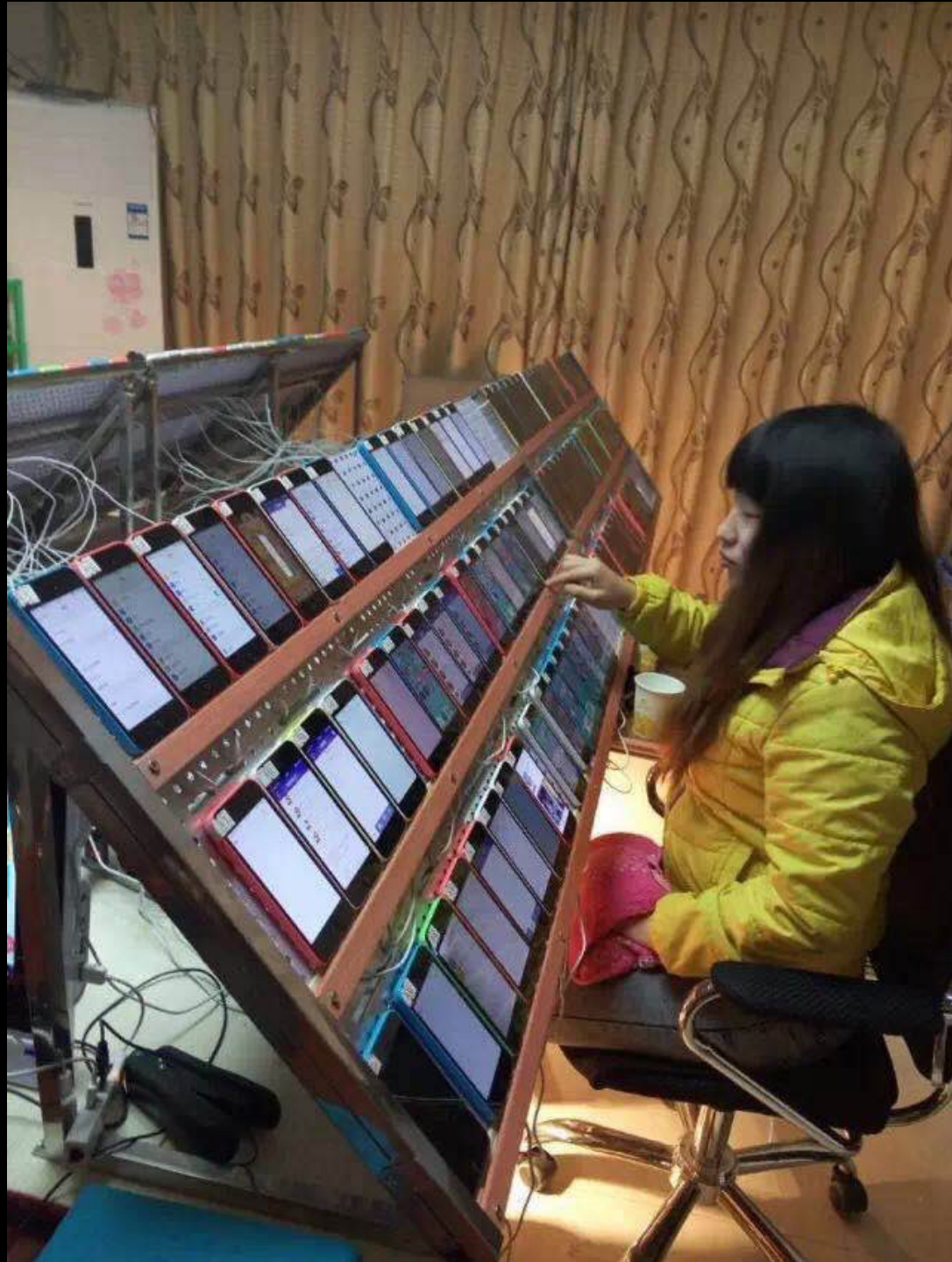
• You are bidding on my payment terms

As my Facebook page is regarding \_\_\_\_\_, so I shall prefer maximum number of likes should come from Pakistan E-commerce buyers.

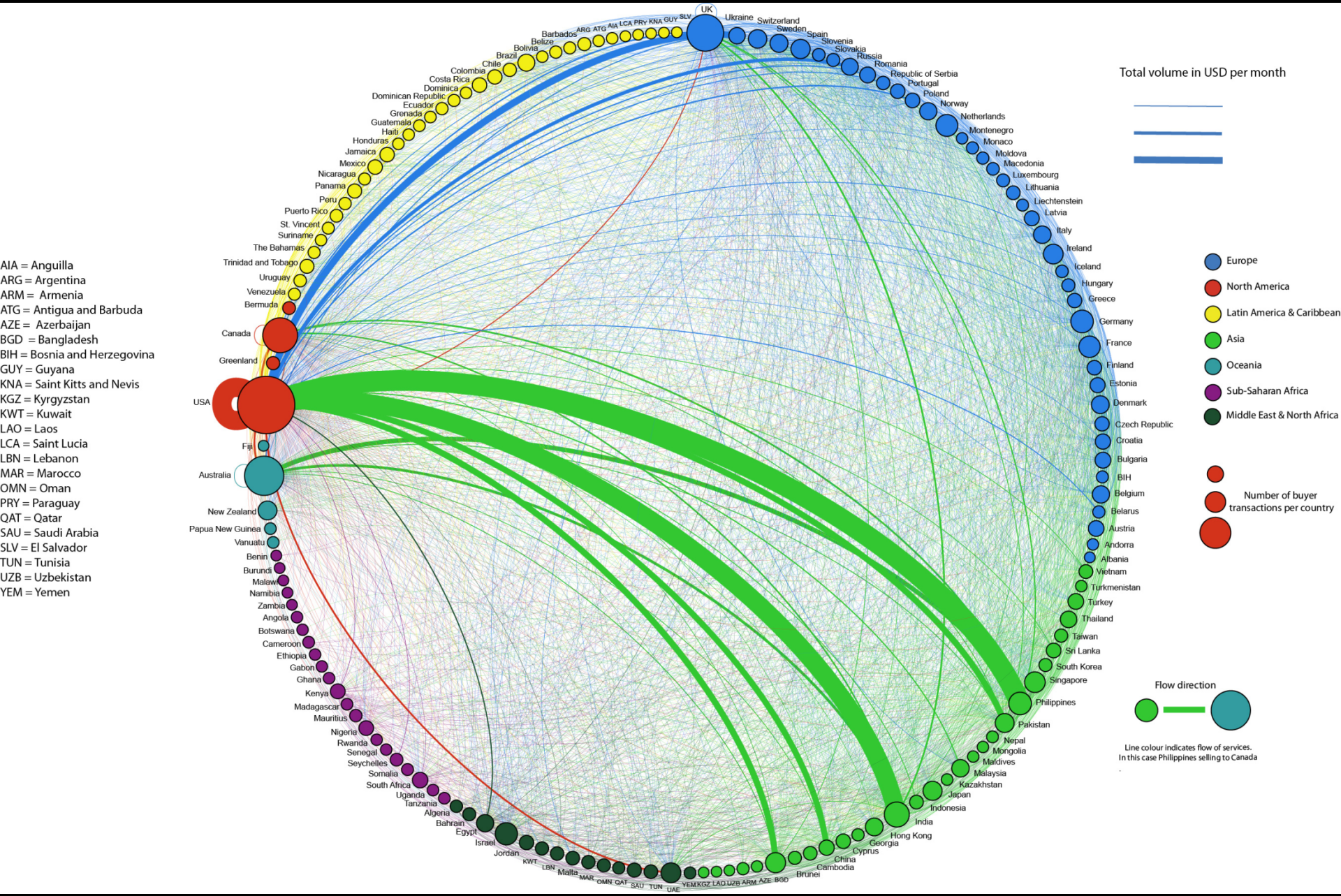
Note: I have more work which I shall give on successful completion of this project.











**Merci !**

**@AntonioCasilli**