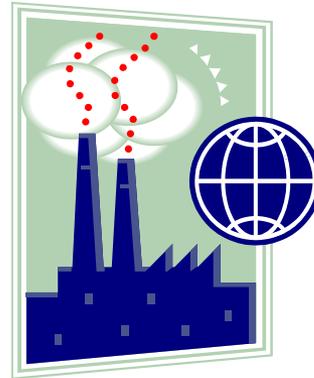


Toward Effective & Sustainable Online Crowd Work



Matt Lease

School of Information

University of Texas at Austin

 @mattlease

ml@utexas.edu



New Capabilities Enable Innovation

1 See something you want to remember

When you notice an item to remember, tap "Remembers" in the Amazon App.




2 Snap photo & send

Your iPhone camera will open. Take a photo of the item and it will be sent to Amazon.



3 See reminders

Your photos & any similar products that Amazon finds are stored in the app and on Amazon.com.



But also new “Dirty” Digital Jobs

- **Tasks**
 - Content moderation (Catch-22)
 - Solving captchas, SEO, account creation, ...
- **Goals**
 - “Legal” fraud, cyber-crime, or cyber-warfare
- **Workers**
 - Unknown or at-risk: refugees, prisoners, children, ...
 - Typical lack of informed consent
 - How do we know work is freely chosen?
- **Part of larger, online ecosystem** (cf., Robert Sim)

The UN Refugee Agency

Community Technology Access



Computer Gateways to Self-Sufficiency

opportunities, especially for women and girls. The Community Technology Access (CTA) project, backed by key UNHCR corporate partners Microsoft and PricewaterhouseCoopers, was piloted in Rwanda and Bangladesh.

In 2009, UNHCR launched a special programme to give refugees and internally displaced people access to computers in a bid to open up education and livelihood

Debate in ACM

Society | DOI:10.1145/2492007.2492015

Paul Hyman

Software Aims to Ensure Fairness in Crowdsourcing Projects

The debate rages on about whether crowdsourcing is a win-win for workers, as well as for employers.

ARE WORKERS WHO participate in the highly distributed microlabor online system known as crowdsourcing treated fairly? And what about the crowdsourcing employers?



Paul Hyman. *Communications of the ACM*, Vol. 56 No. 8, Pages 19-21, August 2013.

- Contribute to society and human well-being
- Avoid harm to others
- Be honest and trustworthy
- Be fair and take action not to discriminate
- Respect the privacy of others

COMPLIANCE WITH THE CODE. *As an ACM member I will*

- Uphold and promote the principles of this Code
- Treat violations of this code as inconsistent with membership in the ACM

Financial and economic imperatives ...Which approaches are less expensive and is this sensible? **With the advent of outsourcing and off-shoring these matters become more complex... there are often related ethical issues concerning exploitation...**



What about regulation?

- [Wolfson & Lease \(ASIS&T 2011\)](#)
- As usual, technology ahead of the law
 - employment law & independent contractors
 - patent inventorship
 - data security and the Federal Trade Commission
 - copyright ownership
 - securities regulation of crowdfunding
- Understand risks of “*just in-time compliance*”

Seek Win-Win Solutions

- Pay debate has centered on quality vs. cost tradeoff
- What is “fair” and sustainable in a global economy?
 - Is it better to pay nothing? (i.e., volunteers, gamification)
- A meta-approach
 - Learn: Find information (e.g., Internet, surveys)
 - Share: Publicize information for others
 - Act: **Find ways to make the “right” thing preferable**

The Future of Crowd Work, CSCW'13



The 16th ACM Conference on
Computer Supported Cooperative Work and Social Computing San Antonio, Texas, Feb 23-27, 2013



Kittur, Nickerson, Bernstein, Gerber,
Shaw, Zimmerman, Lease, and Horton

Join the conversation!

Crowdwork-ethics, by Six Silberman

<http://crowdwork-ethics.wtf.tw>

*an informal, occasional blog for researchers
interested in ethical issues in crowd work*



Matt Lease

School of Information

University of Texas at Austin

 @mattlease

ml@utexas.edu



amazonmechanical turk
Artificial Artificial Intelligence

ROB MILLER | 206,751 HITS available now

Your Account HITS Qualifications

Introduction | Dashboard | Status | Account Settings

Find HITS containing [] that pay at least \$ 0.00

Dashboard - Rob Miller (If you're not Rob Miller, [click here.](#))

Your Worker ID: A3IZSXSSGW80FN

Total Earnings (What's this?)

Rewards You Have Earned

- Approved HITS
- Bonuses
- Total Earnings [Show earnings details](#)

www.amazon.com/gp/pdp/profile/A3IZSXSSGW80FN

amazon Join Prime

Your Amazon.com Today's Deals Gift Cards Help

Shop by Department Search All

Your Amazon.com Your Browsing History Recommended For You Amazon Betterizer

ROBERT C MILLER

Wish List

- 
In Between Dreams
~ Jack Johnson

> See all items

Unanticipated challenges & risks with emerging technologies

[Lease et al., SSRN'13](#)