Contents

| Part I Wi | | Who Are Virtual Workers? | 1 i al 3 |
|-----------|-------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------|-----------------------|
| 1 | Positioning Virtual Workers Within Space, Time, and Social Dynamics Juliet Webster and Keith Randle | | |
| Pa | rt II | Virtual Occupations, Work Processes and Preparation for the Virtual Labour Market | 35 |
| 2 | _ | rineering Lifestyles: Career Choices in Late Modernity Müller | 37 |
| 3 | Young Entrepreneurs and Creative Collectives: Greek New Media Workers in Constant Crisis Martha Michailidou and Eleni Kostala | | 57 |
| 4 | and | tual Innovation Work: Labour, Creativity, Standardisation ine Pfeiffer, Daniela Wühr, and Petra Schütt | 77 |

iiix

| 5 | It's on the Cards: Emerging Employment Relationships in Online Poker Kaire Holts and Romina Surugiu | 95 |
|-----|------------------------------------------------------------------------------------------------------------------|-----|
| 6 | Recruitment, Work, and Identity in Community Management: Passion, Precarity, and Play Aphra Kerr | 117 |
| Par | rt III The Conditions and Experiences of Virtual Work | 137 |
| 7 | Rhythms of Creativity and Power in Freelance Creative Work Frederick H. Pitts | 139 |
| 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 | 179 |
| 10 | Presence and Absence in Global Virtual Team Meetings: Physical, Virtual, and Social Dimensions Anu Sivunen | 199 |
| 11 | The Presentation of Self in a Virtual World: Working in Second Life Stina Bengtsson | 219 |
| 12 | Cyberbullying at Work: Experiences of Indian Employees Premilla D'Cruz | |
| Ind | Index | |