Crowdsourcing systems grant requesters the opportunity to "integrate a network of humans directly into their processes," thus they have created new opportunities for innovation. The crowd-workers who power these systems are seemingly invisible. [1]

Crowdsourcing Systems

The entire shift into online labor has reconfigured traditional labor relations; workers have become decentralized and thus find it difficult to mobilize and assert their rights.

Workers have strong online communities on forums and subReddits.

They use social media to:

- Share leads on good work
- Discuss their experiences
- Help others technically and financially
- Offer others emotional support

We have not seen workers participate in more complicated collective movements. They discuss the need for and possibility of action, but these discussions die away due to issues of

- communication,
- failure to reach enough people, or the
- overwhelming sense of the task.

The proliferation of digital media has created a global innovation economy that runs on freelance and informal labor.

Our research investigates how digital media can also help workers of these systems mobilize on their own behalf?

Collective Action Online

CrowdFlash envisions the future of collective action and in online work: it is a rallying point for workers to gather, gain critical mass, and organize responses and actions.

Workers can start a campaign on CrowdFlash and call out to other workers to act.

CrowdFlash

CrowdFlash provides crowds a means to define and share actionable goals, and also the necessary tools to collectively achieve those goals.

Our research designs digital media that mediates globally distributed crowds for collective action.

References