


Chapter 1

Algorithmic Control, Precarity, and Global Disparities: A Bibliometric Analysis of Platform–Mediated Gig Economy Research (2017–2025)

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ABSTRACT

The gig economy is gaining attention from academics, but rigorous bibliometric evaluations that monitor worldwide research patterns over time (2017–2025) are scarce. This chapter determines the main contributions made by authors, organizations, and nations. The objective of this research is to examine the growth trend of gig economy studies from 2017 to 2025. Determine which nations, organizations, and authors are at the forefront of this discipline. Analyze theme clusters and term trends with bibliometric techniques. This chapter draws attention to future directions and research gaps. The Scopus database has been used to extract the studies for review. The analysis is based on several dimensions, including annual publication trends, journals, co-citation, bibliographing coupling, co-authorship, conceptual structure, thematic mapping, keyword occurrence, clustering Lotka's laws, and vi-

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sualization analysis, using Bibliometrix (RStudio package) and Vos viewer software, after filtering the data using the keywords “gig economy” or “platform economy” from 2017 to 2025.

INTRODUCTION

Today, we are living in a digital environment where all industries depend on technology. Now, the employment ecosystem has changed. The hybrid employment system, task-based, has replaced full-time traditional employment. Project-based independent contractors and freelancers have entered the new employment pattern, known as the gig economy. The gig economy, which is defined as paid work done by independent contractors through online platforms, as well as more general definitions that include offline and online intermediation, employees and independent contractors, unpaid and paid work, and asset sharing and gig working (Koutsimpogiorgos et al., 2020). Another form of contingent labor is gig work, which has some parallels to other temporary forms but also has some significant and noticeable variations, particularly in the hyper-flexibility required and the utilization of technical solutions or digital architectures (Duggan et al., 2020). The expansion of the gig economy was expedited by the COVID-19 pandemic, as platforms began to expand into care, logistics, and healthcare (Howcroft & Bergvall-Kåreborn, 2023). Remarkably, platforms employment is 5% of all jobs in OECD nations (ILO, 2023) according to post-pandemic studies that show an expansion into new industries like healthcare and logistics (ILO, 2023; Graham et al., 2023). While workers have developed sophisticated resistance strategies, such as algorithmic activism and counter-algorithm tools (Chan & Humphreys, 2024; Mateescu & Nguyen, 2023), algorithmic management has expanded to include advanced surveillance technologies and predictive firing systems, such as emotion AI (Leicht-Deobald et al., 2022; Kellogg et al., 2023). Studies continue to reveal new aspects of precarity, such as the high rates of debt bondage among Indian gig workers (Fairwork India, 2023), the high risk of injury for delivery workers (EU-OSHA, 2022), and the substantial negative effects on mental health (Brookings, 2023). Different ways to tackling platform work concerns are demonstrated by regulatory experiments around the world, ranging from California's Prop 22 to Spain's Rider Law (Aloisi, 2022; Reich & Shaiken, 2023). AI displacement impacts, gig work related to climate change, and metaverse labor markets are examples of emerging frontiers (Todolí-Signes, 2023; Payscale, 2024).

Now, gig workers based on the internet-based and mobile-based apps interface are called the platform-mediated gig workers. this is the drastic effect of the technological advancement and digitalisation in all over the world. Fundamentally, gig

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