

Digital Nomads Living on the Margins

EMERALD STUDIES IN ALTERNATIVITY AND MARGINALIZATION

Series Editors:

Samantha Holland, Leeds Beckett University, UK, and **Karl Spracklen**, Leeds Beckett University, UK

There is growing interest in work on transgression, liminality, and subcultural capital within cultural studies, sociology, and the social sciences more broadly. However, there is a lack of understanding of the problem of alternativity: what it means to be alternative in culture and society in modernity. What “alternative” looks like is often left unexplored. The alternative is either assumed un-problematically or stands in for some other form of social and cultural exclusion.

Alternativity delineates those spaces, scenes, subcultures, objects, and practices in modern society that are actively designed to be counter or resistive to mainstream popular culture. Alternativity is associated with marginalization, both actively pursued by individuals and imposed on individuals and subcultures. Alternativity was originally represented and constructed through acts of transgression and through shared subcultural capital. In contemporary society, alternative music scenes such as heavy metal, goth, and punk have spread around the world, and alternative fashions and embodiment practices are now adopted by footballers and fashion models. The nature of alternativity as a communicative lifeworld is now questioned in an age of globalization and hyper-commodification.

This book series provides a stimulus to new research and new theorizing on alternativity and marginalization. It provides a focus for scholars interested in sociological and cultural research that expands our understanding of the ontological status of spaces, scenes, subcultures, objects, and practices defined as alternative, liminal, or transgressive. In turn, the book series enables scholars to theorize about the status of the alternative in contemporary culture and society.

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Digital Nomads Living on the Margins: Remote-Working Laptop Entrepreneurs in the Gig Economy

BY

BEVERLY YUEN THOMPSON

Siena College, USA



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INVESTOR IN PEOPLE

Dedicated to Margaret Kwei-On Yuen and Robert G. Thompson.
Dedicated to all struggling workers in the gig economy.

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About the Author

Beverly Yuen Thompson is an Associate Professor of Sociology at Siena College, Loudonville, New York. She is the author of *Covered in Ink: Tattoos, Women and the Politics of the Body* (2015, NYU Press), an ethnography of heavily tattooed women and female tattoo artists in the United States. She has published on the topic of gender and marginalized subcultures.