

Symposium

**New Perspectives on the Digital Economy:  
Sharing, Platforms & Regulation**

**Becoming or not becoming a side hustler:**

An investigation into the role and qualities of the  
working life framework in the gig economy

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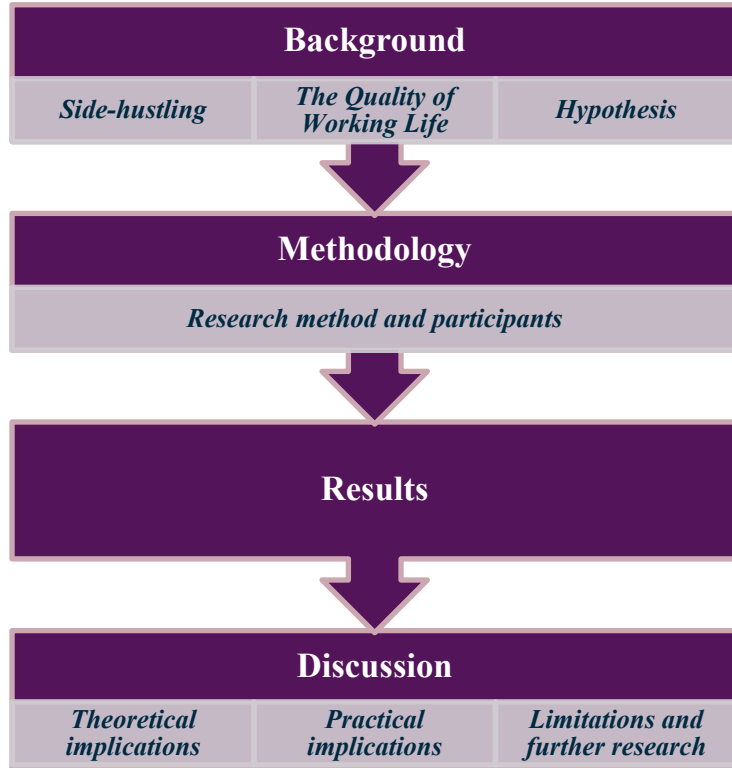
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# Outline



# Background

# Side-hustling

Side-hustling refers to a context where “*full-time employees participate in income-generating work that is separate from their full-time jobs*” (Sessions et al., 2021, p. 237).

Side-hustling has a **complex relation** to more traditional forms of employment.

- Some firms **prevent** their employees from engaging with side-hustling (see Lussier and Hendon, 2018).
- Empowerment through side-hustling is seen to be **enriching full-time work performance** (Sessions et al., 2021).

*Side-hustling in the gig economy:*

Side hustling does not constitute a work inclination resting on the periphery of the gig economy but on that lies at its **core** (Schneider and Harknett, 2017).

We redefine the side-hustling:

**Side-hustling is referring to a context where someone, in addition to their contracted, full-time employment, engages in additional work mediated through, or conducted via, online platforms.**

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## Reasons why individuals hold multiple job

**Supplement their income** (Hirsch et al., 2016)

Improve their life condition by being able to make extra purchases (e.g. Abdukabir, 1992);

Mitigate the risks associated with ‘unsecure’ jobs and careers (Menger, 2017; Ravenelle et al., 2021).

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Career development, empirical research has notably pointed to the importance of both task diversity (Fraser and Gold, 2001) as well as skill development (Arora, 2013).

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Holding multiple jobs might be a way of **answering vocational aspirations and passion** (Caza et al., 2018);

**correspond to the will to have new experiences** (Osborne and Warren, 2006), which can be enriching.

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# The Quality of Working Life

In the context of this paper, we focus specifically on **individuals who, in addition to their contracted job, create and upload remunerated contents on digital platforms.**

We developed **six variables** that cover various relevant dimensions to analyze the decision to become a side hustler.

Based on the comprehensive and theoretically grounded **set of quality of working life factors and variables** (Easton and van Laar, 2018).

## Flexibility

- Flexibility expresses the degree to which **individuals have control over when, where and how they engage in various work activities.**

## Control at work

- Control at work reflects the level at which **workers can influence and control their work environment.**

## Working conditions

- Working conditions includes the extent to which **individuals are satisfied with their *working conditions*, including the (physical) workplace, in order to perform their job effectively.**

## Recognition

- The role of **recognition of doing a good job** as another ‘traditionally’ important factor of the quality of working life.

# Hypothesis

## Flexibility

H1: Side hustling is encouraged if platforms provide content providers with the flexibility to balance their work-family life.

- *H1a: Side hustling is encouraged if platforms provide content providers adequate facilities and flexibility to fit work in around family life.*
- *H1b: Side hustling is encouraged if platforms actively promote flexible working hours/patterns.*

## Control at work

H2: Side hustling is encouraged if platforms provide content providers with control over their work.

- *H2a: Side hustling is encouraged if content providers feel able to voice opinions and influence changes in their area of work.*
- *H2b: Side hustling is encouraged if content providers are involved in decisions that affect them in their area of work.*

## Working conditions

H3: Side hustling is encouraged if platforms provide individuals with what they need to do their job effectively.

## Recognition

H4: Side hustling is encouraged if content providers have done a good job that is acknowledged by line managers.

# Methodology

# Research method and participants

- Quantitative research: survey between January and March 2022.
- Participants are from China, Europe, the UK, and the US.
- Languages: English and Mandarin.
- Sampling approach: Snowballing.
- Focus on content creators by using questions: *‘Have you ever created and uploaded contents on content creative platforms?’* Only those respondents who selected ‘Yes’ were identified as **content creators** and considered for the questionnaire.

Participants	Counts	Percent age
Potential respondents opened the survey link	1128	
Respondents who complete the survey	1017	
<b>Content creators</b>	<b>535</b>	<b>100%</b>
Responses in mandarin	126	23.6%
Responses in English	409	76.4%
Responses in the UK	130	24.3%
Responses in the US	155	29%
Responses in the China	141	26.4%
Responses in the Europe	109	20.4%
Females	317	59.3%



# Results

# Table 1. The determinants of side hustling

Variables	Model 1			Model 2			Model 3		
	B	SE	95% Confidence Interval <sup>a</sup>	B	SE	95% Confidence Interval <sup>a</sup>	B	SE	95% Confidence Interval <sup>a</sup>
<i>Quality of working life:</i>									
The platform(s) on which I work provide(s) adequate facilities and flexibility for me to fit work in around my family life	.491*	.210	[.132, 1.064]	.482*	.201	[.151, 1.009]	.497*	.212	[.116, 1.062]
The platform(s) I worked for actively promotes flexible working hours /patterns	.460*	.215	[.059, 1.012]	.426*	.211	[.026, .901]	.474*	.219	[.089, 1.121]
I feel able to voice opinions and influence changes in my virtual contents related works	.117	.184	[-.292, .529]	.099	.180	[-.315, .565]	.114	.183	[-.290, .545]
I am involved in decisions that affect me in my virtual contents related works	-.296	.208	[-.853, .196]	-.331	.206	[-.836, .096]	-.366	.212	[-.933, .046]
The platform(s) I worked for provide(s) me with what I need to do my virtual contents related works effectively	-.060	.221	[-.533, .490]	.019	.219	[-.405, .489]	-.050	.225	[-.555, .457]
When I finish a good virtual content it is acknowledged by the platform(s) I worked for	-.191	.195	[-.629, .184]	-.181	.192	[-.652, .175]	-.173	.203	[-.696, .264]
<i>Control variables:</i>									
Income	-	-	-	1.056**	.403	[.319, 2.143]	.972*	.418	[.205, 2.163]
Motivation monetary rewards	-	-	-	.021	.126	[-.278, .288]	-.087	.143	[-.435, .261]
Gender (reference: female)	.522	.312	[-.131, 1.266]	.774*	.323	[.126, 1.582]	.709*	.336	[.023, 1.682]
<i>Education (reference: no education)</i>									
Lower than high school	1.238	1.690	[-20.268, 21.821]	.401	1.733	[-22.864, 21.274]	1.137	1.827	[-21.561, 24.218]
High school graduate	.490	1.322	[-20.453, 21.949]	-.238	1.270	[-21.712, 21.372]	.670	1.406	[-21.458, 23.456]
Some college, no degree	.868	1.338	[-20.119, 22.005]	.248	1.289	[-21.128, 21.810]	1.022	1.416	[-20.839, 23.482]
Associate's degree, occupational	1.227	1.375	[-19.879, 22.514]	.301	1.306	[-21.102, 21.777]	1.389	1.459	[-20.406, 23.841]
Associate's degree, academic Bachelor's degree	.836	1.292	[-20.095, 22.178]	.096	1.244	[-21.163, 21.577]	.962	1.381	[-20.892, 23.220]
Master's degree	.516	1.329	[-20.359, 21.694]	-.288	1.280	[-21.617, 21.415]	.539	1.426	[-21.180, 22.660]
Professional degree	-2.360	2.072	[-47.846, 20.728]	-2.809	1.997	[-46.619, 20.342]	-2.762	2.171	[-62.699, 20.203]
Doctoral degree	.649	1.489	[-20.352, 21.647]	-.257	1.478	[-22.013, 20.721]	.400	1.610	[-21.976, 22.994]
<i>Age (reference: under 15)</i>									
16-17	.002	1.938	[.001, .002]	.002	1.951	[.002, .002]	.002	1.958	[.001, .002]
18-24	.002	1.938	[.002, .002]	.003	1.951	[.001, .003]	.003	1.958	[.000, .002]
25-34	.002	1.938	[.002, .003]	.002	1.951	[.001, .003]	.002	1.958	[.000, .002]
35-44	.002	1.938	[.002, .003]	.002	1.951	[.001, .003]	.002	1.958	[.000, .002]
45-54	.004	2.375	[.004, .005]	.004	2.340	[.003, .005]	.005	2.383	[.004, .004]

# Table 1. The determinants of side hustling (continued)

Variables	Model 1			Model 2			Model 3		
	B	SE	95% Confidence Interval <sup>†</sup>	B	SE	95% Confidence Interval <sup>†</sup>	B	SE	95% Confidence Interval <sup>†</sup>
55-64	.002	1.938	[.001, .005]	.002	1.951	[.002, .004]	.002	1.958	[.002, .004]
65 or older	-.002	4.462	[-.009, .002]	-.002	3.366	[-.010, .002]	-.003	4.471	[-.001, .002]
<i>Country of residence (reference: Europe)</i>									
China	.702	.427	[-.418, 1.736]	1.244**	.460	[.210, 2.407]	1.212*	.478	[.258, 2.607]
UK	1.397**	.442	[.300, 2.574]	1.471**	.441	[.433, 2.807]	1.616**	.465	[.789, 3.195]
US	.368	.455	[-.635, 1.486]	.451	.439	[-.546, 1.516]	.329	.465	[-.702, 1.534]
<i>Number of jobs (reference: no job)</i>									
1	5.019***	.581	[4.470, 8.015]	4.820***	.581	[4.125, 22.545]	4.684***	.585	[4.077, 23.045]
2	5.138***	.638	[4.443, 8.185]	4.714***	.649	[3.755, 22.510]	4.704***	.663	[3.773, 23.325]
3 or more	4.248***	.727	[3.297, 7.740]	4.056***	.711	[2.755, 21.553]	3.714***	.738	[2.541, 22.043]
<i>Type of content</i>									
Entertainment	-.100	.122	[-.436, .166]	-	-	-	-.063	.124	[-.325, .205]
Education	-.142	.148	[-.539, .203]	-	-	-	-.154	.152	[-.536, .191]
Lifestyle	.120	.138	[-.194, .505]	-	-	-	.097*	.140	[-.237, .456]
Business	.281	.164	[-.118, .720]	-	-	-	.351	.175	[-.049, .962]
Politics	-.118	.156	[-.532, .228]	-	-	-	-.084	.163	[-.475, .299]
Art	-.107	.135	[-.468, .279]	-	-	-	-.127	.138	[-.499, .236]
Omnibus tests of model coefficients Model $\chi^2(df)$	325.322 (34)***			329.205 (30)***			310.369 (36)***		
-2 Log likelihood	319.257			318.358			305.560		
Cox and Snell $R^2$ (Nagelkerke $R^2$ )	.492 (.666)			.493 (.669)			.489 (.664)		



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# Discussion

# Theoretical implications

- The **determinants of engaging in side-hustling** under the gig economy.
- **Flexibility** plays a significant role in an individual's decision to become a side hustler.
- The quality of working life of the **gig economy and platform work** is fundamentally different to previous work.

# Practical implications

For platforms:

- give content providers **sufficient flexibility** to be able to balance their work-family life.
- **Do not** have to pay too much attention to other dimensions of the quality of working life framework.

For policy maker:

- It is necessary to **develop and presumably also to reform labor law** in a way that is fit for flexibility needs in the gig economy.

# Limitations and further research

## Sample generalizability :

- The sample includes **only** some of the countries.
- Doesn't consider the **within-country variations**.
- Doesn't consider the **roles** of side hustlers and the **differences** between the affordances of Apps.

## Side hustling:

- Doesn't differentiate the degrees of side hustling.

## Income:

- Doesn't investigate in detail the **role of income**.

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**Thank you for your attention!**

