

# WORK AND LABOR IN THE DIGITAL AGE

**Edited by** Steven P. Vallas  
and Anne Kovalainen

RESEARCH IN  
THE SOCIOLOGY OF WORK

**VOLUME 33**

# WORK AND LABOR IN THE DIGITAL AGE

# RESEARCH IN THE SOCIOLOGY OF WORK

Series Editor: Steve P. Vallas

## Recent Volumes:

- Volume 1: Class Consciousness
- Volume 2: Peripheral Workers
- Volume 3: Unemployment
- Volume 4: High Tech Work
- Volume 5: The Meaning of Work
- Volume 6: The Globalization of Work
- Volume 7: Work and Family
- Volume 8: Deviance in the Workplace
- Volume 9: Marginal Employment
- Volume 10: Transformation of Work
- Volume 11: Labor Revitalization: Global Perspectives and New Initiatives
- Volume 12: The Sociology of Job Training
- Volume 13: Globalism/Localism at Work
- Volume 14: Diversity in the Workforce
- Volume 15: Entrepreneurship
- Volume 16: Worker Participation: Current Research and Future Trends
- Volume 17: Work Place Temporalities
- Volume 18: Economic Sociology of Work
- Volume 19: Work and Organizations in China after Thirty Years of Transition
- Volume 20: Gender and Sexuality in the Workplace
- Volume 21: Institutions and Entrepreneurship
- Volume 22: Part 1: Comparing European Workers Part A  
Part 2: Comparing European Workers Part B: Policies and Institutions
- Volume 23: Religion, Work, and Inequality
- Volume 24: Networks, Work, and Inequality
- Volume 25: Adolescent Experiences and Adult Work Outcomes: Connections and Causes
- Volume 26: Work and Family in the New Economy
- Volume 27: Immigration and Work
- Volume 28: A Gedenkschrift to Randy Hodson: Working with Dignity
- Volume 29: Research in the Sociology of Work
- Volume 30: Emerging Conceptions of Work, Management and the Labor Market
- Volume 31: Precarious Work
- Volume 32: Race, Identity and Work

RESEARCH IN THE SOCIOLOGY  
OF WORK VOLUME 33

# WORK AND LABOR IN THE DIGITAL AGE

EDITED BY

**STEVE P. VALLAS**

*Northeastern University, USA*

and

**ANNE KOVALAINEN**

*University of Turku, Finland*



United Kingdom – North America – Japan  
India – Malaysia – China

Emerald Publishing Limited  
Howard House, Wagon Lane, Bingley BD16 1WA, UK

First edition 2019

Copyright © 2019 Emerald Publishing Limited

**Reprints and permissions service**

Contact: [permissions@emeraldinsight.com](mailto:permissions@emeraldinsight.com)

No part of this book may be reproduced, stored in a retrieval system, transmitted in any form or by any means electronic, mechanical, photocopying, recording or otherwise without either the prior written permission of the publisher or a licence permitting restricted copying issued in the UK by The Copyright Licensing Agency and in the USA by The Copyright Clearance Center. Any opinions expressed in the chapters are those of the authors. Whilst Emerald makes every effort to ensure the quality and accuracy of its content, Emerald makes no representation implied or otherwise, as to the chapters' suitability and application and disclaims any warranties, express or implied, to their use.

**British Library Cataloguing in Publication Data**

A catalogue record for this book is available from the British Library

ISBN: 978-1-78973-586-4 (Print)

ISBN: 978-1-78973-585-7 (Online)

ISBN: 978-1-78973-587-1 (Epub)

ISSN: 0277-2833 (Series)



ISOQAR certified  
Management System,  
awarded to Emerald  
for adherence to  
Environmental  
standard  
ISO 14001:2004.

Certificate Number 1985  
ISO 14001



INVESTOR IN PEOPLE

# CONTENTS

<i>List of Tables and Figures</i>	<i>vii</i>
<i>List of Contributors</i>	<i>ix</i>
<b>Introduction: Taking Stock of the Digital Revolution</b> <i>Steve P. Vallas and Anne Kovalainen</i>	<i>1</i>
<b>Chapter 1 Work and Value Creation in the Platform Economy</b> <i>Martin Kenney and John Zysman</i>	<i>13</i>
<b>Chapter 2 Technology-driven Task Replacement and the Future of Employment</b> <i>Jerry A. Jacobs and Rachel Karen</i>	<i>43</i>
<b>Chapter 3 Platforms at Work: Automated Hiring Platforms and Other New Intermediaries in the Organization of Work</b> <i>Ifeoma Ajunwa and Daniel Greene</i>	<i>61</i>
<b>Chapter 4 Black Holes and Purple Squirrels: A Tale of Two Online Labor Markets</b> <i>Steve McDonald, Amanda K. Damarin, Jenelle Lawhorne and Annika Wilcox</i>	<i>93</i>
<b>Chapter 5 Brave New Digital Work? New Forms of Performance Control in Crowdwork</b> <i>Christine Gerber and Martin Krzywdzinski</i>	<i>121</i>
<b>Chapter 6 Labor Market Inclusion Through Predatory Capitalism? The “Sharing Economy,” Diversity, and the Crisis of Social Reproduction in the Belgian Coordinated Market Economy</b> <i>Patrizia Zanoni</i>	<i>145</i>

<b>Chapter 7 Work-Games in the Gig-economy: A Case Study of Uber Drivers in the City of Monterrey, Mexico</b> <i>Mariana Manriquez</i>	<i>165</i>
<i>Index</i>	<i>189</i>

# LIST OF TABLES AND FIGURES

## Chapter 1

Table 1	Labor Force Distinctions in the Platform Economy	16
Table 2	Employment, Revenue, and Revenue per Employee at the Largest US Internet Platform Firms, 2017	21
Fig. 1	Various Sources of Income for YouTubers	31

## Chapter 2

Fig. 1	Trends in Rate of Occupational Shifts, 1870–2000 (11 Major Occupational Groups)	54
Fig. 2	Rate of Occupational Change, 1870–2010, 1950 Detailed Occupational Codes	55
Fig. 3	Rate of Occupational Change, 2001–2015	56

## Chapter 3

Table 1	Contemporary Work Platform Vendors, Their Functions and Firm Locations	83
Appendix	Application Policies for the 2017 Fortune 500 List of Top 20 Employers in the US	90

## Chapter 4

Fig. 1	Recruitment Methods by Salary/Wages	106
Fig. 2	Sourcing Passive Candidates by Organization Type	106
Table A1	Interviewee Characteristics	119

## Chapter 5

Table 1	Key Figures of Platforms Interviewed	128
Table 2	Key Figures of Crowdworkers Interviewed	130
Fig. 1	Two Examples of the Coding Concept	129



**Chapter 7**

Table 1	Employment Trajectory of Uber Drivers in Monterrey	171
Table 2	Divergences in the Work-Games According to the Employment Trajectory of Drivers	180
Fig. 1	Valentin’s Fig.	177

# LIST OF CONTRIBUTORS

<i>Ifeoma Ajunwa</i>	Cornell University, USA
<i>Amanda K. Damarin</i>	Georgia State University - Perimeter College, USA
<i>Christine Gerber</i>	Wissenschaftszentrum Berlin für Sozialforschung, Germany
<i>Daniel Greene</i>	University of Maryland, USA
<i>Jerry A. Jacobs</i>	University of Pennsylvania, USA
<i>Rachel Karen</i>	University of Texas, USA
<i>Martin Kenney</i>	University of California, USA
<i>Anne Kovalainen</i>	University of Turku, Finland
<i>Martin Krzywdzinski</i>	Wissenschaftszentrum Berlin für Sozialforschung, Germany
<i>Jenelle Lawhorne</i>	North Carolina State University, USA
<i>Mariana Manriquez</i>	University of Arizona, USA
<i>Steve McDonald</i>	North Carolina State University, USA
<i>Steve P. Vallas</i>	Northeastern University, USA
<i>Annika Wilcox</i>	North Carolina State University, USA
<i>Patrizia Zannoni</i>	Hasselt University, Belgium
<i>John Zysman</i>	University of California, USA