



A SELF-GOVERNED CROWD-SOURCING MARKETPLACE

http://daemo.stanford.edu/



STANFORD CROWD RESEARCH COLLECTIVE

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THE PROBLEM

Expectations of market participants:

REQUESTERS

- HIGH-QUALITY, FAST, COST EFFECTIVE SUBMISSIONS

WORKERS

GAIN REPUTATION, BUILD A CAREER, EARN INCOME

What do existing platforms provide:



- NO INTERNAL GOVERNANCE
- LACK OF TRUST AND POWER: POOR QUALITY WORK ⇔ NO PAY
- GOOD ONLY FOR 1 TYPE OF TASK

THE SOLUTION

A novel platform, called Daemo. But how is it different from other labor-market platforms?



● ALLOWS MICRO AND MACRO TASKS

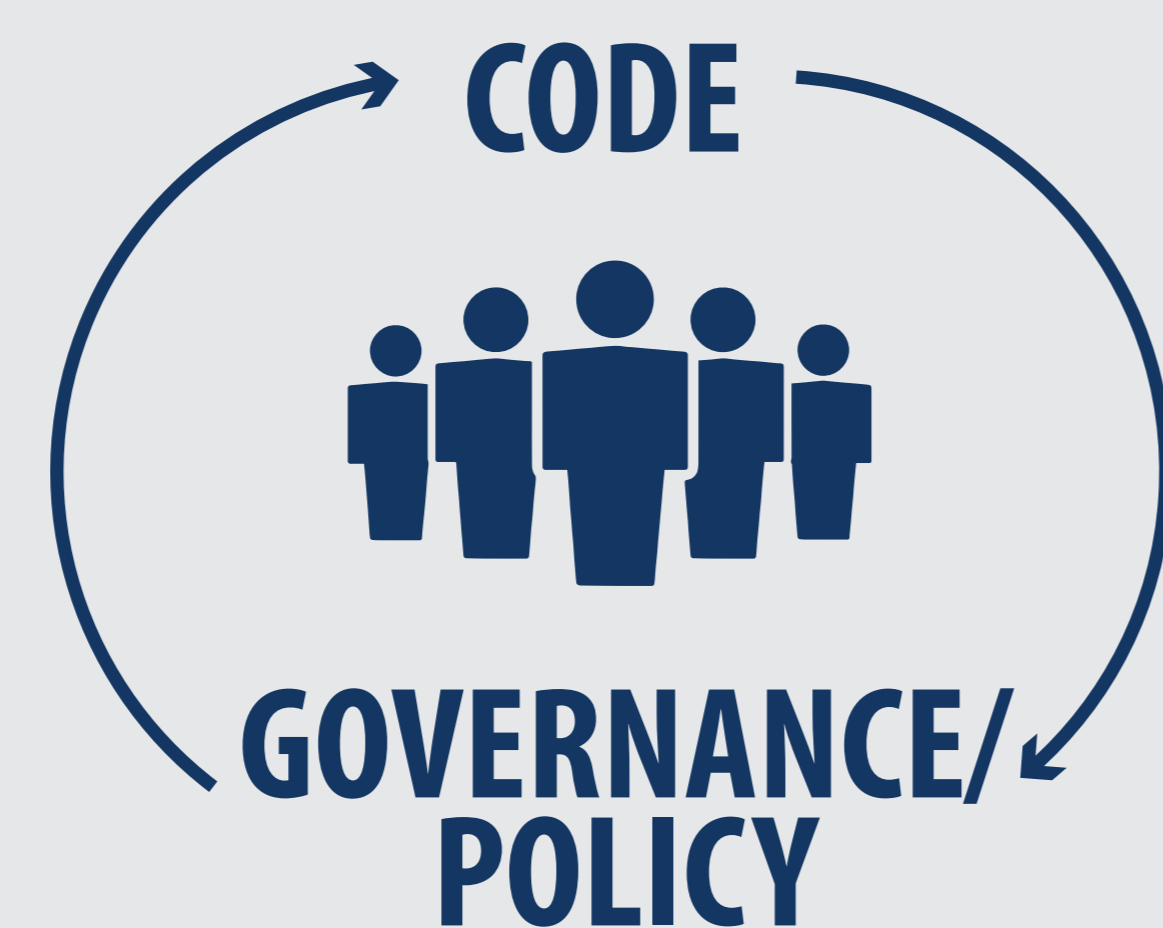
● OWNED BY ITS MEMBERS

● OPEN GOVERNANCE STRUCTURE HELPS TO EMPOWER ALL PARTIES

● LOW-RISK METHOD TO TEST QUALITY

● MILESTONES REVIEWS TO EASE REQUESTER/WORKER EXCHANGES

MISSION: DEMOCRACY

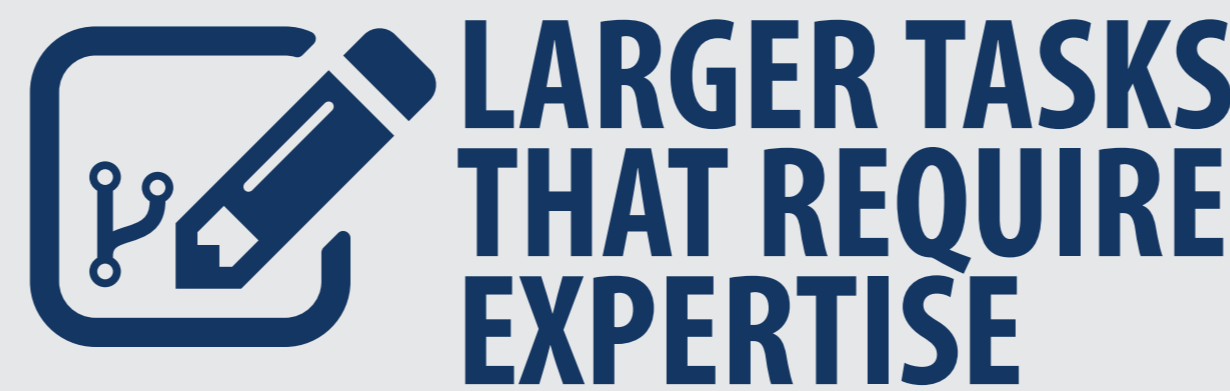


Micro Tasks



SMALL, UNSKILLED TASKS

Macro Tasks



LARGER TASKS THAT REQUIRE EXPERTISE

Open Governance

To assess the impact of a democratic approach as a governance model, 3 ideas were proposed, and the research group voted for their preferred method:

DIRECT DEMOCRACY
DEMOCRACY WEIGHTED BY PARTICIPATION LEVEL

ELECTED LEADERSHIP BOARD

The leadership board is elected by a representative democracy, and is composed of 3 workers, 3 requesters and 1 researcher. This board is empowered to make policy decisions about the platform. Including all vested parties in the governance provides many opportunities for engagement to resolve platform issues.

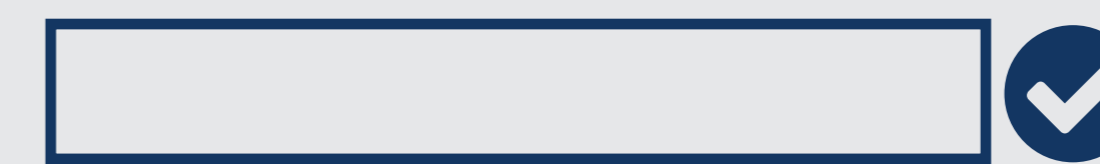
Workflow

The interface allows for both micro and macro tasks with the same workflow. A prototype task ensures the quality of outcomes:

CHOOSE CATEGORY



INSERT PROJECT DETAILS



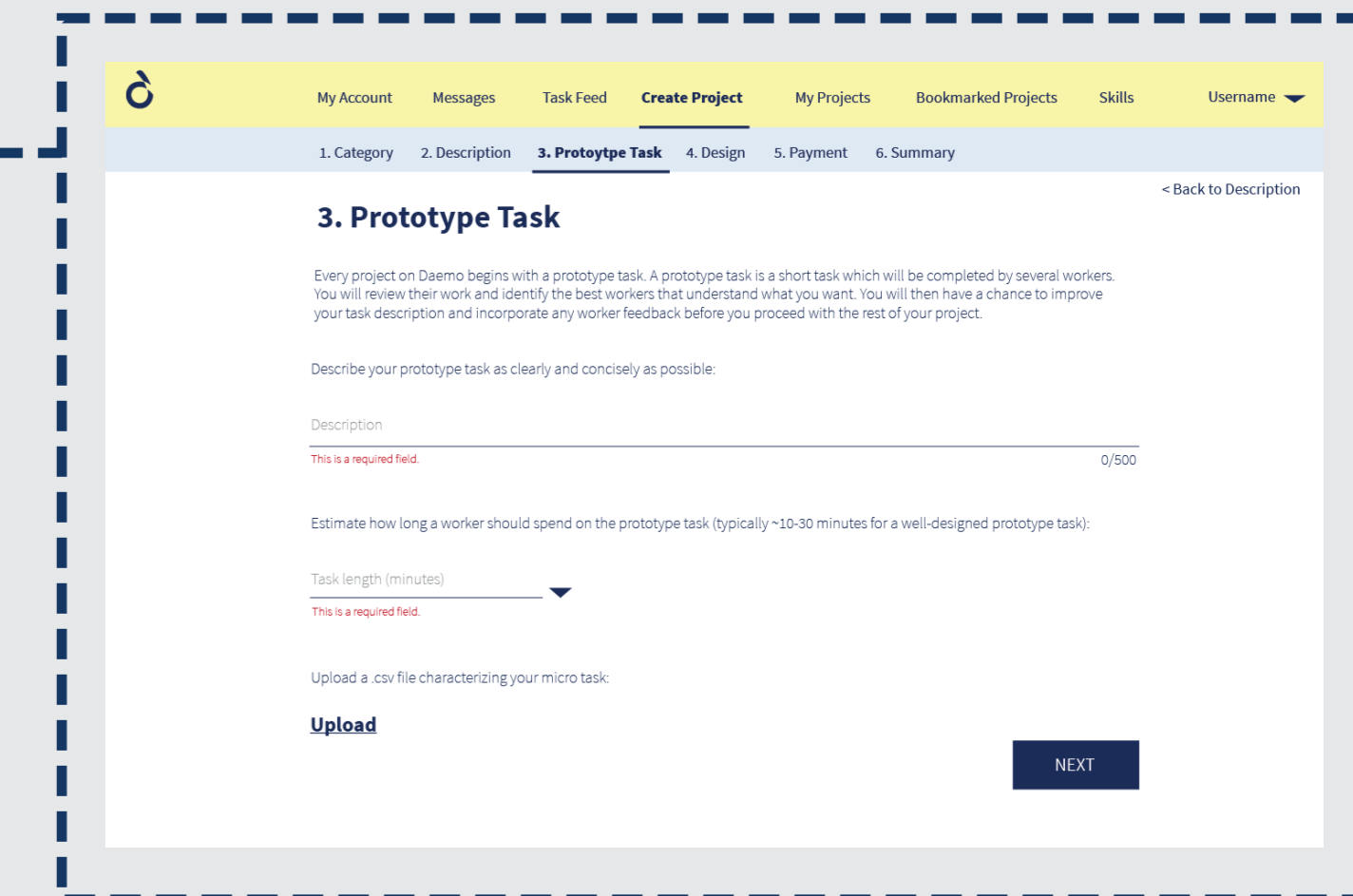
MAKE PROTOTYPE TASK: A SMALLER VERSION OF YOUR TASK TO TEST WORKERS AND REFINE PROJECT DESCRIPTIONS



APPROVE WORKERS AND PROVIDE TASK DETAILS AND MILESTONES



REVIEW MILESTONES, APPROVE AND PAY



Future Usability Test

The usability of the task workflows will be tested using heuristic evaluation and direct observation. Given the preliminary results we believe that we can achieve task quality and fairness with our augmented task workflow and an open governance model.

FUTURE WORK & CONCLUSION

Daemo envisions a future for crowd work with the following values:

↑ TRUST ↓ ANTAGONISM

The next step for the platform is to

CREATE INCENTIVE-COMPATIBLE REPUTATION SYSTEMS

Ultimately, we aim to inspire current crowd marketplaces to adopt alternative visions, or achieve a foothold ourselves in the crowd work ecosystem.