

2

The Gig Economy and its Social Implications

N Janani*

Assistant Professor, SRM Arts and Science College, Chennai.

*Corresponding Author: jananinmba@srmasc.ac.in
DOI: 10.62823/MGM/9789349468719/02

Abstract

This chapter looks at how the gig economy has grown and changed over time as a major force in the global job market. The gig economy has changed the way we think about work, freedom, and making money by offering short-term, flexible, and platform-mediated work arrangements. The chapter talks about the chances and problems that workers, businesses, and policymakers face by looking at the main features, historical context, and top platforms like Uber, Airbnb, and Freelancer. It talks about the pros of being flexible and having the freedom to start your own business, but it also talks about worries about job security, limited benefits, and worker exploitation. The implications for labor laws, taxation, and social protections are analyzed, along with the broader societal impacts on income inequality and urban development. Finally, the chapter gives policy suggestions for the future that aim to make the gig economy more inclusive and sustainable. It stresses the need for governments, platforms, and individuals to work together to find a balance between innovation, fairness, and worker protection.

Keywords: *Gig Economy, Platform Work, Freelance Labor, Flexible Employment.*

Introduction

In recent years, the nature of work has undergone significant transformation, shaped by technological innovation, shifting economic priorities, and changing worker expectations. The rise of the gig economy is one of the most important changes in this changing world. Characterized by short-term, task-based, and freelance work arrangements, often coordinated through digital platforms, the gig economy has disrupted conventional models of employment and created new forms of labor engagement across the globe.

Unlike traditional full-time roles that emphasize stability, benefits, and long-term commitment, gig work emphasizes flexibility, autonomy, and immediacy. For many individuals, this model offers opportunities to earn income on their own terms, while for organizations, it enables access to a flexible and scalable workforce. However, this new mode of work also introduces significant complexities. Issues such as inconsistent earnings, lack of social protections, and blurred legal classifications of workers have prompted critical debate among policymakers, labor advocates, and scholars.

This chapter attempts to increase knowledge of the gig economy's role in changing the nature of work by offering a fair and well-researched viewpoint. It also aims to highlight the risks and opportunities associated with this change.

Definitions of the Gig Economy

- The gig economy is a labor market model in which more flexible, contract-based work has supplanted traditional permanent employment, with short-term and freelance jobs being prevalent.
- The term "gig economy" describes a work environment in which people accept temporary, task-based jobs that are frequently arranged online. Unlike traditional employment, these roles rarely offer job security, benefits, or long-term contracts.
- In a gig-based system, workers typically operate as self-employed individuals, providing services on a flexible or on-demand basis. The model thrives on technological platforms that link service providers directly with consumers.
- A defining feature of the gig economy is its emphasis on flexibility—workers can often choose when, where, and how much to work. However, this freedom is often accompanied by a lack of employment protections and benefits traditionally provided in full-time roles.

Brief History of the Gig Economy

The origins of the gig economy can be traced back to informal and freelance labor practices that have existed for centuries. However, the term gained traction in the early 2000s, largely in response to the rise of digital platforms that enabled flexible, on-demand work.

In the late 20th century, particularly during the 1980s and 1990s, many companies began adopting more flexible employment models to cut costs and respond to global competition. Temporary staffing, contract work, and outsourcing became common strategies. This shift laid the groundwork for more fragmented forms of labor.

The word "gig" itself was taken from the music business, where artists would accept temporary contracts known as "gigs." This idea developed into a more

comprehensive work model as the economy started to embrace digital transformation. Labor platforms were made possible by the introduction of new peer-to-peer exchanges brought about by the rise of online marketplaces like Craigslist and eBay in the early 2000s.

The introduction of websites like Uber (2009), TaskRabbit (2008), Airbnb (2008), and Fiverr (2010) marked a true turning point in the way services were provided and made money. Bypassing conventional employment structures, these platforms allowed people to provide consumers with rides, errands, lodging, and digital services.

The gig economy grew quickly during the 2010s, especially in cities where on-demand service delivery was facilitated by smartphone adoption and internet connectivity. The flexibility of gig work appealed to many—students, retirees, or those supplementing other income streams—while businesses benefited from access to scalable labor.

This environment became even more complex after the COVID-19 pandemic in 2020. On one hand, demand for delivery and remote gig services surged; on the other, many gig workers faced income instability, health risks, and lack of benefits. The crisis highlighted both the essential role and the vulnerability of gig labor in modern economies.

Today, the gig economy remains a dynamic and contested space. It continues to reshape labor relations, business models, and public policy, sparking global discussions about the future of work, digital labor rights, and the need for regulatory reform.

Importance of the Gig Economy in the Modern Workforce

The gig economy is becoming more and more significant in determining the nature of the labor market today. Its significance comes from both its growing scale and the way it is redefining employment, work flexibility, and business operations in a rapidly shifting economic environment.

The flexibility that the gig economy provides to employees is among its most important contributions. People can choose how, when, and where they work, which enables them to manage their jobs with other personal obligations like childcare, education, or other commitments. For many, especially students, part-time workers, or those in transition between jobs, gig work provides an accessible source of income without the constraints of traditional full-time employment.

The gig economy gives employers access to a scalable, on-demand workforce. Employing qualified experts for temporary work allows businesses to avoid the long-term obligations and overhead expenses that come with hiring permanent

staff. Startups, small enterprises, and sectors with varying workloads or seasonal demands will find this model especially helpful.

Additionally, the gig economy is a major force behind digital transformation and innovation. Because they provide instant, app-based access to services, platforms like Uber, Upwork, and Deliveroo have altered consumer expectations. In addition to streamlining service delivery, these platforms force established industries to adopt more tech-savvy and flexible operational models.

In terms of the economy, the gig economy has opened up new avenues for entrepreneurship. These platforms are used by many workers to diversify their revenue streams, establish independent careers, and meet clients worldwide. Gig work can occasionally be used as a springboard for long-term freelance careers or small business endeavors.

Additionally, gig work can close gaps in labor force participation in areas with high unemployment or weak formal job markets. By reducing barriers to entry, it can aid in the integration of marginalized groups into the workforce, such as women, young people, and migrants.

But even though the gig economy offers worthwhile opportunities, it also brings up significant issues regarding social protection, labor rights, and income stability. Even with its advantages, many gig workers do not have access to retirement funds, paid time off, or health insurance. These difficulties highlight the necessity of new employment frameworks and policy reform that take into account the realities of non-traditional work.

Characteristics of the Gig Economy

Flexible and Temporary Work Schedules

The idea of temporary employment is central to the gig economy. Instead of working for a living, people usually perform specialized jobs or projects that have a deadline. Depending on the type of work, these assignments could take a few hours, days, or weeks to complete.

Employees can control their own schedules and choose when to accept assignments thanks to this model's support for flexibility. For some, this entails having the capacity to manage work, education, childcare, or another job. Although this kind of independence is a powerful motivator, it frequently comes with a lack of stability—earnings may fluctuate from week to week, and work availability may be erratic.

Independent Contracting or Freelancing

The legal status of the employee is another distinguishing factor. Gig economy participants are typically not regarded as employees of the business or platform they use. Rather, they fall under the category of self-employed professionals or independent contractors.

Due to this distinction, the employer is no longer required to offer benefits like paid time off, health insurance, or retirement contributions. In turn, employees are in charge of handling their own money, including filing taxes and covering business expenses. Although people who want independence may find this arrangement appealing, it frequently restricts access to long-term job security and traditional employment protections.

Work Mediated by Platforms

The gig economy's dependence on digital platforms may be its most revolutionary aspect. These online platforms serve as go-betweens, instantly connecting employees and clients. The transaction is started, monitored, and frequently finished via an app or website, whether it's a driver answering a ride request, a designer submitting a freelance proposal, or a cleaner accepting a household task.

In order to set prices, rate performance, and handle customer feedback, platforms like Uber, TaskRabbit, and Fiverr are essential. Convenience and efficiency are produced, but worker autonomy, transparency, and the fairness of algorithmic decisions that may impact a worker's visibility and earning potential are also called into question.

Examples of Gig Economy Platforms

Digital platforms that serve as middlemen between clients and service providers are a major factor in the gig economy. These platforms are essential to the gig economy's functioning because they enable temporary, on-demand labor. The following noteworthy instances highlight how this employment model varies depending on the industry:

- **Uber**

Uber is a well-known platform in the ride-hailing industry that enables people to use their own cars to provide transportation services. Using the Uber app, drivers—who are categorized as independent contractors—accept ride requests, find their way around, and get paid. Uber exemplifies how technology can streamline access to flexible income opportunities while also sparking debate over labor classification and rights.

- **Airbnb**

Through Airbnb, people can let tourists stay in their houses, rooms, or other properties. Airbnb hosts are usually private individuals rather than authorized businesses, in contrast to traditional hospitality services. By enabling property owners to make money off of unused space, this platform has revolutionized the short-term lodging industry. It also emphasizes how asset-sharing is another way that gig platforms generate revenue in addition to labor.

- **TaskRabbit**

TaskRabbit links people in need of assistance with routine tasks, like cleaning, moving, or assembling furniture, with people who are willing to do these tasks for a fee. Taskers decide which assignments to take on and establish their own rates. The platform supports flexible, local gig work and is widely used in urban areas where demand for convenience-based services is high.

- **Freelancer (Freelancer.com)**

A global marketplace called Freelancer.com connects companies with independent contractors for digital tasks like marketing, programming, graphic design, and writing. Users place bids on projects that are posted, and clients choose applicants based on their qualifications, cost, and experience. Without the need for official employment contracts, the platform has made it possible for skilled workers to access clients worldwide through remote work opportunities.

Benefits of the Gig Economy

Adaptability

The flexibility that gig work offers is arguably its most frequently mentioned advantage. In contrast to traditional employment, gig workers usually have the freedom to choose where, when, and how much time to devote to their work. People with different schedules, like parents, students, or those with other personal or professional obligations, can use this model.

- **Self-Paced Work:** A lot of platforms let employees come and go as they please, which makes time and energy management simpler.
- **Location Freedom:** For remote gigs, such as freelance writing or graphic design, workers can operate from virtually anywhere.
- **Tailored Workload:** Gig workers are free to alter their schedules in response to personal demands or outside factors like family responsibilities or health.

This level of flexibility is particularly valuable in promoting work-life balance and enabling participation in the labor force for those who may be unable to commit to a standard 9-to-5 role.

Autonomy

When compared to regular employees, gig workers frequently feel more independent. They can function as self-directed professionals because they are not bound by a single employer, frequently choosing their own tasks and determining how to finish them.

- **Having Autonomy:** Employees are free to decide what kind of work they take on and how best to organize their schedules.

- **Client Control:** Employees can match their work with their abilities, passions, or moral principles by selecting which clients to work with on a variety of platforms.
- **Work Strategy:** Gig workers have more control over how their work is presented and promoted, from determining their own prices to creating service offerings.

This sense of control frequently promotes entrepreneurial thinking and increases job satisfaction, especially for those who

Opportunity

Access to economic opportunities that might not otherwise be available in traditional job markets is made possible by the gig economy. It provides opportunities for people who want to change careers or who require additional income.

- **Supplementary Income:** A lot of people work gigs in addition to full-time jobs in order to increase their income or save for particular objectives.
- **Career Experimentation:** Without taking on long-term risks, gig work enables people to test out new industries, discover their talents, or gain experience in uncharted territory.
- **Access to International Markets:** Employees can serve clients from around the world through digital gigs, increasing their visibility and earning potential outside of regional or national employment markets.

In regions with high unemployment or limited access to formal jobs, the gig economy can also serve as:

Drawbacks of the Gig Economy

Insufficient Job Security

The lack of steady, long-term work is one of the gig economy's biggest issues. Gig workers frequently work on a task-by-task basis without any guarantee of steady pay or ongoing employment.

- **Unpredictable Earnings:** Since employment is not assured, income can vary significantly from week to week.
- **Lack of Long-Term Contracts:** Since most platforms don't offer permanent jobs, employees are susceptible to abrupt termination or shifts in demand.
- **Algorithmic Dependence:** Some platforms have the ability to terminate employee accounts in response to automated processes or user reviews, occasionally without providing clear justification or channels for appeal.

This unpredictability adds to financial strain and complicates long-term planning for gig workers, such as finding housing, starting a family, or funding their education.

Restricted Benefits Access

Gig workers are typically categorized as independent contractors, in contrast to regular employees. They consequently lack many of the advantages and protections that come with full-time employment.

- No retirement plans or health insurance are provided by the employer; employees must obtain these on their own, which can be expensive and complicated.
- **Absence of Paid Leave:** Employees find it challenging to take time off without losing their jobs because they are not entitled to paid vacation, sick days, or parental leave.
- **Ineligibility for Worker's Compensation or Unemployment Insurance:** Gig workers are frequently left out of these crucial social safety nets.

As a result, employees are now fully responsible for the risks that the state and employers would normally share.

Exploitation Risk

Many gig workers are vulnerable to exploitative practices, even though they promise independence. They are vulnerable to unfavorable working conditions because they lack official protections.

- **Low and Irregular Pay:** When time, expenses (fuel, equipment, platform fees), and effort are taken into account, some jobs pay less than the minimum wage.
- **Long Hours to Maintain Income:** Many gig workers must take on multiple jobs or put in long hours without breaks or overtime compensation in order to make ends meet.
- **Limited Recourse:** Workers frequently do not have access to labor unions, grievance procedures, or legal safeguards against unjust treatment because they are not employees.

Furthermore, the authority that platforms exercise through algorithms, performance reviews, and opaque decision-making procedures frequently reflects that of an employer—minus the associated obligations.

Implications for Workers in the Gig Economy

Individual workers now have additional responsibilities as the gig economy changes the way labor is organized and provided. Engaging in this work model necessitates more than just finishing tasks; it calls for flexibility, budgetary restraint,

and proactive self-marketing. Some of the most significant effects gig work has on its participants are listed below.

New Skills and Continuous Training

Workers must regularly update their skills and adjust to changing technologies in order to stay competitive in the gig economy. Gig workers are mostly in charge of their own professional development, in contrast to traditional employment, where employers might offer on-the-job training.

- **Platform Literacy:** Every platform has its own set of guidelines, evaluation criteria, and user interfaces. Employees need to be able to use these systems efficiently very quickly.
- **Technological Adaptability:** Whether driving for a ride-hailing service or freelancing as a digital designer, workers must stay up to date with relevant tools, apps, and software.
- **Lifelong Learning:** The fast-paced nature of gig work encourages continual learning. This could involve taking online courses, improving communication skills, or mastering a new industry-specific tool.

For many, participation in the gig economy becomes a catalyst for acquiring

Financial Management and Planning

Having to handle their finances on their own is one of the biggest obstacles gig workers must overcome. Financial planning becomes an essential skill in the absence of regular paychecks and employer-sponsored benefits.

- **Tax Obligations:** Gig workers frequently have to figure out and pay their own taxes, which may include self-employment tax, income tax, and other contributions based on local regulations.
- **Benefits Savings:** Gig workers typically do not receive paid time off, health insurance, or retirement contributions, so they must save a portion of their income to meet these expenses on their own.
- **Accounting for Income Volatility:** In the gig economy, earnings are subject to change. Savings and budgeting are crucial for financial stability because employees must prepare for times of low demand or personal downtime.

Not only does financial literacy become helpful, but

Networking and Personal Branding

In a labor market where visibility and reputation often determine access to work, gig workers must actively promote themselves and cultivate relationships with clients and other professionals.

- **Establishing a Personal Brand:** Creating a powerful online presence and exhibiting abilities via portfolios, client testimonials, or certifications can increase credibility and draw in clients, particularly in digital freelance work.
- **Client Relationship Management:** Repeat business is a common source of success for gig workers. Building trust and loyalty requires being professional, meeting deadlines, and communicating effectively.
- **Peer and Community Networks:** Many employees find that they can exchange advice, discover job openings, and gain insight from the experiences of others by taking part in local meetups, social media groups, or online forums.

Workers in the gig economy frequently have to look for and seize their own opportunities, in contrast to traditional employment, where job roles are usually assigned. Success in this setting requires and is characterized by an entrepreneurial mindset.

Implications of the Gig Economy for Society

The extensive use of gig work has far-reaching effects that go beyond the individual employee or company; it also changes important societal structures. Significant social, economic, and spatial changes are being brought about by the gig economy, affecting everything from the way that work is conceptualized to how cities are organized and wealth is distributed.

How Work Is Changing

Redefining the idea of work itself is one of the gig economy's most significant effects. Flexible, task-based work is gradually replacing or enhancing traditional employment, which is defined by long-term contracts, set hours, and benefits.

- Professional boundaries are blurred: Traditional notions of job security, career advancement, and workplace identity are being challenged by the growth of freelance work, platform-based employment, and short-term gigs.
- Erosion of traditional labor protections: Gig workers may not be covered by laws governing pay, working conditions, and occupational safety since they frequently do not fit into traditional employment categories.
- Issues with the social safety net: The foundation of many welfare programs is the presumption of steady, long-term employment. With the rise in gig work, there's more pressure to

Income Inequality and Economic Polarization

The gig economy can exacerbate already-existing social and economic divides even though it offers chances for income generation and entrepreneurial freedom.

- **Unequal Earning Potential:** Some people can succeed in the gig economy, especially if they have access to digital resources or in-demand skills. Others, often in lower-paid service roles, may struggle with inconsistent earnings and limited mobility.
- **Widening Digital Divide:** Success in the gig economy often depends on digital access and literacy. Those without stable internet, devices, or the skills to market themselves online are at a disadvantage.
- **Lack of Wage Standards:** With pricing driven by competitive markets and platform algorithms, many gig workers experience downward pressure on wages, especially in oversaturated sectors.

These dynamics risk reinforcing inequality across socioeconomic lines, particularly affecting marginalized groups who may already

Urban Planning and Infrastructure Development

Additionally, the gig economy is changing urban landscapes and how cities operate. The increasing prevalence of flexible, mobile, and on-demand work has an impact on how public areas, transit systems, and housing systems are designed and utilized.

- **Mobility and Transportation:** Services like food delivery and ride-hailing put more traffic on city roads, which leads to parking issues, traffic jams, and changing transportation demands.
- **Pressures on Housing and Zoning:** The commercialization of residential spaces brought about by platforms such as Airbnb has an impact on housing availability, affordability, and neighborhood dynamics in many cities.
- **Reimagined Public Spaces:** Cities may need to make greater investments in co-working spaces, public Wi-Fi, and adaptable infrastructure to accommodate a distributed workforce as work becomes less dependent on traditional offices.

Now, urban planners have to take into account the requirements of

The gig economy is set to become a more significant factor in the organization and delivery of work as technology continues to transform the global labor market. Although there are many chances for innovation and economic expansion as a result of this shift, societies also face difficult obstacles. To prepare employees, companies, and legislators for the future, it is crucial to comprehend new trends and foresee the effects of further growth.

Trends and Predictions

- **Gig Work's Cross-Sector Expansion:** Gig work, which started out mostly in the transportation and hospitality industries, is now spreading to industries like professional consulting, healthcare, education, IT, and design. This

diversification implies that gig work will either replace or increasingly supplement traditional employment models.

- **Widespread Use of Gig Platforms:** Online platforms are increasingly being used to connect workers with temporary jobs. To meet short-term demands, cut costs, and improve agility, both small and large businesses are using contract and freelance labor.
- **Including Cutting-Edge Technologies:** Gig platforms are changing as a result of automation, machine learning, and artificial intelligence. While these technologies may enhance efficiency, customer satisfaction, and matching algorithms, they also raise issues with worker autonomy, algorithmic bias, and surveillance.
- **Globalization of Gig Work:** As digital connectivity increases, geographical borders are becoming less significant. A truly global labor market is created by remote freelance work, especially in fields like writing, design, and coding, which allows clients and employees to collaborate across continents. These patterns show that gig work is a persistent aspect of the economy in the twenty-first century rather than a passing fad.

Opportunities and Challenges

The gig economy has both opportunities and risks for the future. It may allow for new kinds of flexibility and economic engagement, but it also necessitates new strategies to guarantee inclusion, stability, and justice.

Possibilities Include

- **Greater Worker Flexibility:** The gig economy gives people the freedom to select their own working hours, locations, and job categories. Students, caregivers, and people with other responsibilities may find this flexibility particularly helpful.
- **Increased Revenue Streams:** Gig work can be a full-time source of income or supplemental income. It gives some people access to creative or entrepreneurial opportunities that might not be possible through conventional work.
- **Workforce Management Innovation:** Companies gain from having access to a larger and more varied talent pool. Gig workers enable businesses to fill specialized positions, scale operations quickly, and lower long-term employment costs.

Obstacles include

- **Precarity and Instability:** A lot of gig workers deal with erratic income, no benefits, and inadequate legal protections. Their general well-being, financial

stability, and health may suffer long-term consequences because of this precarity.

- **Uncertainty in Regulations:** Governments everywhere are struggling with how to categorize and safeguard gig workers. Outdated regulatory frameworks may require extensive reform as new labor models emerge.
- **Technological Dependence and Surveillance:** A greater reliance on digital platforms may result in algorithmic control, worker monitoring, and a lack of transparency in the decision-making process for things like ratings, compensation, and deactivation.
- **Access and Inequality:** Not every employee receives the same benefits. While others might be forced into low-paying, high-risk jobs, those with digital literacy, resources, and social capital have a better chance of succeeding.

Policy Implications

The expansion of gig work has exposed gaps and inconsistencies in existing policy frameworks. These challenges affect how workers are classified, protected, and supported within the broader economy.

Labor Laws and Worker Classification

Conventional labor laws frequently use the dichotomy of "employee" and "independent contractor." This distinction is blurred by gig work, which leaves rights and obligations unclear.

Legal disputes over whether platforms should be held responsible for workers' rights and benefits arise from the fact that gig workers are often excluded from minimum wage protections, collective bargaining rights, and occupational safety standards.

Implication: To ensure that all workers—regardless of classification—are treated fairly, it is imperative that hybrid worker categories be created or that current laws be modified to reflect the realities of gig work.

Taxation and Benefits

Gig workers are usually in charge of handling their own tax obligations, which can be complicated and irregular, as well as self-reporting their income.

- Employees are responsible for paying the entire cost of insurance, pensions, and healthcare in the absence of employer contributions. Platform-generated income is difficult for governments to track, which causes problems with revenue collection and tax compliance.

Implication: In order to facilitate income reporting, provide tax breaks for insurance and savings, and incorporate platform accountability when necessary, tax laws and benefit plans must change.

Social Safety Nets and Welfare Systems

Formal employment is frequently linked to social protection programs like health insurance and unemployment insurance.

- Many gig workers do not have access to these resources, particularly during periods of illness, recessions, or decreased demand.
- Some governments have implemented temporary benefits or pilot universal basic income programs as a result of the COVID-19 pandemic, which revealed the vulnerability of gig workers.

Implication: In a gig-driven labor market, increasing income security, removing protections from employment status, and expanding portable benefits are top priorities.

Conclusion

In the modern world, the gig economy signifies a fundamental change in the way that work is organized, accessed, and experienced. This chapter has explored the multifaceted nature of the gig economy—its definitions, evolution, characteristics, and the implications it holds for workers, businesses, and society at large. Ultimately, the goal should not be to resist the gig economy, but to shape it—creating a framework in which innovation, flexibility, and fairness can coexist. With the right vision and cooperation, the gig economy can evolve into a model that supports economic progress while upholding the dignity of work.

References

- Aloisi, A. (2016). Commoditized workers: Case study research on labor law issues arising from a set of “on-demand/gig economy” platforms. *Comparative Labor Law & Policy Journal*, 37(3), 653–690.
- Codagnone, C., Abadie, F., & Biagi, F. (2016). *The future of work in the “sharing economy”*. European Commission JRC Science for Policy Report. <https://publications.jrc.ec.europa.eu>
- De Stefano, V. (2016). *The rise of the “just-in-time workforce”: On-demand work, crowdwork, and labor protection in the gig economy*. ILO.
- Friedman, G. (2014). Workers without employers: Shadow corporations and the rise of the gig economy. *Review of Keynesian Economics*, 2(2), 171–188. <https://doi.org/10.4337/roke.2014.02.03>
- Kalleberg, A. L. (2009). Precarious work, insecure workers: Employment relations in transition. *American Sociological Review*, 74(1), 1–22.
- Kalleberg, A. L., & Dunn, M. (2016). Good jobs, bad jobs in the gig economy. *Perspectives on Work*, 20, 10–14.

McKinsey Global Institute. (2016). *Independent work: Choice, necessity, and the gig economy*. <https://www.mckinsey.com>

Ravenelle, A. J. (2019). *Hustle and gig: Struggling and surviving in the sharing economy*. University of California Press.

Scholz, T. (2017). *Uberworked and underpaid: How workers are disrupting the digital economy*. Polity Press.

Wood, A. J., Graham, M., Lehdonvirta, V., & Hjorth, I. (2019). Networked but commodified: The (dis)embeddedness of digital labour in the gig economy. *Sociology*, 53(5), 931–950. <https://doi.org/10.1177/0038038519828906>.

