Transition Designing to Platform Cooperativism
amazon.com

**SEE WHAT YOU CAN ORDER WITH THIS DASH BUTTON**
Transition Designing to Platform Cooperativism

<table>
<thead>
<tr>
<th>Commons Identi-Kit</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>ACCESS</strong></td>
<td><strong>USE</strong></td>
</tr>
<tr>
<td>Shared and wide</td>
<td>Negotiated by a community</td>
</tr>
</tbody>
</table>
Transition Design

Landscape

The Regime

The Niche
Transition Design

Based on Geels, 2005
Transition Design

Push To Change World

What if that button changed you?
Transition Design

Landscape

The Regime

The Niche

Cosmopolitan Localism
Transition Designing to Platform Cooperativism

Cosmopolitan Localism

Landscape

The Regime

The Niche
Transition Designing to Platform Cooperativism
Internet History

Digital Sociality

Low Risk
Weak Ties
Semi-Anonymous
Internet History

Post Digital Sociality
High Risk
No Ties
Comprehensive Surveillance
Internet History

1. Cookie ID = xzy890
2. Ad Tech platform with URL ad.ads-r-us.com
3. Jump to Buy Used Cars
4. Cookie ID = klm456
Internet History

Progressive Profiling: Vital Info from Happy Customers

You can get data from your customers while keeping them happy by collecting it over time. Find out how you can use progressive profiling to your advantage.

When a new user hits your site, you want to do everything in your power to reduce friction. You make sure all the information is there to help them make the right decision, and you set out your pricing plans clearly and concisely to show your true value.

Then they go to sign up and you hit them with a 10-field form asking every question you could think of. Name, email, password, company, phone number, favorite book, childhood pets, hopes, fears... The list goes on. Your potential new user is no longer as they can't be bothered to waste their lives filling out these long forms.

For companies, these forms make sense—you need this information to better understand your customers, and ultimately to better serve them. But for those same customers, they are just a data grab and an annoyance, and any form that takes more than 5 seconds to fill out is not going to be filled out.

But there is a way both sides can win. **Progressive Profiling.** Progressive profiling is a technique for gradually building up a profile of your customers each time they interact with your product. It allows you to keep questionnaires and forms short and to the point, but still build up a fantastic picture of each of your customers over time.
Internet History

2013 Doublebase GfK MRI
Weighted Sample Size (000): 232,658 (n = 49,770)
*Bubble size is weighted by population (000)
Internet History

**CLASSICAL MACHINE LEARNING**

**SUPERVISED**
- Data is pre-categorized or numerical
  - **CLASSIFICATION**
    - «Divide the socks by color»
  - **REGRESSION**
    - «Divide the ties by length»

**UNSUPERVISED**
- Data is not labeled in any way
  - **CLUSTERING**
    - «Split up similar clothing into stacks»
  - **ASSOCIATION**
    - «Find what clothes I often wear together»
  - **DIMENSION REDUCTION (generalization)**
    - «Make the best outfits from the given clothes»
Internet History

Amazon Mechanical Turk™
Artificial Intelligence
Hey, you. You're finally awake. You were trying to cross the border, right? Walked right into that Imperial ambush, same as us, and that thief over there.

me_irl
Transition Designing to Platform Cooperativism

The rise of platform cooperativism, a new vision for the future of work and a fairer internet

Edited by Trebor Scholz and Nathan Schneider

Cosmopolitan Localism
Interaction Design for Slower Civility
Interaction Design for Slower Civility

**Technically Wrong**
Sexist Apps, Biased Algorithms, and Other Threats of Toxic Tech
Sara Wachter-Boettcher

In Nextdoor’s Crime & Safety reporting tool, checks and balances are designed to prevent racial profiling.
# Interaction Design for Slower Civility

## Ostrom's Eight Design Principles

<table>
<thead>
<tr>
<th>Principle</th>
<th>Explanation</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Define clear group boundaries</td>
<td>5. Use graduated sanctions for rule violators</td>
</tr>
<tr>
<td>2. Match rules governing use of common goods to local needs and conditions</td>
<td>6. Provide accessible, low-cost means for dispute resolution</td>
</tr>
<tr>
<td>3. Ensure that those affected by the rules can participate in modifying the rules</td>
<td>7. Make sure the rule-making rights of community members are respected by outside authorities</td>
</tr>
<tr>
<td>4. Develop a system, carried out by community members, for monitoring members' behavior</td>
<td>8. Build responsibility for governing the common resource in nested tiers from the lowest level up to the entire interconnected system</td>
</tr>
</tbody>
</table>

- **Be nice**: cooperate, never be the first to defect.
- **Be provocative**: return defection for defection, cooperation for cooperation.
- **Don't be envious**: focus on maximizing your own 'score', as opposed to ensuring your score is higher than your 'partner's'.
- **Don't be too clever**: or, don't try to be tricky. Clarity is essential for others to cooperate with you.
Make decisions without meetings.

Loomio is an app that helps people have discussions and make decisions together.

Get started
Imagine a digital economy that would follow the 7 co-operative principles

1. Voluntary and Open Membership
2. Democratic Member Control
3. Member Economic Participation
4. Autonomy and Independence
5. Education, Training, and Information
6. Cooperation among Cooperatives
7. Concern for Community

Making good

Platform cooperativism is a growing international movement that builds a fairer future of work. Rooted in democratic ownership, co-op members, freelancers, technologists, and unionists create a concrete near-future alternative to the extractive sharing economy.

Building on the early promise of the Web to decentralize the power of apps, protocols, and websites, platform co-ops allow modest-income households to benefit from the shift of labor markets to the Internet. Steering clear of the belief in one-click fixes of social problems, the model is poised to vitalize people-centered innovation by joining the rich heritage and values of co-ops with emerging Internet technologies.