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Psychological “Types” of Gig Workers: Synthesis and Future Research Directions for Organizational and Vocational Behavior

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Psychological “Types” of Gig Workers: Synthesis and Future Research Directions for Organizational and Vocational Behavior

Abstract

This presentation synthesized evidence for several "types" of gig workers (e.g., working out of financial need, working for professional or personal development) based on a comprehensive literature review.

Poster presented at the 14th International Conference on Occupational Stress and Health: Work, Stress, and Health, Miami, FL.

Keywords

gig work, gig economy, typology, literature review

Disciplines

Business | Family, Life Course, and Society | Other Social and Behavioral Sciences | Work, Economy and Organizations



Why bother?

1. Instead of only developing typologies of gig *work*, it'd be very helpful to understand the types of gig *workers* (who does gig work, and why?)
2. The heterogeneity among gig workers has major implications for workers' experiences and outcomes – the positive rhetoric of gig work is likely only true for some workers; and many workers likely suffer in this work environment

What did I do?

Comprehensive literature (and gray literature) review to identify $k = 20$ studies that (a) used psychological variables to identify (b) types, groupings, or categories of gig workers

Findings: Six characteristics have been commonly used to identify “types” or subgroups of gig workers:

Characteristic	In k studies
Need for Income (is it necessary? Covering basics?)	18
Choice to Enter Gig Work (or, was it forced?)	13
Emotional Connection/Investment	8
Hours Worked (full-time? Part-time?)	4
Permanence (long-term? Short-term?)	2
Skills and Expertise (are they emphasized?)	2

Now what?

1. **How common is each “type”?** Are most gig workers doing it out of need? Estimates of each “type” vary widely!
2. **What outcomes are associated with each “type”?** Are certain workers more satisfied, less stressed, having better work-life balance, finding gig work more meaningful?