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:

- CODE

- 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

GOVERNANCE/ POLICY

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.

TOOL TASK

MICROTASKS

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:

- 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 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.