

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



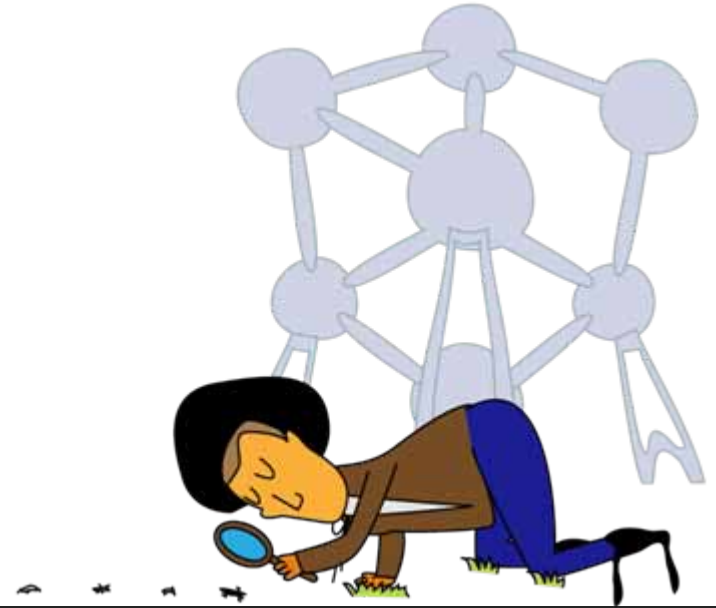
Digital labour, the next commodity

- 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, Crowdfunder
 - Human Computing within ACM SIGKDD
- Even small steps in this direction deliver significant results
- Real political and commercial interest exists

Thank you!

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