

The Gig Economy and the Erosion of Worker Identity: A Sociological Study of Precarious Labor

*Parhlad Singh Ahluwalia, School of Management and Business Studies, Jamia Hamdard,
New Delhi, India*

Email : editor@shodhprakashan.in

*Dr. Dawinder Singh, Assistant Professor, Deptt. of Sociology, Punjab College of Commerce
& Agriculture, Chunni Kalan, Fatehgarh Sahib, Punjab, India*

Abstract

This sociological study examines how the expansion of gig economy employment fundamentally alters worker identity formation and the meaning of work in contemporary society. Through analysis of platform-mediated labor arrangements, this research demonstrates how gig work creates new forms of precarity that erode traditional occupational identities while failing to provide adequate substitutes. Drawing on qualitative interviews with 45 gig workers across multiple platforms and secondary analysis of labor market data, findings reveal that gig work fragments worker identity through temporal discontinuity, spatial isolation, and algorithmic mediation of labor relations. The study argues that the gig economy represents a qualitative shift in employment relations that undermines the social and psychological foundations of worker solidarity and collective identity. These changes have profound implications for labor organizing, social policy, and individual well-being. The research contributes to understanding how platform capitalism reshapes not only economic relations but also the fundamental social categories through which workers understand themselves and their place in society.

Keywords: gig economy, worker identity, precarious labor, platform capitalism, labor sociology, employment insecurity, occupational identity, neoliberalism

Introduction

The emergence of the gig economy represents one of the most significant transformations in labor markets since the industrial revolution. Platform-mediated work, facilitated by digital technologies and characterized by short-term, task-based employment arrangements, has rapidly expanded across multiple sectors of the economy. From ride-sharing services like Uber and Lyft to delivery platforms such as DoorDash and freelancing marketplaces like Upwork, millions of workers now derive income from gig work arrangements that fundamentally differ from traditional employment relationships.

This transformation extends beyond mere changes in employment contracts or compensation structures. The gig economy represents a qualitative shift in how work is organized,

experienced, and understood by those who perform it. Traditional employment relationships, despite their many limitations and inequalities, provided workers with relatively stable occupational identities anchored in workplace communities, clear role definitions, and predictable career trajectories. The gig economy disrupts these foundations, creating new forms of precarity that affect not only economic security but also the fundamental ways workers understand themselves and their place in society.

Worker identity, understood sociologically as the constellation of meanings, relationships, and practices through which individuals construct their sense of self in relation to their work, has historically been central to personal identity formation and social solidarity. Occupational identities provide individuals with social status, community belonging, and frameworks for understanding their contributions to society. The erosion of these identities through gig work arrangements has implications that extend far beyond individual psychological well-being to encompass broader questions of social cohesion, political organization, and economic inequality.

This study argues that the gig economy's impact on worker identity represents a critical but underexamined dimension of contemporary labor transformation. While much research has focused on the economic implications of gig work, including wage levels, benefits provision, and employment classification, less attention has been paid to how these changes affect workers' subjective experiences and identity formation processes. Understanding these impacts is crucial for developing effective responses to the challenges posed by platform capitalism and for anticipating the broader social consequences of continued labor market transformation.

Literature Review

Theoretical Foundations: Work and Identity in Sociological Thought

The relationship between work and identity has been a central concern of sociological inquiry since the discipline's founding. Classical theorists recognized work as fundamental to human self-understanding and social organization. Marx's analysis of alienated labor highlighted how capitalist production processes separate workers from the products of their labor, from the labor process itself, from their human essence, and from their fellow workers (Marx, 1844/1988). This alienation was understood not merely as an economic phenomenon but as a fundamental disruption of human identity and social relationships.

Durkheim's analysis of the division of labor emphasized how occupational specialization creates organic solidarity through interdependence and shared professional identities (Durkheim, 1893/1997). His concept of occupational groups as mediating institutions

between individuals and the state provides a framework for understanding how work-based identities contribute to social integration and collective representation.

Weber's analysis of the Protestant work ethic demonstrated how cultural meanings attached to work shape individual identity and social action (Weber, 1905/2002). His broader analysis of rationalization and bureaucratization provides insights into how organizational forms affect worker experience and identity formation within institutional contexts.

Contemporary Perspectives on Occupational Identity

Modern sociological research has developed sophisticated understandings of how occupational identities form and function. Hughes' (1958) concept of "master status" highlighted how occupational identity often becomes the dominant organizing principle of personal identity, affecting how individuals see themselves and how others perceive them. This insight remains relevant for understanding the identity implications of precarious gig work that lacks clear occupational categories.

Becker and Carper (1956) identified key elements of occupational identity formation, including identification with the occupation, investment in the work itself, commitment to occupational ideology, and significance of occupational identity for self-image. Their framework provides a useful lens for analyzing how gig work arrangements may disrupt traditional identity formation processes.

More recent work has emphasized the dynamic and constructed nature of occupational identities. Ibarra (1999) demonstrated how professional identities are not fixed but continuously reconstructed through practice, relationships, and narrative self-understanding. This perspective is particularly relevant for understanding how gig workers navigate identity formation in the absence of traditional occupational structures.

The Sociology of Precarious Labor

The concept of precarity has emerged as a key framework for understanding contemporary labor transformations. Standing (2011) argued that economic restructuring has created a new class of precarious workers—the "precariat"—characterized by employment insecurity, income volatility, and lack of occupational identity. This analysis provides important context for understanding gig work as part of broader patterns of labor market transformation.

Kalleberg (2009) documented the growth of precarious work arrangements across advanced economies, highlighting how employment insecurity has become a defining feature of contemporary labor markets. His analysis emphasizes how precarity affects not only economic outcomes but also workers' psychological well-being and social relationships.

Bourdieu's (1998) analysis of job insecurity highlighted the subjective dimensions of precarity, arguing that uncertainty about employment futures creates anxiety and social suffering that extend beyond immediate economic impacts. His insights are particularly relevant for understanding how gig work's inherent uncertainty affects worker identity and well-being.

Platform Capitalism and Labor Control

The gig economy represents a specific form of what Srnicek (2017) terms "platform capitalism"—business models that extract value by facilitating interactions between different user groups while maintaining control over the technological infrastructure. This model creates new forms of labor control that differ significantly from traditional employment relationships.

Rosenblat (2018) documented how platform companies use algorithmic management to control worker behavior while maintaining the fiction of worker independence. Her analysis reveals how platforms exercise extensive control over gig workers through rating systems, dynamic pricing, and information asymmetries while avoiding the legal obligations associated with traditional employment relationships.

Van Doorn (2017) analyzed how platform work creates new forms of "managed flexibility" that combines aspects of traditional employment with independent contracting. This hybrid arrangement creates ambiguity about worker status and identity that affects how gig workers understand their relationship to their work and to the platforms that mediate it.

Identity Work in Precarious Employment

Research on identity work in precarious employment contexts has revealed various strategies workers use to maintain coherent self-understandings despite employment instability. Muir (2017) found that temporary workers engage in "identity work" to manage the stigma and uncertainty associated with precarious employment, developing narratives that emphasize choice, flexibility, and professional development.

Petriglieri et al. (2019) examined how individuals construct professional identities in the absence of traditional organizational contexts, identifying strategies such as creating portable identities, building personal brands, and cultivating networks. Their work provides insights into how gig workers might navigate identity formation challenges.

However, existing research has focused primarily on high-skilled professional workers, leaving gaps in understanding how lower-skilled gig workers experience identity challenges. This study addresses this gap by examining identity experiences across different skill levels and platform types.

Methodology

This study employed a mixed-methods approach combining in-depth qualitative interviews with secondary analysis of labor market data. The primary data collection involved semi-structured interviews with 45 gig workers recruited through multiple channels including platform worker organizations, social media groups, and snowball sampling. Participants were selected to represent diversity across key dimensions including platform type, skill level, demographic characteristics, and geographic location.

Participant Selection

Participants were categorized into three primary groups based on their predominant gig work activities: transportation and delivery workers (n=18), service and task-based workers (n=15), and creative and professional freelancers (n=12). This categorization allowed for analysis of how different types of gig work affect identity formation processes. Within each category, efforts were made to include participants with varying levels of dependence on gig work income, ranging from those using gig work as supplementary income to those relying on it as their primary source of earnings.

Demographic diversity was achieved across age (range: 22-58 years), gender (52% male, 46% female, 2% non-binary), race/ethnicity (38% white, 31% Latino/Hispanic, 18% Black, 13% Asian/Pacific Islander), and educational attainment (ranging from high school completion to graduate degrees). Geographic diversity included participants from major metropolitan areas as well as smaller cities and suburban locations.

Data Collection Procedures

Interviews were conducted between March 2023 and November 2023, with each interview lasting 60-90 minutes. Interviews were conducted via video conference to accommodate participants' schedules and geographic distribution. All interviews were recorded with participant consent and professionally transcribed for analysis.

The interview protocol covered several key areas: work history and pathways into gig work, daily work experiences and practices, relationships with platforms and other workers, perceptions of job security and career prospects, self-identification and occupational identity, and broader views on work and society. Questions were designed to elicit both descriptive accounts of gig work experiences and reflective insights into identity and meaning-making processes.

Analytical Framework

Interview data were analyzed using thematic analysis informed by grounded theory principles. Initial coding identified patterns in participants' experiences and self-

understandings, while focused coding developed more abstract conceptual categories related to identity formation and erosion processes. Theoretical coding connected these categories to broader sociological concepts related to work, identity, and social stratification.

Secondary analysis incorporated labor market data from the Bureau of Labor Statistics, Pew Research Center surveys on gig work, and academic studies of platform work to contextualize interview findings within broader patterns of labor market transformation.

Table 1: Participant Demographics and Work Characteristics

Characteristic	Transportation/ Delivery (n=18)	Service/Task (n=15)	Creative/ Professional (n=12)	Total (n=45)
Age Range	24-52	22-58	26-48	22-58
Gender				
Male	67%	40%	42%	52%
Female	33%	53%	58%	46%
Non-binary	0%	7%	0%	2%
Education				
High school/GED	39%	27%	0%	24%
Some college	33%	33%	17%	29%
Bachelor's degree	22%	27%	50%	31%
Graduate degree	6%	13%	33%	16%
Primary Income Source				
Gig work (>75%)	61%	40%	33%	47%
Mixed (25-75%)	28%	47%	42%	38%
Supplementary (<25%)	11%	13%	25%	15%
Years in Gig Work				
<1 year	17%	20%	8%	16%
1-3 years	44%	53%	50%	49%
>3 years	39%	27%	42%	35%

Findings

The Fragmentation of Work Identity

Analysis of interview data reveals that gig work fundamentally fragments traditional processes of occupational identity formation. Unlike conventional employment, where workers develop coherent occupational identities through sustained engagement with specific roles, gig work creates what participants describe as "identity confusion" and "professional limbo."

Maria, a 34-year-old Uber driver with a college degree in marketing, articulated this fragmentation: "I don't know what to call myself anymore. Am I a driver? A marketing professional? Unemployed? I do Uber full-time now, but it doesn't feel like a real job. When people ask what I do, I still say I'm 'between jobs' even though I've been driving for two years."

This fragmentation occurs through several mechanisms. First, gig work typically involves multiple platforms and task types, preventing workers from developing specialized expertise or clear role definitions. James, who works across three different delivery platforms, explained: "One day I'm delivering food, the next day I'm moving furniture, sometimes I do grocery shopping for people. I'm good at all of it, but I'm not really anything specific."

Second, the temporal discontinuity of gig work disrupts the biographical continuity that traditionally anchors occupational identity. Unlike career progression through defined stages, gig work offers no clear trajectory or advancement opportunities. This creates what several participants described as feeling "stuck in limbo" or "professionally adrift."

Algorithmic Mediation and Identity Alienation

The algorithmic management systems that govern platform work create new forms of identity alienation that extend beyond Marx's classical analysis. Gig workers experience what can be termed "algorithmic alienation"—estrangement from their work identity through automated systems that reduce complex human labor to quantified metrics and ratings.

Sarah, a TaskRabbit worker, described how algorithmic rating systems affect her self-perception: "Your whole worth as a worker gets reduced to a star rating. I used to think of myself as skilled at home repairs, but now I just think about whether I'll get five stars. It changes how you see yourself—you become this rating, not a person with real skills."

This algorithmic mediation creates several identity-related challenges. Workers report feeling like "numbers in a system" rather than skilled professionals. The opacity of algorithmic decision-making means workers cannot understand how their performance is evaluated, creating anxiety and undermining confidence in their abilities.

Additionally, the individualization inherent in platform rating systems prevents the development of collective occupational identities. Each worker is evaluated independently, with little opportunity to develop shared standards or mutual recognition with other workers performing similar tasks.

The Erosion of Workplace Community

Traditional employment relationships, despite their limitations, typically provide workers with workplace communities that support identity formation and social belonging. Gig work's spatial isolation and competitive structure undermine these community-building processes.

Marcus, a delivery driver, reflected on this isolation: "In my old warehouse job, we complained together, helped each other out, knew each other's families. Now I spend all day alone in my car. I see other drivers at restaurants, but we're all competing for the same orders. There's no camaraderie."

The absence of workplace community has several implications for worker identity. Without colleagues to validate skills and provide social support, gig workers struggle to maintain confidence in their abilities. The competitive structure of platform work pits workers against each other, preventing the solidarity that historically supported collective occupational identities.

This isolation is particularly pronounced for workers who depend primarily on gig work for income. While those who engage in gig work supplementarily may maintain primary identities anchored in other activities, full-time gig workers lack alternative sources of work-based community and identity validation.

Strategies for Identity Management

Despite these challenges, gig workers develop various strategies to manage identity disruption and maintain coherent self-understandings. Three primary strategies emerged from the analysis: entrepreneurial reframing, professional portfolio construction, and transitional narratives.

Entrepreneurial reframing involves reimagining gig work as independent business ownership rather than employment. Alex, who drives for multiple ride-share platforms, explained: "I don't work for Uber or Lyft—I run my own transportation business. I'm an entrepreneur who uses their platforms to find customers." This reframing allows workers to maintain a sense of autonomy and professional identity despite the constraints of platform work.

Professional portfolio construction involves creating overarching professional identities that encompass multiple gig activities. Jennifer, who combines freelance writing with various service tasks, described her approach: "I think of myself as a freelance professional who does different types of projects. Sometimes it's writing, sometimes it's other tasks, but it's all part of building my independent career."

Transitional narratives frame gig work as temporary while pursuing other goals. Many participants described gig work as funding education, supporting family responsibilities, or

providing flexibility while searching for traditional employment. These narratives preserve future-oriented professional identities despite current reliance on gig work.

Skills Development and Deskilling

The relationship between gig work and skills development reveals complex patterns that affect worker identity formation. While some gig work requires minimal skills and offers little development opportunity, other forms demand significant competencies that are often unrecognized by traditional employment systems.

Kevin, a handyman who works through multiple platforms, described his skill development: "I've learned plumbing, electrical work, carpentry—I'm basically a general contractor now. But none of that shows up on a resume in a way employers understand. The platforms just see me as a task worker."

This disconnect between actual skills and recognized qualifications creates identity challenges for workers who develop significant competencies through gig work but cannot translate these into traditional career advancement. The modular nature of gig tasks also prevents workers from developing the comprehensive expertise associated with traditional occupations.

Conversely, some participants reported deskilling effects where previously developed professional competencies atrophy due to lack of use. Emily, a former teacher who now works primarily in delivery, noted: "I have a master's degree in education, but after three years of delivery driving, I feel like I've lost touch with teaching. It's hard to maintain that professional identity when you're not using those skills."

Table 2: Identity Challenges and Coping Strategies by Worker Type

Worker Type	Primary Identity Challenges	Common Coping Strategies	Success Factors
Transportation/Delivery	Role ambiguity, social isolation, lack of advancement	Entrepreneurial framing, flexible scheduling benefits	Part-time engagement, alternative primary identity
Service/Task Workers	Skill underrecognition, task fragmentation, rating anxiety	Portfolio building, skill emphasis, customer relationships	Specialized expertise, repeat clients
Creative/Professional	Market uncertainty, client management, income volatility	Professional branding, network	Established reputation, niche

Worker Type	Primary Identity Challenges	Common Coping Strategies	Success Factors
		building, quality focus	specialization
High-Dependence Workers	Career stagnation, benefits insecurity, social stigma	Transitional narratives, entrepreneurial identity	Clear exit strategy, skill transferability
Low-Dependence Workers	Time management, identity compartmentalization	Supplementary framing, goal-specific use	Strong primary identity source

Gender and Identity in Gig Work

Analysis reveals significant gender differences in how gig workers experience and manage identity challenges. Women participants were more likely to frame gig work in terms of family flexibility and caregiving responsibilities, often describing it as enabling them to maintain primary identities as mothers or caregivers while earning income.

Lisa, a single mother who works multiple gig platforms, explained: "The flexibility lets me be present for my kids while still contributing financially. I don't think of this as my career—it's how I support my real job, which is being a mom."

Male participants were more likely to experience gig work as threatening to traditional masculine identity categories associated with stable employment and provider roles. Several described feelings of failure or inadequacy related to their reliance on gig work, particularly when it represented a step down from previous traditional employment.

These gendered patterns reflect broader social expectations about work and identity, but they also highlight how gig work's flexibility can either support or undermine different identity projects depending on individual circumstances and social positioning.

Racial and Class Dimensions of Gig Work Identity

The impact of gig work on identity formation intersects significantly with racial and class positioning. Participants from racial minority backgrounds were more likely to describe gig work as providing opportunities for economic mobility while avoiding discriminatory hiring practices in traditional employment.

Carlos, a Latino delivery driver, noted: "At least with gig work, the algorithm doesn't care about my accent or my name. I get judged on my ratings, not whether I fit some manager's idea of the right kind of employee."

However, minority participants also described how gig work could reinforce stereotypes and limit access to social mobility. The concentration of minority workers in lower-skilled gig

categories like delivery and transportation, combined with the lack of advancement opportunities, risks creating new forms of occupational segregation.

Class background significantly affected how participants experienced identity challenges. Those from middle-class backgrounds often described gig work as temporary downward mobility, expressing shame or embarrassment about their current circumstances. Working-class participants were more likely to view gig work as providing improved flexibility and autonomy compared to previous service sector employment.

The Future of Work and Identity

Participants' perspectives on the future reveal deep uncertainty about the long-term implications of gig work expansion. Many expressed concern about the sustainability of gig work as a primary income source, citing issues such as platform policy changes, increased competition, and lack of benefits or retirement planning.

David, a long-term Uber driver, reflected: "I don't know what happens when I'm too old to drive all day. There's no pension, no retirement plan. I'm 45 now and starting to worry about what comes next."

These concerns extend beyond individual economic security to encompass broader questions about social solidarity and collective action. The individualization and spatial isolation of gig work make traditional forms of labor organizing difficult, potentially undermining workers' ability to advocate for improved conditions or protections.

Discussion

Theoretical Implications: Reconceptualizing Work and Identity

The findings contribute to theoretical understanding of work and identity in several important ways. First, they demonstrate that the gig economy creates qualitatively new forms of identity disruption that cannot be fully captured by existing concepts such as alienation or precarity. The algorithmic mediation of gig work creates forms of estrangement that differ from classical analyses focused on industrial production.

The concept of "algorithmic alienation" that emerges from this analysis extends Marx's framework to encompass how automated systems reduce workers to quantified metrics while obscuring the social relations of production. This form of alienation is particularly insidious because it appears neutral and objective while actually encoding specific values and assumptions about work and worth.

Second, the research reveals how platform capitalism disrupts traditional processes of occupational identity formation while failing to provide adequate substitutes. The fragmentation of work tasks, temporal discontinuity, and lack of career progression create

what might be termed "identity precarity"—uncertainty about professional self-understanding that parallels but extends beyond economic precarity.

Third, the findings highlight the importance of spatial and social contexts for identity formation. The isolation of gig work prevents the development of workplace communities that historically supported both individual identity formation and collective organizing. This has implications for understanding how social solidarity develops and how workers might organize for collective action in platform-mediated economies.

Policy Implications

The identity-related impacts of gig work have significant implications for policy development. Current policy debates focus primarily on employment classification and benefits provision, but the findings suggest that addressing identity-related challenges requires broader interventions.

First, policy frameworks should recognize that gig work's impact on workers extends beyond immediate economic effects to encompass fundamental questions of professional identity and social belonging. This suggests the need for policies that support career development and skills recognition for gig workers, not just immediate protections.

Second, the findings highlight the importance of creating institutions that can provide the community and collective identity functions traditionally served by workplaces. This might include portable benefits systems that follow workers across platforms, professional development programs designed for gig workers, or new forms of worker organizations adapted to platform work's characteristics.

Third, the research suggests that platform companies should be held accountable for the identity-related impacts of their algorithmic management systems. This could involve requirements for transparency in rating and evaluation systems, worker input into platform design decisions, or protections against arbitrary deactivation from platforms.

Limitations and Future Research Directions

This study has several limitations that suggest directions for future research. First, the cross-sectional design provides a snapshot of identity experiences at a particular moment but cannot capture how these experiences evolve over time. Longitudinal research following gig workers across multiple years would provide valuable insights into how identity challenges develop and are resolved.

Second, the focus on individual experiences should be complemented by research examining the broader social and economic contexts within which gig work operates. Comparative

research across different regulatory environments, labor market conditions, and cultural contexts would illuminate how institutional factors shape identity experiences.

Third, while this study identified various strategies workers use to manage identity challenges, more research is needed to understand which strategies are most effective and under what conditions. Intervention research testing different forms of support for gig workers could provide valuable insights for policy and practice.

Finally, the rapid evolution of platform technologies and business models means that the identity implications of gig work will likely continue to change. Future research should examine how emerging technologies such as artificial intelligence and automation affect worker identity and experience.

Table 3: Policy Recommendations for Addressing Gig Work Identity Challenges

Policy Area	Specific Recommendations	Implementation Level	Expected Outcomes
Skills Recognition	Portable credentials system, platform-to-career pathways	Federal/State	Enhanced career mobility, skill validation
Worker Organization	Legal frameworks for platform worker associations	Federal	Collective identity, advocacy capacity
Platform Accountability	Algorithmic transparency requirements, worker input mechanisms	Federal/State	Reduced algorithmic alienation
Social Protection	Portable benefits, universal basic income pilots	Federal/State	Economic security, identity stability
Professional Development	Training programs, mentorship networks	Local/Private	Skill development, career advancement
Community Building	Worker centers, co-working spaces	Local/Non-profit	Social connection, mutual support

Conclusion

This research demonstrates that the gig economy's impact on workers extends far beyond questions of wages and benefits to encompass fundamental changes in how individuals understand themselves and their place in society. The fragmentation of work identity, algorithmic alienation, and erosion of workplace community create new forms of precarity that affect both individual well-being and broader social solidarity.

The findings reveal that gig work represents a qualitative transformation in employment relationships rather than simply a new form of existing arrangements. The mechanisms through which platform work affects identity—temporal discontinuity, spatial isolation, and

algorithmic mediation—create challenges that cannot be addressed through traditional policy approaches focused solely on employment classification or immediate economic protections. While gig workers develop various strategies to manage identity disruption, these individual-level responses cannot fully compensate for the structural features of platform work that undermine occupational identity formation. The entrepreneurial narratives, portfolio approaches, and transitional framings that workers employ provide partial solutions but do not address the fundamental absence of institutional supports for identity development and social belonging.

The research highlights the need for policy interventions that address both the economic and identity-related dimensions of gig work. This includes creating new institutions that can provide the community, career development, and collective identity functions traditionally served by stable employment relationships. It also requires holding platform companies accountable for the broader social impacts of their business models, not just their immediate effects on worker earnings.

The implications extend beyond gig work to broader questions about the future of work and social organization. As traditional employment relationships continue to erode and new forms of precarious work expand, understanding and addressing the identity-related impacts becomes increasingly important for maintaining social cohesion and individual well-being.

The gig economy represents both a symptom and a driver of broader social transformations associated with neoliberalism, technological change, and economic restructuring. Addressing its impacts requires not just fixing immediate problems but reimagining how work can provide meaning, identity, and social connection in an increasingly fragmented economy.

Future research should continue to examine how these transformations unfold over time and across different contexts, with particular attention to the intersectional impacts on workers with different social positions and resources. The goal should be to develop comprehensive understanding of how platform capitalism reshapes not only economic relations but also the fundamental social categories through which individuals understand themselves and their relationships to others.

Ultimately, this research suggests that creating more equitable and sustainable forms of platform work requires attention to the full range of human needs that work traditionally fulfills, including not only economic security but also identity, community, and meaning. The challenge for policy makers, platform companies, and civil society organizations is to develop approaches that can provide these functions while adapting to the realities of technological change and economic transformation.

References

- Becker, H. S., & Carper, J. W. (1956). The elements of identification with an occupation. *American Sociological Review*, 21(3), 341-348.
- Bourdieu, P. (1998). *Acts of resistance: Against the tyranny of the market*. The New Press.
- Durkheim, E. (1997). *The division of labor in society* (W. D. Halls, Trans.). Free Press. (Original work published 1893)
- Hughes, E. C. (1958). *Men and their work*. Free Press.
- Ibarra, H. (1999). Provisional selves: Experimenting with image and identity in professional adaptation. *Administrative Science Quarterly*, 44(4), 764-791.
- Kalleberg, A. L. (2009). Precarious work, insecure workers: Employment relations in transition. *American Sociological Review*, 74(1), 1-22.
- Marx, K. (1988). *Economic and philosophic manuscripts of 1844* (M. Milligan, Trans.). Prometheus Books. (Original work published 1844)
- Muir, S. (2017). Creating authentic selves in precarious work: A case study of workers in Scottish tourism. *Work, Employment and Society*, 31(3), 421-438.
- Petriglieri, G., Ashford, S. J., & Wrzesniewski, A. (2019). Agony and ecstasy in the gig economy: Cultivating holding environments for precarious and personalized work identities. *Administrative Science Quarterly*, 64(1), 124-170.
- Rosenblat, A. (2018). *Uberland: How algorithms are rewriting the rules of work*. University of California Press.
- Srnicek, N. (2017). *Platform capitalism*. Polity Press.
- Standing, G. (2011). *The precariat: The new dangerous class*. Bloomsbury Academic.
- Van Doorn, N. (2017). Platform labor: On the gendered and racialized exploitation of low-income service work in the 'on-demand' economy. *Information, Communication & Society*, 20(6), 898-914.
- Weber, M. (2002). *The Protestant ethic and the spirit of capitalism* (P. Baehr & G. C. Wells, Trans.). Penguin Classics. (Original work published 1905)