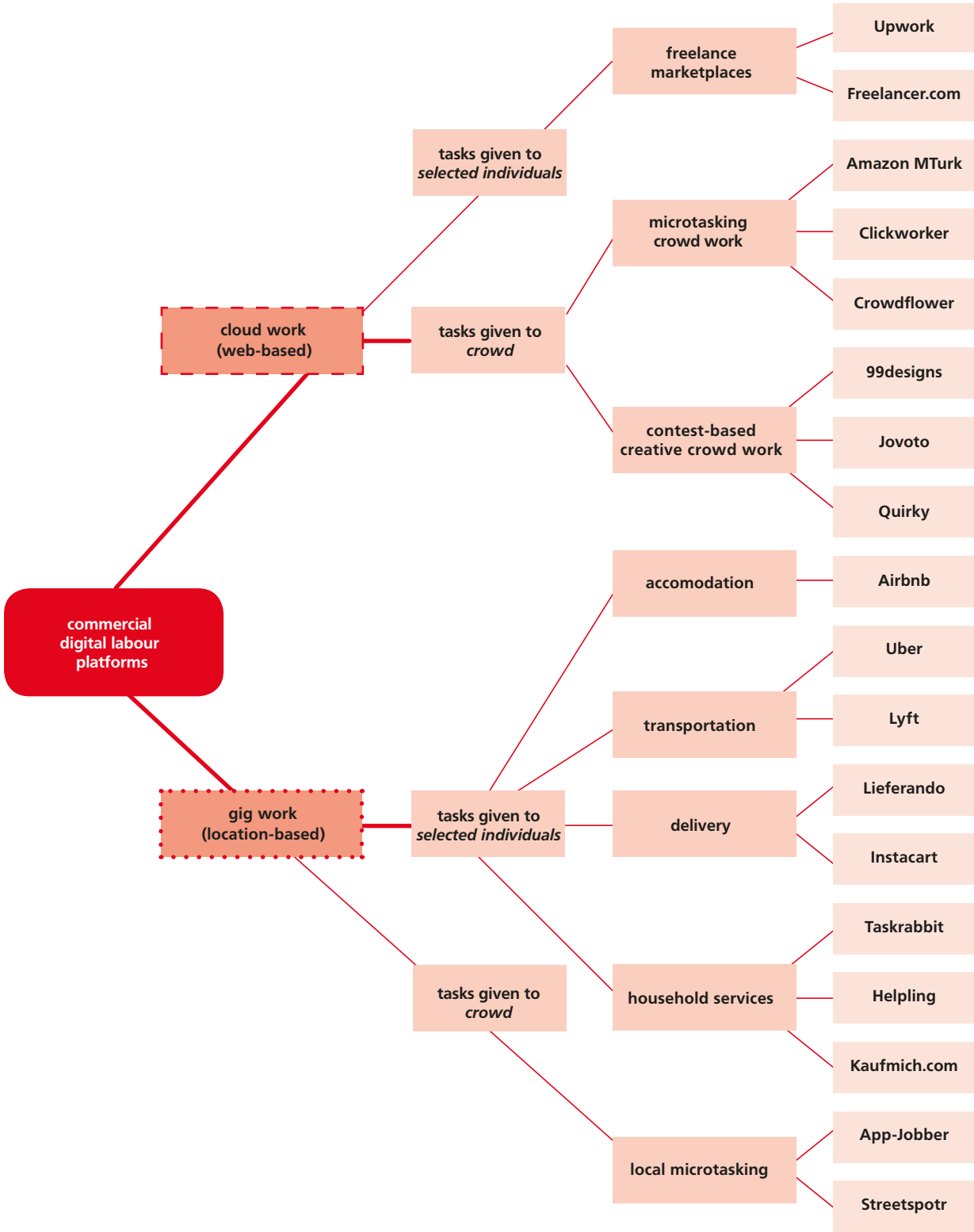
Categorisation of digital labour markets in the platform economy



To differentiate between digital labour platforms one has to ask: is the work bound to a specific place? And is the work bound to a specific individual? If it can be done from everywhere, it is cloud work. If it can be done by anyone and is given to an unspecific group, it is crowd work. Freelance marketplaces are therefore cloud work but not crowd work. If the work has to be done at a specific location and is given to one selected individual, it is gig work. Local mircotasking is the only form of gig work given to a crowd.

Source: Florian Alexander Schmidt **Digital Labour Markets in the Platform Economy**
http://library.fes.de/pdf-files/wiso/13164.pdf