IN5210

Seminar 5 - Platforms

A small advertisement

Available Master´s theses from Information Systems (IS)

Answering assignment 1 and 2:

- ***Present and explain main concepts and main arguments.***

In their paper *«Digital First: The Ontological Reversal and New Challenges for IS Research»* Baskerville et al. (2020)'s main concepts are x, y and z.

By X the authors mean....

Y is in the paper defined as ….

Baskerville et al. (2020)'s main argument is X.

With their argument *"X"* the authors mean

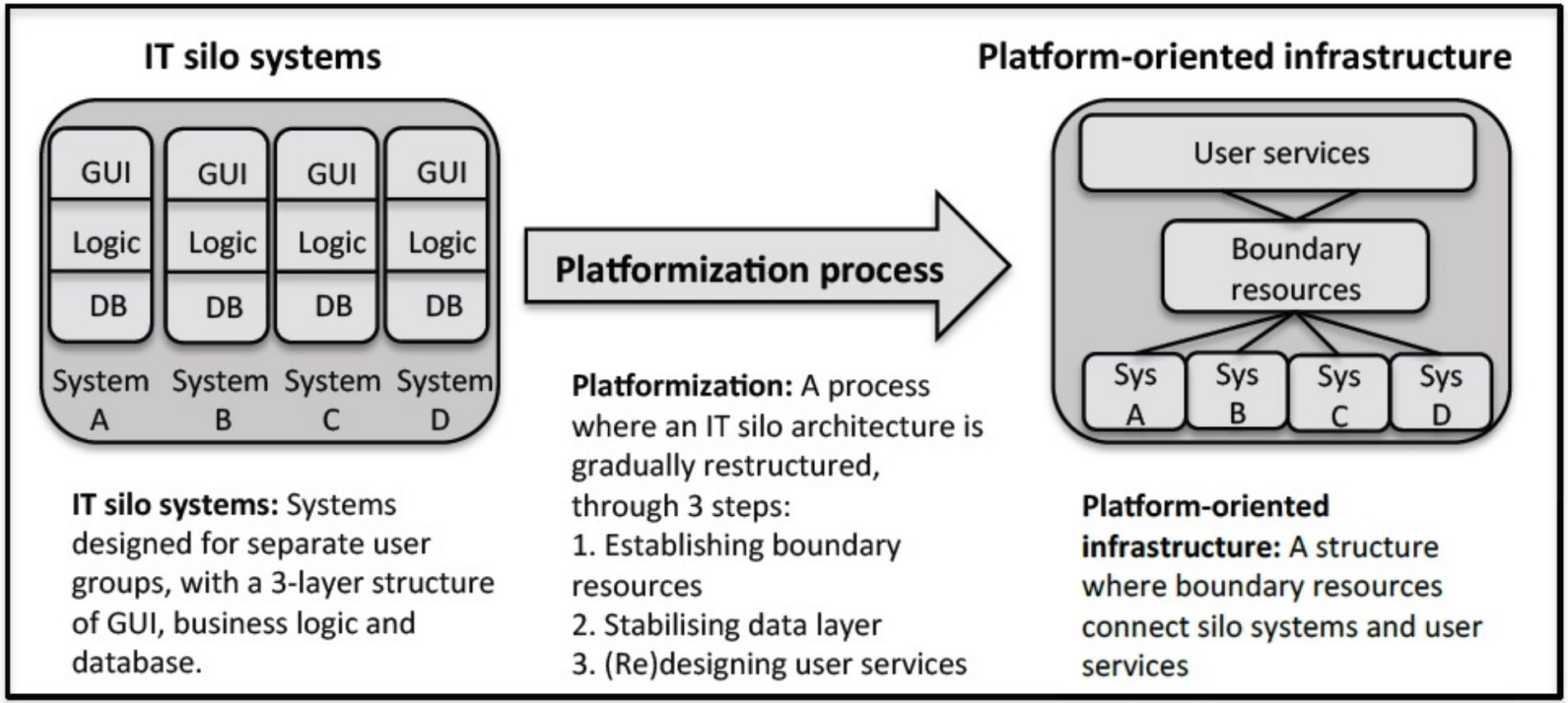
Remember references:

(i) Referencing at the beginning of a sentence: Baskerville et al. (2020) argues that….

(ii) Referencing at the end of a sentence: (Baskerville et al., 2020)

(iii) Referencing to a certain page in a paper: Baskerville al. (2020, p2) or (Baskerville et al. , 2020, p 2).

Platformization



(Bygstad and Hanseth, 2018, p 10)

Group class assignment

As a group, pick two or three of the example cases below

- Are these transactions or innovation platforms, or both?
- Consider the table with key digital platform terms and definitions from the first lecture last week and discuss how the terms apply or do not apply to the chosen examples
- Has the chosen examples triggered any social changes or transformations?

- ❑ Vipps
- ❑ finn.no
- ❑ Facebook
- ❑ über
- ❑ Android
- ❑ App Store
- ❑ YouTube
- ❑ Altinn

Concept	Definition / description
Multisided platform	Mediating different groups of users, such as buyers and sellers
Multisided markets	Bring together (or match) distinct groups, whereas the value for one group increases as the number of participants from the other group increases
Direct network externalities (same sided)	The value of the platform depends on the number of users in the same user group
Indirect network externalities (cross sided)	The value the platform depends on the numbers of users in a different user group
Digital platform (technical view)	An extensible codebase to which complementary third-party modules can be added
Digital platform (sociotechnical view)	Technical elements (of software and hardware) and associated organizational processes and standards
Ecosystem (technical view)	A collection of complements (apps) to the core technical platform, mostly supplied by third party complementors
Ecosystem (organizational view)	Collection of firms interacting with a contribution to the complements.
Applications / complements (modules)	Executable pieces of software that are offered as apps, services or systems to end-users
Boundary resources	Software tools and regulations facilitating the arms' length relationships between the involved parties
Platform openness	The extent to which platform boundary resources support complements / complementors

de Reuver et al, 2018, p 127)

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Platforms

- What do we mean by “network effects”?
- What do we mean by “multisided”?
- What do we mean by “boundary resources”?
- Relate “boundary resources” and “network effects” to different platform conceptualizations (See slides from last lecture and de Reuver et al (2018))
- 10 minutes - group work

Table 1.2 Examples of Software Platforms

Industry	Platform	“Apps”
Mobile computing	Blackberry OS	Apps
	Apple’s iOS	
	Google’s Android	
	Palm OS/HP TouchOS (defunct)	
Browser	Firefox	Extensions
	Google Chrome	Add-ins, Web apps
Social networks	Dropbox	Apps
	Twitter	
	Facebook	
Publishing	Amazon’s Kindle	e-Books
	iTunes	Music
Specialized software tools	R (statistical analysis platform)	Modules
Operating systems	Ubuntu Linux	Applications
Search engines	Users	Advertisers
Video games	Gamers	Game developers

Examples from Tiwana

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Group assignment: Platform Design

1. Create a platform concept, within one of these scenarios (transaction, innovation or hybrid)
    1. Health providers and care recipients and close contacts
    2. Gifting (Glede.no)
    3. Resale (bicycles, cars)
    4. Positive surveillance (garbage, corporate, activism)
    5. Data-driven insurance (crime, psychology, psychiatric evaluation, patient records, bid on profiles)
2. What data do you need?
3. Describe the platform design/architecture (overview) and how it creates value for whom
4. From a platform owner perspective, what type of effects do you think this design seeks to achieve? (network effects, control, innovation…)
5. What advantages do other actors in the ecosystem gain from the design? (users, complementors, etc.)

Use de Reuver et al.'s concepts in Table 1 (remember that design of digital platform is both technical and sociotechnical)

Table1 Definitions of core concepts on digital platforms

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