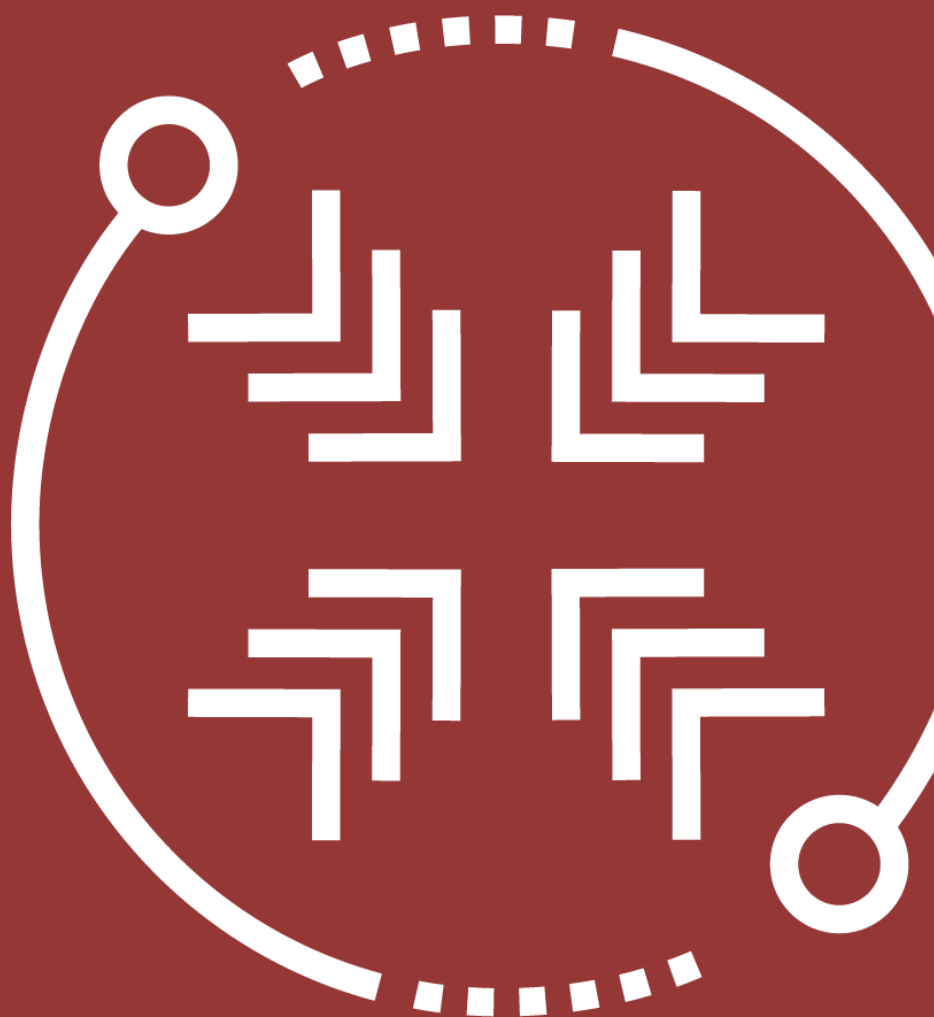


NORDIC CENTRE FOR INTERNET AND SOCIETY

ANNUAL REPORT 2018



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FOREWORD

PROFS. DRS. CHRISTIAN FIESELER & SUT I WONG

DIRECTORS

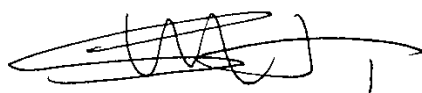
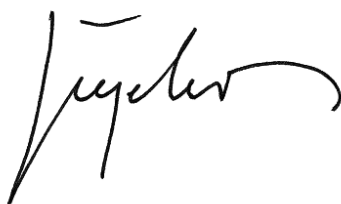
Dear Reader,

It is a pleasure to present the 3rd Annual Nordic Centre for Internet and Society Report. This year, we traveled like never before, attending conferences and trying to reach out to new and old friends across the world. We continued to present and discuss our ongoing research on the labour in the digital economy, looking ever more towards how the future of work will play out across different domains. Both 'at home' in Oslo and abroad we have sought to broaden our thematic horizons, now also including in our research interests matters of digital social inclusion, emotional labor, and social robotics.

One emerging topic has been the societal impact of Artificial Intelligence (AI), with many members of our team are now researching how to design inclusive and accountable AI. We are also excited to run for the first time our new course on artificial intelligence, algorithms and society.

Our team has also rapidly evolved, with new faces joining and established faces gaining new positions. Christoph Lutz was promoted to Associate Professor, gaining permanent tenure as part of the BI faculty, Eliane Bucher has now joined us full-time as an Assistant Professor, and Gemma Newlands commenced her PhD. We would also like to welcome Professor Peder Inge Furseth, Professor Benedicte Brøgger, Assistant Professor Alexander Buhmann, and Fulbright Scholar Shruthi Velidi to the team! Together, we are happy over what we have achieved over the last year, and hope to share our stories over the following pages of our 2018 annual report.

Sincerely Yours,





Hawaii International Conference on System Sciences

3rd-6th January

Christoph Lutz and Gemma Newlands presented the paper “Emotional Labor in the Sharing Economy” at the 51st Hawaii International Conference on System Sciences (HICSS). The paper is co-authored with senior author and NCIS director Christian Fieseler. HICSS took place from January 3-6 2018 in the Hilton Waikoloa, Big Island, Hawaii. The prestigious conference, one of the best in its field and highly ranked in terms of citation metrics, convened leading scholars in information systems, management, business, and computer science. Christoph and Gemma presented in the mini-track on the sharing economy, which included papers, among others, from scholars at the universities of Shenzhen, Daejeon (KAIST), Augsburg, Arizona, and Innsbruck.

REFERENCE: Newlands, G., Lutz, C., & Fieseler, C. (2018). Emotional labor in the sharing economy. *Proceedings of the 2018 Annual Hawaii International Conference on System Sciences (HICSS)*, 636-645.



Sharing Economy and Human Rights Symposium

8th January

In January, we participated in the 12th International Human Rights Researchers' Workshop at the College of Law and Business in Ramat Gan, Tel Aviv. The papers presented at the conference covered a wide range of legal and managerial fields, from issues of competition, to taxation, discrimination, to social and fairness concerns. The contributions will be published together in the Law & Ethics of Human Rights Journal. Our contribution was on practices of extensive data collection among sharing economy platforms, highlighting how the unknown future value of big data creates an ethical problem for a fair exchange relationship between companies and users, and ultimately proposing a typology with four scenarios related to the future value of data.

Connectados al Sur Symposium

22nd January

We spent two days in January at the Conectados al Sur Symposium in Costa Rica. Conectados is an initiative that is focused on the opportunities and challenges that arise to children and young people, in their relationship with the Internet and emerging technologies in Latin America and the world. During the symposium, which was attended by almost 100 participants, we explored various methodologies such as co-design with youth, participatory research, construction of narratives and content in digital media, information visualization and learning in action, and their applicability to three main topics: Digital Citizenship, Digital Economy and Artificial Intelligence.

Philosophical Questions about AI, Law and Governance Workshop

15th-16th February

In February, we participated in the "Philosophical Questions about Artificial Intelligence, Law and Governance" workshop, which was held in Zurich (Switzerland) on the February 15th and 16th, 2018. The event was organized by the Faculty of Law of the University of Zurich in collaboration with the Berkman Klein Center for Internet & Society at Harvard University. The aim of the workshop, which brought together scholars from both Science and Technology Studies and legal studies was to discuss the legal and political issues raised by AI and explore novel ways of interdisciplinary research to better understand normative implications of smart technologies.

7th March

Christoph Lutz presented a work-in-progress paper at the 2018 General Online Research Conference (GOR 2018) in Cologne, Germany. The talk, entitled "Motivations for Engaging in Social and Political Online Campaigns", was part of a collaborative project with the University of Western Ontario (Canada) that is funded by the Social Sciences and Humanities Research Council of Canada. Christoph's presentation was well attended and well received. GOR 2018 was organized by the German Society for Online Research, featuring a broad range of presentations in the field of Internet research. Two keynotes - one by Google's senior research scientist Mario Callegaro and one by Frauke Kreuter from the Joint Program on Survey Methodology - showcased methodological challenges and innovations at the intersection of data science and survey methodology. The conference was particularly well attended by methodologists and market research practitioners, allowing fruitful exchange between research and practice.

REFERENCE: Quan-Haase, A., Gosse, C., Lutz, C., Bronson, Z., & McDougall, A. (2018, Feb.). Motivations for engaging in Social and Political Online Campaigns. Paper presented at the General Online Research Conference, Cologne, Germany.

**Academy of Management Specialized Conference on Big Data and Managing in a
Digital Economy**

18th-20th April

Gemma Newlands and Christoph Lutz attended the Academy of Management (AOM) Specialized Conference on Big Data and Managing in a Digital Economy, where they presented a total of three papers. Gemma presented two papers: one about flexibility and pressure of sharing economy providers, such as Airbnb hosts and Uber drivers, and one about regulatory desirability and fairness in the sharing economy. Christoph's presentation looked at collective action and class-consciousness among sharing economy providers. All presentations were well received and fruitful knowledge exchange took place between the Nordic Centre and researchers working on similar topics at other institutions in Europe. The AOM Specialized Conference took place at the University of Surrey (Guildford, United Kingdom) from April 18-20 and was organized by the University's Centre for the Digital Economy.

REFERENCE: Fleck, M., & Maltseva, K. (2018, Apr.). *Towards an ethical management framework for Artificial Intelligence*. Paper presented at the Academy of Management Specialized Conference: Big Data and Managing in a Digital Economy, Surrey, UK.

Lutz, C., Newlands, G., & Fieseler, C. (2018, Apr.). *Class-consciousness in the sharing economy*. Paper presented at the Academy of Management Specialized Conference: Big Data and Managing in a Digital Economy, Surrey, UK.

Newlands, G., Lutz, C., & Fieseler, C. (2018, Apr.). *Algorithmic management in the sharing economy*. Paper presented at the Academy of Management Specialized Conference: Big Data and Managing in a Digital Economy, Surrey, UK.

Newlands, G., Lutz, C., & Fieseler, C. (2018, Apr.). *Regulation and fairness in the sharing economy*. Paper presented at the Academy of Management Specialized Conference: Big Data and Managing in a Digital Economy, Surrey, UK



Lecture on Open Innovation by Solomon Darwin

2nd May

Solomon Darwin gave a lecture on Open Innovation at BI on May 2nd 2018. Darwin is the Executive Director at the Garwood Center for Open Innovation at Haas Business School at the University of California, Berkeley. Darwin was invited by the Centre for Internet and Society to give us an update on Open Innovation and show applications of the concept for emerging markets, where villages in India was the main example. The talk was attended by about 30 persons from both inside of and outside of BI. Via the talk, Darwin also made contacts with a Norwegian milieu interested in supporting innovation in India.

3rd International Symposium on Leadership Perspectives

12th May

Marthe Berntzen presented a paper; “When the favor is not seen as genuine” at the 3rd International Symposium on Leadership Perspectives, in Chania, Crete. The paper investigates the moderating roles of social and economic leader-member exchange on the relationship between empowering leadership and organizational citizenship behaviors. The paper is co-authored with NCIS co-director Sut I Wong, as well as an external author, Fredrik Steen. This conference is a meeting place for leading scholars within leadership and management research, and this year’s topic was on “What leaders actually do” – a highly relevant topic in the changing world of work.

International Communication Association Conference

24th-28th May

Gemma Newlands, Christoph Lutz, and Alex Buhmann presented at this year’s Annual Conference of the International Communication Association (ICA) in Prague. The conference took place from May 24 to May 28 and gathered thousands of leading communication scholars from around the world. It is the largest and most prestigious conference in this discipline. Gemma Newlands and Christoph Lutz presented a paper on users-by-proxy in the sharing economy, while Gemma Newlands also presented a poster on regulatory desirability in the sharing economy. Alex Buhmann presented a paper on understanding the dynamics of (non)standardization in communication measurement and evaluation. All presentations were well received and the Nordic Centre looks forward to developing these ideas further.

REFERENCE: Lutz, C., Fosch Villaronga, E., & Tamò-Larrieux, A. (2018, May). Ethical, legal, and social issues of healthcare robots: Consulting expert voices. Paper presented at ICA Pre-conference ‘Communicating with Machines: Theory and Practice’, Prague, CZ.

Newlands, G., Lutz, C., & Fieseler, C. (2018, Aug.). *Sharing by proxy: Invisible users in the sharing economy*. Paper presented at the International Communication Association Conference, Prague, CZ.

International Conference on Management and Organizations

15th June

A large contingent of the Nordic Centre attended the 5th International Conference on Management and Organizations, which was held in Brdo, Slovenia. The conference is a meeting place for international scholars and practitioners arranged every two years. This year's topic was on Management and Organization in the Digital Society. Christian Fieseler opened the two-day conference with an engaging keynote on the future of work, automation, and the opportunities of AI in organisation. Marthe Berntzen presented a paper entitled "Leading virtually – when transformation got lost in virtual translation". The paper investigates the relationship between transformational leadership and high-quality leader-member exchange relationships in distributed, virtual settings. The paper was co-authored with Sut I Wong, who was also present at the conference. Gemma Newlands presented a paper entitled "Between pressure and flexibility: Provider scheduling in the sharing economy". The paper was co-authored with Christoph Lutz and Christian Fieseler as one outcome of the Horizon 2020 Project Ps2Share.

REFERENCE: Newlands, G., Lutz, C., & Fieseler, C. (2018, Jun). *Between Pressure and Flexibility: Provider Scheduling in the Sharing Economy*. Paper presented at the 5th International Conference on Management and Organization, Brdo, Slovenia.

Wong, S., & Berntzen, M. (2018, Jun.). *Leading virtually – When transformation get lost in virtual translation*. Paper presented at the 5th International Conference on Management and Organization, Brdo, Slovenia.



European Group for Organizational Studies Conference

5th-7th July

Gemma Newlands of BI's Nordic Centre for Internet & Society gave a well-received paper presentation at this year's Annual Colloquium of the European Group for Organizational Studies (EGOS) in Tallinn, Estonia. EGOS is a large and influential association for organizational research. Its Annual Colloquium is among the most prestigious conferences in management studies and has grown to be a meeting point for cutting edge empirical, conceptual, and critical research on all forms of organizations. This year's Colloquium had the topic "Surprise in and around Organizations: Journeys to the Unexpected" and convened more than 2000 international attendants. Gemma Newlands presented a paper co-authored with Christoph Lutz and Christian Fieseler about collective action and class consciousness among the dispersed provider base in the sharing economy.

REFERENCE: Newlands, G., Lutz, C., & Fieseler, C. (2018). Collective action and provider classification in the sharing economy. *New Technology, Work and Employment*, 33(3), 250-267

Social Media & Society Conference

19th-21st July

Christoph Lutz and Gemma Newlands presented a work-in-progress poster at the 2018 Social Media & Society conference (#SMSociety) in Copenhagen, Denmark. The poster, entitled "Acceptance Tweeting: An Analysis across Six Major Conferences in the Social Sciences" looked into the tweeting behavior of social scientists at major conferences in their field, for example ICA and AOM. It specifically investigated the phenomenon of "acceptance tweeting", where researchers make the acceptance or rejection of their conference paper public. The poster session was well attended and Christoph's and Gemma's created engaging discussion. #SMSociety 2018, this year in its ninth edition, was organized by a team of leading Canadian social media researchers, featuring a broad range of presentations in the field of social media and Internet research. The keynote by Karine Nahon as well as the plenary panel discussion by leading social media researchers Kelly Quinn, Anatoliy Gruzdt, Axel Bruns, Anja Bechmann, and Richard Rogers, focused on recent challenges in investigating social media, for example in terms of disinformation and access to social media data. Christoph also moderated a session on virality and multimodality, which featured presentations about esports, niche social media sites, and detecting bots on Twitter.

Academy of Management Conference

5th September

Peder Furseth gave his inaugural lecture as full professor at BI on September 5th 2018. His took Norway's diminishing income from oil as his departure point, and spoke about how to create more value for companies and the nation by using service innovation-oriented business models.

Academy of Management Conference

16th October

The Nordic Centre for Internet and Society had a very strong presence at this year's Academy of Management (AOM) meeting. The conference took place in Chicago from August 10-14 and had over 11000 attendants from across the world. It is the leading academic conference in business and management research, with BI being a key sponsor. Together with leading HRM researchers, Sut I Wong and Christian Fieseler hosted a successful personal development workshop on HRM, crowdsourcing and online labor platforms. The workshop led to engaging discussions on the potentials and challenges of digital platforms for workers and HR managers. Nordic Centre alumna Marthe Berntzen and Sut I presented a paper entitled Transformational Leadership and Leader-Member Exchange in Virtual Teams within a session on global teams and social media. Moreover, Sut I, Christian and Nordic Centre alumna Dominique Kost had a paper on job-career (in-)congruence in the gig economy that was well received. Christian and Kateryna Maltseva, together with collaborator Hannah Trittin (Leuphana University of Lüneburg) showcased their ongoing research on gamification and sustainability communication.

Finally, the Nordic Centre was strongly represented in a session about the sharing economy, with two talks out of three featuring Nordic Centre author teams: Eliane Bucher presented a paper co-authored with Christian, Christoph Lutz and Gemma Newlands about emotional labor and emotional management in sharing economy transactions. Finally, Gemma's and Christoph's paper User Perceptions of Fairness and Regulation in the Sharing Economy dealt with the relationship between fairness perceptions of sharing platforms and regulatory desirability, showing that when sharing users think that sharing platforms act fairly they see less need for regulation. During the paper sessions, workshops and many informal conversations we received very valuable feedback for our work going forward, and explored opportunities to further enlarge our network of international collaborators. We are thankful for the opportunity to present our work on the social issues of the digital economy, and are looking forward to the next academy conference.

REFERENCE: Bucher, E., Fieseler, C., Lutz, C., & Newlands, G. (2018, Aug). *Managing Emotional Labor in the Sharing Economy*. Paper presented at the Academy of Management Annual Meeting, Chicago, IL.

Wong, S., & Berntzen, M. (2018, Aug.). *Transformational leadership and leader-member exchange (LMX) in virtual teams: The roles of electronic dependence and team task interdependence*. Paper presented at the Academy of Management Annual Meeting, Chicago, IL.

Wong, S., Kost, D., & Fieseler, C. (2018, Aug.). *Meaningful work and subjective well-being: The role of job-career (in)congruence in the gig economy*. Paper presented at the Academy of Management Annual Meeting, Chicago, IL.

Association of Internet Researchers Conference

10th-13th October

The Nordic Centre for Internet and Society was involved in several contributions at this year's Association of Internet Researchers Annual Conference (#AoIR2018). The AoIR Conference took place in Montreal, Canada, from 10 to 13 October 2018 and is a key event for Internet researchers across academic disciplines. Initiated in 2000, the AoIR Conference has become a large and prestigious event (with more than 500 participants this year), while keeping its friendly and inclusive character. Christoph Lutz co-organized a half-day workshop on human-machine communication, which was well attended and engaged the participants in lively discussions about the social and ethical implications of new and "smart" technologies such as social robots, the Internet of things and virtual assistants (such as Siri and Alexa). Christoph was also part of a panel on perpetual contact and mobile technology, presenting ongoing research in collaboration with Gemma Newlands on the role of mobile devices in crowdwork. The research approaches the question of how inclusive new forms of work such as crowdwork are in terms of technological access. Finally, Christoph presented a paper about privacy cynicism in Germany based on a large survey of German Internet users (in collaboration with Giulia Ranzini from the Free University of Amsterdam and Christian Pieter Hoffmann from the University of Leipzig). The newly developed concept of privacy cynicism refers to individuals' attitudes towards online privacy, encompassing dimensions such as mistrust towards data collectors, uncertainty, powerlessness and resignation. The findings indicate that mistrust and powerlessness are quite pronounced among the respondents but resignation is less so.

REFERENCE: Lutz, C., & Newlands, G. (2018, Oct.). *Mobile devices and crowdwork: A study of Amazon Mechanical Turk*. Paper presented at the Association of Internet Researchers (AoIR) Annual Conference, Montreal, Canada.

Quantified-Self Conference

23rd September

Kateryna Maltseva has led a breakout session at the annual conference of Quantified-self community on September 23rd, 2018. The topic of the session was: “Human Machines: Is Quantifying Experiences Dehumanizing?”. Kateryna has presented her research on self-tracking and dehumanization and moderated a discussion among the participants of the breakout session. Among the topics discussed during the breakout session were: “(De)humanizing effect of technologies”, “Technological solutionism”, and “Technological positivism”.

Amsterdam Privacy Conference

22nd October

Gemma Newlands, Christoph Lutz, and Shruthi Velidi attended the 2018 Amsterdam Privacy Conference (APC) this October, hosted by the University of Amsterdam. Christoph Lutz presented a paper on the privacy implications of social robots and a paper on the privacy paradox. APC 2018 is organised by the Amsterdam Platform for Privacy Research (APPR), a network of researchers at the University of Amsterdam, with active participants from diverse fields, including philosophy, law, economics, computer science, medicine, media and communication studies and social sciences. It acts as a leading conference in the field of Internet privacy.

REFERENCE: Felzmann, H., Fosch Villaronga, E., Lutz, C., & Tamò-Larrieux, A. (2018, Oct.). How transparent is your AI? Ethical, legal, and societal understanding of transparency in the context of AI. Paper presented at Amsterdam Privacy Conference, Amsterdam, NL.

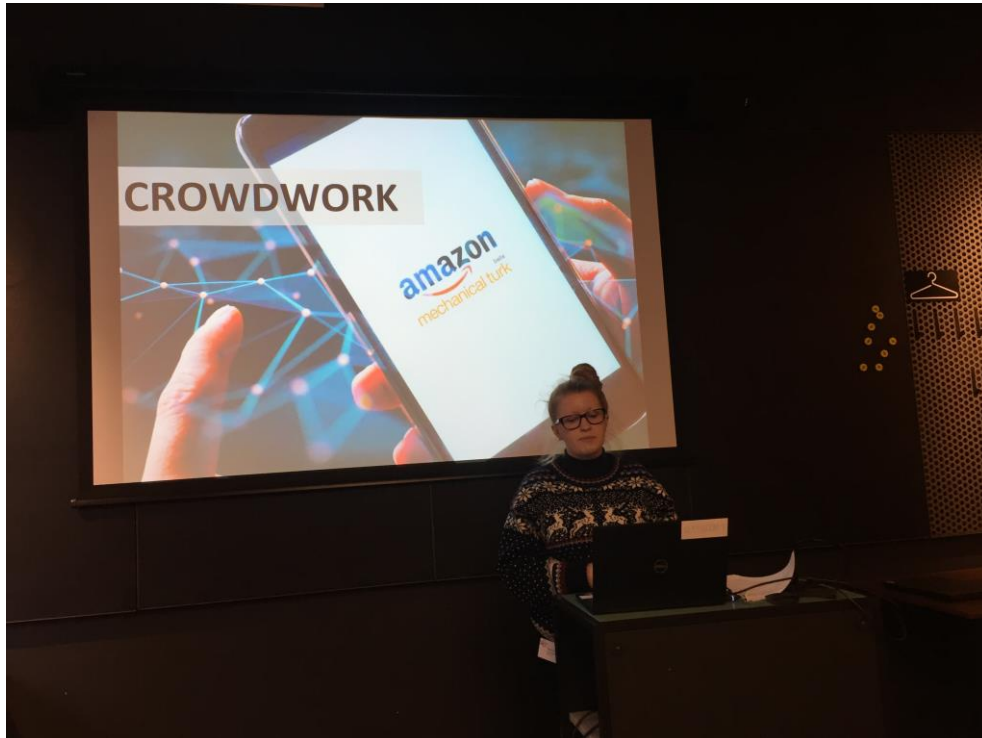
Lutz, C., Ranzini, G., & Hoffmann, C. P. (2018, Oct.). Powerless and distrustful, but not resigned: An exploration of privacy cynicism in Germany. Paper presented at Amsterdam Privacy Conference, Amsterdam, NL.

Reshaping Work Conference

25th-26th October

Gemma Newlands and Christoph Lutz attended this year's Reshaping Work Conference, held in Amsterdam. Reshaping Work is an international and multidisciplinary conference that offers a vibrant space to rethink work in the platform economy. Gemma Newlands presented a well-received paper on the impact of mobile device affordances on crowdwork.

REFERENCE: Lutz, C., & Newlands, G. (2018, Oct.). How mobile friendly is crowdwork? Mobile affordances, perpetual contact and inequalities in the gig economy. Paper presented at Reshaping Work in the Platform Economy Conference, Amsterdam, NL.



Computer Supported Cooperative Work Conference

3rd November

On the 3rd November 2018, the Nordic Centre for Internet and Society's own Gemma Newlands and Christoph Lutz co-ran a full-day workshop with international colleagues on 'Power Struggles in the Digital Economy: Platforms, Workers, and Markets'. The workshop formed part of the 21st ACM Conference on Computer-Supported Cooperative Work and Social Computing (CSCW 2018), which was held in Jersey City, New Jersey. Over 25 globally-diverse participants attended the workshop, bringing together their expertise on the platform economy. The central theme of the workshop was how research on digitally mediated labor can address the ongoing power asymmetries and power struggles between workers, those requesting labor, and the platforms that enable, co-ordinate, or manage work processes and labor arrangements. The workshop included a Fishbowl discussion, a keynote by Microsoft Research's Nicole Immorlica, and a series of 'break out' sessions.

REFERENCE: Lampinen, A., Lutz, C., Newlands, G., Light, A., & Immorlica, N. (2018). Power struggles in the digital economy: Platforms, workers, and markets. *Proceedings of CSCW'18: The 21st ACM Conference on Computer-Supported Cooperative Work and Social Computing*.



Internet Governance Forum '18

14th November

As part of this year's United Nation's Internet Governance Forum in Paris, we organized a workshop together with our colleagues from Harvard University, Facebook, Google and UNICEF on Emerging Youth Practices and the Digital Economy. Our workshop was concerned with exploring how youth may enter, are part of, and thrive in the digital economy. As part of the discussion during the workshop, we established that the participation of youth in the digital economy is impacted not only by inequalities in terms of Internet access, but also by gaps around factors such as a) level of connectivity, b) socioeconomic status, c) quality of education and d) degree of Internet freedom in a particular region. These gaps, in turn, affect the visibility of youth engaging in online economic activities. We further discussed that as youth participate in the digital economy, they have opportunities to not only cultivate economic capital but cultural and social capital. It's worthwhile to consider how we might measure these forms of intangible capital. Finally, our workshop closed on the notion that it is important to consider how stakeholders operationalize the digital skills needed to successfully participate in the digital economy – not only safety-oriented skills but also skills around creativity and problem-solving. The way we define these skills must also be fluid and adaptable as developments in technologies continue to evolve.

Conference on Artificial Intelligence: Ethical and Legal Implications

28th-29th November

Eliane Bucher and Christoph Lutz presented ongoing research at the conference "Artificial Intelligence: Ethical and Legal Implications". The conference took place in Haifa, Israel, from 28-29 November 2018 and was organized by the European Hub of the Global Network of Centers for Internet and Society (NoC). It convened around 30 early career researchers who are investigating artificial intelligence from a range of perspectives, from legal, to social and technical. Eliane presented research in collaboration with Christian Fieseler about the freelancing platform Upwork and the potentially alienating effects of algorithmic management in this context. The presentation was well received and sparked engaging discussions among the audience. Christoph presented a paper in collaboration with Eduard Fosch Villaronga (Leiden University) and Aurelia Tamò-Larrieux (University of Zurich) about the ethical, legal and social implications of healthcare robots. The paper included the findings of three conference workshops that were held at leading robotics conferences in 2016 and 2017 and created a platform for interactive discussion between engineers, legal scholars, philosophers and academics from other backgrounds. Another paper involving Christoph's contribution was presented by co-author Eduard Fosch Villaronga. In this second contribution, the issue of transparency in AI systems is explored through an in-depth and interdisciplinary literature review. The conference was excellently organized and allowed for in-depth networking through different social activities. It was followed by a meeting of the European Hub on Friday, 30 November. Here, the strategic collaboration between different Internet & Society in Europe was discussed.

Workshop on Exploring Digital Social Innovation in Norway

16th November

We had our colleague Andres Lombana from the Berkman Klein Center, Harvard University come over to meet a group of Norwegian social innovators and entrepreneurs, and to organize a workshop on digital social innovation. Through the workshop, we aimed to map the local innovation ecosystem and learn about the different resources social entrepreneurs access and leverage to pursue their passions. With a participatory and exploratory methodology, the workshop helped us to better understand some of the practices that social innovators develop and the range of resources that exist in their local environment. Creating maps of the local innovation ecosystems in Norway helped us gain a holistic understanding of the complex system that supports the innovation process, and its strengths and weaknesses. We learned that one of the major challenges for social entrepreneurs is to be able to navigate and connect the worlds of non-profit NGOs, government agencies, and start-ups in a way that makes a project scalable without losing widespread acceptance.

PUBLICATIONS

Journal Articles

Furseth, P. I., & Cuthbertson, R. (2018). The right way to spend your innovation budget. *Harvard Business Review*.

Kost, D., Fieseler, C., & Wong, S. (2018). Finding meaning in a hopeless place? The construction of meaningfulness in digital microwork. *Computers in Human Behavior*, 82(May), 101-110.

Lampinen, A., Lutz, C., Newlands, G., Light, A., & Immorlica, N. (2018). Power struggles in the digital economy: Platforms, workers, and markets. *Proceedings of CSCW'18: The 21st ACM Conference on Computer-Supported Cooperative Work and Social Computing*.

Lutz, C., & Hoffmann, C. P. (2018). Making academic social capital visible: Relating SNS-based, alternative and traditional metrics of scientific impact. *Social Science Computer Review*, 36(5), 632-643.

Lutz, C., & Newlands, G. (2018). Consumer segmentation within the sharing economy: The case of Airbnb. *Journal of Business Research*, 88, 187-196.

Maltseva, K., Fieseler, C., & Trittin, H. (2018). The challenges of gamifying CSR communication. *Corporate Communications. An International Journal*, 24(1), 44-62.

Micheli, M., Lutz, C., & Büchi, M. (2018). Digital footprints: An emerging dimension of digital inequality. *Journal of Information, Communication, and Ethics in Society*, 16(3), 242-251.

Newlands, G., Lutz, C., & Fieseler, C. (2018). Emotional labor in the sharing economy. *Proceedings of the 2018 Annual Hawaii International Conference on System Sciences (HICSS)*, 636-645.

Newlands, G., Lutz, C., & Fieseler, C. (2018). Collective action and provider classification in the sharing economy. *New Technology, Work and Employment*, 33(3), 250-267.

Newlands, G., Lutz, C., & Hoffmann, C. P. (2018). Sharing by proxy: Invisible users in the sharing economy. *First Monday*, 23(11), 1-14.

Reuben, M., Aroyo, A., Lutz, C., Schmölz, S., Van Cleynenbreugel, P., Corti, A., Agrawal, S., & Smart, W. (2018). Themes and research directions in privacy-sensitive robotics. *Proceedings of the 2018 IEEE Workshop on advanced robotics and its social impacts (ARSO)*, 77-84

Trittin, H., Fieseler, C., & Maltseva, K. (2018). The serious and the mundane: Reflections on gamified CSR communication. *Journal of Management Inquiry*, 28(2), 141-144.

Books and Book Chapters

Lutz, C., & Tamò-Larrieux, A. (2018). Communicating with robots: ANTalyzing the interaction between healthcare robots and humans with regards to privacy. In Guzman, A. (Ed.), *Human-Machine Communication: Rethinking Communication, Technology, and Ourselves* (pp. 145-165). Peter Lang.

Wong, S., & Fieseler, C. (2018). Making the digital transformation work. In Sasson (Ed.), *At the Forefront, Looking Ahead: Research Based Answers to Contemporary Uncertainties of Management* (pp. 43-58). Universitetsforlaget.

Conference Presentations

Bucher, E., Fieseler, C., Lutz, C., & Newlands, G. (2018, Aug). *Managing Emotional Labor in the Sharing Economy*. Paper presented at the Academy of Management Annual Meeting, Chicago, IL.

Buhmann, A., Fieseler, C., Maltseva, K., & Fleck, M. (2018, Sep.). *Controlling conversations: The effects of moderation strategies in online stakeholder dialogues*. Paper presented at EUPRERA International Congress, Aarhus, Denmark.

Buhmann, A., Passmann, J., & Fieseler, C. (2018, Sep.). *Algorithmic management: Addressing the emerging challenge in organizational accountability*. Paper presented at EUPRERA International Congress, Aarhus, Denmark.

Felzmann, H., Fosch Villaronga, E., Lutz, C., & Tamò-Larrieux, A. (2018, Oct.). *How transparent is your AI? Ethical, legal, and societal understanding of transparency in the context of AI*. Paper presented at Amsterdam Privacy Conference, Amsterdam, NL.

Fleck, M., & Maltseva, K. (2018, Apr.). *Towards an ethical management framework for Artificial Intelligence*. Paper presented at the Academy of Management Specialized Conference: Big Data and Managing in a Digital Economy, Surrey, UK.

Lutz, C., Fosch Villaronga, E., & Tamò-Larrieux, A. (2018, May). *Ethical, legal, and social issues of healthcare robots: Consulting expert voices*. Paper presented at ICA Pre-conference 'Communicating with Machines: Theory and Practice', Prague, CZ.

Lutz, C., & Newlands, G. (2018, May). *Choice and discrimination in the sharing economy*. Paper presented at Weizenbaum Symposium: The Future of Work and Innovation in a Networked Society, Berlin, Germany.

Lutz, C., & Newlands, G. (2018, Oct.). *Mobile devices and crowdwork: A study of Amazon Mechanical Turk*. Paper presented at the Association of Internet Researchers (AoIR) Annual Conference, Montreal, Canada.

Lutz, C., Newlands, G., & Fieseler, C. (2018, Apr.). *Class-consciousness in the sharing economy*. Paper presented at the Academy of Management Specialized Conference: Big Data and Managing in a Digital Economy, Surrey, UK.

Lutz, C., & Newlands, G. (2018, Oct.). *How mobile friendly is crowdwork? Mobile affordances, perpetual contact and inequalities in the gig economy*. Paper presented at Reshaping Work in the Platform Economy Conference, Amsterdam, NL.

Lutz, C., Ranzini, G., & Hoffmann, C. P. (2018, Oct.). *Powerless and distrustful, but not resigned: An exploration of privacy cynicism in Germany*. Paper presented at Amsterdam Privacy Conference, Amsterdam, NL.

Newlands, G., Lutz, C., & Fieseler, C. (2018, Jan.). *Emotional Labor in the sharing economy*. Paper presented at the HICSS Conference, Big Island, HI.

Newlands, G., Lutz, C., & Fieseler, C. (2018, Apr.). *Algorithmic management in the sharing economy*. Paper presented at the Academy of Management Specialized Conference: Big Data and Managing in a Digital Economy, Surrey, UK.

Newlands, G., Lutz, C., & Fieseler, C. (2018, Apr.). *Regulation and fairness in the sharing economy*. Paper presented at the Academy of Management Specialized Conference: Big Data and Managing in a Digital Economy, Surrey, UK.

Newlands, G., Lutz, C., & Fieseler, C. (2018, Jun.). *Between Pressure and Flexibility: Provider Scheduling in the Sharing Economy*. Paper presented at the 5th International Conference on Management and Organization, Brdo, Slovenia.

Newlands, G., Lutz, C., & Fieseler, C. (2018, Aug.). *Sharing by proxy: Invisible users in the sharing economy*. Paper presented at the International Communication Association Conference, Prague, CZ.

Quan-Haase, A., Gosse, C., Lutz, C., Bronson, Z., & McDougall, A. (2018, Feb.). *Motivations for engaging in Social and Political Online Campaigns*. Paper presented at the General Online Research Conference, Cologne, Germany.

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TEAM

Professor Christian Fieseler

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Christian received his PhD in Management and Economics from the University of St. Gallen, Switzerland, in 2008. Before joining BI in 2014, Christian worked as a postdoctoral researcher at the University of St. Gallen and at the Berkman Klein Center for Internet and Society at Harvard University. Christian's research interests center on organizational identity, corporate social responsibility and computer-mediated communication.



Professor Sut I Wong

Director



Sut I holds a PhD in Organizational Psychology and has been a visiting scholar at SCANCOR, Stanford University. Her research interests include micro- and macro- labor relations. Sut I investigates industrial democracy practices, characteristics of job design, leader-follower relationships, human resource practices for individual innovative, and proactive behaviors.

Professor Benedicte Brøgger

Benedicte received her PhD in Social Anthropology from the University of Oslo, Norway, in 2001. Before joining BI in 2007, Benedicte worked in banking and public administration. After joining, she has worked at the University of Chicago, the USA and Fudan School of Management, China. Benedicte's research interests center on social innovation, cross-cultural management and communication. .



Professor Peder Inge Furseth



Peder Inge Furseth holds a PhD in Economic Sociology from the University of Oslo. He has been a Fulbright visiting scholar at the Department of Sociology and the Haas School of Business at the University of California, Berkeley. He has also been a visiting fellow at the Saïd Business School at the University of Oxford. Peder Inge Furseth does research, executive education and runs business networks in Norway and abroad on digital transformation, new business models, and innovation culture. Peder Inge became a full professor at BI in year 2018..

Associate Professor Christoph Lutz

Christoph holds a PhD in management from the University of St. Gallen (completed in 2015, summa cum laude). Christoph's research interests are broad and lie in the field of social media and Internet-mediated communication. More specifically, he investigates online participation, privacy, serendipity, scientists' use of social media (altmetrics), the sharing economy, and robots.



Assistant Professor Eliane Bucher



Eliane completed her doctorate in management at the University of St. Gallen, where she is currently also a lecturer in Media- and Communications Management. Eliane has been a one-year visiting researcher at the Berkman Klein Center for Internet and Society at Harvard University. Her current research interests centre on corporate communications, fairness in digital labor, platform capitalism, modes of collaborative/access-based consumption and sharing as well as digital media literacy, and participation.

Assistant Professor Alexander Buhmann

Alexander Buhmann holds a PhD in communication from the University of Fribourg. He is currently a research fellow at the USC Annenberg School of Communication and Journalism's Center on Public Diplomacy. Alexander's current interests centre on public diplomacy, performance evaluation in corporate communications, and algorithmic accountability.



Kateryna Maltseva



Kateryna is a PhD candidate in Marketing at BI Norwegian Business School. She has Bachelor of Science degree in Sociology and Master of Science degree in Strategic Marketing Management. Kateryna's research is focused on gamification as an approach for consumer engagement and self-quantification, as a new trend in consumer behavior.

Gemma Newlands

Gemma is a Doctoral Stipendiary Fellow at the Nordic Centre for Internet and Society and a PhD candidate at the University of Amsterdam. Gemma completed her MA and MPhil at the University of Oxford, before working in the City of London in a number of technology start-ups. Gemma's current research focuses on AI, human-computer interaction, and work quality in the on-demand economy.



Marthe Nordengen Berntzen



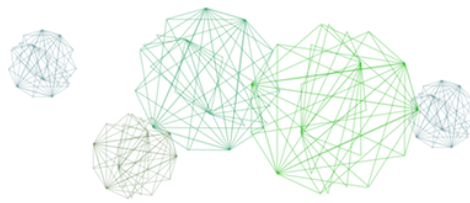
Marthe is a PhD Candidate at the University of Oslo. She received her MSc in Leadership and Organizational Psychology from BI Norwegian Business School in 2013. After graduating, Marthe worked as a HR and recruitment professional for four years, among others as a headhunter in the IT industry. She returned to BI in 2017, and her research interests center around social and organizational psychology in a digitized context.

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Shruthi is a U.S. Fulbright Research Scholar at the Nordic Centre for Internet & Society. She received her Bachelor's in Cognitive Science with a concentration in human-computer interaction, from Rice University in Texas, in 2018. Her research interests center on data privacy, artificial intelligence, corporate data surveillance, and algorithmic profiling – from an interdisciplinary social science and legal perspective.



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The Nordic Centre is a member of the Global Network of Interdisciplinary Internet & Society Research Centres.

The Global Network is the umbrella organisation for research on the social implications of the Internet and currently includes, among others, The Alexander von Humboldt Institute, The Berkman Klein Centre, The MIT Media Lab, and The Oxford Internet Institute.

Various members of the NCIS have strong ties across the network. We are collaborating with The Berkman Klein Centre on our project: Fair Labour and the Digitised Economy. For our Toppforsk project, we have extended these partnerships within the network with the University of Oxford and the Digital Asia Hub.

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