The Collaborative Economy- Digital Platforms for Reinventing Sharing?

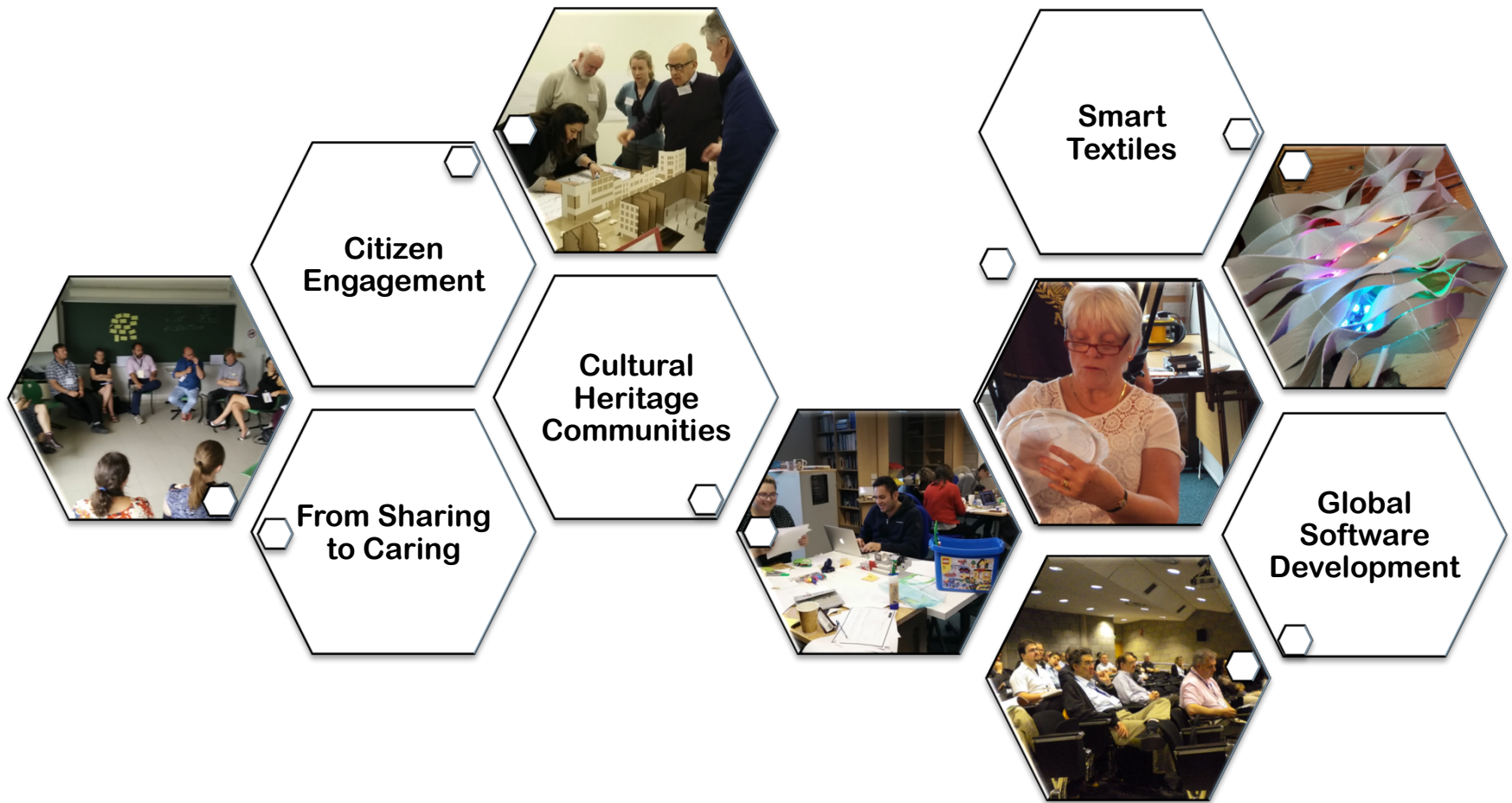**Dr. Gabriela Avram**

Interaction Design Centre

University of Limerick

Ireland

My trajectory

- BSc in Cybernetics, 1981 (Bucharest, RO)

- Career in software development

- PhD in IS focusing on the Evaluation of Information Systems defended in 2001 (Bucharest, RO)

- **How do people collaborate/learn/know/share in specific communities?**

- Software Engineering, Open Source, Global Software Development (2003-2008)

- Local Communities, Civic engagement, Social Media,, Location-Based Social Media, DIY, Community Gardens, Biodiversity, Sustainability (2008-2013)

- Co-Design in Cultural Heritage (2013-2017)

- Collaborative Economy (2017-2021)

Research Topics

Citizen Engagement

Cultural Heritage Communities

From Sharing to Caring

Smart Textiles

Global Software Development

Why the Collaborative Economy?

- In 2015 – a group of CSCW 'usual suspects' started working on a Marie Curie ITN project proposal- deadline in Jan 2016

- In early 2016, the focus changed toward a COST action proposal; topic: the Sharing Economy

- In March 2016, we submitted the proposal

- In Oct 2016, we received notification that our action was selected for funding

- First Management Committee meeting on March 24, 2017 in Brussels
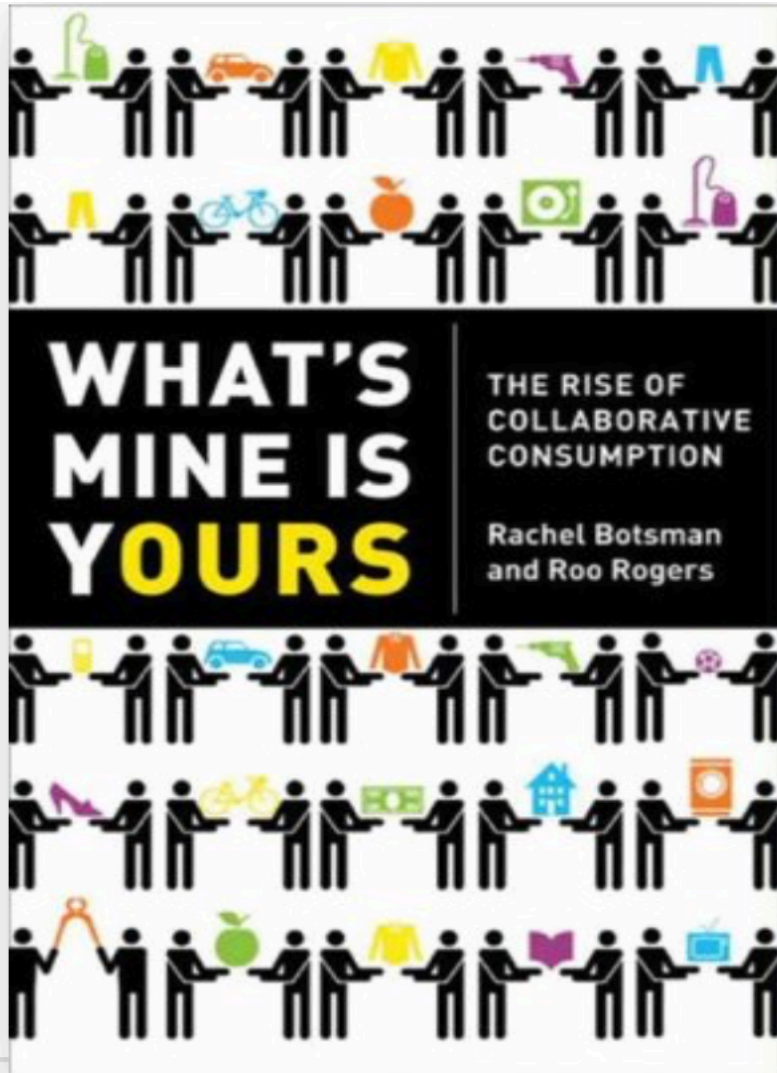
Introduction into the Collaborative Economy

Early publications

What's Mine Is Yours

The Rise of Collaborative Consumption

by Rachel Botsman, Roo Rogers

2010

Related terms

- **Sharing Economy**
- **Peer Economy**
- **Collaborative Consumption**
- **Collaborative Economy**
- **Gig Economy**

Previous CSCW events

- "Studying the Sharing Economy: Perspectives to Peer-to-Peer Exchange", Panel at CSCW'15

- "Does the Sharing Economy do any Good?" Panel at CSCW 16

- "The Future of Platforms as Sites of Work, Collaboration and Trust", Workshop at CSCW 16

Some previous publications:

- Tawanna R. Dillahunt and Amelia R. Malone. 2015. The Promise of the Sharing Economy among Disadvantaged Communities. In Proceedings of the 33rd Annual ACM Conference on Human Factors in Computing Systems (CHI '15). ACM, New York, NY, USA, 2285-2294.

- Lone Malmborg, Ann Light, Geraldine Fitzpatrick, Victoria Bellotti, and Margot Brereton. 2015. Designing for Sharing in Local Communities. In Proceedings of the 33rd Annual ACM Conference Extended Abstracts on Human Factors in Computing Systems (CHI EA '15). ACM, New York, NY, USA, 2357-2360.

- Eva Ganglbauer, Geraldine Fitzpatrick, Özge Subasi, and Florian Güldenpfennig. 2014. Think globally, act locally: a case study of a free food sharing community and social networking. In Proceedings of the 17th ACM conference on Computer supported cooperative work & social computing (CSCW '14). ACM, New York, NY, USA, 911-921.

- Victoria Bellotti, Alexander Ambard, Daniel Turner, Christina Gossmann, Kamila Demkova, and John M. Carroll. 2015. A Muddle of Models of Motivation for Using Peer-to-Peer Economy Systems. In Proceedings of the 33rd Annual ACM Conference on Human Factors in Computing Systems (CHI '15). ACM, New York, NY, USA, 1085-1094.

The scope of collaborative consumption(Botsman)

CHILDREN ▼	ELECTRONICS ▼	ENTERTAINMENT ▼
EQUIPMENT ▼	FASHION ▼	FOOD ▼
HOME ▼	LEARNING ▼	LEISURE ▼
LUXURY GOODS ▼	MONEY ▼	PETS ▼
SPACES ▼	TASKS ▼	TRANSPORT ▼
TRAVEL ▼		

The spectrum of goods, resources and services

On the for-profit side:

- Space (Airbnb, ParkEx)
- Transport (Uber, Lyft)
- Fiverr, TaskRabbit (care giving, house keeping, baby sitting)
- Crowd work (Amazon Mechanical Turk)
- Crowdfunding (Kickstarter, Indiegogo)

The spectrum of goods, resources and services

On the not-for-profit side:

- Collaborative production: makerspaces, OpenStreetMap, community gardens

- Collaborative consumption and lifestyles: Zipcar, Street feasts, Food is Free, tool libraries

- Collaborative distribution: from farm to table

- Collaborative learning: ravelry, Wikipedia

- Collaborative finance: local currencies, mutual help cooperatives

The actors involved:

- individuals
- communities
- companies
- NGOs
- governmental organisations
- public authorities

Motivations quoted:

- ☐ **efficient utilisation of resources,**
- ☐ **economic gain or savings**
- ☐ **practicality**
- ☐ **resilience and sustainability**
- ☐ **protecting the environment**
- ☐ **strengthening local communities**

Obstacles

- lack of regulations
- lack of quality standards
- unfair competition to existing businesses
- perceived risks
- cultural factors

Conditions that make it possible:

- the technical infrastructures relying on web and mobile technologies,

- the availability of unutilised or underutilised goods and resources,

- socio-economic ability
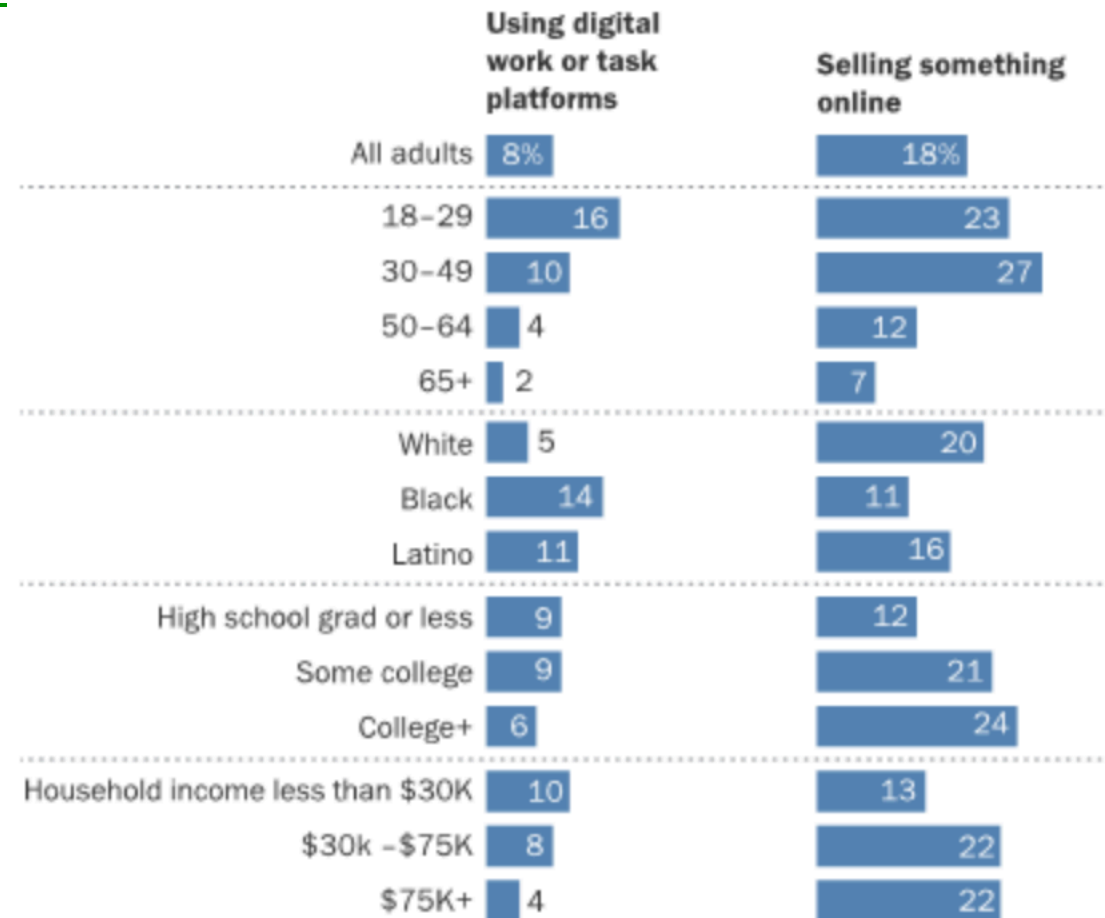
- other favourable conditions.

New (old?) phenomena

- Platform workers leveraging technology to create solidarity and community -usually happens outside of online marketplaces (Facebook groups, forums)
- Users going behind the platform to close private deals
- Micro-work as part of modern life
- The commons concept being extended to intangibles

Who gets involved?

Gig work, online selling appeal to different segments of the population

% of U.S. adults in each group who have earned money in the last year by ...

	Using digital work or task platforms	Selling something online
All adults	8%	18%
18–29	16	23
30–49	10	27
50–64	4	12
65+	2	7
White	5	20
Black	14	11
Latino	11	16
High school grad or less	9	12
Some college	9	21
College+	6	24
Household income less than $30K	10	13
$30k –$75K	8	22
$75K+	4	22

Making the gig economy attractive

OpenCoop movement- open.coop

□ **Trebor Scholz, 2016**

□ **Platform capitalism vs Platform cooperativism**

PLATFORM COOPERATIVISM

Challenging the Corporate Sharing Economy

By Trebor Scholz

Scholz defines Platform Cooperatives as businesses that "clone the technological heart" of firms such as Uber, Task Rabbit or Airbnb, but are owned and operated by unions, cities, worker-owned co-ops or other forms of cooperatives.

The Care/Caring Aspect

In order to go beyond neoliberal understanding of digital platforms, we should ask ourselves some fundamental questions :

- *What are the opportunities in collaborative economy practices to leverage new digital platforms and emerging networks?*
- *How might these lead to new social imaginaries and economic endeavours that co-create more just and livable futures?*

We should be going beyond the current dominant narratives of sharing and move towards "care" as a notion and a social practice.

Workshop at C&T: "Collaborative Economies: From Sharing to Caring"

Selected Publications

- Ann Light. 2016. In Cyberspace, Sharing Doesn't Always Mean Caring. The Conversation (4 January 2016).

- Ann Light and Yoko Akama. 2014. Structuring future social relations: the politics of care in participatory practice. In Proceedings of the 13th Participatory Design Conference: Research Papers – Volume 1 (PDC '14), Vol. 1. ACM, New York, NY, USA, 151-160.

- Ann Light and Clodagh Miskelly. 2015. Sharing Economy vs Sharing Cultures? Designing for social, economic and environmental good. Interaction Design and Architecture (s) 24: 49-62.

- Annemarie Mol, Ingunn Moser, and Jeannette Pols. 2010. Care in practice: On tinkering in clinics, homes and farms. Vol 8. MatleRealities/VerKörperungen. Bielefeld: Transcript.

- Maria Puig de la Bellacasa. 2012. Nothing comes without its world. Thinking with care. The Sociological Review, 60(2): 197-216.

- Austin Toombs. 2015. Enacting Care Through Collaboration in Communities of Makers. In *Proceedings of the 18th ACM Conference Companion on Computer Supported Cooperative Work & Social Computing* (CSCW'15 Companion). ACM, New York, NY, USA, 81-84.

More recent resources on the Collaborative Economy

The European Collaborative Economy

The European Collaborative Economy: A research agenda for policy support

□ "The collaborative economy encompasses a variety of for-profit and non-profit initiatives and transactions and involves users ranging from individuals to businesses and public institutions. Digital platforms are a key element of the collaborative economy as they enable matchmaking between providers and users of goods and services at very low costs, and facilitate participation of individuals as providers in this market place. Without an anchored place in existing legal frameworks, regulatory uncertainty emerges as one of the key concerns."

JRC SCIENCE FOR POLICY REPORT

The European Collaborative Economy

A research agenda for policy support

Celikel Esser, Funda (editor in chief), Abadie Fabienne, Biagi Federico, Bock Anne-Katrin, Bontoux Laurent, Figueiredo do Nascimento, Susana, Martens Bertin, Szczepanikova Alice

2016

The European Collaborative Economy: A research agenda for policy support
©EU

JRC Science for Policy Study

The future of the EU collaborative economy: Using scenarios to explore future implications for employment

https://ec.europa.eu/jrc/en/publication/eur-scientific-and-technical-research-reports/future-eu-collaborative-economy-using-scenarios-explore-future-implications-employment

The future of the EU collaborative economy: Using scenarios to explore future implications for employment
©EU

http://collaborativeeconomy.com

CA16121-SharingAndCaring

From Sharing to Caring: Examining the Socio-Technical Aspects of the Collaborative Economy

Main Objective of CA16121

- **to develop <u>a European network of actors</u>** (including scholars, practitioners, communities and policy makers)

- **focusing on the <u>socio-technical aspects </u>of the European collaborative economy,**

- **<u>through a practice-focused approach </u>** - a qualitative and constructivist approach anchoring technology design in social practice.

Specific Objectives

- To develop a deeper understanding of the collaborative economy phenomenon in all its aspects, by studying the socio-technical systems and human practices involved, comparing and reflecting upon local, regional, national and international initiatives.

- To discuss and critique the current discourse on the sharing/collaborative economy, and propose a richer definition and characterisation of the phenomenon.

- To articulate a **European research perspective** on the collaborative economy based on EU values of social innovation.

- To formulate a European research agenda for the socio-technical aspects of the collaborative economy, including [specifically] the design of future technological platforms, the technical infrastructure, the legal, ethical and financial implications.

Stakeholder Groups

- Academic researchers investigating the collaborative economy from a variety of disciplines.
- Practitioners and activists engaged in collaborative economy initiatives and related projects.
- Businesses with an interest in collaborative economy platforms and in relevant business models.
- Community organisations and interested citizens.
- Public bodies at regional and national level engaging with collaborative economy issues and related policies.

Participating Countries

Austria [AT]	Germany [DE]	Netherlands [NL]
Bosnia and Herzegovina [BA]	Greece [EL]	Norway [NO]
Bulgaria [BG]	Hungary [HU]	Poland [PL]
Croatia [HR]	Iceland [IS]	Portugal [PT]
Cyprus [CY]	Ireland [IE]	Spain [ES]
Denmark [DK]	Israel [IL]	Sweden [SE]
Estonia [EE]	Italy [IT]	Switzerland [CH]
Finland [FI]	Lithuania [LT]	United Kingdom [UK]
France [FR]	Malta [MT]	fYR Macedonia [MK]

Also joined: Romania, Slovenia, Slovakia
NNC: Albania IPC: Australia   **30 members, 2 observers**

Working Groups

□ **WG1 Collaborative Economy Practices and Communities**

□ **WG2 Platforms for the Collaborative Economy**

□ **WG3 Impacts of the Collaborative Economy WG4 Mechanisms to Activate and Support the Collaborative Economy**

Tasks and Deliverables
WG1 - Collaborative Economy Practices and Communities

Task list

- **T1.1 Coordinating online and face to face ethnographic research on selected case studies**
- **T1.2 Development of a socio-technical theoretical framework for the collaborative economy**

Deliverable list

- **D1.1 Online repository of case studies and online directory of people – m24**
- **D1.2 Peer-reviewed publication on the theoretical framework and taxonomy – m42**

Tasks and Deliverables
WG2 Platforms for the Collaborative Economy

Task list

☐ **T2.1** To identify sets of technical features of existing collaborative digital platforms

☐ **T2.2** Definition of challenges and opportunities for design and development

Deliverable List

☐ **D2.1** Catalogue of technical platforms and mechanisms they use to support the collaborative economy (section of the SharingAndCaring website)- m42

☐ **D2.2** White Paper on the technical design and development of future platforms (downloadable from the website)- m46

Tasks and Deliverables
WG3 Impacts of the Collaborative Economy

Task list

☐ **T3.1** **Develop a methodology to assess the social impact of collaborative platforms**

☐ **T3.2** **Identify social and technical guidelines for the design of new platforms**

Deliverable list

☐ **D3.1** **Specific section on the online repository on the social impact of the studied cases- m35**

☐ **D3.2** **White paper on the social implications of design and development of future platforms (downloadable from the website)- m46**

Tasks and Deliverables
WG4 – Mechanisms to Activate and Support the Collaborative Economy

Task list

- **T4.1** Socio-technical study of the emergence of the selected cases
- **T4.2** Inductive elaboration on the role of governance and work in achieving success

Deliverable list

- **D4.1** Specific section on the online repository on the governance of the studied cases- m36
- **D4.2** White paper on the policy briefs to support future platforms (downloadable from the website)- m46

CA16121 activities

- STSMs
- Working Group meetings
- Training Schools
- Workshops and conferences

Planned activities for 2017-2018

Year 1: 1 May 2017- 30 Apr 2018

- 24 March 2017 MC meeting 1, COST Association, Brussels
- First STSM Call
- 24 June 2017 WG1 meeting, Troyes, France

- 27 August 2017 Workshop: Digital Platforms for the Collaborative Economy, Sheffield, UK
- Training School: 20-24 November 2017, Funchal, Madeira, Portugal
- 27 November 2017, WG1&WG3 meeting, Funchal, Madeira, Portugal
- 28 November 2017, MC meeting 2, Funchal, Madeira, Portugal
- 15 March 2018 WG1&WG3 meeting, Tarragona, Spain

https://sharingandcaringcostaction.wordpress.com/activities/

WG1 work so far

- ☐ **25x2 brief case studies**
- ☐ **24 country reports**
- ☐ **Some preliminary findings:**
  - ■ **Few established definitions- EC, OuiShare**
  - ■ **For profit and not-for-profit aspects**
  - ■ **Platforms and smartphones as key enablers**
  - ■ **Stakeholders: governments, local authorities, start-ups, nonprofit organisations, grassroots/ self-organised communities.**
  - ■ **Mostly in the urban areas**
  - ■ **Accommodation, mobility, goods exchange, finance, time banks, community projects**

Upcoming ECSCW 17 workshops

Digital Platforms for the Collaborative Economy – COST workshop

Monday, 28th of August, 2017

Organisers:

- Gabriela Avram Myriam Lewkowicz
- Matthias Korn Volkmar Pipek
- Ann Light Antonella de Angeli

□ focusing on digital platforms seen as enabler of the collaborative economy.

□ We will consider the relation of design and politics in the wider socio-technical context in which these platforms operate, and deepen its understanding as a CSCW phenomenon.
https://sharingandcaringcostaction.wordpress.com/activities/digital-platforms-workshop/

Upcoming ECSCW 17 workshops

WS7 – Nomadic Culture Beyond Work Practices
Tuesday, 29th of August, 2017

Organisers:

Chiara Rossitto (Stockholm University),

Aparecido Fabiano Pinatti de Carvalho (University of Siegen),

Luigina Ciolfi (Sheffield Hallam University),

Airi Lampinen (Stockholm University),

Breda Gray (University of Limerick)

Website: https://nomadicculturews.wordpress.com/

Thank you!

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Coniecto.org