**Real-world Applications**

1. **Linux** – There are literally hundreds of Linux distributions, some developed by large companies (RedHat) others that mimic a traditional windows machine (Fedora), others more security minded (Kali). Since it’s open source, people can develop the Linux platform as they see fit, stripping and adding features at their leisure. This is a stark contrast from windows, that only has a few versions that have all sorts of hoops regarding configuration to jump through, and that’s just for PCs. Never mind the world of wearables, smart phones, IoT, and firmware, Linux wins by a large margin.
2. **YouTube** – most content on YouTube is generated by users, which means that (in large part) the traffic that results in the enormous profitability of the platform is from the content that users, not YouTube, create. Since one can upload anything (that doesn’t violate their content guidelines) and are under no obligation to be profitable, professional, or even punctual, videos on YouTube can cater to all sorts of niche interests. Videos exist that show how to tie shoes, fix a headlight, replace the light panel on an old monitor, people dancing in circles, even. I even found a video that outlines how to change the transmission fluid in my 15-year-old sedan. The video had under 2,000 views. If YouTube had to make content at a corporate level to maximize profits, that grainy video from a junkyard mechanic with a terrible cough would have never been uploaded. It’s a two-way street, however. The YouTube algorithm is favorable to content that is popular, and not necessarily good, informative or even ethical.

**Ethical Considerations:**

1. **Free labor** – crowdsourcing can reduce or often eliminate the need for paid staff. This could potentially allow a person who is using little to no money to profit from the uncredited ideas of thousands, perhaps even millions of people. Granted, these people volunteered, but it can absolutely be used as a cash grab.
2. **Decline in quality of product and work** – because of the barrier to entry being so low, crowdsourced labor is often unskilled, and prone to missing deadlines, decline in quality, ack of support to resolve issues, etc. This results in a long-term negative outlook for any customers and/or users invested in the company ecosystem.
3. Privacy – technology used by many can also collect data on many. A great example is the highly controversial Tesla automobile, specifically the full self-driving feature. Tesla trains the AI model powering the vehicle using enormous amounts of data from customers actively using the feature. Everything from vehicle speed and GPS coordinates to media control unit’s cpu utilization to interior and external audio and video. This has allowed the company to develop one of the best driving assistance applications available today but also means that this data can be used however Tesla sees fit. This gives the company tremendous power to sell sensitive data, use it to market future products (marketing bigger cars to growing families, or smaller cars to somebody who is downsizing), perhaps even delay updates to cars belonging to owners with political leanings that Tesla considers to be “unfavorable”.

Perhaps the last part is quite speculative, but the infrastructure is in place to make that a reality.