

## **Travel bloggers as digital nomads: What could this privileged form of migration mean for the future of work?**

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### **Abstract**

Drawing on qualitative research conducted on British travel bloggers prior to the pandemic, this presentation analyzes the creative economy through the eyes of labour (rather than capital) to examine the intersection between advanced digital technologies (namely, those of social media and the creator economy) and the potential challenges and opportunities this emerging sector offers migrants. Drawing on research on labourers whose work has become symbolic of the digital nomad imaginary, this presentation will explore how ideas of nomadism become complicated through the spatialities and mobilities of a privileged group of migrants and how advanced digital technologies may play a role in polarizing what is viewed as positive migration in the future of work. The presentation will also cover the turbulence and uncertainty of nomadic work as a lifestyle choice, highlighting the diverse survival strategies undertaken by creative freelancers, which is evident within a constantly evolving digital economy. The presenter will also raise important policy issues related to themes around the intersection of advanced digital technologies and the labour-market integration of migrants. To conclude, the presenter will emphasize what the case study of travel bloggers can demonstrate about placeless work, particularly in relation to the future of work and mobility.

### **Biography**

Nina Willment is a Research Associate for XR Stories at the University of York in the United Kingdom. She co-leads a research project exploring how advanced digital technologies, such as virtual production, impact the labour markets of the film and TV industries. Nina holds a PhD from Royal Holloway, University of London, where her thesis examined how emerging digital innovations in the creator economy have disrupted the labour practices and workspaces of individuals such as travel bloggers. She was previously a visiting scholar at the University of Melbourne and has worked with the UK government to examine the future of work.