

Who are virtual workers and where in the labour market are they to be found?

Gender divisions in virtual work

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“Carried out using a combination of digital and telecommunications technologies and/or produces content for digital media”

Carried out wholly online

Carried out partly online

Recruited online

Located in a digitally connected ‘circuit of labour’
but carried out offline

What is virtual work?

Virtual work is occupationally diverse

Software developers
Web and mobile app developers
Programmers
Video makers
Editors
Publishers
Writers
Translators
Journalists and photojournalists
Sales and marketing managers
Finance managers
General managers
YouTubers
Bloggers
Information processing workers
Customer services agents

What is virtual work?

Virtual work is also

Ubiquitous

Precarious

Boundaryless

What is virtual work?

Virtual work is mobile, nomadic

It is done in the home

Abolishing spatial and temporal boundaries around paid work
and moving it into the sphere of unpaid work

It is done on the move and in public spaces

Invading 'down-time', for most women domestic labour time

It is globally mobile

Telemediated services rest on
intersecting gender, class and race divisions of labour and identity

Virtual work is ubiquitous

Virtual work is often precarious

SECURELY EMPLOYED (Permanent Employees)	PRECARIOUS WORKERS (Temporary employees/Freelancers/Free labourers)
<p>Editors Publishers Journalists Sales and marketing managers Finance managers General managers Information processing workers Customer services agents</p>	<p>Sales and marketing managers Finance managers Developers (Software, web and mobile app) Animators Designers and multimedia workers (Graphic designers, Games designers, ...) Editors and publishers Writers Translators Journalists and photojournalists Reviewers Bloggers Activists and campaigners YouTubers and Vine Stars Information processing workers Customer services agents Consumers and 'prosumers'</p>

Virtual work is ...

Increasingly (reluctantly) freelance
with gender inequality of good jobs, decent pay, and 'bulimic working'

Done by professionals
[elancers](#) are predominantly young, highly educated

Without social protection, often low-paid, or unpaid
Vulnerable workers (in one or more ways) are further disadvantaged

Virtual work is precarious

Virtual work is transferred ...

From production to consumption

'prosumption', 'playbour'

From (paid) work time & space to private time & space

In places and times of formerly unpaid reproductive labour

From production to social reproduction

Social relations become a site for valorisation

Virtual work extends into all areas of life

Three forms of 'feminisation' of labour

Growth of precarity

Virtual work resembles secondary labour market work

Affective labour in many forms is recruited

Relying on the performance of both class and gender

Social reproduction is now alienated labour

Implying a new relationship with capital accumulation

The word cloud features the following terms: YouTuber, sensation, Publisher, Systems, reviewer, talent, Creative, Style, channel, badass, service, Comedian, website, storyteller, fashion, agency, product, Chief, Software, Customer, Owner, Twitter, officer, Computer, centre, Technology, Call, editor, Information, organiser, blogger, Staff, programmer, campaigner, connoisseur, YouTube, Games, Make-up, Vine, star, Founder, App, chef, Multimedia, news, Photojournalist, Journalist, Data, Political, Analyst, activist, writer, and Developer.