Краудсорсинг:
координация или контроль ресурсов?

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Policy and Internet

Vertical Crowdsourcing in Russia: Balancing Governance of Crowds and State–Citizen Partnership in Emergency Situations

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KEY WORDS: crowdsourcing, natural disasters, activity theory, governmentality, volunteering, Russia, crowds, emergency response

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Crowdsourcing and the folksonomy of emergency response: The construction of a mediated subject

ABSTRACT

This article explores the role of digital platforms in the involvement of citizens in disaster response, relying on an analysis of metadata and of the structure of classification. It adopts the analytical apparatus of Cultural-Historical Activity Theory (Vygotsky, Leontiev, Engeström) and the notion of governmentality (Foucault) in order to conduct a critical comparative analysis of how crowdsourcing platforms construct the relationship between citizens and disasters. The article identifies three regimes of classification (informing, alerting and engagement) and explores the structures of classification for mobilization of citizens' resources. The notion of governmentality allows us to identify the struggle around the structure of classification as a struggle between the institutional actors interested in controlling citizens' resources and those actors who are interested in citizen engagement and the synergy between independent and institutional actors as a part of the disaster response. The article suggests the notion of the folksonomy of activity, identifying situations where citizens are able to participate in the definition of their relationships with disaster through participating in classification. It also discusses the visibility of classification and the generativity of classification as a part of citizen–disaster (subject–object) relationships.

KEYWORDS

emergency response
crowdsourcing
Activity Theory
Ushahidi
classification
folksonomy
governmentality

Что такое краудсорсинг?

Crowdsourcing is a type of participative online activity in which an individual, an institution, a non-profit organization, or company proposes to a group of individuals of varying knowledge, heterogeneity, and number, via a flexible open call, the voluntary undertaking of a task. The undertaking of the task, of variable complexity and modularity, and in which the crowd should participate bringing their work, money, knowledge and/or experience, always entails mutual benefit.(Estellés-Arolas & González Ladrón-de-Guevara, 2012)

The Rise of
Crowdsourcing

Remember outsourcing? Sending jobs to India and China is so 2003. The new pool of cheap labor: everyday people using their spare cycles to create content, solve problems, even do corporate R & D.

By Jeff Howe

The Professional

Claudia Menashe needed pictures of sick people. A project director at the National Health Museum in Washington, DC, Menashe was putting together a series of interactive kiosks devoted to potential pandemics like the avian flu. An exhibition designer had created a plan for the kiosk itself, but now Menashe was looking for images to accompany the text. Rather than hire a photographer to take shots of people suffering from the flu, Menashe decided to use preexisting images – stock photography, as it's known in the publishing industry.

<u>Краудсорсинг:</u> мобилизация ресурсов пользователей для достижения целей, которая осуществляется при посредничестве информационных технологий.

Типы ресурсов:

- Физические (действия в офлайне)
- Сенсорные (сбор информации)
- Интеллектуальные (опыт/ знания)
- Аналитические (анализ данных)
- Материальные (вещи)
- Финансовые (краудфандинг)
- Социальные (связи)

<u>Характеристики ресурсов:</u>

- Непрофессиональные/ профессиональные ресурсы
- Анонимные/ идентифицированные
- Открытые/ ограниченные
- Проверенные/ непроверенные

Структура распределения ресурсов:

Организация

Координаторы распределения ресурсов

Крауд

Sharing economy

крауд

UBER

taskrabbit
Life is busy. We can help.

fotourism

airbnb
Travel like a h

CouchSurfing

Анализ краудсорсинговых проектов:

1. **Субъект**: Кто пользователи?
2. **Объект**: Какова цель мобилизации ресурса?
3. Каковы границы **сообщества** пользователей (открытые/ закрытые)?
4. Какие **правила**? (Присоединение к сообществу, мобилизация ресурсов)
5. Структура **разделения труда** между пользователями?

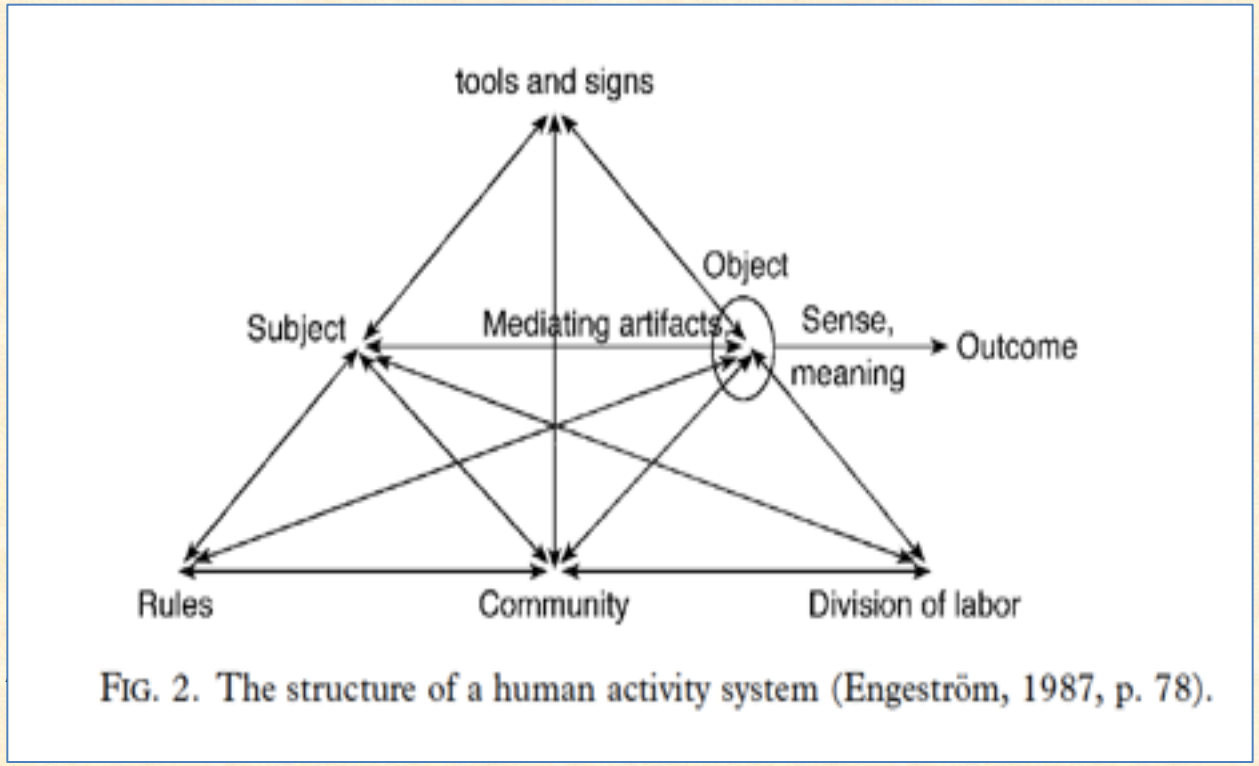
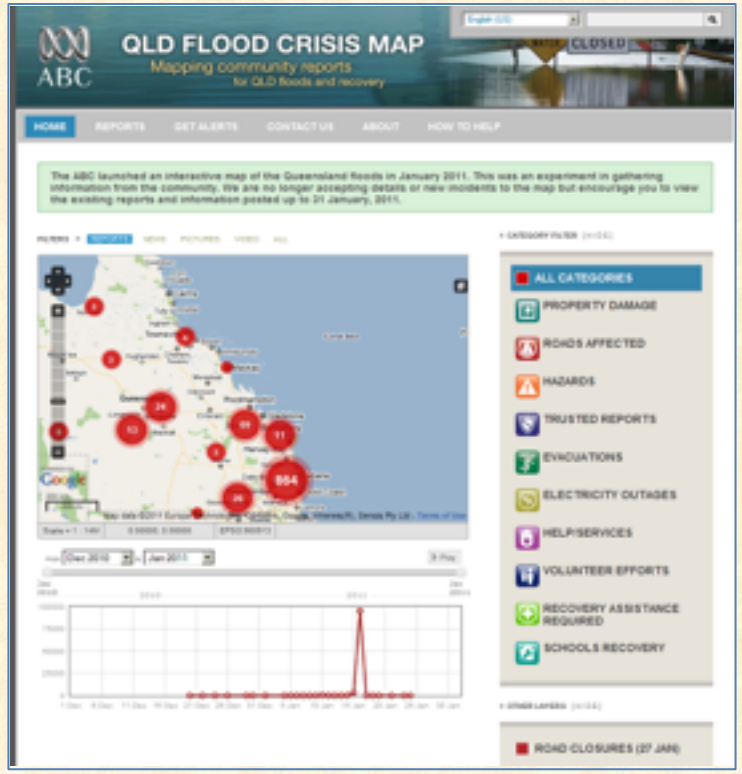
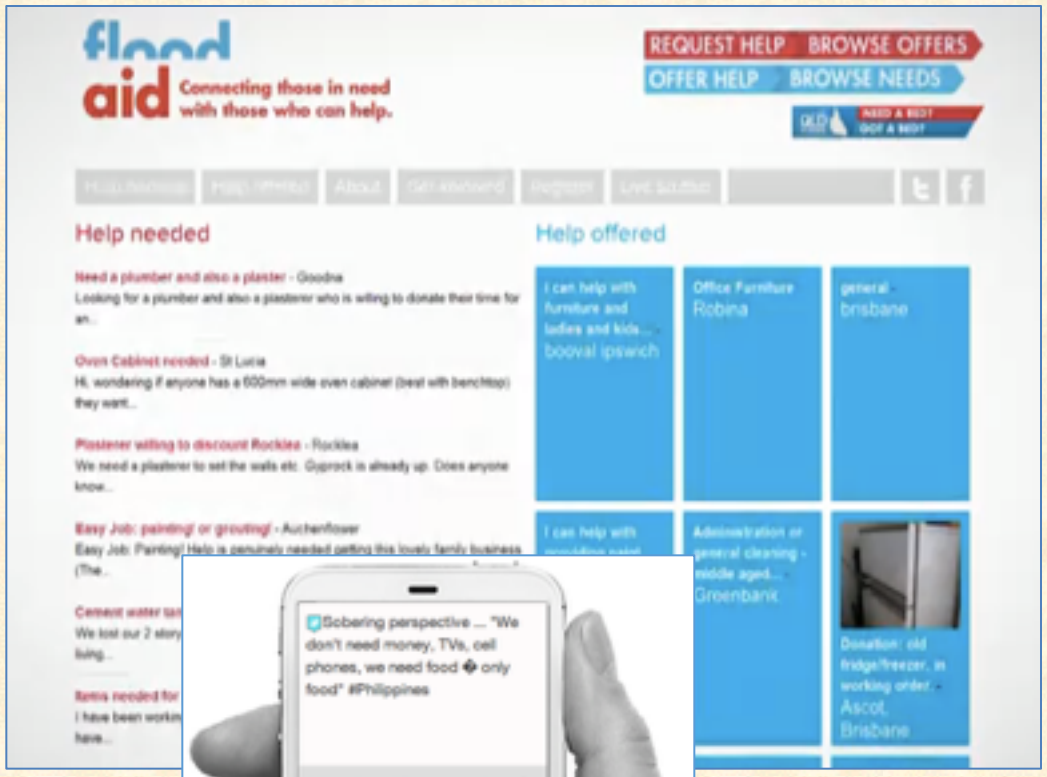


FIG. 2. The structure of a human activity system (Engeström, 1987, p. 78).

Классификация, метаданные и цели мобилизации:



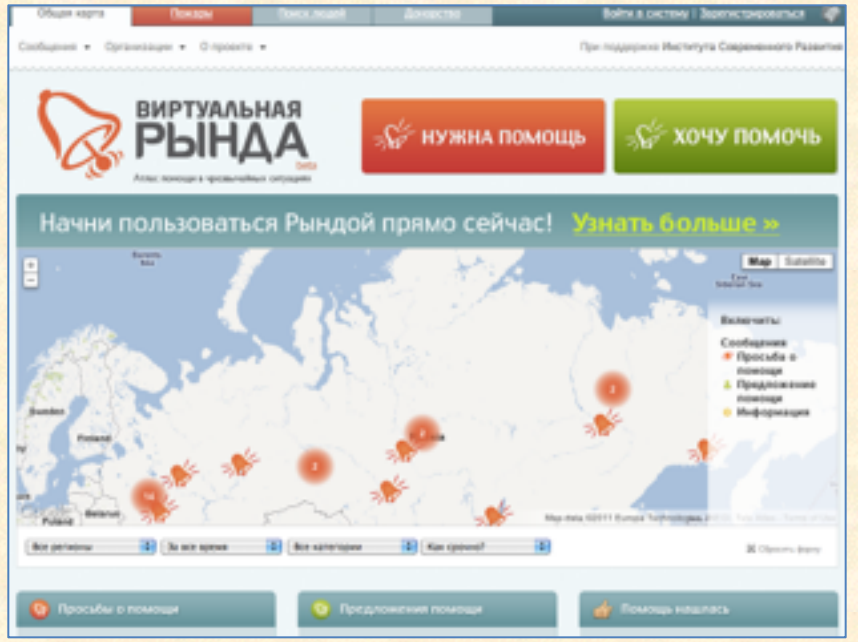


- Прозрачность категорий
- Гибкость/ генеративность категорий
- Таксономии vs. фоксономии: кто определяет категор
- *Краудсорсинг классификации информации*

Вертикальный краудсоринг:

Table 1. Comparison of the Structure of the Crowdsourcing Platforms as Activity Systems

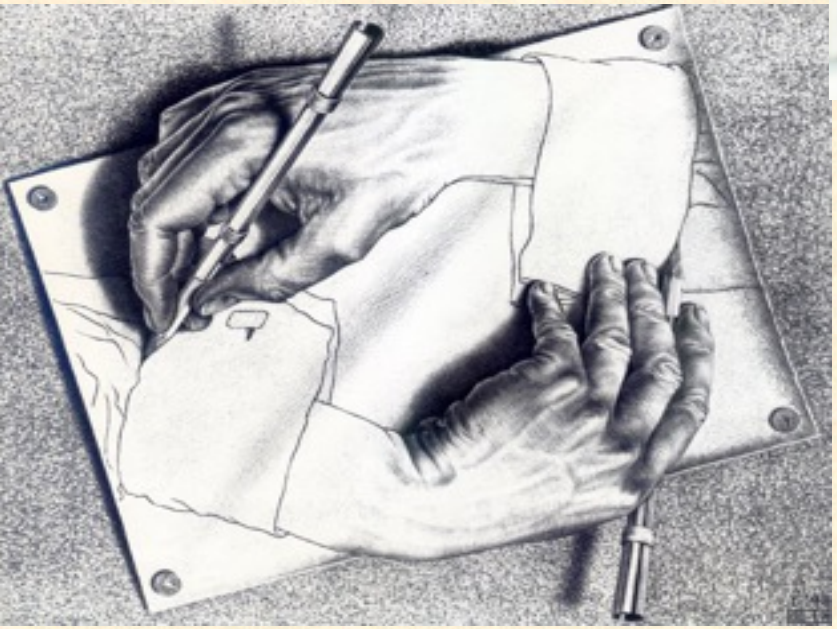
	Dobrovoletz.rf (Initial Version)	Dobrovoletz.rf (Final Version)	Rynda.org
Subject–object relationship	The object is defined by independent groups of subjects	The object is defined by the administrators of the platform	The object is defined by the subject
Rules	Flexible: independent groups can self-activate	Strict: only platform administrator can activate	Flexible: self-activation by the subjects
Community	Bottom-up bounded: every independent group defines its own boundaries	Top-down bounded: the boundaries of community are defined/classified by administrators	Unbounded: the community relies on independent subjects
Division of labor	Bottom-up: every group defines the structure of its own division of labor	Top-down: the division of labor is defined by the administrators	Bottom-up: the division of labor relies on subjects' self-organization



- The structure is defined by the institutional actor, with no space for the influence of agency on the system's structure.
- The purpose, the boundaries, the rules, the right to participate in the community, and the division of labor are dictated by the developers
- The purpose of this system is primarily to control the activity of the crowd and to neutralize the potential for independent forms of activity.

Вертикальный краудсорсинг:

- Вертикальное определение цели мобилизации и структуры краудсорсинговой платформы
- Отсутствие гибкости цели мобилизации ресурсов
- Отсутствия контроля пользователей над мобилизацией собственных ресурсов и определения целей
- Отсутствие прозрачности целей и задач мобилизации ресурсов позволяет использовать проект как символическую конструкцию участия или/ и форму контроля ресурсов
- Ограниченность целей и задач мобилизации ресурсов предполагает опосредованную форму пассивности, которая нейтрализует ресурс пользователей



- **Дирижер:** Вертикальное распределения ресурсов для достижения цели
- **«Руки Эшера»:** Горизонтальное распределение ресурсов (прямая/ через посредников) для достижения цели
- **Фокусник:** Краудсорсинг как символическая конструкция участия
- **Кукловод:** Краудсорсинг как форма контроля

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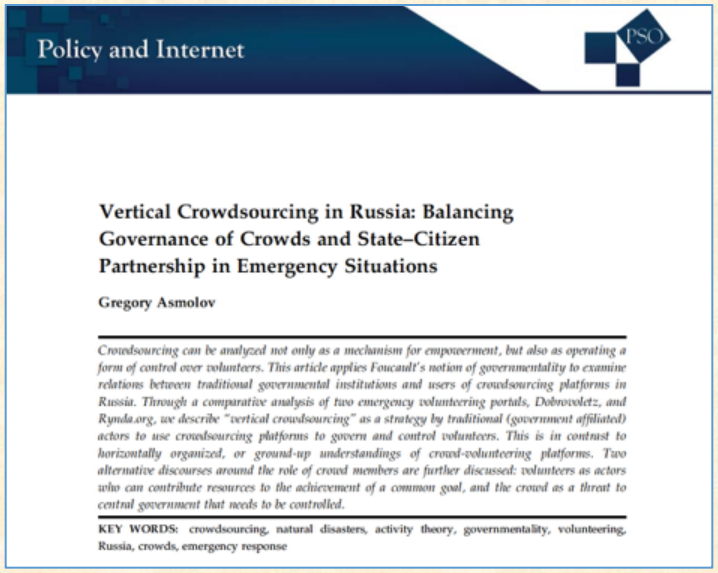
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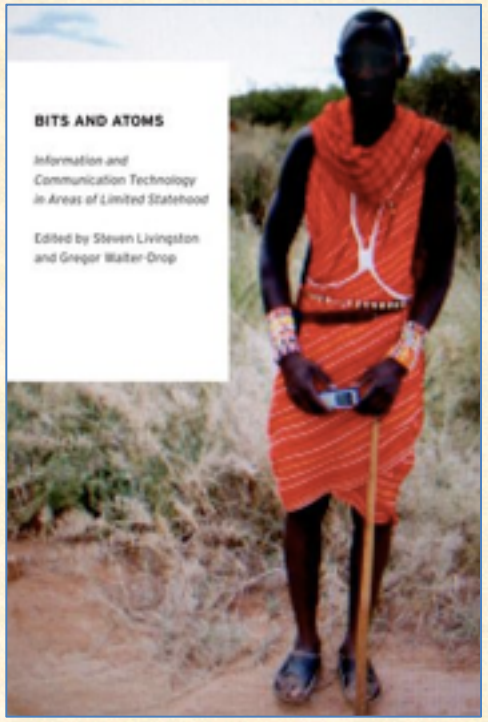

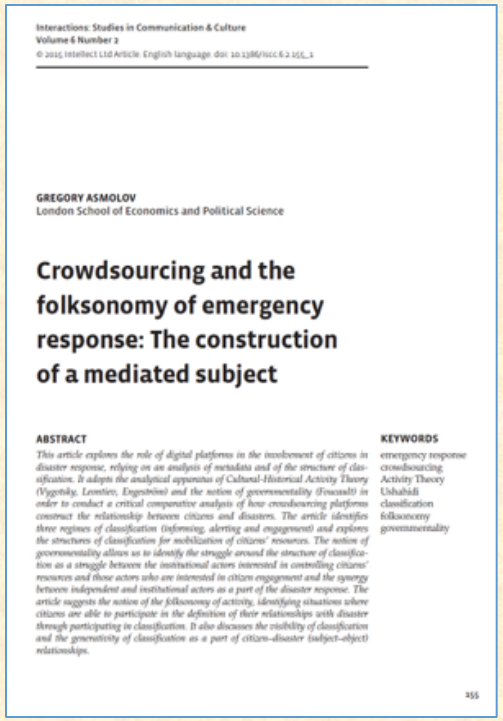
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