Distributed Digital Labour
Why outsource to China, when you can outsource to Farmville

• Traditional way of moving work around is not flexible enough
• More and more work happens in digital domain

• Labor as a Service, LaaS
  – A form of crowdsourcing
  – Task based work, not role based
Digital labour, the next commodity

• Making digital, task based labour a commodity
  – Buy/sell labour as tasks
  – Don’t care by whom or where the work is done
• Allows distribution of work within organization as well as outsourcing
  – Improve performance, crucial in the aging Europe
• Enable new kinds of services
• Gradual path from HI to AI
What’s there to research?

• Formulating work as tasks
• Combining Artificial Intelligence with Human Intelligence
• Building a scalable system for digital labour
• Socio-economic impact
  – Employment laws
  – Taxation
• Security and trust issues
• Making work fun and rewarding!
Plausibility

• What is already there:
  – Crowdsourcing is an existing market
    • Not yet a commodity
    • Most effort in the USA, for example Amazon Mechanical Turk, Crowdflower
  – Human Computing within ACM SIGKDD

• Even small steps in this direction deliver significant results
• Real political and commercial interest exists
Thank you!

Otto Chrons
Founder & CTO

Email: otto.chrons@microtask.fi
Mobile: +358 50 359 1401
Skype: ochrons

Bulevardi 1
FI-00100 Helsinki, Finland
www.microtask.fi