

# **Pro-common and feminist digital economy?**

## **Reflections from gender dynamics in platform economy**

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- 1. Introduction platforms economy and the common model versus corporate model**
- 2. Possible questions of feminist analysis of the digital platforms**



# Platform (collaborative) economy

Consumption, exchange and production of  
goods and services  
between distributed groups of people  
supported by a digital platform



WIKIPEDIA  
The Free Encyclopedia



# Platform Economy

## Disruptive expansion



WIKIPEDIA  
The Free Encyclopedia



Software industry

Cinema industry

Music industry

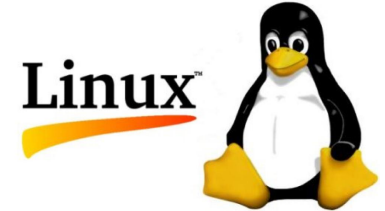
Scientific production

Tourism and vacation rentals

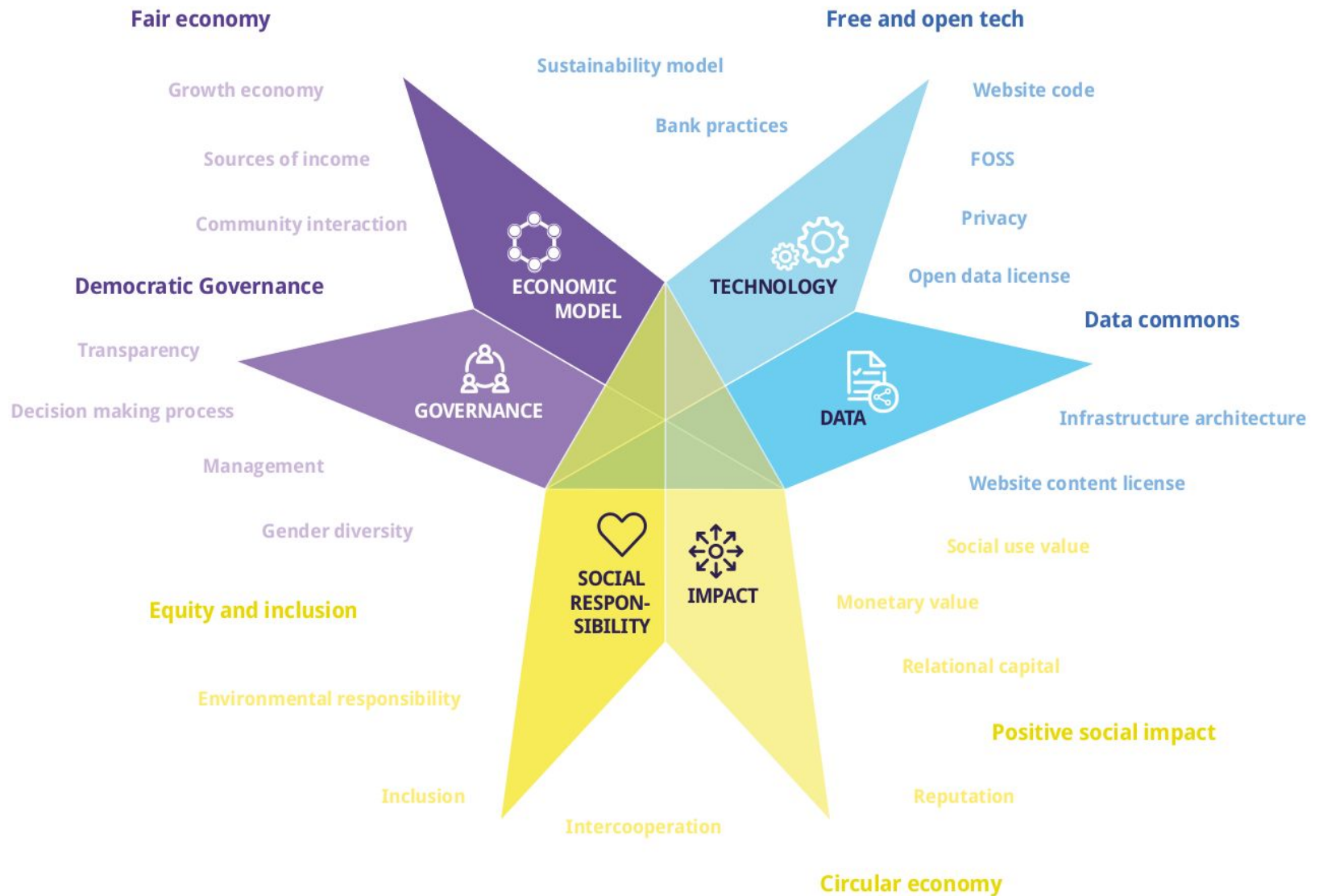
Taxi services and mobility

...

Which is the next one?



# STAR OF DEMOCRATIC QUALITIES OF DIGITAL PLATFORMS



# Models of platform economy



## Open Commons



## Platform coops



## Unicorn



**GOVERNANCE,**  
DEMOCRATIC ECONOMY,  
ECONOMICAL  
SUSTAINABILITY AND  
PURPOSE EMBEDDED IN  
THE **ECONOMIC MODEL**

Foundations, with  
systems of community  
participation

Economic models  
adapted to keep  
community  
governance

SMEs & cooperatives

International company

Economic models driving  
governance

**POWER DISTRIBUTION;**  
FREEDOM ALLOCATIONS  
AND OWNERSHIP  
EMBEDDED IN THE **TECN**  
AND **KNOWLEDGE POLICY**

Collective and public  
ownership

Open software  
(replicable)  
Open data  
Open licenses (eg  
Creative Commons)

Open software  
(replicable)  
Data policy depend

Private ownership

Proprietary software  
Closed data  
Restricted Copyright

**IMPACT ON VALUE**  
CREATION  
AND  
**SOCIAL RESPONSIBILITY**  
TOWARDS EXTERNALITIES

Social value

Circular economy -  
environmental impact  
Gender active policies

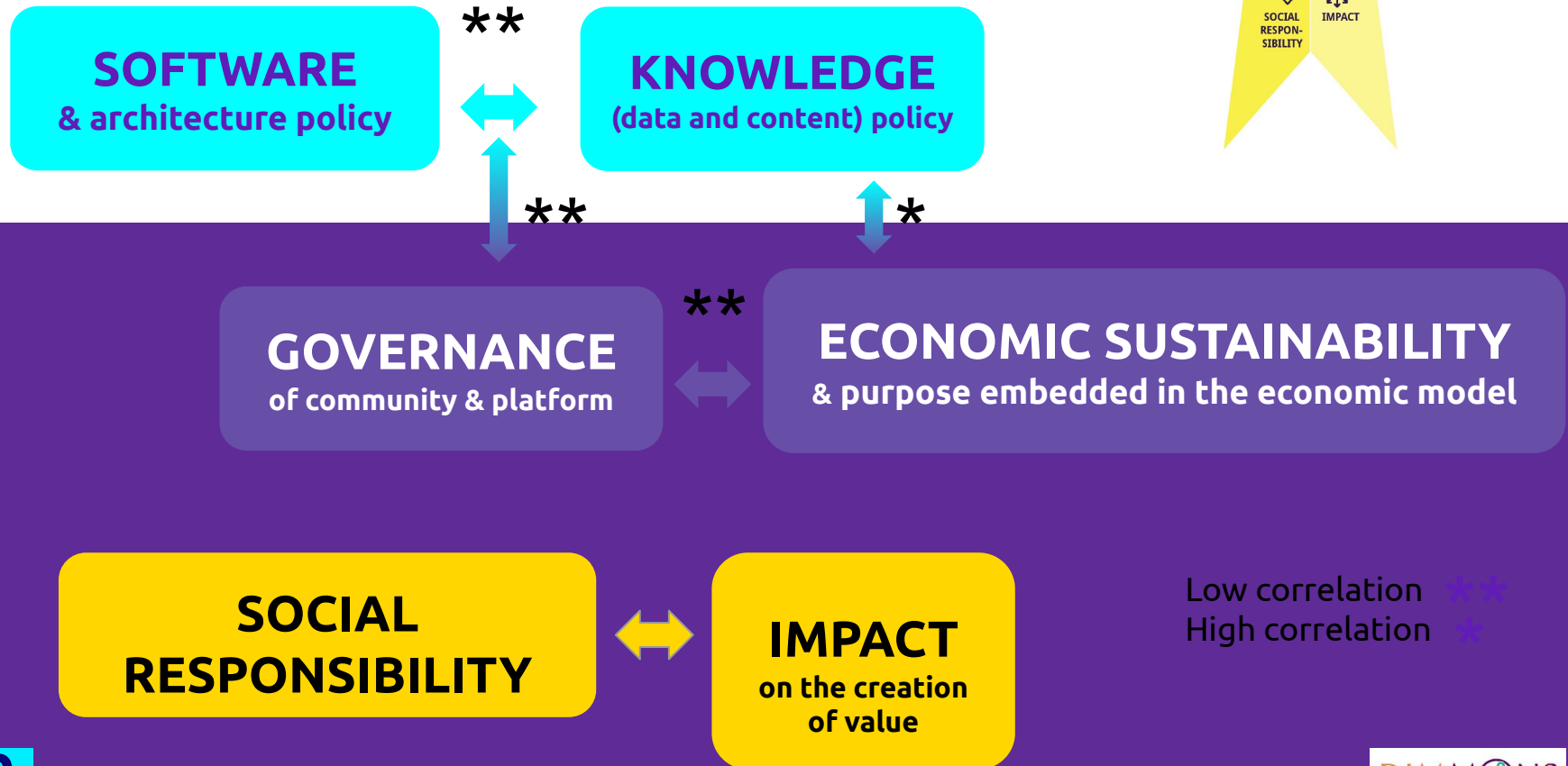
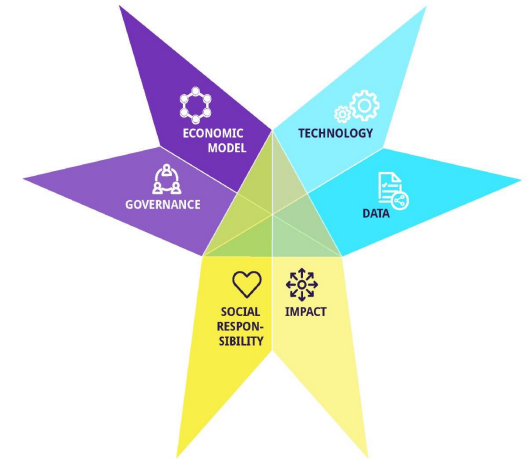
Social and economic  
value

Circular economy -  
environmental impact  
Gender active policies

Economic value

Gender discrimination  
complaints  
Environmental discrepancies

# DEMOCRATIC DIMENSIONS CORRELATIONS



# Where is feminist economy and environment system here?

**Commons**

**Market**

**State**

A more democratic alternative to capitalism  
..... and to patriarchy?

**Beyond social economy  
wave:**

**Social/Commons, feminism &  
environmentalism fusion**



### **3. Possible feminist analysis of the platform economy**

**Differentiation between corporate model and common model**

# Possible feminist analysis of the platform economy

	Corporate Model	Pro-common / Coop Model
<p><b>Does it reposition the "reconciliation" between productive and reproductive economy?</b></p>	<p>No, and it could even create more distance.</p> <p>New way to keep women working from home and in temporary jobs (Singer, 2014).</p> <p><b>"Patriarchy"</b> of the social: Put to work free "social" time. Reinventing capitalism to also take advantage of the social sphere (not only reproductive).</p>	<p><i>Idem. it is ignored it.</i></p> <p><i>But from the valorization of the social.</i></p>
<p><b>Does it reformulate the conception of value? Does it place life in the center?</b></p> <p>Study of value conceptions (P2Pvalue, Fuster, 2014)</p>	<p>No.</p> <p>Exchange value (monetary), central axis.</p> <p>But also reputational value.</p>	<p>Yes. New professional values ?:</p> <p>Value in terms of community building (relationship building)</p> <p>Use value: creation of useful resources</p> <p>Mission achievement value (objectives) and agenda in more prosocial missions, against profit achievement</p>

	Corporate Model	Pro-common / Coop Modelle
<p><b>Is the productive system reformulated towards a more "Marxist" model?</b></p> <p><b>Class equality</b></p>	<p>No.</p> <p>Segregation of platforms by social class (boyd, 2010)</p> <p>Exclusion of the lower working class from stable work. In substitution of temporary jobs for the middle class (Schor, 2014)</p> <p>Job insecurity</p>	<p>Yes.</p> <p>+ Greater control of the means of production of people who create value</p> <p>+ Non-alienating link</p> <p>+ Distribution of the fair value generated</p> <p>+ Access conditions as a public good</p>
<p><b>Is it a more inclusive economic model?</b></p> <p><b>Do women participate?</b></p> <p><b>Do women participate at all levels / in all areas?</b></p>	<p>Less than the traditional model (Edelman et al, 2014; Roy 2016). Segregation by gender (Schor, 2014) and roles ((2016). Increase of gender identity impact in relations (Schoenbaum, 2016)</p> <p>Greater inclusion of women as producers than in the common model.</p> <p>30% women in FLOSS communities versus 1.5% in common (EC 2014)</p> <p>13% women on Wikipedia (Ortega 2010)</p>	<p>Women as consumers. The model ensures a better condition of access to the resulting resources (Public Economy)</p>