Many forms of virtual work are disembedded or detached from the conventional social and organizational structures of working life. They are physically detached from coworkers and sites of work (telework), temporally detached from coworkers’ and local communities’ daily cycles and career cycles (offshoring), or administratively detached from formal membership and benefit structures (outsourcing). The consequences to workers are many and complex, ranging from challenges in identity formation to difficulties in sustaining organized labour. The lecture examines these consequences through an extreme case – ‘microwork’, a form of paid ‘crowdsourcing’ – and discusses workers’ coping strategies, including microworkers’ online self-organization.

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