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Nota di contenuto	Frontmatter -- Contents -- Foreword BIRD -- About the Book -- Introduction: Coming to Terms with Crowdsourcing -- Chapter One: The Reinvention of the Crowd -- Chapter Two: Early Concepts of Online Collaboration -- Chapter Three: The Design of Crowdsourcing -- Chapter Four: The Crowdsourcing of Design -- Conclusion: Towards an Ethics of Creative Crowdwork -- The Author -- Acknowledgments -- Bibliography
Sommario/riassunto	Die digitale Revolution ist mit dem Versprechen verknüpft, die Selbstständigkeit des einzelnen Nutzers zu stärken. Der Aufstieg von kommerziellen Plattformen zur Koordination von Crowdarbeit stellt die Gültigkeit dieses Narrativs jedoch in Frage. In Crowd-Design analysiert Florian Alexander Schmidt die Entstehungsgeschichte, Funktionsweise und Rhetorik solcher Plattformen. Der Vergleich von historischen Crowd-Diskursen und Visionen der Online-Kollaboration bildet den Ausgangspunkt für eine kritische Betrachtung aktueller Ausprägungen von Crowdarbeit: Der Fokus der Studie liegt auf der Auslagerung von

Designaufgaben unter Verwendung dieser Crowdsourcing-Plattformen. Grundlegenden Mechanismen, welche den Plattformbetreibern zur Motivation und Kontrolle der Crowds dienen, werden offengelegt. The digital revolution is interwoven with the promise to empower the user. Yet, the rise of centralised, commercial platforms for crowdsourced work questions the validity of this narrative. In Crowd-Design, Florian Alexander Schmidt analyses the workings and the rhetoric of crowdsourced work platforms by comparing the way they address the masses today with historic notions of the crowd. The utopian concepts of early online collaboration are taken as a vantage point from which to view and critique current and, at times, dystopian applications of crowdsourced work. The study is focused on the crowdsourcing of design tasks, but these specific applications are used to examine the design of the more general mechanisms employed by the platform providers to motivate and control the crowds. Crowd-Design is as much about the crowdsourcing of design as it is about the design of crowdsourcing.
