



soziologische vorträge
arbeit & organisation

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"Internet 'microwork' – unstructured work and coping strategies of low-status online workers"

Dienstag, 07. Jänner 2014, 17:30-19:00, Seminarraum 3 (1.OG)

Many forms of virtual work are disembodied or detached from the conventional social and organizational structures of working life. They are physically detached from coworkers and sites of work (telework), temporally detached from coworkers' and local communities' daily cycles and career cycles (offshoring), or administratively detached from formal membership and benefit structures (outsourcing). The consequences to workers are many and complex, ranging from challenges in identity formation to difficulties in sustaining organized labour. The lecture examines these consequences through an extreme case – 'microwork', a form of paid 'crowdsourcing' – and discusses workers' coping strategies, including microworkers' online self-organization.

Vili Lehdonvirta is a Research Fellow at the Oxford Internet Institute, University of Oxford. He has a PhD in Economic Sociology from Turku School of Economics (2009) and a MSc in Information Networks from Helsinki University of Technology (2005). Vili's research focuses on virtual economies and digital work. Previously he worked at the Helsinki Institute for Information Technology, Waseda University, University of Tokyo, and London School of Economics.

Weitere Informationen zu Publikationen und wissenschaftlichen Tätigkeiten sind im Internet verfügbar: <http://vili.lehdonvirta.com/>