



The Gig Public

AI-Driven Contractual and Habitual Performativisation of Publicness

By Slavko Splichal

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Explores the rise of the “gig public” in the age of performative publicness, highlighting challenges in sustaining meaningful discourse, the impact of new technologies and AI on public engagement, and the transformation of public–private relationships in the context of capitalism and algorithmic governmentality

The book introduces the concept of the “gig public” to reimagine the public’s role in societies increasingly shaped by the dynamics of surveillance capitalism and algorithmic governance, reaffirming foundational critical sociological approaches—particularly its habitual and contractual roots—that are often overlooked by traditional public sphere theories.

Key selling points

Introduction of the “Gig Public” paradigm: Offers a groundbreaking concept to redefine the public’s role in the digital age, addressing how algorithmic governance and surveillance capitalism reshape social and political engagement

Interdisciplinary perspective: Combines critical sociology, media studies, and public sphere theory to provide a comprehensive framework for understanding the evolving dynamics of public discourse in interconnected societies

Focus on habitual and contractual roots: Revives and extends foundational sociological approaches, examining how habitual behaviors and contractual relationships underpin digital communication networks

Actionable insights for democratic resilience: Proposes practical frameworks for fostering inclusion, transparency, and accountability in the gig public, offering a roadmap for policymakers, technologists, and civil society to reimagine digital publicness

About the Author(s) / Editor(s)

Slavko Splichal is Professor of Communication and Public Opinion at the University of Ljubljana’s Faculty of Social Sciences. She is currently resides in Ljubljana, Slovenia.

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