

# COLLABORATIVE SOCIETY: A CRITICAL PERSPECTIVE



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# Summary & Learning Goal

The students are introduced with various cases of collaborative society (e.g., sharing economy, peer production, collaborative media consumption and production, collaborative knowledge) as described in the “Collaborative Society” book by Jemielniak & Przegalinska (2018). Students select one of the cases and discuss the influence of the collaborative case’s influence on different areas such as economy, culture, intimacy, safety, and social relationships. Topics for the final discussions is on how students would envision the controversies and the opportunities in the future of the collaborative society with respect to the current trends, the dilemma between positive and negative effects of collaborative society’s advances, and possible intermediating technologies on the future of collaboration.

Students will be able to:

- describe different cases of collaborative society.
- critically evaluate the influence of collaborative cases on different aspects of human interactions.
- elicit insight into the opportunities and challenges of the selected collaboration cases, and develop design ideas to improve current effects of collaborative society.
- build knowledge that combines theories around collaborative interaction into interaction design practices.

# Content / Outline

- Introduction to the concept of collaborative society
- Modes of interaction in a technology mediated collaborative society
- Cases of collaborative society: Discussion about the positive and negative influences
- Future directions: opportunities and challenges

# Recommended readings

- Jemielniak, D. and Przegalinska, A. (2020) Collaborative Society. MIT Press

# ORIGINS OF COLLABORATIVE SOCIETY

## WHAT LIES BENEATH?

Prosocial behaviour such as helping, sharing, protecting or cooperating with others show its first signs as early as infancy ages in human life (Van de Vondervoort & Hamlin, 2018).

Recent views suggest prosociality lies in the basis of how human species evolved via selection, described as the "*survival of the friendliest*" (Hare, 2017).

Van de Vondervoort, J. W., & Hamlin, J. K. (2018). The early emergence of sociomoral evaluation: Infants prefer prosocial others. *Current Opinion in Psychology*, 20, 77-81.  
<https://doi.org/10.1016/j.copsy.2017.08.014>

Hare, B. (2017). Survival of the friendliest: Homo sapiens evolved via selection for prosociality. *Annual review of psychology*, 68, 155-186.  
<https://doi.org/10.1146/annurev-psych-010416-044201>

# ORIGINS OF COLLABORATIVE SOCIETY

## WHAT GOVERNS PROSOCIAL BEHAVIOR?

- Desire to help to / ask for help from others as an intrinsic motivation.
- Cost-benefit analysis as an altruistic motivation, for the sake of others' wellbeing.

Hepach, R., Vaish, A., & Tomasello, M. (2013). A new look at children's prosocial motivation. *Infancy*, 18(1), 67-90. <https://doi.org/10.1111/j.1532-7078.2012.00130.x>

Sommerville, J. A., Enright, E. A., Horton, R. O., Lucca, K., Sitch, M. J., & Kirchner-Adelhart, S. (2018). Infants' prosocial behavior is governed by cost-benefit analyses. *Cognition*, 177, 12-20. <https://doi.org/10.1016/j.evolhumbehav.2022.10.003>

# COLLABORATIVE SOCIETY

## **WHAT IS COLLABORATIVE SOCIETY? (according to Jemelniak & Przegalinska, 2020)**

"Collaborative society is an emerging trend that changes the social, cultural, and economic fabric of human organization through technology fostered cooperative behaviours and interactions.

Emerging technologies, thanks to their direct collaboration-enabling features and their engagement of much broader populations, act as super-multipliers for many effects of collaboration that would otherwise be less noticeable."

# COLLABORATIVE SOCIETY: MODES OF INTERACTION

## COLLABORATIVE SOCIETY RELIES ON DIFFERENT MODES OF INTERACTION

- Sharing economy
- Joint creation
- Production
- Distribution
- Trade
- Consumption of goods and services by people, communities, and organizations.



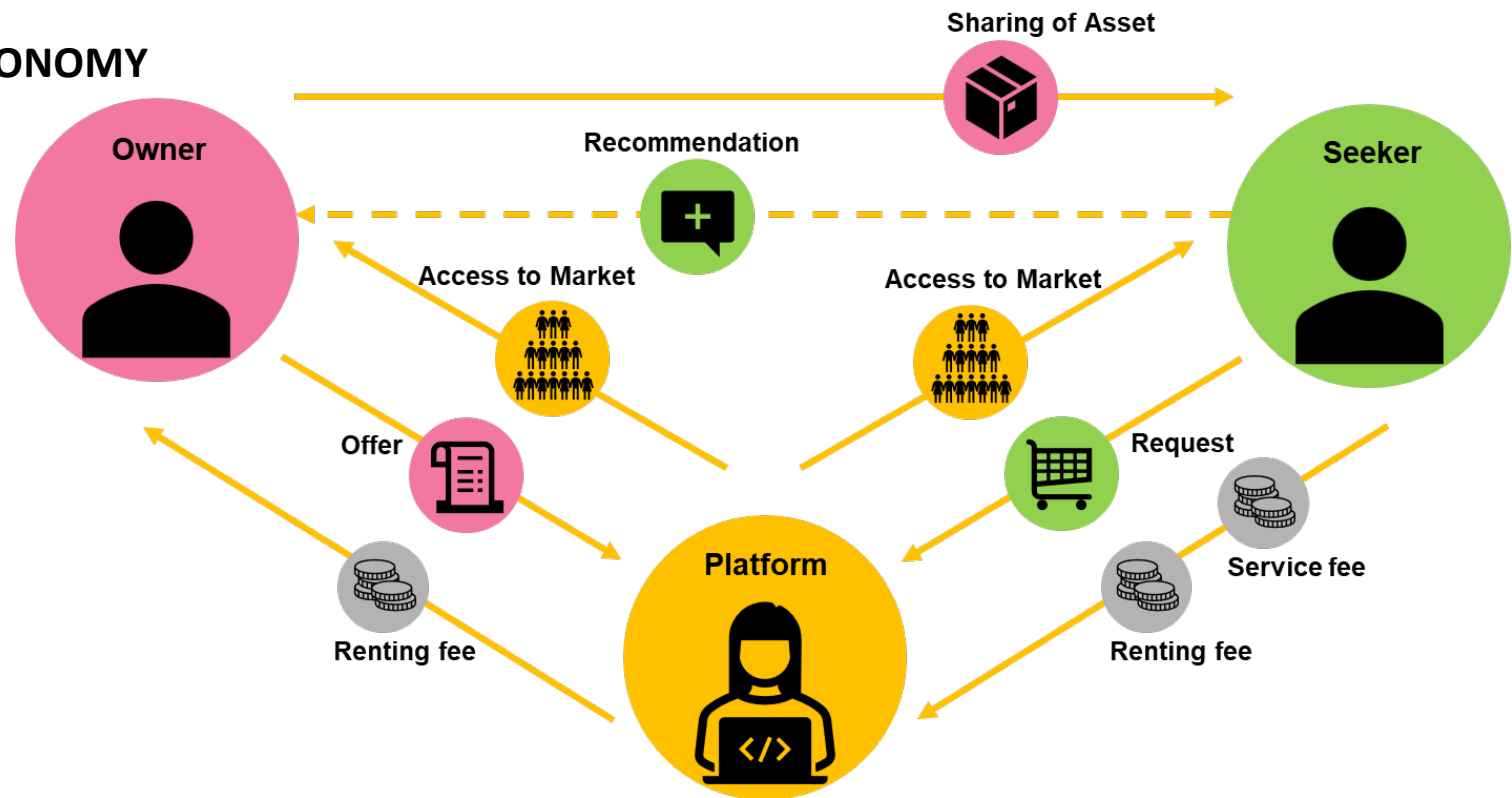
# COLLABORATIVE SOCIETY: MODES OF INTERACTION

## SHARING ECONOMY

- The notion of sharing has become a marketing strategy
- Economic transactions play a role in technology-enabled cooperation.
- Proponents of open collaboration argue that online connectivity allows provisioning based on access rather than ownership
- Something less corporate-driven and more equality based, or?

# COLLABORATIVE SOCIETY: MODES OF INTERACTION

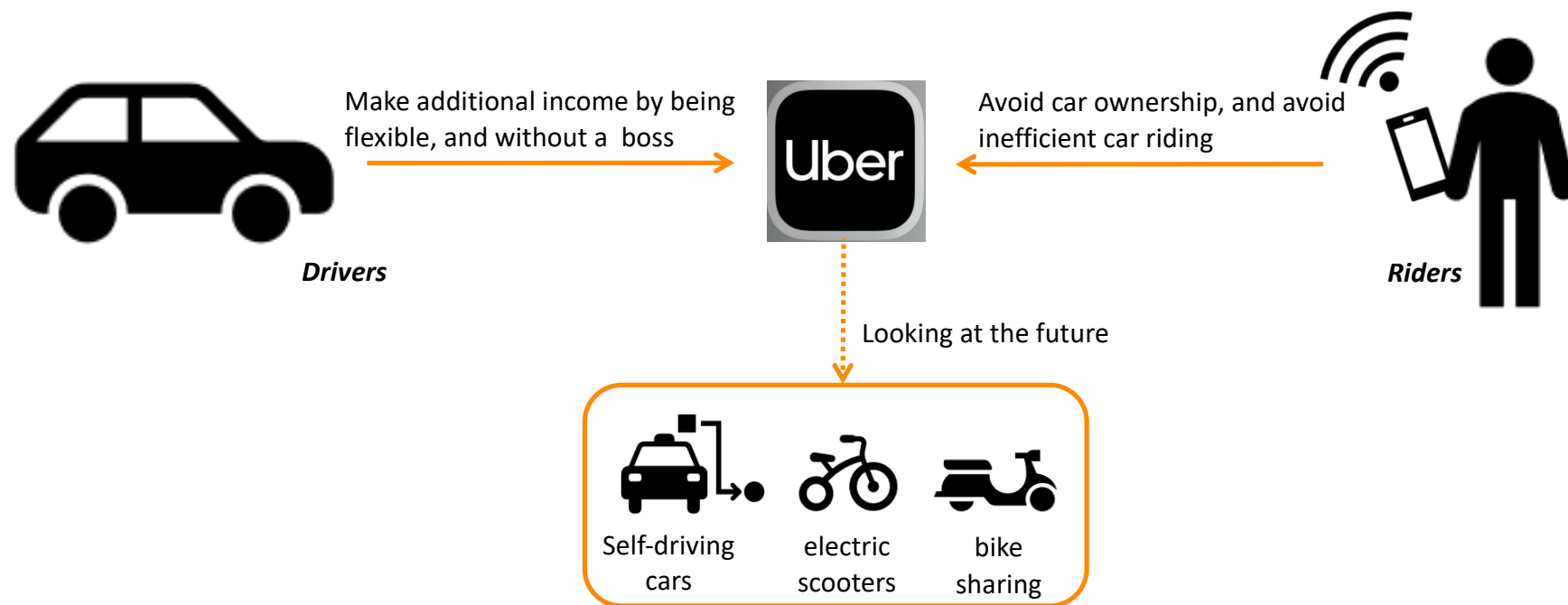
## CASE 1: SHARED ECONOMY



Sharing Economy adapted from: <https://bmttoolbox.net/patterns/sharing-economy/>

# COLLABORATIVE SOCIETY: MODES OF INTERACTION

## CASE 1: UBER'S MODEL OF SHARED ECONOMY



Uber business model adapted from: <https://fourweekmba.com/uber-business-model/>

# COLLABORATIVE SOCIETY: MODES OF INTERACTION

## CASE 1: UBER'S MODEL OF SHARED ECONOMY

Instances of news for taxi driver protests and strikes around Europe:

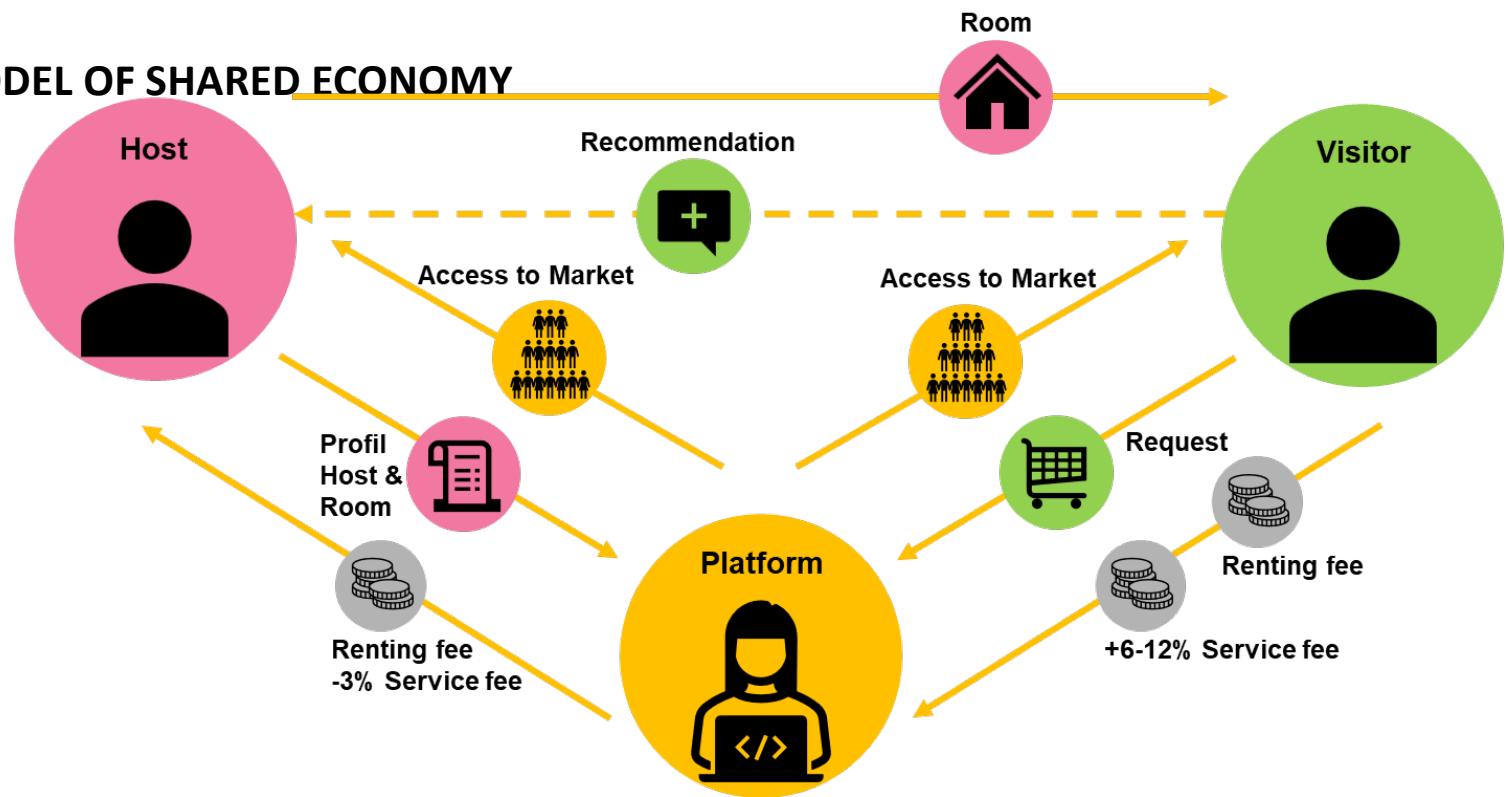
<https://sverigesradio.se/artikel/stockholm-uber-and-bolt-taxi-drivers-out-on-strike>

<https://www.aa.com.tr/en/europe/european-taxi-drivers-protest-against-uber-in-brussels/2680288>

<https://www.politico.eu/article/europe-taxi-driver-block-brussels-uber-files-protest/>

# COLLABORATIVE SOCIETY: MODES OF INTERACTION

## CASE 2: AIRBNB'S MODEL OF SHARED ECONOMY



Airbnb business model adapted from: <https://bmttoolbox.net/stories/airbnb/>

# COLLABORATIVE SOCIETY: MODES OF INTERACTION

## CASE 2: AIRBNB MODEL OF SHARED ECONOMY

European cities have responded differently to the growing number of short-term rentals (such as Airbnb) and proposed a variety of regulations, although little is known about their efficiency.

While Airbnb opens up some neighbourhoods to more tourists, it has sometimes proved unpopular with existing residents.

# COLLABORATIVE SOCIETY: MODES OF INTERACTION

## OPEN COLLABORATION

- Open collaboration is a form of organization and cooperation in which **participants share a common goal but are loosely coordinated**, yet together they create a product or service and make the final result available to anyone interested.
- Open collaboration communities often rely on common discussions, but **interactions among their participants are usually optional** and depend on the depth and complexity of the collaboration.

# COLLABORATIVE SOCIETY

## PEER PRODUCTION

- **Producing shared values:** creation of good or services that possess either some concrete value (e.g., Wikipedia) or potential monetary value (e.g., Yelp).
- **Content sharing** (e.g., 9GAG, Imgur)
- **Performing a task together**, just for fun, sometimes with no concrete end product at all (e.g., Minecraft, Scratch)
- Semi-anonymous



# COLLABORATIVE SOCIETY

## COLLABORATIVE MEDIA PRODUCTION

- Rise of the amateur
- User-generated media
- Long term peer production
- Consumer co-production
- Civic engagement or freedom-of-information oriented approach
- Creating, editing, publishing and distributing media (e.g., Spotify, Deezer, YouTube, Shutterstock)

# COLLABORATIVE SOCIETY

## COLLABORATIVE SOCIAL ACTIVISM AND HACKTIVISM

- Actions and movements relying on increasing number of people join and take part (e.g. #wildfire, #climatechange)
- Awareness/advocacy (e.g., #HiddenHeroes or Earth Hour by WWF)
- Organization/mobilization (e.g., #OccupyWallStreet movement)
- Action/reaction (e.g., #MeToo against sexual abuse, #BlackLivesMatter against racism hashtag campaigns)

# COLLABORATIVE SOCIETY

## THE MANY FACES OF HACKTIVISM

- Activism vs. hacktivism?
- Implicitly being against “the system”
- Hacking as a form of activism (e.g., Wikileaks)
- But a "hack" may also refer to cybercrime, or malicious activism

# Summary/take home

- Human collaboration is an innate skill for human species, but a complex phenomenon
- We are in an age of networked individualism fostered by perpetual online connectedness.
- From a critical perspective, collaborative society entails a great deal of capitalistic philosophy relies on positioning people as individualist, and mainly Homo economicus, rather than as being interested in participatory culture.
- The coin has two sides and utilizing tools for positive impact (e.g. connecting people for solidarity, safety, productivity, etc.) is important.

# References

- Hare, B. (2017). Survival of the friendliest: Homo sapiens evolved via selection for prosociality. *Annual review of psychology*, 68, 155-186. <https://doi.org/10.1146/annurev-psych-010416-044201>
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