

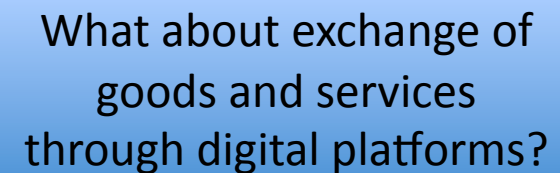
# Virtual workers

Two criteria:

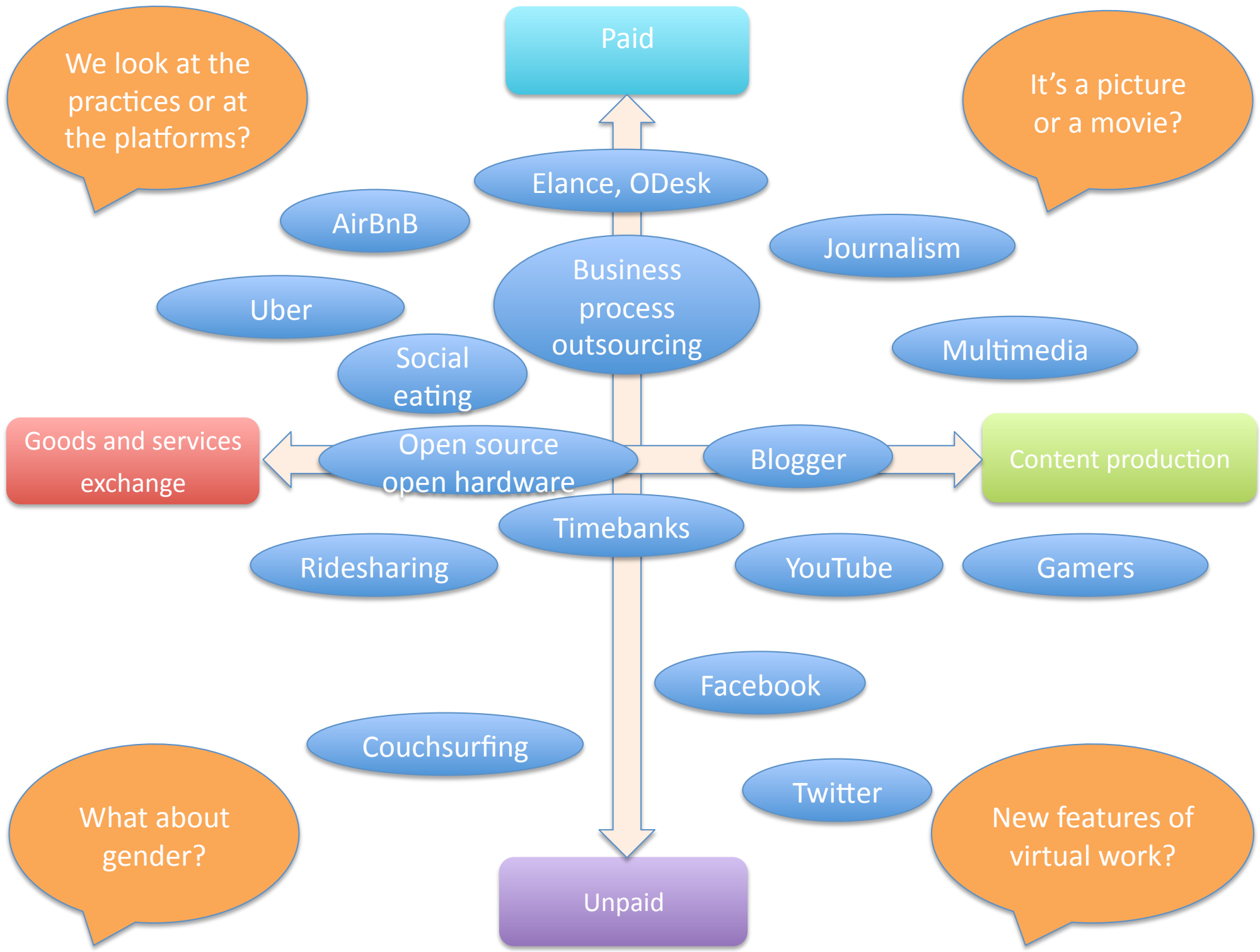
- work that is performed using digital or telecommunications technologies
- work that produces content, and crucially, value, for digital and new media owners

And three variables:

- paid or unpaid
- digital technologies as tools or the objects of the labour performed
- working online all the time, some of the time or simply hired via online services



What about exchange of goods and services through digital platforms?



Kjetil J. Olsen,  
Vice-President Elance-oDesk

*I would say we believe we have come to a global online workplace where location, language and background mean nothing.*

*The only thing that matters is what you do and how well you do it.*

*We don't think gender is of relevance because female php developers can do good work as male php developers. So I think gender is irrelevant in this sense as I think it is in the labour market in general.*

Forms of integration	Exchange	Collaboration	Reciprocity	Commonality	Redistribution
<i>Identity of individuals</i>	Anonymity	Generic knowledge	Elective	Membership	Citizenship
<i>Motivation of individuals</i>	Extrinsic	Predominantly extrinsic	Predominantly intrinsic	Identity	Extrinsic
<i>Symmetry of the relationship</i>	Symmetric	Symmetric	Symmetric-asymmetric	Asymmetric	Asymmetric
<i>Nature of the bond</i>	Private legal	Informal	Moral	Community	Public legal
<i>Degree of committment</i>	Low (easy exit)	Medium (exit possible)	Medio-high (loyalty)	High (voice)	High (voice)
<i>Principle of allocation</i>	Equivalence	Almost equivalent	Mutual debt	Mutuality	Justice
<i>Medium of exchange</i>	Money	Reputation	Gratitude	Status	Authority
<i>Form of trust</i>	Systemic confidence	Indirect trust	Interpersonal trust	Generalized trust	Institutional trust
<i>Nature of the goods</i>	Private	Network	Relational	Commons	Public

Forma di integrazione	Scambio	Collaborazioni	Reciprocità	Condivisione	Redistribuzione
Identità dei soggetti	Anonimità	Conoscenza generica	Elettività	Appartenenza	Cittadinanza
Motivazione dei soggetti	Estrinseca	Prevalente estrinseca	Prevalente intrinseca	Identitaria	Estrinseca
Simmetria del rapporto	Simmetrico	Simmetrico	Simmetrico-asimmetrico	Asimmetrico	Asimmetrico
Natura del vincolo	Giuridico privato	Informale	Morale	Comunitario	Giuridico pubblico
Grado di commitment	Basso (exit facile)	Medio (exit possibile)	Medio-alto (lealtà)	Alto (voice)	Alto (voice)
Principio di allocazione	Equivalenza	Quasi equivalenza	Debito reciproco	Mutualità	Giustizia
Mezzo di scambio	Denaro	Reputazione	Riconoscenza	Status	Autorità
Forma di fiducia	Confidence sistemica	Fiducia indiretta	Fiducia interpersonale	Fiducia generalizzata	Fiducia istituzionale
Caratteristiche dei beni	Privati	Di rete	Relazionali	Comuni	Pubblici