Virtual Workers and the Global Labour Market
Contents

Part I  Who Are Virtual Workers?  1

1  Positioning Virtual Workers Within Space, Time, and Social Dynamics  3
    Juliet Webster and Keith Randle

Part II  Virtual Occupations, Work Processes and Preparation for the Virtual Labour Market  35

2  Engineering Lifestyles: Career Choices in Late Modernity  37
    Jörg Müller

3  Young Entrepreneurs and Creative Collectives: Greek New Media Workers in Constant Crisis  57
    Martha Michailidou and Eleni Kostala

4  Virtual Innovation Work: Labour, Creativity, and Standardisation  77
    Sabine Pfeiffer, Daniela Wühr, and Petra Schütt

xiii
5 It's on the Cards: Emerging Employment Relationships in Online Poker
Kaire Holts and Romina Surugiu

6 Recruitment, Work, and Identity in Community Management: Passion, Precarity, and Play
Aphra Kerr

Part III The Conditions and Experiences of Virtual Work

7 Rhythms of Creativity and Power in Freelance Creative Work
Frederick H. Pitts

8 Towards More Insecurity? Virtual Work and the Sustainability of Creative Labour
Jaka Primorac

9 The Fragile Professional Identities of Digital Journalists in Romania
Romina Surugiu

10 Presence and Absence in Global Virtual Team Meetings: Physical, Virtual, and Social Dimensions
Anu Sivunen

11 The Presentation of Self in a Virtual World: Working in Second Life
Stina Bengtsson

12 Cyberbullying at Work: Experiences of Indian Employees
Premilla D’Cruz

Index