

This Is NOT Fake News: “Gig Economy” Almost Wins Word Of The Year

Insights

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The gig economy recently came close to a major honor when it was named a runner-up for the Collins Dictionary 2017 Word of the Year. This annual campaign reflects upon the words which have best defined the previous year. Other runner-ups for 2017 include “gender fluid” and “fidget spinner.” Despite the impressive nature of this lineup of words, none of them could overcome the ultimate winner – Donald Trump’s oft-cited “fake news.” That phrase is defined as “false, often sensational, information disseminated under the guise of news reporting,” something very much unlike this blog post.

As defined by the Collins Dictionary, the gig economy is “an economy in which there are few permanent employees and most jobs are assigned to temporary or freelance workers.” This recognition highlights the fact that the gig economy continued to gain awareness and mainstream acceptance in the last year. As this trend shows no sign of slowing, perhaps, with a strong campaign, the gig economy could rise to the top of this list in 2018. That would be very real news indeed.

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