The Dynamics of Virtual Work: the Transformation of Labour in a Digital Global Economy

International conference

Venue: University of Hertfordshire Fielder Centre, Manor Rd, Hatfield, Hertfordshire AL10 9TP

		Day 1. September 3, 2014
	12.00-14.30	COST Action MC meeting
		CONFERENCE OPENS
A	15.00-16.00	**Opening plenary session** Chair: Ursula Huws Vincent Mosco, *Lost in the Cloud: Virtual Work in a Material World* Discussion
	16.00-16.30	**Break**
B	16.30-18.30	Plenary session ***Offshore Outsourcing – the global picture*** Chair: Jane Hardy Monique Ramioul, *Understanding the impact of offshore outsourcing on work: what can we learn from the business functions approach?* Peter Bøegh Nielsen, *Measuring international organisation and sourcing of business functions - results from the second European survey.* Clair Brown, *Job Quality and Domestic and International Sourcing of Business Functions: survey results from the USA*
C	19.00-21.00	**Buffet reception**

		Day 2. September 4, 2014		
D	9.00-10.30	Plenary session ***Theoretical approaches to virtual work*** Chair: Keith Randle Christian Fuchs, *Critical theory and digital labour today* Rudi Schmiede, *Digital Labour and the accumulation of capital* Eran Fisher, *Audience Labour Struggles over value in social media; the case of Facebook's Sponsored Stories advertising plan*		
E	11.00-13.00	***Virtual work and value chain restructuring*** Chair: Jyoti Choudrie	***The changing character of creative labour*** Chair: Richard Miller	***Critical theory and digital labour*** Chair: Christian Fuchs
		Graham Hollinshead, Jane Hardy & Moira Calverley *Embedded Tendencies and the Offshore Outsourcing of Software Development to Ukraine*	Jaka Primorac *Towards more insecurity? Virtual work and sustainability of creative labour*	Chuck Davis and Cyrus Bina *Virtual Work/Digital Labor and Marx's Value Theoretic*
		Jörg Flecker and Andrea Smioski *Dynamics of service value chains: Delocalization and relocation of digital work*	Romina Surugiu *Freelancing, micro-work, piece-work and the changing identities of digital journalists*	Steve Wright, Emiliana Armano & Raffaele Sciortino *Facebook as a value-producing machine on the net? Interpretative hypotheses and traces of a phenomenology*
		Ernesto Noronha and Premilla D'Cruz *Going Dutch, remaining Indian: Experience of Indian IT employees in the Netherlands*	Roei Davidson & Nathaniel Poor *Crowd funding and the transformation of culture workers into interactive service workers*	Frederick Harry Pitts *Form-giving fire: value production and the creative industries as Marx's 'work of combustion'*
		Mascha Will-Zocholl *New topologies of engineering work - informatisation, virtualisation and globalisation in the automotive industry*	Errol Salamon *Digital Media Labour Organising: A Profile of the Precariat Newsworker*	Jakob Rigi *Peer Production and the Dethroning of the Productive Labor For Capital From the Vintage of the Cognitive Labor*
	13.00-14.00	**Lunch**		

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F	14.00-16.00	**Crowdsourcing** Chair: Jörg Flecker	**Work-life balance and virtual work** Chair: Juliet Webster	**Understanding audience labour** Chair: Eran Fisher
		Irene Mandl and Maurizio Curtarelli *Crowd employment and ICT based, mobile work – Implications on working conditions and the labour market*	Linda Rafnsdottir *Gender, virtual work and work-life balance*	Göran Bolin *Media use as value-generating labour: Audience work in digital media markets*
		Sally-Anne Barnes, Anne Green, Maria de Hoyos, Beate Baldauf and Heike Behle *Crowdsourcing: what does it mean for employability and skills?*	Audrone Nakrosiene *Satisfaction with telework and the influence of telework on individual's work-life balance.*	Rafael Grohmann *The Commodification of Audience on the Internet: communication, convergence and labour*
		Alessandro Gandini, Ivana Pais, Davide Beraldo *Independent work on digital platforms: The case of Elance*	Michaela Stumberger *Arranging space for life at work: non-work related "boundary work" using digital media*	Vassilis Charitsis, Per Skålén and Henrietta Huzell *Constructing the data-prosumer: self-quantification and the gamification of running in Web 2.0 platforms*
		Vili Lehdonvirta, Mark Graham *Does connectivity create opportunity? Structure and evolution of online labour markets*	Karen Van Aerden *Contemporary employment arrangements, new ways of work and work-related well-being in the European labour force*	Emma Keltie *Authorised participation: participatory cultural practices as a form of labour within the culture industry*
	16.00-16.30	**Break**		

G	16.30-18.30	*Organisation and management of virtual workers* Chair: Steve Shelley	*Making labour visible in new online economic activities* Chair: Vassil Kirov	*Virtual work and the commodification of culture and the commons* Chair: Martha Michailidou
		Nora Koslowski *My company's invisible: creating trust and belonging amongst the transient places and spaces of virtual work*	Wing-Fai Leung *App Men and Her: Taiwanese online entrepreneurship and gender*	Katarzyna Kopecka-Piech *Playbour for brand. How borders between labour and leisure are blurring in the new media*
		Gerda Mihhailova *Virtual workforce management techniques*	Tatiana Mazali *Digital creativity professionals in italy: a national survey.*	Rob Heyman *Identifying the sites of exploitation used to create ethical surplus in Facebook*
		Christoph Minnig and Ulrich Pekhul, *Open innovation: building trust and culture in distributed systems.*	Toby Bennett *Cultured work in created industries: the discursive world of the major record label*	Julia Velkova Öberg *Workflows, labour and value in open animation production: an ethnographic study of a distributed animation training creation*
		Matti Vartiainen *Employee and team leader competences in global virtual work*	Lucía del Moral; Ivana Pais *Time-base exchange as a feminized altruistic process? Confronting digital and traditional time banks in Italy and Spain*	David Rapaport *Laughing All the Way to the Data Bank: The Privatization of Information Technology In the Ontario Public Service (1975-2000)*
	18.45	**Travel to Hatfield House & view house & gardens**		
	20.00	**Dinner**		

Day 3. September 5, 2014			
H	9.00-10.30	Plenary session **Gender and virtual work** Chair: Wing-Fai Leung Michal Frenkel, *Telecommuting, work and family: an intersectional perspective* Katherine Sarikakis, *Changing geographies of production and consumption in the global online porn industry: the impact on sex workers* Juliet Webster, *How can you tell a virtual worker from any other? Issues in the analysis of the class and gender relations of virtual work*		
I	11.00-13.00	**The identification of virtual work and challenges of governance and regulation** Chair: Rudi Schmiede	**Subjective aspects of virtual work** Chair: Patricia Vendramin	**Emerging occupations on the Internet** Chair: Michael Willis
		Nabeel Goheer and Kaire Holts *Understanding and Regulating Digital Work*	Egle Butkeviciene, Egle Vaidelyte *Changing patterns of individual working behaviours and attitudes towards virtual work in Lithuania*	Aphra Kerr *The Occupational implications of Digital Games as a Service*
		Bjarke Refslund The political Economy of Danish firms international sourcing – implications for wages and employment	Heather Hofmeister; Alexandra Florea *Occupational Identities and Quality of Life of Digital Workers: Subjective assessments*	Tanja Sihvonen *Gamework: Towards Commodification of Gameplay and Gamification of Virtual Work?*
		Nathalie Greenan, Sylvie Hamon-Cholet, Frédéric Moatty *ICTs and Working Conditions in France*	Tanja Carstensen *Web 2.0 as material side of the transformation of work. (New) demands of webwork and individual coping strategies*	Paško Bilić and Vladimir Cvijanović *Working for the algorithm: the case of Google raters*
		Vassil Kirov *New forms of work and employment and challenges for the social partners in Europe*	Karin Moser *Effects of cultural background and professional status on emotional and behavioural reactions in electronic communication between health care professionals*	Jurij Smrke *The emperor's new spectacles*

	13.00-14.00	Lunch		
J	14.00-15.30	**Globalisation and virtual work in emerging economies** Chair: Graham Hollinshead	**Virtual work and the blurring of spatial boundaries** Chair: Linda Rafnsdottir	**Virtual work and the 'real' world** Chair: Bjarki Valtysson
		Alex Free *Interactive service work, subjectivities and identity: control within Kenya's call centre sector*	Steffen Steglich *Globally distributed cooperation – challenges of work based on modern information and communications technology*	Marisol Sandoval *Foxconned Labour as the Dark Side of the Information Age: working conditions at Apple's contract manufacturers in China*
		Premilla D'Cruz and and Ernesto Noronha *Internal and external workplace cyberbullying: Exploring a unique stressor of the digital economy*	Mina Di Marino and Kimmo Lapintie *Teleworking in third places*	John Carter McKnight, Adam Fish *Financialization: process innovation in the new financial workplace*
		Selma Venco *The new international division of labour: only for low qualified workers?*	Patricia Wolf; Laura Guggiari, Peter Troxler *Open knowledge sharing and co-creation: Earning a living from a co-created idea*	Rares Halbac *Virtual work in the tourism sector*
	15.30-16.00	Break		
K	16.00-18.30	Plenary session ***Media convergence, digitisation and the implications for labour*** Chair: Pamela Meil Catherine McKercher, *Converging Toward Precarity: Journalism in the digital world* Dennis Collopy, *Control of the End(user) or the End of Control? The IPR dilemma posed by user generated content and its impact on professional creators* Jean Paul Simon, *The Digital Shift in the Media and Content Industries* Bjarki Valtysson, *Mission impossible: Cross media communication, user-generated content & the Digital Agenda for Europe*		
	18.30	CONFERENCE CLOSES		

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