

Chapter 6

Changing Society Order With Digitalization: Global Village Global Workers – Digital Nomads

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ABSTRACT

Digital nomadism is defined as “the blending of tourism, leisure and professional activities to create a unique lifestyle based on remote work, global travel and multi-residential practices” (Mancinelli). Considering digital nomadism as a lifestyle, individuals need to be constantly on the move in order to maintain this lifestyle. In this case, lifestyle mobility can be mentioned at the intersection of travel, leisure time and migration. The relevant book chapter will address the issue of digital nomadism from a similar holistic perspective. For this purpose, developments in communication technologies and digitalization will be discussed in the first part, and the prominent features of digital nomadism as a lifestyle mobility will be mentioned in the second part, and finally, critical approaches to digital nomadism will be discussed and whether this lifestyle can be evaluated as a hedonic choice or a necessity.

INTRODUCTION

Today’s experts state that the social structure has changed with the development of remote network communication, digital technologies, and the emergence of the information society. Physical space is no longer a barrier to communication and professional interaction. Digital nomads are portrayed as young professionals working in an online-only environment while leading a location-independent and often travel-based lifestyle, in which the boundaries between work, leisure and travel seem blurred. The virtual environment changes the social structure, people’s lifestyles, values and interactions, and simultaneously creates the global information field that forms the basis of the information society.

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Today, the virtual environment is a place where business, education and entertainment information is concentrated, public and private institutions, companies, libraries, etc. provides access to databases in almost every area of society from various information sources.

The number of organizations that put their employees in the “nomadic” mode of work and the number of free “nomads” is increasing rapidly. Social risks are an integral part of the mobile lifestyles and professional activities of nomads. It seems that digital nomads are constantly exposed to certain risks. As the rapid development of digital technologies and the formation of the information society make the nomadic lifestyle increasingly widespread, this scientific problem reveals the importance of it.

This book chapter aims to conceptualize the phenomenon of digital nomad by defining the concept of digital nomad. It also examines the motivations to adopt this lifestyle and how these are addressed in practice and how work, leisure and travel are interpreted. Digital nomads aim to create a holistic lifestyle characterized by extensive freedom, where both areas of life are equally enjoyable and do so through professional, spatial and personal freedom. Although this lifestyle is perceived as advantageous in a positive way, it brings with it personal challenges, which is also considered a different type of work.

DIGITALIZATION AND NEW COMMUNICATION TECHNOLOGIES

The technology that has emerged from the past to the present has changed the sectoral activities by affecting the production methods and social life.

The first wave in technology is the transformation of humanity from gathering to farming. Regular settlements emerged. It has led to the formation of hierarchical structures and states. The second wave is the transition from agriculture to industry. Production, education, communication have been experienced on a massive scale. This process began with the use of steam engines in the 18th century. It started with the First Industrial Revolution (1760-1830).

Technological developments using electricity and internal combustion engines in mass production in the 20th century. It led to the Industrial Revolution. In the 1970s, a step was taken on a global scale to the digital age. In this period, especially computers taking their place in many areas and the development of communication network III. It started the Industrial Revolution. Developments in information, information and communication technologies since 2011 have led to the beginning of a new digital era in which the internet is used in production (Kagermann, Wahlsterand, & Helbig, 2013; Şahin and Yağcı, 2017). IV. This era, called the Industrial Revolution (Industry 4.0). It includes the co-integration of new production possibilities of internet, communication, automation, data collection and dissemination technologies. In addition, in all systems consisting of physical structures, internet and virtual applications are available (Banger, 2017).

With the postmodern period, great developments have been experienced in the technological field and these developments have also affected the production processes. Due to technological developments in production processes, brain power has replaced arm power and production has begun to be made without limits. The postmodern period, in which technological developments have emerged intensively, has increased and the fields of work that produce and share information have increased. It is a period of development. The emergence of the postmodern period, along with the trend from the modern period to the postmodern period, is related to the transition process from the Fordist mode of production, which represents two separate periods, in line with the capitalist process, to the post-Fordist mode of production. The concept of flexibility is one of the most important features of post-Fordism and this concept

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