

# Mobile Collaboration Economics

How Internet Reputation Systems and  
The Online Coordination of Offline Life are  
Changing the Fundamental Structure of Society

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# What is Economics?

# Economics.... the study of:

"large scale and effective systems for provisioning goods, services, and resources"

- ⦿ I have stuff/capabilities
- ⦿ You have stuff/capabilities
- ⦿ I have needs/preferences/wishes
- ⦿ You have needs/preferences/wishes

# Economics: Three Transaction Frameworks

- Markets (buy it on the open market)
- Firms, Households, States, & Clubs (get it from within a cartel or group or corporation, with certain rules, to which I belong)
- Social networks (get it from my neighbor without an explicitly calculated cost)

# History of Real-Life Connections

- ⦿ Early 20th: People used to connect in the street, and live in **tight-knit communities**. Being from the same town or congregation was **something in common**, and a **reason to trust someone**.
- ⦿ People used to share more, and depend on each other. They still do in the “third world”.
- ⦿ Mid 20th: Television & the automobile start to destroy these tight-knit communities. Sharing of **stuff** goes out of style; so does sharing **love, attention, and care**.
- ⦿ Nowadays, people are more likely to think that **everyone is out for themselves**.

see <http://www.bowlingalone.com/>

# For economists:

- ⦿ see Ronald Coase, “The Nature of the Firm” for situations when firms are more efficient than totally free markets
- ⦿ see Yochai Benkler, “The Wealth of Networks” for situations when social networks are more efficient than either firms or markets
- ⦿ efficient: means they meet our preferences better and use fewer resources

# For economists:

“Prices facilitate exchange when information is scarce and coordination difficult, when goods are standardized and cheap... Conversely, reciprocal exchange has been preferred when trade involves a personal interaction, and when goods or services are unique, expensive, or have many dimensions of quality.”

- Avner Offer, Between the gift and the market: the economy of regard; Economic History Review, L 3(1997), pp. 450-476

# Some Web Phenomena

# Web 6.0

- ⦿ **Web 1.0 - Portals & Projects**

cnn.com, harvard.edu, geocities

- ⦿ **Web 2.0 - People, Content & Recommendations**

wikipedia, myspace, flickr, 43things

*web 2.0 == online connections*

- ⦿ **Web 3.0, 4.0, 5.0 - ???**

- ⦿ **Web 6.0 - People, Location, Opportunities, & Trust**

couchsurfing, upcoming.org, meetups, mobile clubbing

*web 6.0 == the web of life*

# Collaborative Projects and Task Size

Imagine you had a  
technology that could  
divide up work

Imagine you had a  
technology that could  
find thousands of  
interested people  
and divide up work

# What would it be like?

- ⦿ Instead of one person running a hostel for money, you could find 1000 people in a city who **want** to meet visitors, and they can share the task by having tourists stay in their homes every once in a while. (couchsurfing)
- ⦿ Instead of 100 people writing an **encyclopedia**, one million people can share the task in a way that is unnecessarily burdensome for any of them. (wikipedia)

# Chores

(preference identification  
& task distribution)

# Opportunities

Hard to get involved

(smaller tasks)

Easy to get involved

Here's how it's  
done on wikipedia

# Help out

Wikipedia is, by number of articles, the largest encyclopedia ever to exist. However, many articles are [stubs](#), or otherwise need attention. If you like, go ahead, [be bold](#), and jump right in. If you aren't ready to fly solo, you can participate in a [Collaboration](#).

## 3 Things to do

[edit]

- Respond to a [request for comment](#).
- Give a requested [editor review](#).
- Can you draw or take pictures? Make a [requested image](#).
- [Peer review](#) or give [feedback](#) on some articles.
- Respond to the [Reward board](#) or [Bounty board](#).
- Offer your thoughts and ideas on [proposed policies](#).
- Help create the XML based format for Wikis, [WML](#).
- Can you use [GIS](#) tools? Help make [requested maps](#).
- Can you speak another language? There are articles that need [translation](#) into English.
- Respond to [other requests](#)?
- Comment on the wisdom of [new bot proposals](#).
- Can you code? Code a [useful bot](#) or update an [offline report](#).
- Proofread a [finished translation](#).
- Let [SuggestBot](#) suggest pages for you to improve.
- Update pages with old (ref or note template) citations to the [new references format](#).

## 4 Fix-up projects

[edit]

[Article Categorization](#)

[Punctuation](#)

[Category needs checking](#)

[Missing articles](#)

[Bad links](#)

[Misplaced stubs](#)

Here are some [tasks](#) you can do:

- [Wikify](#): [Notifiable disease](#), [Mor-Taxan](#), [General Placido Vega y Daza](#), [Prognosis Show](#), [Timothy Mors](#), [Sigma Phi Chi](#), [Backlog...](#)
- [Cleanup](#): [Special:Whatlinkshere/Category:Cleanup](#) from July 2005, [Albany Movement](#), [Special:Search/Cleanup](#) from July 2005, [Backlog...](#)
- [Stubs](#): [Roy A. Tucker](#), [Santa Cruz de Tenerife \(province\)](#), [Gaafu Dhaalu Atoll](#), [Spectral class](#), [Sportscaster](#), [Krško](#), [More...](#)
- [Verify](#): [Hipster](#) (1990s subculture), [Banu](#) (Arabic), [IMBEWU](#), [AI Sharpton](#), [Excitatism](#), [Suzlon Energy](#), [Backlog...](#)
- [Update](#): [List of United States House committees](#), [Non-Manufacturing Business Activity Index](#), [Armenian Power](#), [SIDPERS](#), [AmBX](#), [More...](#)
- [Neutrality](#): [Iraqi Security Forces](#), [Kristin Nelson](#), [Adam Beattie](#), [Bobby Bland](#), [Martha Chávez](#), [Jewish Bolshevism](#), [VKB](#), [Backlog...](#)
- [Copyedit](#): [Kandahar](#), [Pearse Jordan](#), [History of Baku](#), [Aziz Abdul Naji](#), [Chocolate City Records](#), [Teachings of Falun Gong](#), [More...](#)
- [Merge](#): [Steady state theory](#), [Faculty of Forestry and Geomatics of Université Laval](#), [Univision.com](#), [Military of Iraq](#), [PI](#), [Backlog...](#)
- [Style](#): [Sarkar](#) (film), [Sting and Lex Luger](#), [Newsbreak Magazine](#), [Production logo](#), [Peer exchange](#), [More...](#)
- [Expand](#): [Sri Padmanabhaswamy temple](#), [The Curse of Yig](#) (short story), [Erotica](#), [Harivamsa](#), [More...](#)

# Collaborations

To improve the quality of articles which are short or lacking in detail, Wikipedia's community organizes [collaborations](#) to expand articles.

## 5 Article Creation and Improvement [\[edit\]](#) Drive

The [Article Creation and Improvement Drive](#) works on an article that needs a lot of help before reaching featured-article standard. The subject of this week's article improvement drive is [Rwandan Genocide](#):



The Rwandan Genocide was the [extermination](#) of at least 500,000 ethnic [Tutsis](#) and thousands of moderate [Hutus](#) in [Rwanda](#),<sup>[1]</sup> mostly carried out by two extremist Hutu militia groups, the [Interahamwe](#) and the [Impuzamugambi](#), during a period of about 100 days from [April 6](#) through mid-July [1994](#). Other reports estimate the number of victims between 800,000 and 1,071,000.<sup>[citation needed]</sup>

The Rwandan [Genocide](#) stands out as significant, not only because of the sheer number of people massacred in such a short period of time, but also because of the [United Nations'](#) (UN) inadequate response. Despite intelligence provided before the killing began, and international news media coverage of the true scale of violence as the genocide unfolded, most [First World](#) countries including [France](#), [Belgium](#) (which held Rwanda as a [colony](#) after [World War I](#)), and the [United States](#) declined to intervene or speak out against the planned massacres. [Canada](#) continued to lead the UN Peace Keeping force in Rwanda.

You can still help with last week's article, [Anatomy](#), or [help pick next week's article](#).

## 8 Collaborations by topic [\[edit\]](#)

- [Airports](#) ([First Flight Airport](#))
- [Alternative music](#) ([Doolittle \(album\)](#))
- [Article Creation and Improvement Drive](#) ([Rwandan Genocide](#))
- [Australia](#) ([Road transport in Australia](#))
- [Bedfordshire](#) ([South Bedfordshire](#))
- [Catholicism](#) ([Papal conclave](#))
- [Cetaceans](#) ([Baiji](#))
- [Cinema](#) ([The Maltese Falcon \(1941 film\)](#))
- [Comics](#) ([Marvel Comics](#))
- [Dinosaurs](#) - ([Compsognathus](#))
- [Football \(soccer\)](#) ([Valdir Pereira \(Didi\)](#))
- [Fungi](#) ([Amanita muscaria](#), [Tuber \(genus\)](#))
- [Formula One](#) ([Tyrrell Racing](#))
- [Gaming](#) ([Prima Games](#))
- [Good Articles](#) ([Earth](#))
- [Hinduism](#) ([Tantra](#))
- [History of science](#) ([History of scientific method](#))
- [India](#) ([Tata Steel](#))
- [Indonesia](#) ([Sidoarjo mud flow](#))
- [Judaism](#) ([Zealotry](#))
- [LGBT studies](#) ([Bisexuality](#))
- [Massively multiplayer online games](#) ([MMORPG](#))
- [Medicine](#) ([Hysterectomy](#))

Here's how it's done  
on couchsurfing

**Search Parameters:** Has Couch: Yes or Definitely    Location: United States, Missouri, Kansas City (within 50 Miles)    Gender: Male    Limit: 50 results

[PREVIOUS](#)

Pages: 1 2 3 4 5

1 to 10 of 50 found

[NEXT](#)

0 Miles  
3 Friends  
3 References  
11 Photos  
Replied: 100%

### 1. [Ian Kuklenski](#) (profile...)

**Location:** United States, Missouri, Kansas City  
**Basics:** Male, 23, Just Graduated, Has Couch  
**Mission:** Save money and visit a friend in Kazachstan  
**Last Login:** 22.3 hours ago  
**Languages:** English (United States)<sup>Exp</sup>



#### About:

**Description:** "I'm 23 and just graduated from college and I'm not any good at coming up with catchy screen names. The only constant in my life is that I'm always u..."



36 Miles Southwest  
8 Friends  
5 References  
68 Photos  
Replied: 100%

### 2. [Joshua Lippold](#) (profile...)

**Location:** United States, Kansas, Lawrence  
**Basics:** Male, 31, Landscape Ecologist/Landscape Architect, Has Couch  
**Mission:** Live by the seat of my pants...  
**Last Login:** Wed, February 21  
**Languages:** English<sup>Exp</sup>, Spanish<sup>Int</sup>



#### About:

**Description:** "I am friendly, laid back, fun-loving, curious, and intelligent."

**Philosophy:** "I live my life to save the Earth and to spread love and harmony. I believe in the positive power of touch and thought. I believe in the inherent good ..."



### 3. [Jay Hardenbrook](#) (profile...)

**Location:** United States, Missouri, Kansas City  
**Basics:** Male, 27, Policy and Communications, Definitely Has Couch!  
**Mission:** Trying to acquire a moped that doesn't run... New mission: Get moped working



#### About:

**Interests:** "Travel, Computers, Reading, Video Games"

**People I Enjoy:** "All Kinds"

## Old Model

A few people do all the work,  
and they work full time

You have to pay them

It's hard to get involved

You're supported by a few  
people you know

Brittanica

Hosteling Int'l

Internet Explorer

Nightclubs

## New Model

Work is highly distributed,  
and members have more flexibility

You don't have to pay them

It's easy to get involved

You're supported by  
a legion of strangers

Wikipedia

CouchSurfing

Firefox

Street Parties

## New Model

Work is highly distributed,  
and members have more flexibility

You don't have to pay them

It's easy to get involved

You're supported by  
a legion of strangers

Wikipedia

CouchSurfing

Firefox

Street Parties



Life is more  
adventurous.

&

You can choose  
your own  
adventure.

# In the past, our interactions and careers have looked like this:

Figure 1: Agents and Resources Separated In Different Firms

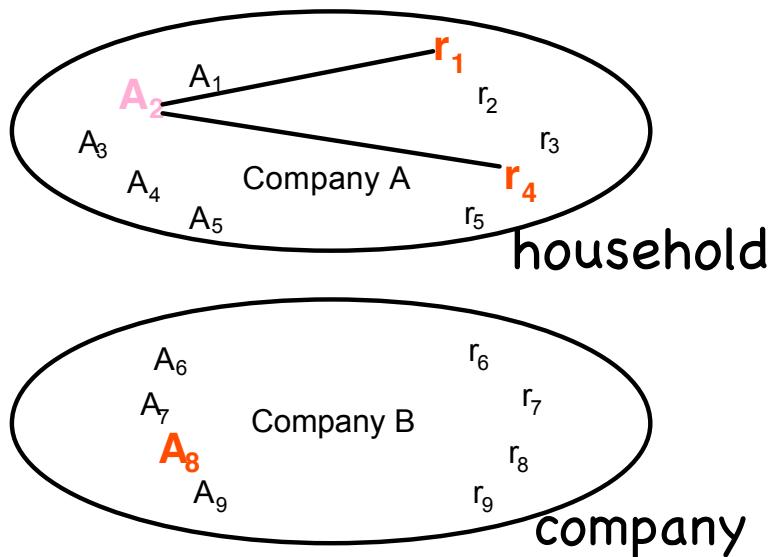
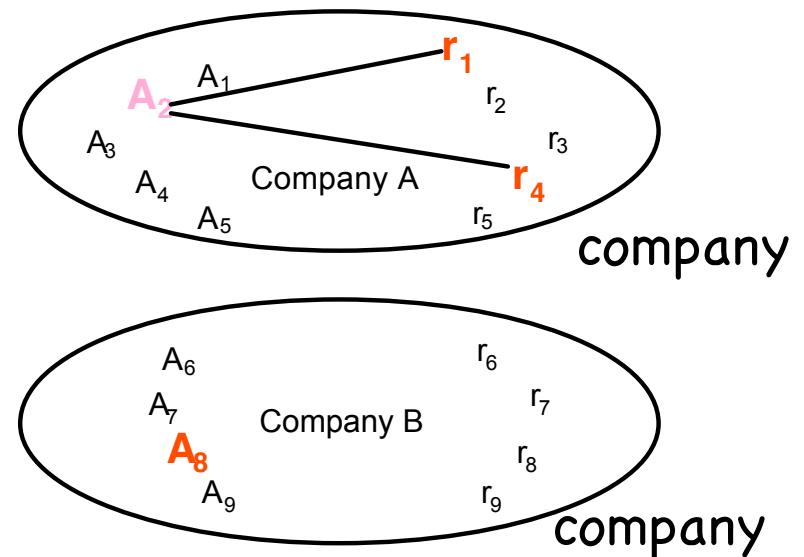


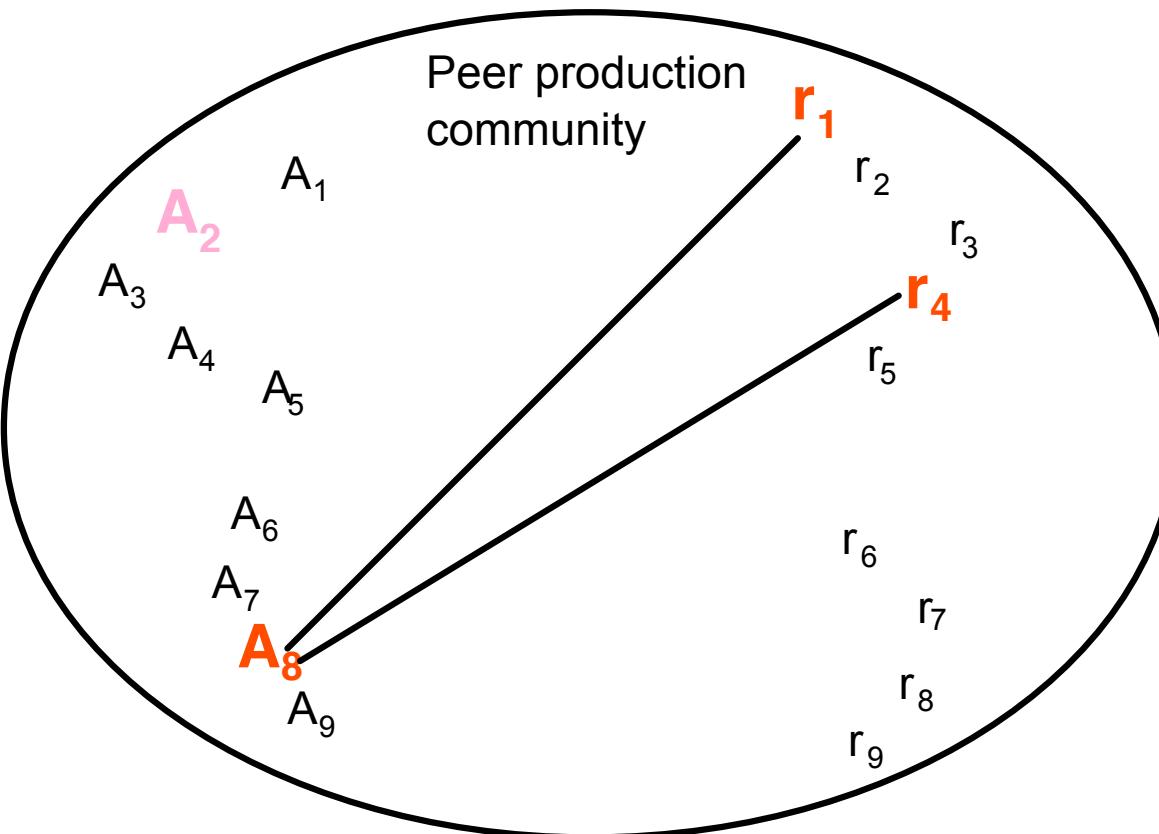
Figure 1: Agents and Resources Separated In Different Firms



each person had access to only a few resources and projects: the resources and projects in their company or home or school

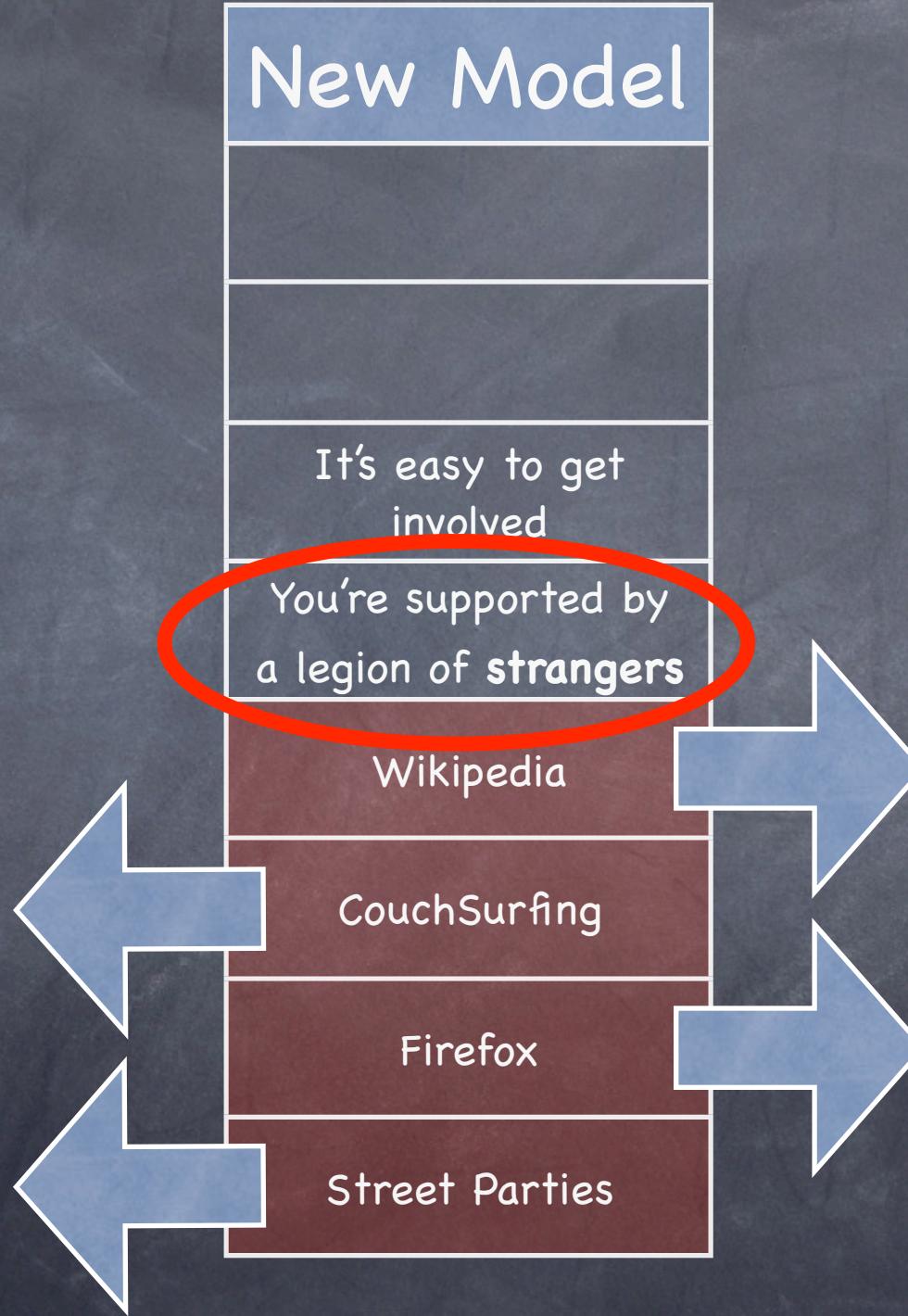
# The internet is making it cheaper to be part of more.

**Figure 2: Agents and Resources In a Common Enterprise Space**



# Assistance & Availability

Local:  
Real-life  
connections



Global:  
Helpers are  
on the  
internet

# 2007: Global Cooperation

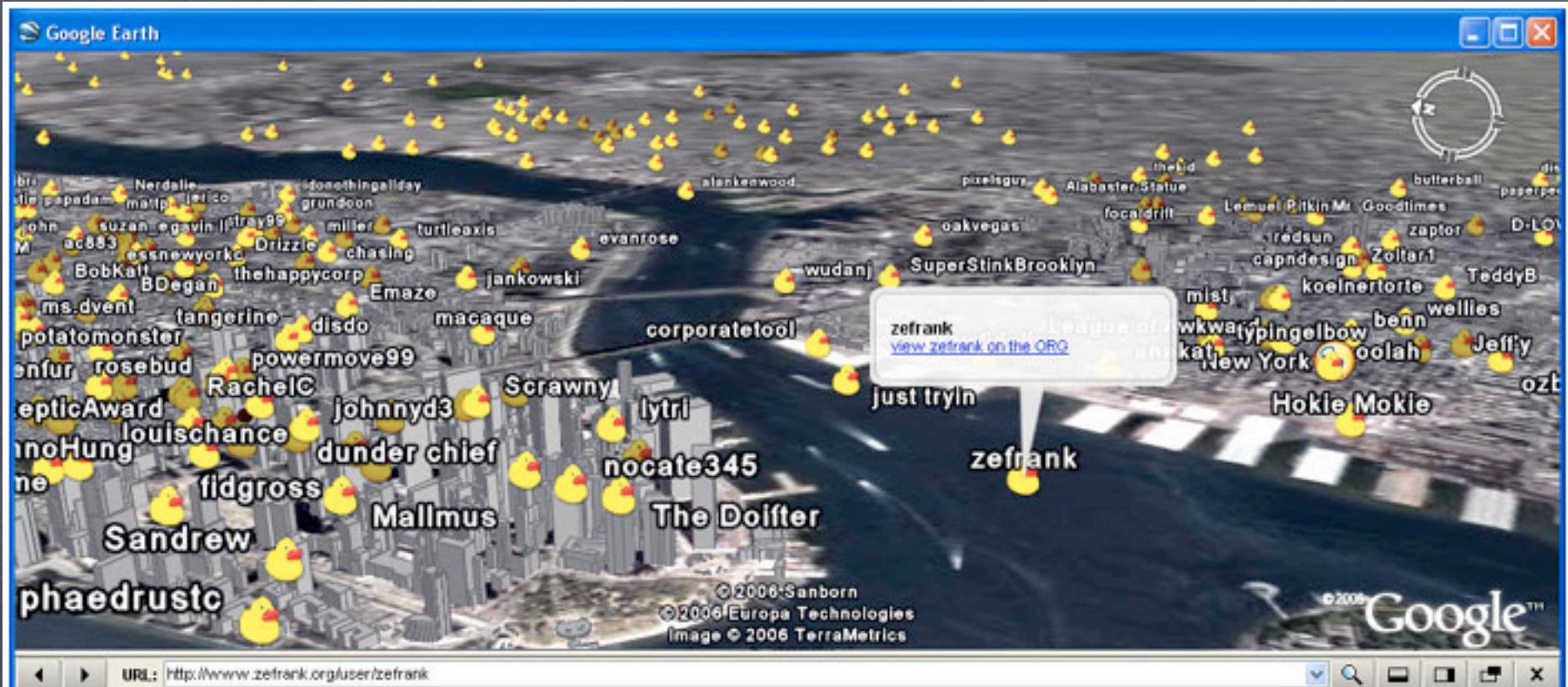
- ⦿ Whatever you want to learn, whatever you want to feel or do, there are people on the internet that will help you.

43 Things



# 2010: Local Cooperation

- ⦿ Whatever you want to learn, whatever you want to feel or do, there are people **on your street**, or **down your block** that will help you.



URL: <http://www.zefrank.org/user/zefrank>

# THE ORG zefrank

member since: july 26, 2006  
last login: 3 hours ago  
36.9 miles away  
leader of "the awesomes"

last blog post - 6 hours ago:  
"zefrank :: 01-03-07 :: winter"

send zefrank a message

comments (20) | add to favorites | flag

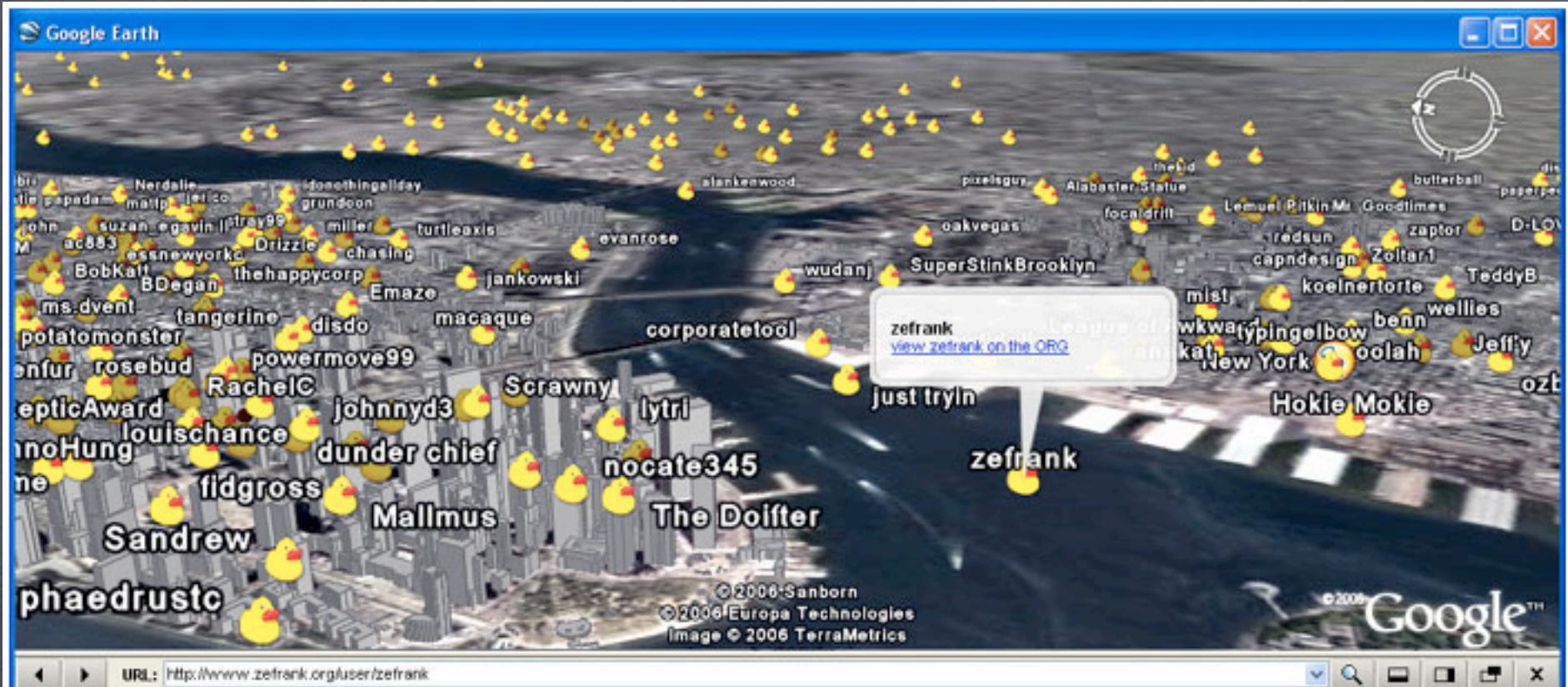
photos & videos

current location: at home

©2006 Sanborn  
©2006 Europa Technologies  
Image © 2006 TerraMetrics

©2006 Google™

Imagine you had a  
technology that could  
find thousands of  
interested people



URL: <http://www.zefrank.org/user/zefrank>

# THE ORG zefrank

member since: july 26, 2006  
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comments (20) | add to favorites | flag

photos & videos

current location: at home

©2006 Sanborn  
©2006 Europa Technologies  
Image © 2006 TerraMetrics

©2006 Google™

... and party

from [avantgame.com](http://avantgame.com)

# Site specific **PLAY**



“Chalking it Up” sidewalk treasure hunt, Prince Arthur and De Buillon streets, Montreal

from avantgame.com

# Site specific **PLAY**



“Black and White” massively multi-player, cooperative tag  
in the Jardin du Luxemborg, Paris

from avantgame.com

# Site specific **PLAY**



“Duck Duck and Cover” massively multi-player duck duck goose in Mission Dolores Park, San Francisco

*from avantgame.com*

**date:** August 15, 2003

**participants:** 150+

**location:** Outdoor Adventure  
Expo at the International  
Convention Centre

**action:** “Be a duck.”





SYDNEY



ST. GALLEN, SWITZERLAND



NEW YORK



RIO DE JAINERO



NEW YORK



PARIS



DUSSELDORF



MELBOURNE

# The Mobile Collaboration Economy

# The Web of Content



[Web](#) [Images](#) [Groups](#) [News](#) [more »](#)

[Advanced Search](#)  
[Preferences](#)  
[Language Tools](#)

[Google Search](#)

[I'm Feeling Lucky](#)

Search:  the web  pages from New Zealand

[Advertising Programs](#) - [Business Solutions](#) - [About Google](#) - [Go to Google.com](#)

©2007 Google

(vs) The Web of Life

## Nearby Travelers

Laura Crockett



Friday

In Auckland

From United States

Miriam Starsinski



29.8 hrs

ago

In Auckland

From Germany

Linda Kiesenhofer



Saturday

In Auckland

From Austria

Carolin Krahl



Wednesday

In Auckland

From Germany

Cyril Cotterall Debay



30 min ago

In Auckland

From Germany

Lory and Anna



Thursday

In Auckland

hosts

boston

search

## Search Results for "hosts" in Boston, Massachusetts, United States

Helen 22F

Will host you.



Jesse 26M

Will host you.



jasmine 0F

Could travel with you.



Will 21M

Could travel with you.



Michael 27M

Might host you.



Valentina 27F

Could travel with you.



Stephanie 24F

Will host you.



Natasha 27F

Will host you.



Tom 24M

Could travel with you.



Madelyn 25F

For coffee or a drink.



Cody 23M

For coffee or a drink.



Mike 22M

Will host you.



# Advantages

- ⦿ **Efficiency & Power:** Projects have access to the people who choose to participate from a wider pool and for shorter times and thus have better appropriateness. We can mobilize more resources when we are not limited to our firm or household. (i.e., “Cooperation Gain”)
- ⦿ **Fun, Adventure, & Choice:** People can make many more choices at a finer level of granularity in their lives, and it’s more fun and adventurous.
- ⦿ **Quality:** When each individual attends to a diversity of resources, each resource is attended to by more people, and the overall quality increases. Also: When individuals are able to change their minds about what is best, and to mobilize diverse resources quickly in response to new information, we all stand to benefit from this flexibility.

# Internet Reputation

# collaborative projects (by necessary trust)

High-trust  
systems require  
high-trust  
technology  
  
(i.e. references  
and contact  
control)



# Working together over time: Trust

- ⦿ In the market and firms, we trust strangers because either (a) we can take them to court for contract violation, or (b) they are under pressure of being fired.
- ⦿ In social systems, and in CouchSurfing and eBay, we trust strangers because they have a reputation, and they could lose it.

## References

From **Jaycob Brown** Feb 25, 2007



### Extremely Positive

Joe is the one of the most compassionate men i've ever met. He's fun, funny and totally kinetic. Hey what eles is there?!

From **Matthew Brauer** Feb 5, 2007



### Positive

Joe is a man of strong opinions and strong principles. He's a practitioner of a new adventure sport that I call Xtreme Philanthropy! He can also fascinate you on the subject of gift-economies and trust networks. I look forward to collaborating on CS projects with him.

From **ShAi\*** Feb 2, 2007



### Extremely Positive

I think Joe is a wonderful person who is extremely articulate, has some very intresting ideas and is a very talented and dedicated worker...He is a deep thinker and has helped me see things from very different perspectives...Widely travelled and well read it is a pleasure to talk with Joe

From **Brooke James** Jan 21, 2007



### Positive

Joe is a real nice guy...couldnt think of a negative to say! He's chill, friendly, and interesting!

## Feedback score: 960 | Positive feedback: 100%

[Learn about](#) what these numbers mean.

Latest Feedback:	From
 Great item, quick delivery, excellent transaction AAAA++++	Buyer <a href="#">highhena (46)</a> 
 great selection! superfast shipping! AAAA++++++++++ebayer!!!!	Buyer <a href="#">zwhiteh2o (145)</a> 
 Quick, professional service! Highly recommend.	Buyer <a href="#">jgal (2324)</a> 
 as advertised prompt shipping THANKS	Buyer <a href="#">jcows0 (1000)</a> 
 Great card ...fast service...we'll pleased	Buyer <a href="#">freepancakes (422)</a> 

# Infrastructure.

- ⦿ These kinds of endeavors are popping up everywhere.
- ⦿ Money, courts of law, prisons, and bank notes are technologies that make the money economy work.
- ⦿ Systems of trust, stranger-finding, and task distribution like CouchSurfing are what make the adventure economy work.

# Conclusion

# WHY IS THIS HAPPENING?

---

- The web makes tasks *smaller* and *easier to distribute*.
- The web makes it easier to know when to trust strangers.
- The web makes it easier to help each other (without *contracts* or *prices*).
- So more people are helping each other *outside of market and firms*.

# Look for these characteristics

- ⦿ task distribution
- ⦿ getting together with strangers
- ⦿ sharing our time, attention or stuff
- ⦿ creating networks

# What do we have?

- 100,000 programmers and designers in the open source movement
- 1 million writers of blogs and wikipedia
- lots of lawyers, economists, mathematicians, scientists, activists
- a bunch of interest-specific sites that are already doing this