

# The Platform Review Alliance Board Model

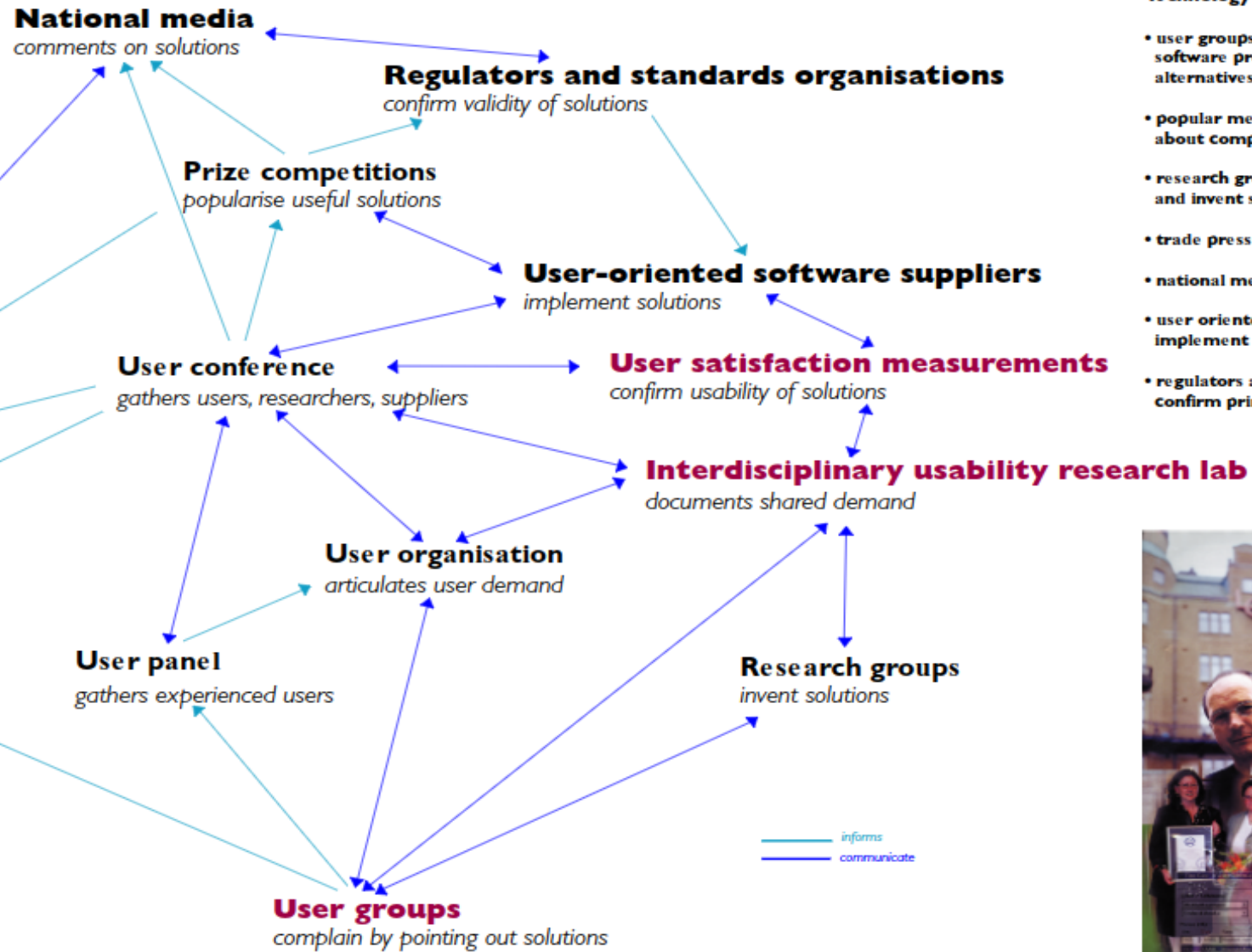
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# User-driven software quality labelling

An institutional interaction pattern  
exemplified by the UsersAward project  
Åke Walldius & Yngve Sundblad  
Royal Institute of Technology



**The hypothetical forces**  
Derived from Donald Norman's famous hypothesis for future IT development: "People Propose, Science Studies, Technology Conforms".

- user groups complain about recurrent software problems and point out alternatives
- popular media inform the general public about complaints and alternative solutions
- research groups study the complaints and invent solutions
- trade press scrutinise the research results
- national media comment the results
- user oriented software suppliers implement proposed solutions
- regulators and standards organisations confirm principles behind the solutions



Figure 1: Conceptualising the collaborative economy

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## COLLABORATIVE ECONOMY

### Key Traits

Internet Technologies

Distributed Networks

Idling Capacity

Meaningful Interactions + Trust

Openness, Inclusion + the Commons

### Collaborative consumption

Redistribution markets

Product service systems

Collaborative lifestyles

### Collaborative production

Collaborative design

Collaborative making

Collaborative distribution

### Collaborative learning

Open courses and courseware

Skillsharing

Crowdsourced knowledge

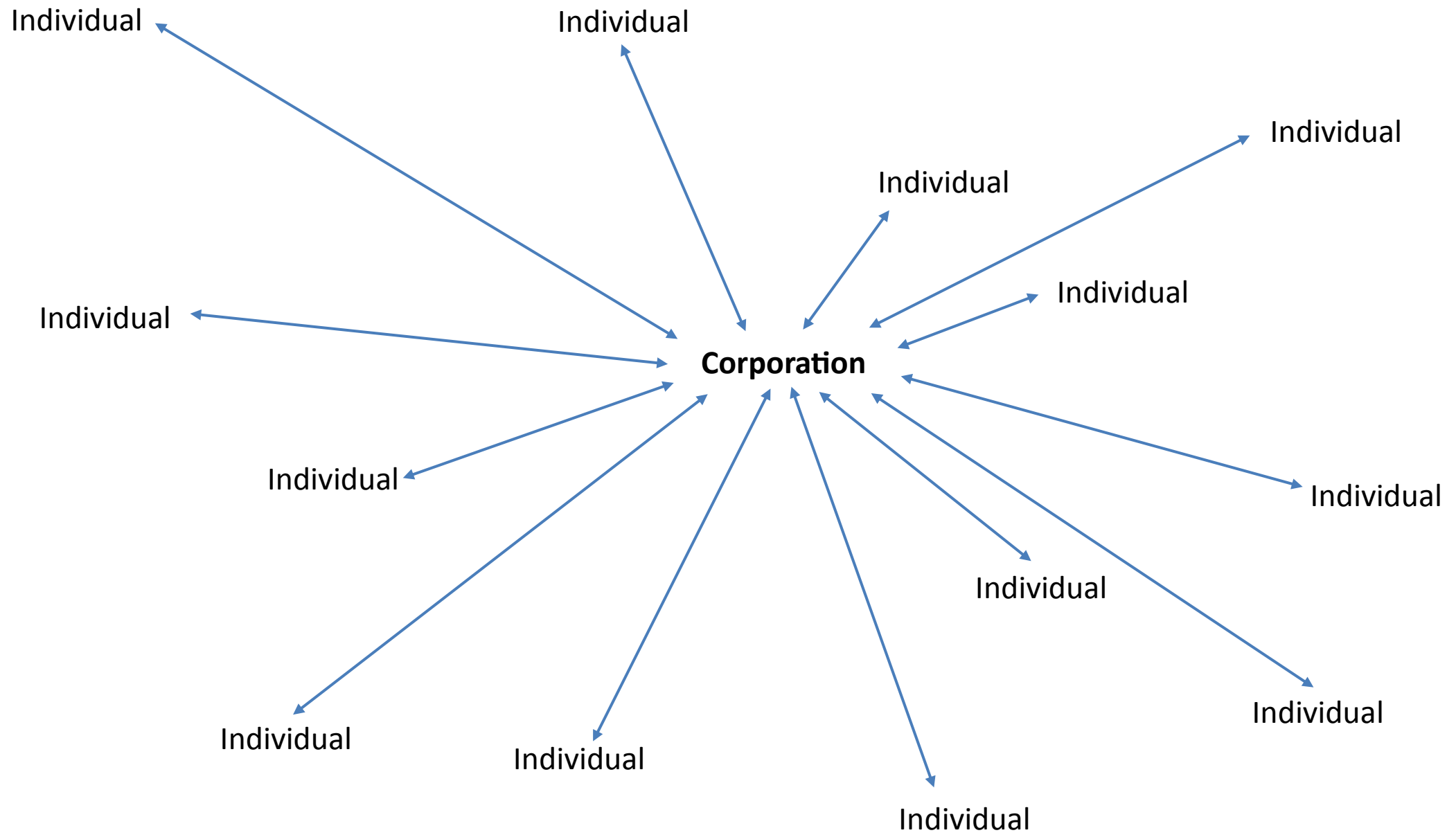
### Collaborative finance

Crowdfunding

Social lending

Complementary currencies

Collaborative insurance



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## [FAQ](#) > Overview

### General Questions

- [What is Amazon Mechanical Turk?](#)
- [What is a HIT?](#)
- [How do I get started as a Requester?](#)
- [How do I get started as a Worker?](#)

### General Questions

#### What is Amazon Mechanical Turk?

Amazon Mechanical Turk is a marketplace for work that requires human intelligence. The Mechanical Turk service gives businesses access to a diverse, on-demand, scalable workforce and gives Workers a selection of thousands of tasks to complete whenever it's convenient.

Amazon Mechanical Turk is based on the idea that there are still many things that human beings can do much more effectively than computers, such as identifying objects in a photo or video, performing data de-duplication, transcribing audio recordings, or researching data details. Traditionally, tasks like this have been accomplished by hiring a large temporary workforce (which is time consuming, expensive, and difficult to scale) or have gone undone.


#### What is a HIT?

**A Human Intelligence Task, or HIT,** is a question that needs an answer. A HIT represents a single, self-contained task that a Worker can work on, submit an answer, and collect a reward for completing.



[GLOBAL ECONOMY](#) > [NEWS](#)

## New global poll: Workers in the digital economy deserve the same rights as workers in the real economy

 21 June 2016 Global economy

Technology itself is not a threat to decent work – it is how it is managed and in whose interest that matters, said international labour unions ahead of an OECD Ministerial meeting on the Digital Economy in Mexico.



# A win-win situation?



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The Switch

## Airbnb is forming an alliance with one of the nation's biggest labor unions

By Elizabeth Dwoskin April 18, 2016 



(OuiShare)

Airbnb is in negotiations to cut a deal with one of the nation's biggest unions that would employ unionized home cleaners who are paid at least \$15 per hour, according to people familiar with the discussions.

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**Airbnb**

Home-sharing company had been in [advanced negotiations with the SEIU](#) over a deal that would have promoted unionized housekeepers in short-term rentals

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**i** The deal between Airbnb and the SEIU fell apart in the face of criticism from other labor unions that represent hotel workers as well as SEIU's own members. Photography: Thibaut Voisin



## Trump handshake

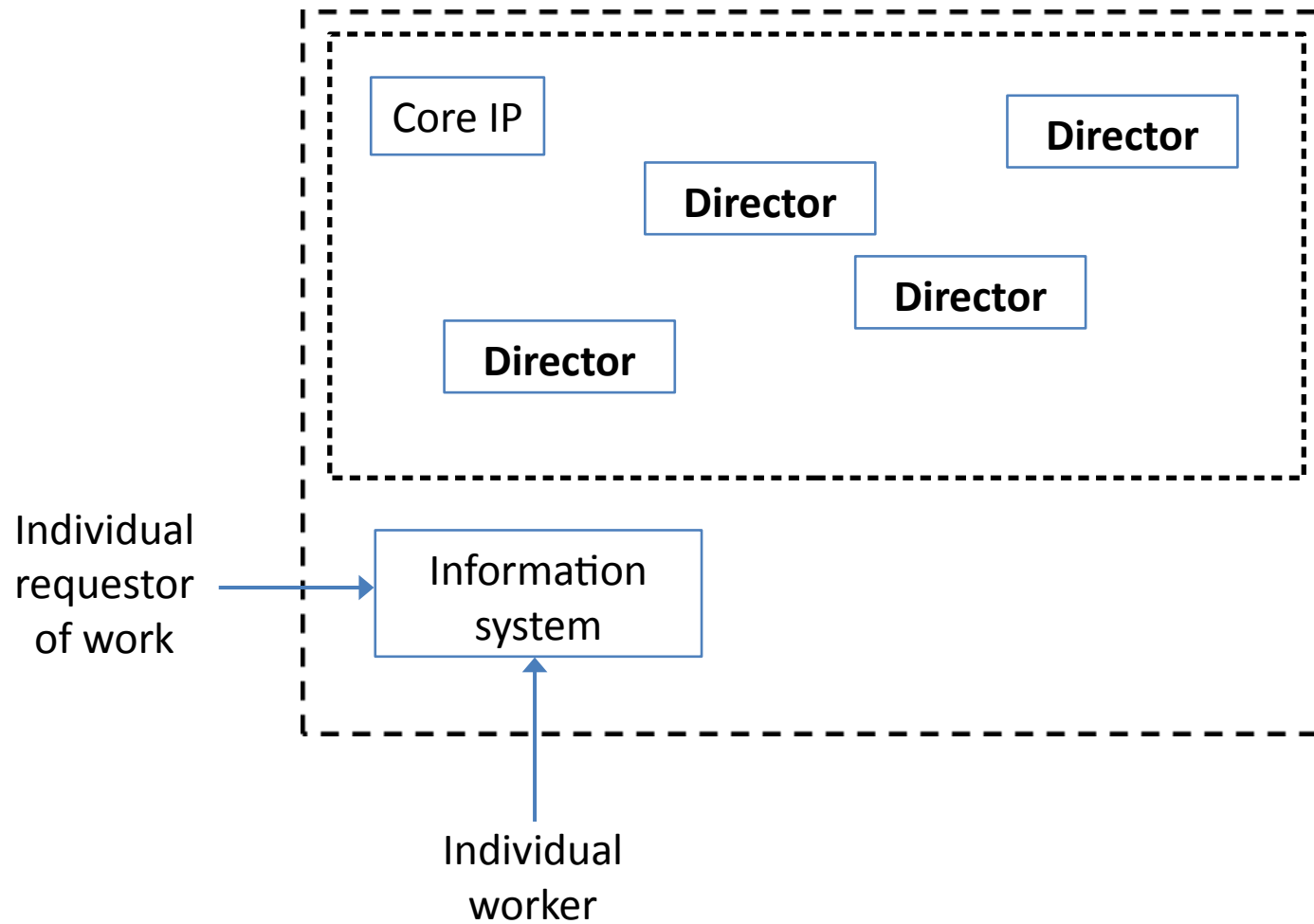
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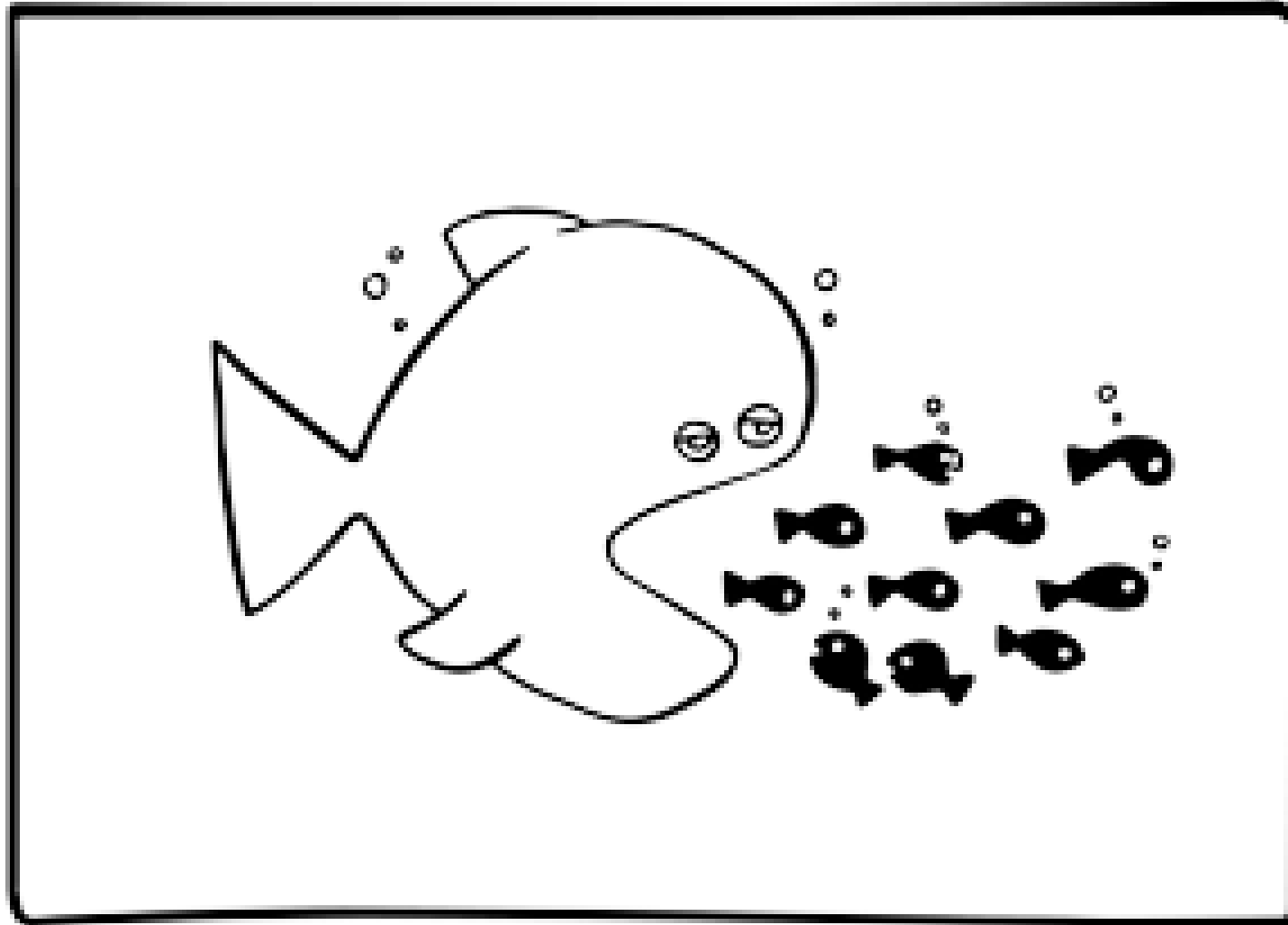
# Organisation as boundary judgement

- Zott et al. (2011, p. 1038) frame a business model as ‘encompassing boundary-spanning activities (performed by a focal firm or others)’.
- Ulrich (2000) highlights that a key issue is who has the power to implement boundary judgements, particularly in organisations.
- Pusić (2012, p. 69) raises the question ‘who is to be considered as a participant?’ in an organisation, where the structure of the organisation helps determine the answer.

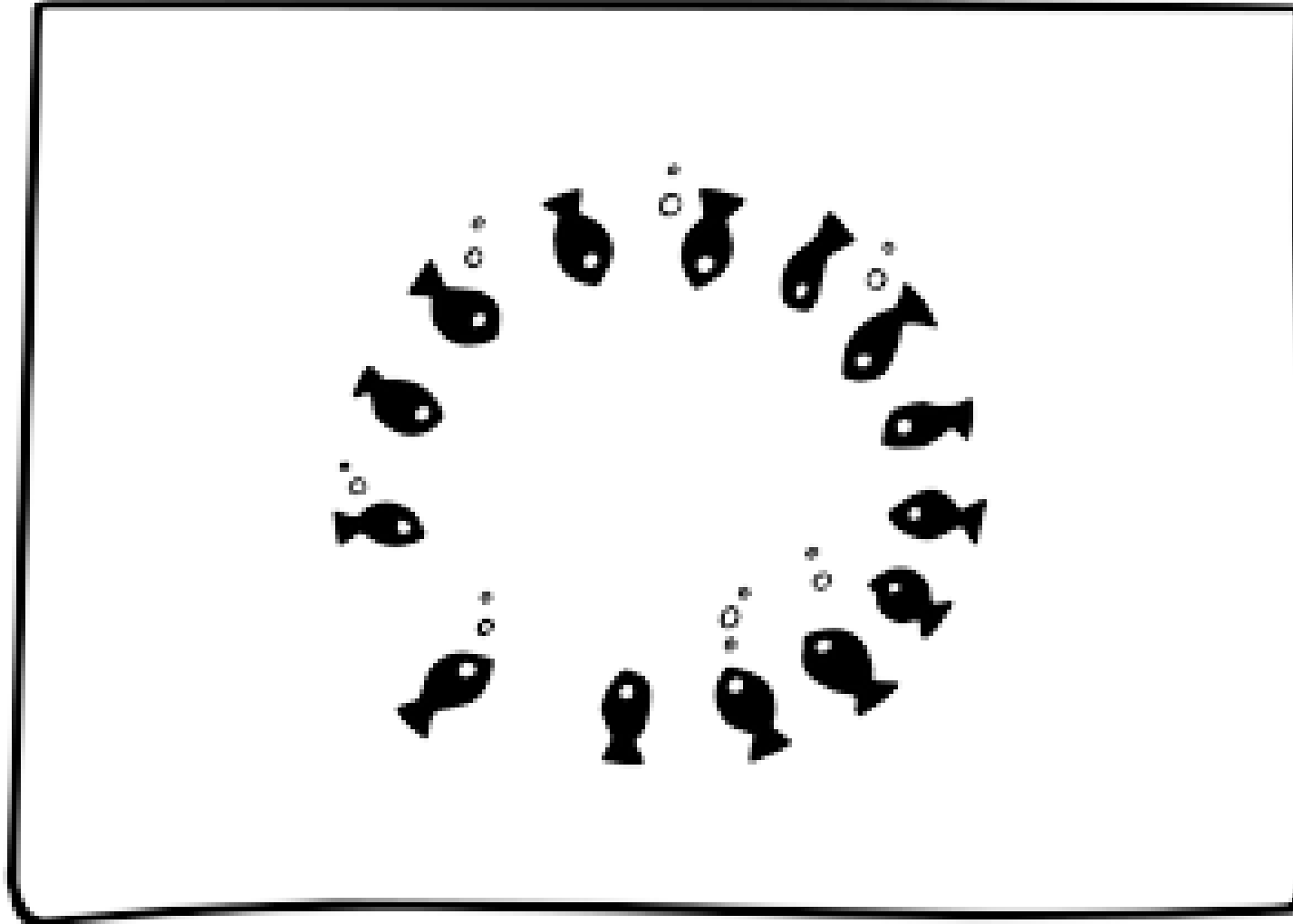
# The Corporation in the Platform Economy



Will the corporation swallow freelance workers?

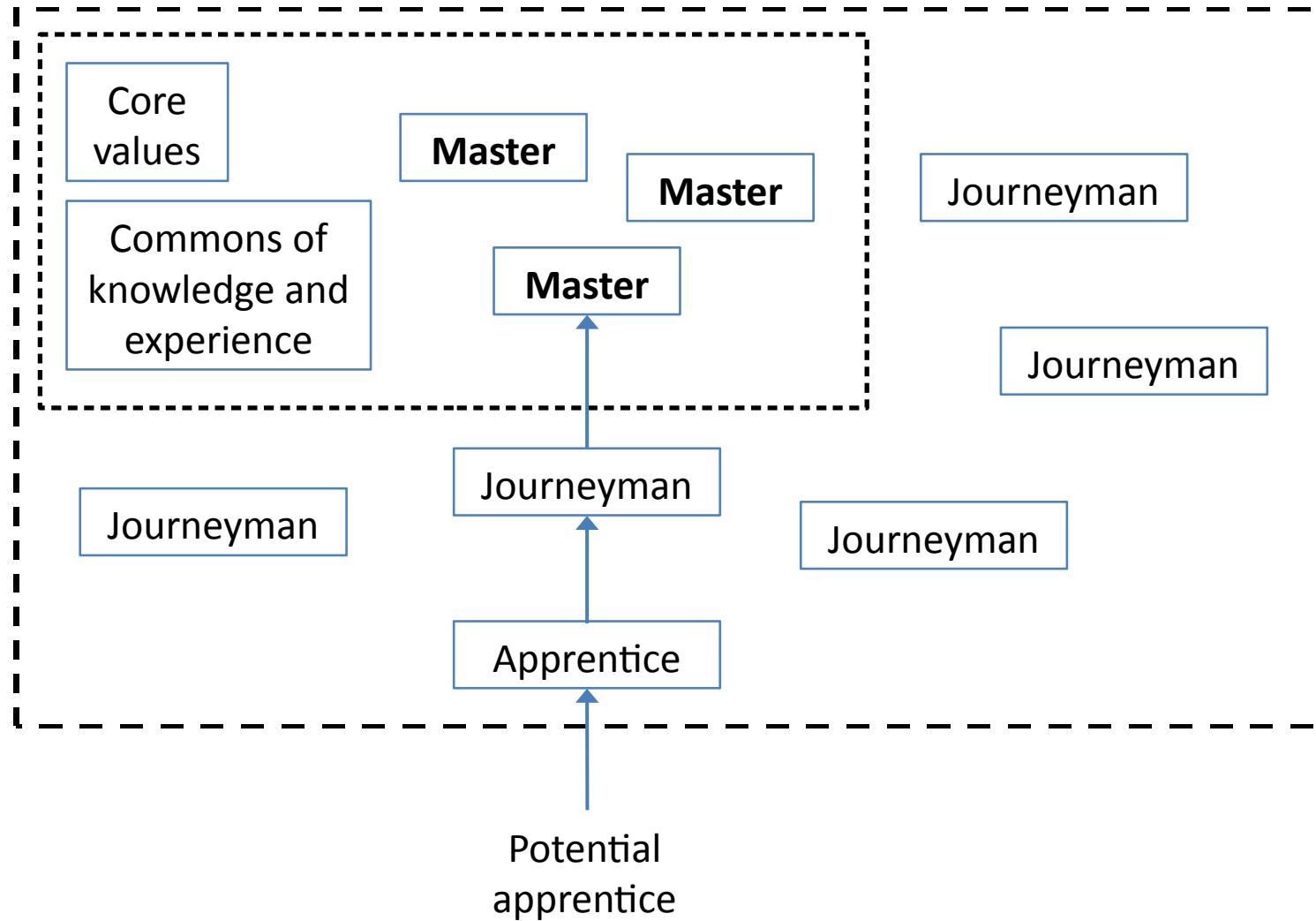


# Can freelance workers get together?

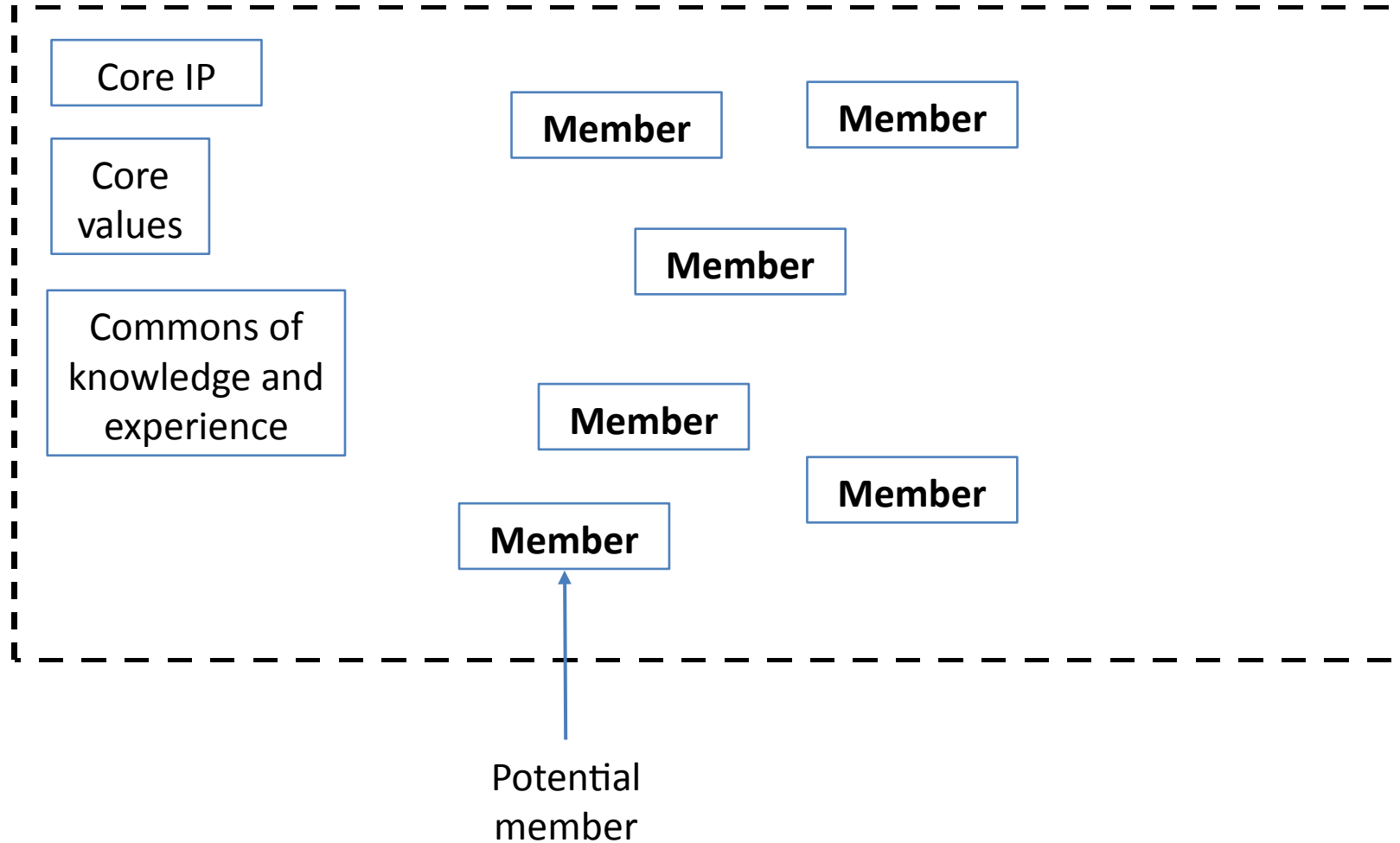




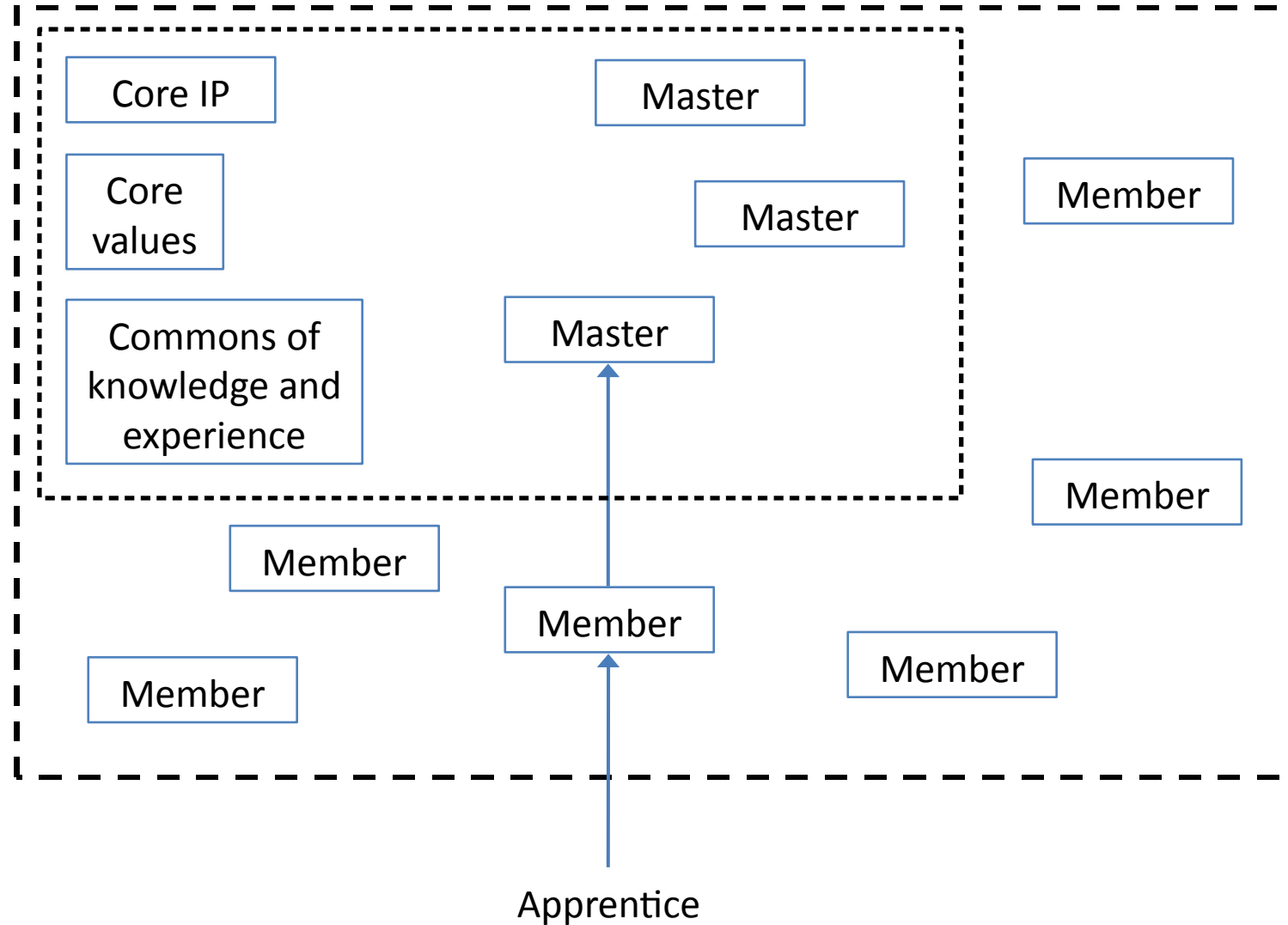
# Medieval Guild



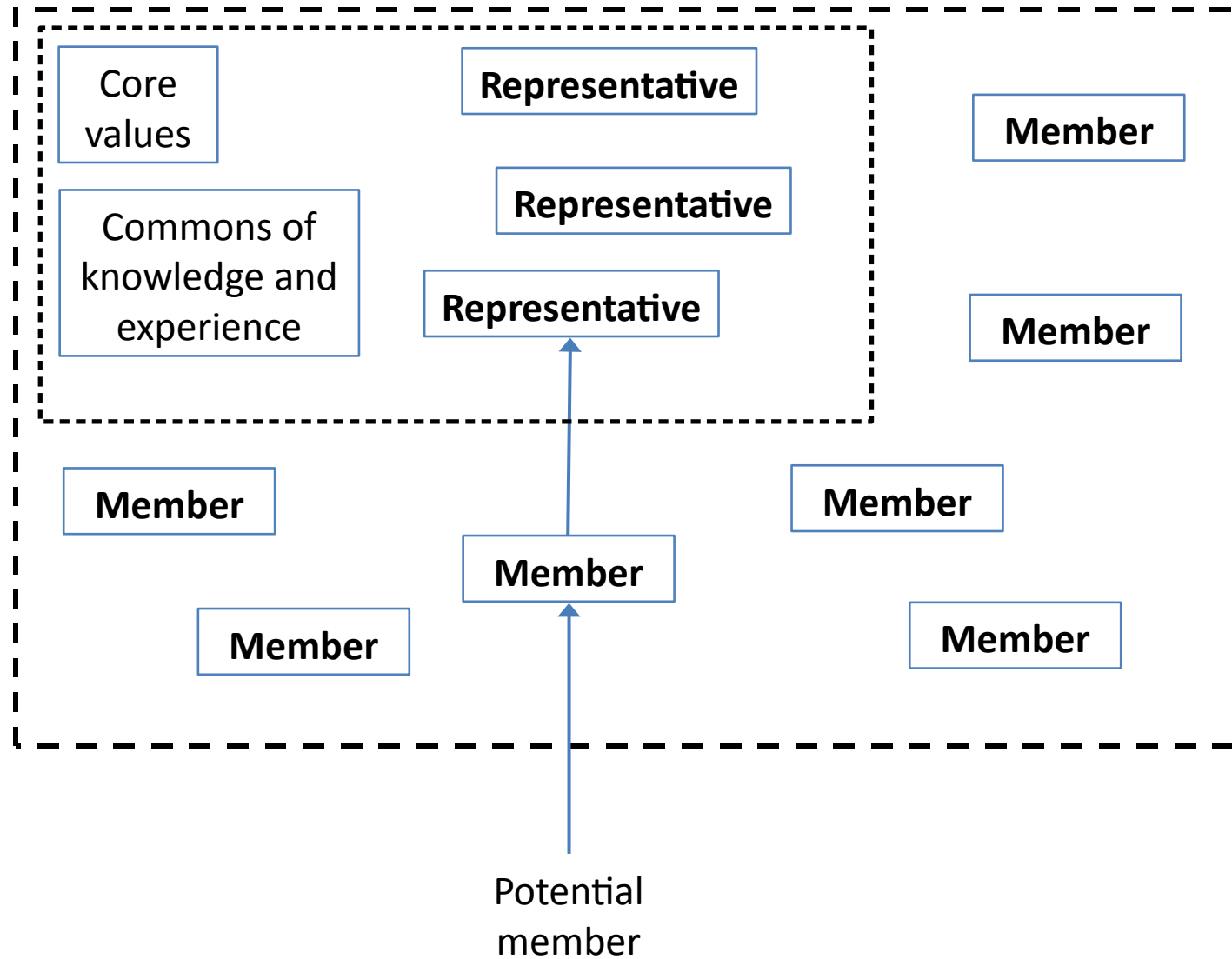
# Worker's Cooperative



# Software Producer Guild-like Cooperative

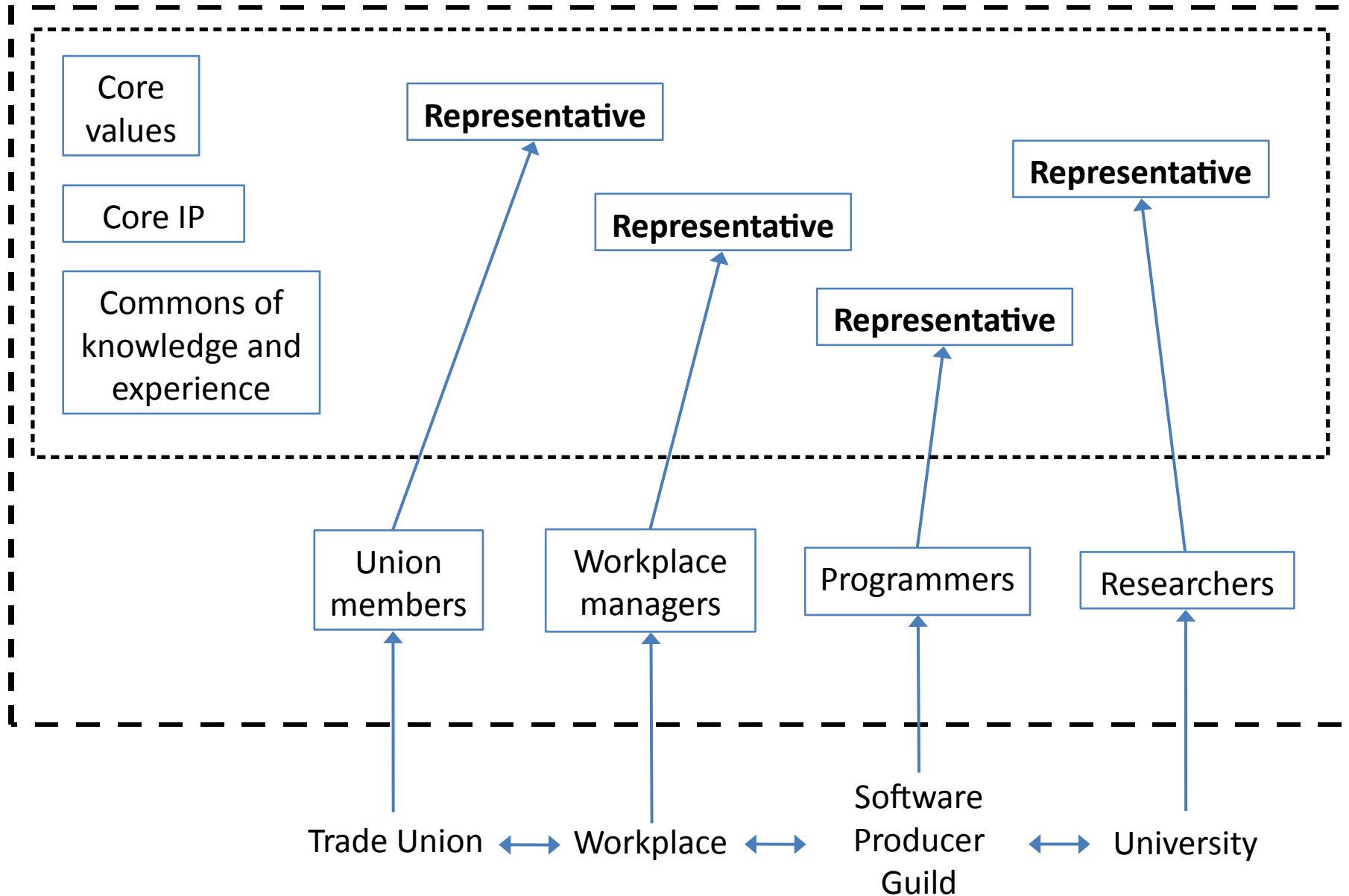


# Trade Union

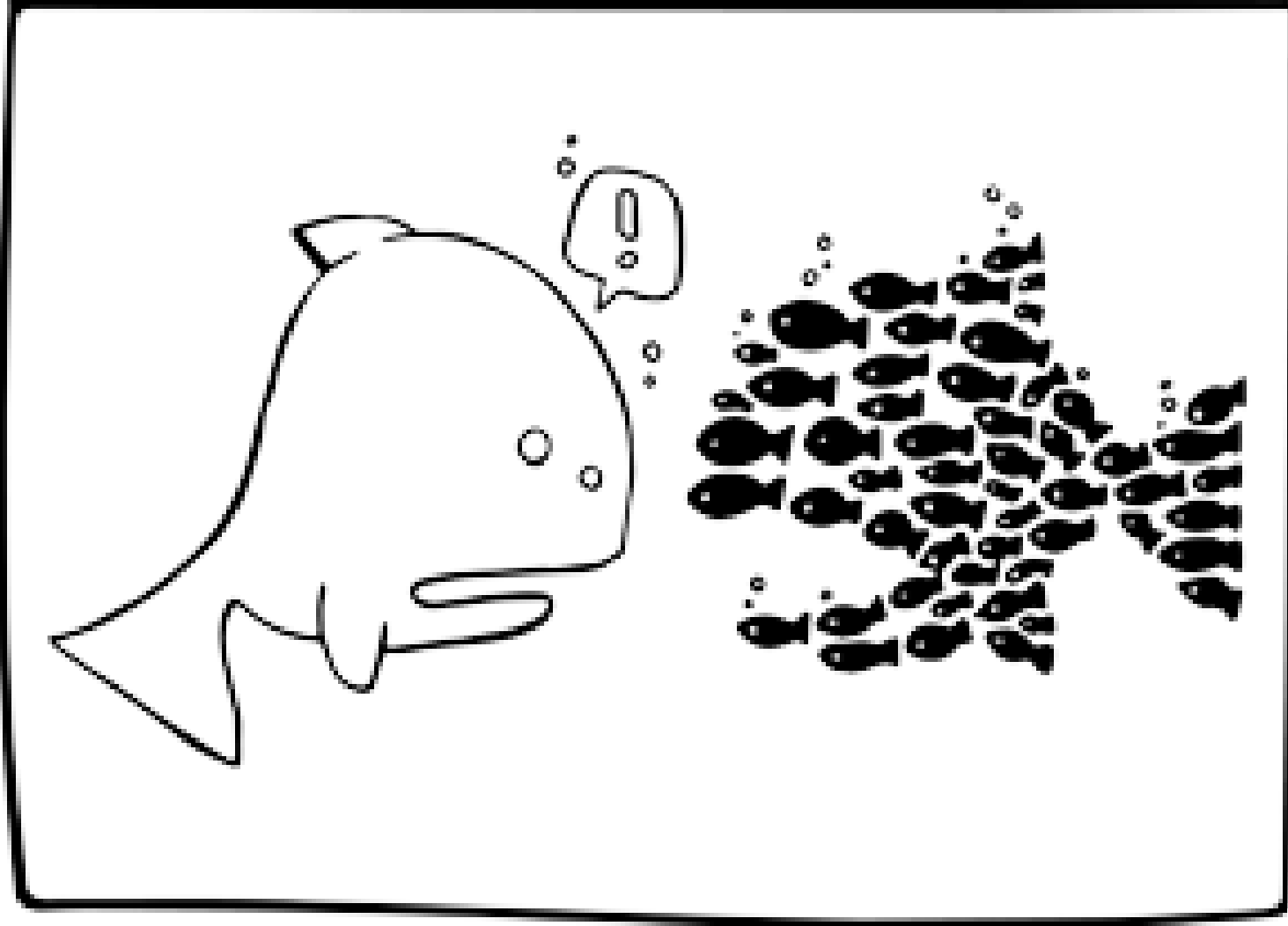




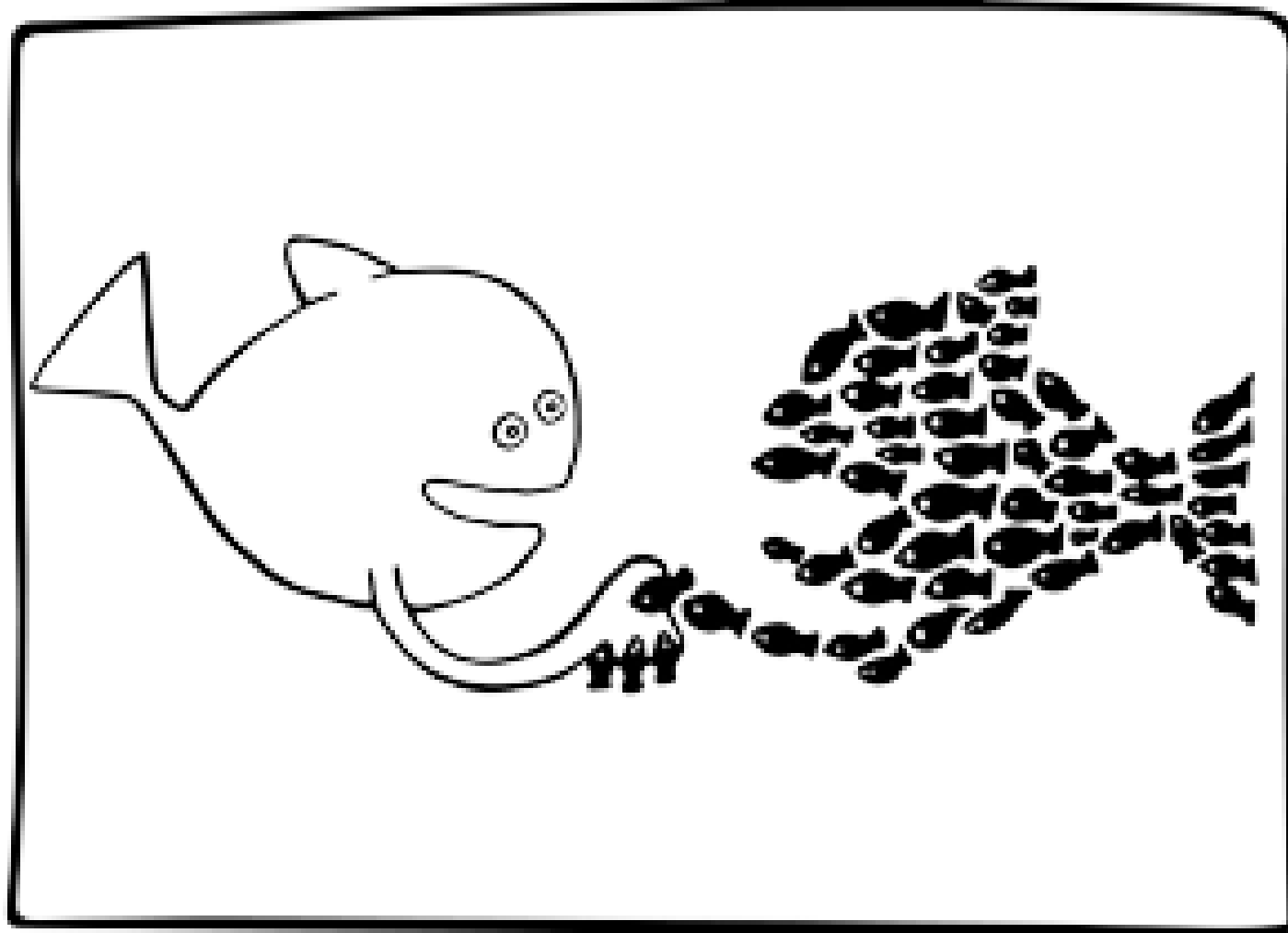
# Platform Review Alliance Board

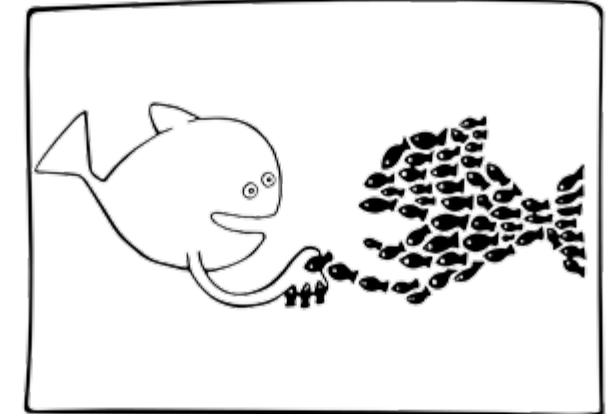
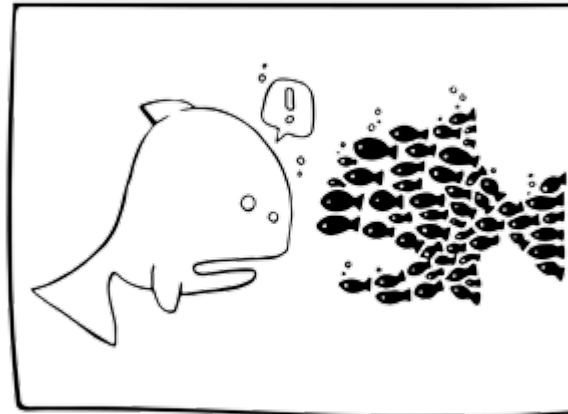
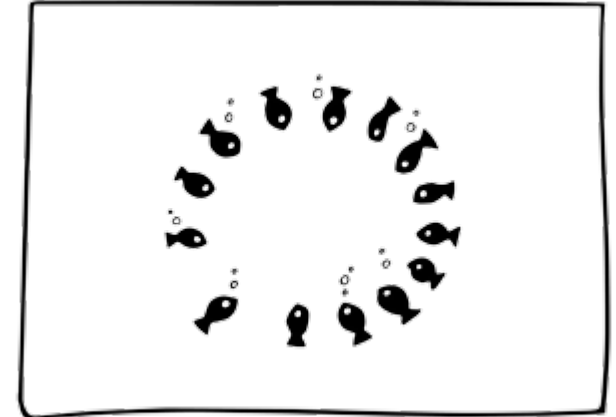
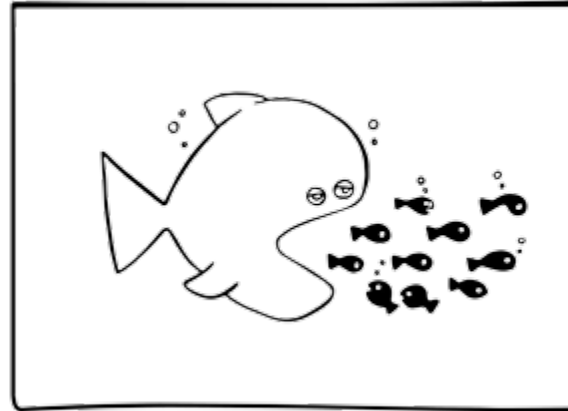
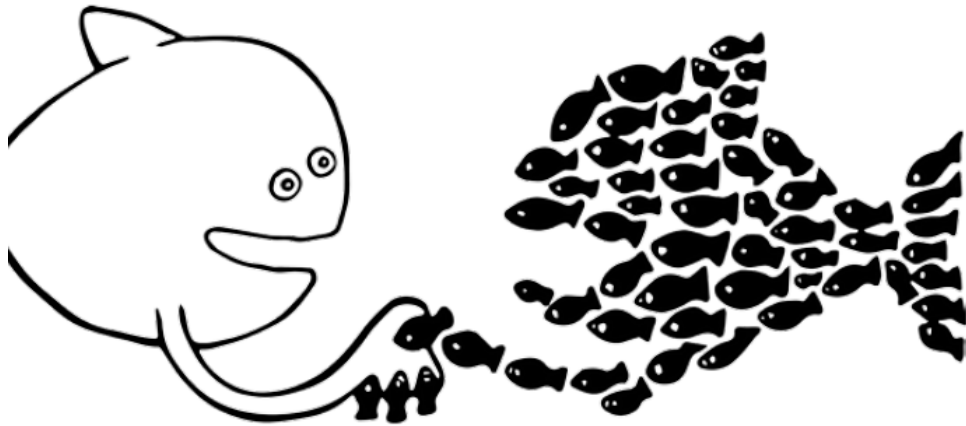


The corporation confronted by an alliance of workers



Can the corporation and the alliance work together?







# Thank you

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