

gig economy united states

The Expanding Landscape of the Gig Economy in the United States

gig economy united states represents a profound shift in how work is structured and performed, characterized by short-term contracts, freelance assignments, and on-demand services rather than traditional permanent employment. This dynamic sector has witnessed exponential growth, transforming industries and offering unprecedented flexibility for workers while presenting new challenges and opportunities for businesses and policymakers alike. From ride-sharing drivers and freelance designers to remote consultants and delivery personnel, the gig economy is weaving itself into the fabric of the American workforce, driving innovation and reshaping economic paradigms. Understanding its nuances, benefits, and drawbacks is crucial for navigating this evolving professional landscape.

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Understanding the Gig Economy

The gig economy, at its core, is a labor market characterized by the prevalence of short-term contracts or freelance work as opposed to permanent jobs. Workers in this model are often self-employed, independent contractors, or temporary employees, hired for specific projects or tasks. This decentralized approach to work allows for greater flexibility and autonomy, enabling individuals to choose when, where, and how they work, often through digital platforms connecting them with clients or consumers.

The rise of the gig economy is not a monolithic phenomenon but rather a multifaceted evolution influenced by technological advancements, changing worker preferences, and evolving business models. It encompasses a wide spectrum of work, from highly skilled professional services to manual labor, all united by the common thread of flexible, project-based engagement. The term itself has become ubiquitous, reflecting its significant and growing impact on the American economic landscape.

Defining the Gig Worker

A gig worker is an individual who is engaged in temporary, flexible jobs, often on a project-by-project basis. Unlike traditional employees who receive a regular salary and benefits from a single employer, gig workers typically operate as independent contractors. This classification means they are responsible for their own taxes, benefits, and often provide their own tools and equipment necessary for their work. The nature of their engagement is usually transactional, with payment rendered upon completion of a specific task or project.

This independent contractor status is a defining characteristic, differentiating gig workers from those in W-2 employment. While offering freedom, it also places the onus of career management, financial planning, and risk mitigation squarely on the shoulders of the individual. The autonomy is a primary draw, but understanding the implications of this self-reliance is paramount for gig workers.

The Role of Technology and Digital Platforms

Technology and the proliferation of digital platforms have been instrumental in the explosion of the gig economy. Online marketplaces, mobile applications, and sophisticated algorithms act as intermediaries, efficiently connecting service providers with demand. These platforms streamline the process of finding work, managing payments, and often provide rating and review systems that build trust and facilitate transactions. Examples range from ride-sharing apps and food delivery services to freelance job boards and online task marketplaces.

These technological enablers have democratized access to work opportunities, allowing individuals to monetize their skills and time with unprecedented ease. They have also empowered businesses to access specialized talent on demand, reducing overhead costs associated with full-time employees and increasing operational agility. The seamless integration of these platforms into daily life has made participating in the gig economy more accessible than ever before.

The Growth Drivers of the Gig Economy in the US

Several converging factors have propelled the rapid expansion of the gig economy within the United States. Economic shifts, technological advancements, and a growing desire for flexible work arrangements among the populace have all contributed to its current prominence. Understanding these drivers is key to appreciating the phenomenon's scope and its potential future trajectory.

The aftermath of economic downturns has often seen an increase in independent work as individuals seek alternative income streams. Simultaneously, the digital revolution has provided the tools and infrastructure necessary to facilitate this type of work on a massive scale. This combination of necessity and opportunity has created fertile ground for the gig economy to flourish.

Technological Advancements and Digital Infrastructure

The ubiquitous nature of smartphones, high-speed internet, and the development of sophisticated mobile applications have laid the groundwork for the gig economy's success. These technologies enable real-time communication, location-based services, secure payment processing, and efficient task management, all of which are crucial for the functioning of on-demand services and freelance marketplaces. The digital infrastructure allows for a fluid connection between those seeking services and those providing them, transcending geographical limitations.

Furthermore, advancements in cloud computing and data analytics have enabled platforms to effectively match supply with demand, optimize logistics, and personalize user experiences. This technological backbone ensures that the gig economy can operate at scale and with a level of efficiency that would have been unimaginable just a few decades ago. The ongoing innovation in this space continues to expand the possibilities for gig work.

Shifting Worker Preferences for Flexibility and Autonomy

A significant portion of the American workforce now actively seeks greater flexibility and autonomy in

their professional lives. The traditional 9-to-5 office environment, while still prevalent, is no longer the sole aspiration for many. Factors such as work-life balance, the ability to pursue personal passions, and the desire to be one's own boss are powerful motivators driving individuals towards gig work. This is particularly true for younger generations who have grown up with a different perspective on work and career progression.

The perceived control over one's schedule and the direct correlation between effort and reward can be highly appealing. For individuals juggling family responsibilities, educational pursuits, or other personal commitments, the ability to set their own hours and work on their own terms is invaluable. This demand for flexibility from the labor supply side is a critical engine of the gig economy's growth.

Economic Factors and the Demand for On-Demand Services

Economic conditions, including periods of recession and subsequent recovery, have historically influenced the rise of independent work. When traditional employment opportunities are scarce, individuals often turn to freelance or contract work to supplement their income or as a primary source of livelihood. Moreover, consumers have increasingly come to expect the convenience and speed offered by on-demand services, from grocery delivery to transportation, creating a robust demand for gig workers to fulfill these needs.

Businesses, too, have recognized the economic advantages of utilizing gig workers. The ability to scale their workforce up or down quickly in response to fluctuating demand, without the long-term commitments and costs associated with permanent employees, offers significant financial flexibility and operational efficiency. This dual demand from both workers and businesses solidifies the economic underpinnings of the gig economy.

Key Sectors and Roles within the US Gig Economy

The gig economy is not confined to a single industry; it permeates a vast array of sectors across the United States, offering diverse opportunities for workers with varying skill sets. From the highly visible on-demand services to more specialized professional fields, the reach of gig work is extensive and continues to broaden. Identifying these key sectors provides a clearer picture of where the majority of gig work is concentrated.

These diverse roles highlight the adaptability of the gig model to different types of labor and industries. The common thread remains the transactional nature of the engagement and the flexibility it affords both the provider and the consumer of services.

On-Demand Services (Transportation, Delivery, Home Services)

This is perhaps the most visible segment of the gig economy, driven by popular mobile applications. Ride-sharing services, food delivery platforms, and grocery delivery apps have become commonplace, providing flexible work for millions. Beyond these consumer-facing services, the gig economy also extends to home services, with platforms connecting individuals with plumbers, electricians, handymen, cleaners, and other service professionals for immediate or scheduled tasks.

These roles often require minimal specialized training beyond possessing a vehicle or basic tools, making them accessible to a wide demographic. The convenience for consumers is paramount, as they can access services quickly and efficiently through digital interfaces. This sector exemplifies the power of technology to create on-demand labor markets.

Creative and Professional Services (Writing, Design, Consulting)

Beyond immediate service needs, the gig economy also thrives in creative and professional fields. Freelance writers, graphic designers, web developers, translators, virtual assistants, and consultants all operate within this model, often finding work through specialized online platforms or through their professional networks. These roles typically require advanced skills and expertise, allowing individuals to offer their specialized knowledge to a broader client base.

Businesses leverage these gig professionals for project-based work, outsourcing tasks that may not require full-time staff or seeking specialized expertise for particular initiatives. This segment of the gig economy allows for high-value services to be delivered flexibly, benefiting both highly skilled individuals seeking diverse projects and companies needing tailored expertise.

Skilled Trades and Technical Services

The gig economy is also making significant inroads into skilled trades and technical fields. Independent electricians, plumbers, HVAC technicians, mechanics, and IT support specialists can operate as independent contractors, marketing their services through online platforms or their own websites. This allows them to manage their workload, choose their projects, and serve a wider geographic area than they might be able to as employees of a single company.

Companies increasingly rely on these skilled gig workers for specialized repairs, installations, and maintenance tasks, especially when their in-house teams are occupied or lack specific expertise. This model provides businesses with rapid access to critical services while offering skilled tradespeople greater control

over their careers and income.

Benefits of the Gig Economy for Workers

The appeal of the gig economy for workers stems from a multitude of advantages that cater to modern lifestyle demands and career aspirations. The flexibility, autonomy, and potential for diverse income streams are significant draws, offering an alternative to the rigid structures of traditional employment. These benefits are reshaping how individuals approach their working lives.

For many, the ability to tailor their work to their life, rather than the other way around, is a primary motivator. The sense of empowerment that comes with being one's own boss and directly benefiting from one's efforts contributes to a high level of job satisfaction for many in the gig workforce.

Flexibility and Autonomy in Scheduling

Perhaps the most lauded benefit of gig work is the unparalleled flexibility it offers. Workers can set their own hours, decide when to work, and choose which projects to accept. This autonomy allows for a better work-life balance, making it easier to manage personal commitments, family responsibilities, educational pursuits, or simply to pursue hobbies and personal interests. The ability to dictate one's own work schedule is a powerful incentive.

This level of control is particularly attractive to students, parents, retirees, and individuals with chronic health conditions who may not be able to commit to a traditional full-time job. It empowers individuals to design a working life that fits their unique circumstances and priorities, fostering a sense of empowerment and independence.

Variety of Work and Skill Development

Gig workers often experience a greater variety of work compared to those in traditional roles. They have the opportunity to engage in diverse projects for different clients, exposing them to new industries, challenges, and perspectives. This constant exposure to new tasks and environments can lead to continuous learning and rapid skill development, enhancing their professional portfolio and marketability.

The necessity of adapting to different client needs and project requirements also encourages workers to broaden their skill sets, becoming more versatile and resilient in the job market. This dynamic environment fosters a mindset of lifelong learning and professional growth, which is increasingly valuable

in a rapidly evolving economy.

Potential for Increased Income and Multiple Income Streams

While not guaranteed, the gig economy offers the potential for increased income, especially for highly skilled individuals or those who are efficient and driven. By taking on multiple gigs simultaneously or working longer hours when demand is high, gig workers can often earn more than they might in a single, salaried position. Furthermore, the ability to diversify income streams by working across different platforms or for various clients reduces reliance on a single source of income, providing a measure of financial security.

This diversification can be a crucial safety net, especially during economic downturns. It allows workers to mitigate risks associated with a single employer or industry, creating a more robust and adaptable financial situation. The entrepreneurial spirit is often rewarded in the gig economy through direct correlation of effort and financial return.

Challenges and Drawbacks for Gig Workers

Despite its attractive benefits, the gig economy also presents significant challenges and drawbacks for its participants. The very flexibility that draws many to this model can also lead to instability and a lack of traditional employment protections. Understanding these downsides is crucial for anyone considering or currently engaged in gig work.

The absence of traditional employer-provided safety nets can create a precarious existence for some, necessitating careful financial planning and a proactive approach to benefits management. Navigating these complexities is a critical aspect of succeeding in the gig economy.

Income Instability and Uncertainty

A major drawback of gig work is the inherent instability and unpredictability of income. Unlike traditional employees who receive a regular salary, gig workers' earnings can fluctuate significantly from week to week or month to month, depending on the availability of work, client demand, and market conditions. This unpredictability can make it difficult to budget, plan for expenses, and secure financial stability.

Securing loans, mortgages, or even renting an apartment can be challenging for gig workers who cannot demonstrate a consistent income history. This financial precarity is a significant concern for many in the

gig workforce, requiring robust financial management and a strong savings buffer.

Lack of Benefits and Protections

Gig workers are typically classified as independent contractors, meaning they do not receive employer-sponsored benefits such as health insurance, paid time off (vacation, sick leave), retirement plans (401(k) matching), or workers' compensation. This places the entire burden of securing these essential benefits on the individual, which can be costly and complex to manage. Furthermore, they often lack legal protections afforded to traditional employees, such as minimum wage guarantees, overtime pay, and protection against wrongful termination.

This absence of a safety net can leave gig workers vulnerable to economic hardship, health crises, and other unforeseen circumstances. The responsibility for self-care and future planning is entirely theirs, requiring a high degree of diligence and foresight.

Isolation and Lack of Community

The solitary nature of much gig work can lead to feelings of isolation and a lack of community that is often fostered in traditional workplaces. Without regular colleagues or a shared office environment, gig workers may miss out on the social interaction, camaraderie, and peer support that can be crucial for mental well-being and professional development. The absence of a team dynamic can also mean less collaborative learning and innovation.

While digital platforms can offer some form of connection, it often lacks the depth and richness of in-person interaction. Building a professional network and finding mentorship can also be more challenging in a fragmented, independent work environment.

The Impact on Traditional Employment and Businesses

The rise of the gig economy has had a profound and multifaceted impact on traditional employment structures and the operational strategies of businesses. It has introduced new models of work that challenge established norms and necessitate adaptation from both employers and employees. This transformation is reshaping the broader economic landscape.

Businesses are re-evaluating their staffing needs and exploring how to best leverage both traditional employees and gig workers to optimize efficiency and innovation. The lines between these work

arrangements are becoming increasingly blurred.

Shifting Employer-Employee Relationships

The prevalence of gig work has led to a redefinition of the employer-employee relationship. For businesses, it offers greater agility and cost-effectiveness by allowing them to access talent on demand without the long-term commitments and associated costs of permanent staff. This can lead to leaner organizational structures and a more flexible response to market fluctuations. However, it also presents challenges in terms of managing a distributed workforce and ensuring consistent quality and brand representation.

For workers, the shift means navigating a landscape where the traditional safety net of an employer is often absent. The onus is on individuals to manage their careers, finances, and well-being, fostering a more entrepreneurial mindset but also increasing personal responsibility.

Increased Business Agility and Cost Efficiency

Businesses can achieve significant gains in agility and cost efficiency by incorporating gig workers into their operations. The ability to scale workforces up or down rapidly in response to project demands or seasonal fluctuations allows for optimized resource allocation and reduced overhead. This is particularly beneficial for startups and small businesses that may not have the capital to invest in a large, permanent workforce. Access to specialized skills on an as-needed basis also allows companies to undertake projects that might otherwise be out of reach.

This model enables companies to be more responsive to market changes and customer demands, fostering innovation and competitiveness. The ability to tap into a global talent pool of gig workers further enhances these advantages, allowing businesses to find the best talent regardless of geographical location.

The “Blended Workforce” Model

Many organizations are now embracing a "blended workforce" model, strategically combining traditional full-time employees with independent contractors and contingent workers. This approach aims to harness the benefits of both employment types, ensuring a stable core of experienced staff while maintaining flexibility and access to specialized expertise through gig workers. Such a model allows companies to maintain institutional knowledge while capitalizing on external talent for project-specific needs.

The success of this model hinges on effective management strategies that integrate different worker classifications, ensure clear communication, and foster a cohesive work environment. It represents a pragmatic evolution in workforce planning for many forward-thinking companies.

Navigating Regulations and Policy for the Gig Economy

The rapid growth of the gig economy has outpaced existing labor laws and regulations, creating a complex and often contentious policy environment in the United States. Governments at federal, state, and local levels are grappling with how to classify gig workers, ensure fair labor practices, and provide adequate protections without stifling innovation. These regulatory debates are central to the future of gig work.

The core of these discussions revolves around worker classification – whether gig workers should be considered employees or independent contractors. This determination has profound implications for benefits, taxes, and legal protections.

Worker Classification Debates (Employee vs. Independent Contractor)

The ongoing debate surrounding worker classification is at the heart of regulatory challenges for the gig economy. Traditional labor laws are largely built around a binary system of employees and independent contractors. Gig platforms often classify their workers as independent contractors, allowing them to avoid paying benefits and complying with certain labor regulations. However, many argue that the level of control exercised by these platforms over their workers' activities more closely resembles an employer-employee relationship.

This classification issue has significant implications for minimum wage, overtime pay, collective bargaining rights, and access to unemployment insurance and workers' compensation. Different states and courts have adopted varying approaches, leading to legal uncertainty and ongoing policy development.

Potential Policy Solutions and Proposed Legislation

Various policy solutions and legislative proposals are being considered and implemented to address the challenges of the gig economy. These range from stricter enforcement of existing labor laws and reclassification efforts to the creation of new frameworks that offer a middle ground. Some proposals suggest a third category of worker that would provide some benefits and protections without mandating full employee status. Others focus on platform accountability, requiring digital marketplaces to contribute to worker benefit funds or provide certain assurances.

The goal is often to strike a balance that preserves the flexibility valued by gig workers and businesses while ensuring a basic level of security and fair treatment. These policy discussions are crucial for shaping a sustainable and equitable future for the gig economy.

The Role of Labor Unions and Advocacy Groups

Labor unions and various advocacy groups are playing an increasingly prominent role in advocating for the rights and protections of gig workers. They are pushing for better pay, improved working conditions, access to benefits, and the right to organize. These organizations are often at the forefront of legal challenges and lobbying efforts aimed at reshaping the regulatory landscape to be more favorable to gig workers.

Their efforts highlight the growing awareness of the challenges faced by this segment of the workforce and the need for collective action to ensure fairness and economic security. By raising public awareness and engaging with policymakers, these groups are instrumental in driving change.

The Future Outlook of the Gig Economy in the United States

The trajectory of the gig economy in the United States points towards continued growth and evolution, shaped by ongoing technological innovation, shifting societal expectations, and the persistent dialogue around regulation. While its exact form may change, its impact on the labor market is likely to remain significant for the foreseeable future. The adaptability of the gig model suggests it will continue to find new applications.

Key trends suggest that the gig economy will become even more integrated into the mainstream workforce, presenting both new opportunities and challenges that will require ongoing attention from workers, businesses, and policymakers alike.

Continued Growth and Diversification

Forecasters anticipate that the gig economy will continue its expansion, driven by the sustained demand for flexibility from workers and the pursuit of agility by businesses. As new technologies emerge and existing platforms evolve, the range of services and professions available through gig work is likely to diversify further. We may see a greater specialization within gig roles, with workers developing niche expertise and platforms catering to specific industries or skill sets.

The increasing acceptance of remote work and the digital nomad lifestyle further fuels this trend, as

individuals seek to combine work with travel and personal freedom. This expansion will likely see gig work permeate more sectors of the economy. The gig economy is no longer a niche phenomenon but a significant force shaping the future of work.

Technological Innovation and Platform Evolution

Technological advancements will undoubtedly continue to drive innovation within the gig economy. Artificial intelligence and machine learning will likely play an even larger role in optimizing worker-platform matching, automating administrative tasks, and personalizing the gig work experience. Blockchain technology could potentially be leveraged to enhance transparency, security, and payment processing for freelance contracts.

Platforms themselves will likely evolve to offer more comprehensive support systems for gig workers, including tools for financial planning, professional development, and even access to collective bargaining resources. The continuous improvement of these digital infrastructures will be crucial for the sustained success and accessibility of gig work.

The Ongoing Dialogue on Worker Rights and Protections

The conversation surrounding worker rights, benefits, and protections for gig workers is far from over and will continue to be a defining aspect of the gig economy's future. As the sector matures, there will be increasing pressure for more equitable regulatory frameworks that acknowledge the unique nature of gig work. This could lead to the development of new hybrid employment models or the expansion of existing social safety nets to accommodate this growing segment of the workforce.

Ultimately, the future of the gig economy in the United States will depend on the ability of stakeholders to find sustainable solutions that foster innovation and flexibility while ensuring fair treatment and economic security for all workers. The balance between flexibility and security will remain a central theme in this evolving landscape.

FAQ

Q: What are the primary reasons individuals choose to participate in the gig economy in the United States?

A: Individuals often choose to participate in the gig economy in the United States for the significant flexibility and autonomy it offers in scheduling and work selection. Many are drawn by the potential to

achieve a better work-life balance, pursue multiple income streams, and escape the rigid structures of traditional employment. For some, it's a primary source of income, while for others, it's a way to supplement earnings from a traditional job or during periods of unemployment.

Q: How has the COVID-19 pandemic impacted the gig economy in the US?

A: The COVID-19 pandemic had a complex impact on the gig economy in the US. While sectors like ride-sharing and in-person service delivery initially saw a significant decline, other areas, particularly delivery services for groceries and essential goods, and remote freelance work like writing and design, experienced a surge in demand. The pandemic highlighted both the essential nature of many gig workers and their vulnerability, accelerating discussions about worker protections and benefits.

Q: What is the difference between a gig worker and a traditional employee in the US?

A: The primary difference lies in their legal classification and the associated benefits and protections. Traditional employees in the US are typically W-2 employees who receive benefits such as health insurance, paid time off, retirement contributions, and are protected by labor laws like minimum wage and overtime. Gig workers are usually classified as independent contractors, meaning they are responsible for their own taxes, benefits, and often lack these traditional protections and benefits.

Q: What are some of the biggest challenges faced by gig workers in the United States?

A: The biggest challenges faced by gig workers in the US include income instability and unpredictability, the lack of employer-provided benefits like health insurance and retirement plans, and the absence of traditional labor law protections. They also often experience professional isolation due to the independent nature of their work and may face difficulties in securing loans or housing due to fluctuating income streams.

Q: Are there specific industries that dominate the gig economy in the US?

A: Yes, several industries dominate the gig economy in the US. The most visible are on-demand services like transportation (ride-sharing), food and grocery delivery, and home services (cleaning, repairs). Additionally, creative and professional services such as freelance writing, graphic design, web development, consulting, and virtual assistance are significant sectors within the gig economy. Skilled trades also increasingly utilize gig models.

Q: What is the role of technology platforms in the US gig economy?

A: Technology platforms are fundamental to the US gig economy. They act as intermediaries, connecting service providers (gig workers) with customers or clients. These platforms facilitate task discovery, job matching, communication, payment processing, and often include rating and review systems that build trust. Examples include Uber, Lyft, DoorDash, Instacart, and freelance marketplaces like Upwork and Fiverr.

Q: How are policymakers in the US addressing the gig economy?

A: Policymakers in the US are actively addressing the gig economy through various approaches, including debates on worker classification (employee vs. independent contractor), proposed legislation to provide a middle ground of protections, and efforts to enforce existing labor laws more strictly. Some states have enacted laws to reclassify gig workers, while federal discussions continue regarding a potential third worker category and increased platform accountability.

Q: What is the future outlook for the gig economy in the United States?

A: The future outlook for the gig economy in the United States is one of continued growth and diversification. Technological advancements will likely lead to new platforms and opportunities. The demand for flexibility from workers and businesses is expected to persist. However, ongoing regulatory debates around worker rights and protections will significantly shape its evolution, potentially leading to more hybrid work models and stronger safety nets for gig workers.

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of work. ****A Change is Coming**** argues that the future of the working class is uncertain, but there is hope. The book calls for a renewed focus on workers' rights and a fight for a future where everyone has a good job that pays a living wage and provides benefits. ****A Change is Coming**** is a must-read for anyone concerned about the future of work and the working class in America. The book provides a clear-eyed assessment of the challenges facing the working class and offers a path forward for a more just and equitable future. ****A Change is Coming**** is a timely and important book that sheds light on the challenges facing the working class in America. The book provides a clear-eyed assessment of the challenges facing the working class and offers a path forward for a more just and equitable future. ****A Change is Coming**** is a must-read for anyone concerned about the future of work and the working class in America. The book provides a clear-eyed assessment of the challenges facing the working class and offers a path forward for a more just and equitable future. If you like this book, write a review!

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problem-solving, ethical decision-making, and data literacy skills. Non-HR majors and HR majors alike will learn best practices for managing talent in today's ever-evolving workplace.

gig economy united states: Immersive Technology for the Gig Economy: Transformative Business Practices Masłoń-Oracz, Anna, Kansra, Pooja, Arora, Sugandh, Oberoi, Sumit, 2025-06-11 Immersive technology, such as virtual reality (VR), augmented reality (AR), and mixed reality (MR), reshapes the gig economy by enabling transformative business practices that redefine how work is performed, delivered, and experienced. As gig workers rely on digital platforms for employment, immersive tools provide new ways to train, collaborate, and interact with clients across sectors. From virtual onboarding sessions and AR-guided task assistance to freelance marketplaces, these technologies enhance productivity, engagement, and accessibility. By bridging the gap between physical and digital workspaces, immersive technology can improve operational efficiency while expanding opportunities within the evolving landscape of flexible, on-demand labor. Immersive Technology for the Gig Economy: Transformative Business Practices examines the emergence of the gig economy within organizational developments. It highlights new models developed to handle global concerns affecting all businesses, focusing on managing information and resources that benefit entrepreneurs. This book covers topics such as logistics, automation, and sustainable development, and is a useful resource for business owners, economists, engineers, academicians, researchers, and scientists.

gig economy united states: *Economic Crisis and Mentality of Youth in Post-Pandemic Period* edited by Sagar Simlandy Various Contributors, 2021-07-03 This book is the outcome of an intellectual exercise to understand our post-COVID society. Our planet is convalescing from one of the worst pandemics in living memory – the whole of 2020 has been sacrificed to combat the iniquities perpetrated by a sub-microscopic conglomeration of proteins and nucleic acids, a virus that has achieved immortality in the annals of history as SARS-COVID-19. Deaths from COVID-19 in USA have crossed 405,399 – the number of Americans who died in the Second World War. The most important and, most far-reaching effect has of course been that of isolation, 'lockdown' in colloquial usage. That term is now probably the most widely understood English word across the inhabited world from the poles to the tropics, even in non-English speaking countries like China and Japan. The primary effect of this lockdown has been on the economy – from developed to developing countries, there are none that may claim to have escaped the paralyzing debilitation caused by an instant and total absence of all forms of commerce. Long queues in front of provision stores, slow starvation as savings dried up, people begging for scraps, people dying by the roadside and railway tracks as they set out to walk the length and breadth of the country en-route to their homes from their places of work – all these shocking pictures are now part of our heritage. An online society has cropped up as the new normal one, sustained by internet, apps, tweeter, and face-book and so on. It is needless to say that this digital society is the child of no other than the Corona virus. What is different today is the loss of vision. Men have distanced themselves not only from their friends but also from their productive energy and sustainable creativity.

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