

**Sara Liinamo & Virve Peteri: Conflicting ideal subjects of the personality testing**

In the article, we describe and analyse a personality test and test procedures used in personnel recruitment. The data also includes interviews with recruiting consultants. The analyses disclose an image of the ideal subject coded into the tests and interviews. Seemingly, the subject of the recruiting process is a universal human, an employee, who is analysed purely as a sum of their traits and qualities whilst the tests and recruiting consultants' interpretations produce gendered and class-bound ideal subjects. We analyse and identify how the neoliberal ideal subject of the interviews comes together with the ideal subject of the test. The test derives meanings from a theory that is 90 years old and from procedures that are even older. Social sciences have a long critical tradition, which has aimed to question the self-evident veracity of psychological tests' descriptions. However, social and cultural sciences have not empirically studied before how psychological personality tests as both cultural texts as well as testing procedures shape ideal subjectivities.

**Miira Niska: Consultation on the horizon – New work in university students' argumentation**

According to policy actors and think-tanks, work life is in the midst of a major change. Work will become more autonomous and meaningful, but also more flexible and diverse. In this article, I adopt the perspective of critical discursive psychology to study how the idea of new work is deployed in grassroots level interaction. The data consist of interviews with university students. In the interviews, the students reflected on their future employment. In the article, I ask whether students are making use of the new meaning of work or if they construct their future labor-market position in terms of the old cultural meaning. The empirical study demonstrates, that for the interviewed students, the new cultural idea of work is well known and acceptable, but not always univocally positively evaluated one. Although students deployed the idea of new work to construct their labor-market position, they also recognized the old version of work and managed dilemmas between the competing cultural meanings of work.

**Henri Koskinen: Nimble startup entrepreneurs and slow dinosaurs – The change of work as epistemic governance**

In this article, the change of work is approached as discourses that variably emphasize the meaning of globalization, knowledge capitalism and increasing precarity and shape the change as an omnipresent sense of insecurity and rapid change. Thus, the change is viewed in the framework of epistemic governance: the understanding of change can be seen as a process of actors' efforts to construct social reality and legitimize social change. I trace the meanings of change of work in Finnish startup discourse. I observe that change functions as a backstory that frames both the agency of the individual and Finland as a nation. Individual agency emphasizes qualities of startup entrepreneurs as ideal in current insecure labor markets, and startup entrepreneurship is seen as vital for Finland's survival in the global knowledge economy. The change of work then legitimizes startup entrepreneurship by shaping it as shared project that serves both individual and national interests.

**Pekka Varje, Jussi Turtiainen, Kristiina Lehmuskoski, Anna Kuokkanen and Ari Väänänen: Mental health at the turning points of work life – The changing role of medical intervention**

In this article we examine occupational health professionals' perceptions of the relationship between the changes in work life and the mental wellbeing of employees. We ask how the turning points of Finnish work life have affected the clinical work of occupational health physicians and the role of mental health problems in it. The data includes 41 in-depth interviews of Finnish occupational health professionals discussing their perceptions of the changes in work life and the mental health of employees between the 1960s and the 2010s. The views offered by occupational health professionals show how the changes in work life, labor processes and doctor-patient relationship has brought forward new ways to process and describe occupational challenges. Some of the key turning points emphasized in the interviews include the computerization of work from the 1980s onwards, the recession and the intensification of work in the 1990s, and the blurring distinction between work and leisure time in the 2000s. Furthermore, the interviews reveal how medical intervention has be-

come of central tool for managing work-related problems of mental wellbeing. For occupational health physicians and other occupational health professionals, this has resulted in an increasing responsibility over the mental wellbeing of employees as well as growing concerns about the excessive medicalization of emotional life.



**Katariina Mäkinen: The digital housewife and invisible work**

Why are marginal forms of work worthy of research? In this article I answer the question with an investigation into digital housework. This investigation is grounded in my empirical research on mom and family blogging. To understand the specific characteristics of mom bloggers' work, I use Kylie Jarrett's concept 'the digital housewife' which utilizes Marxist feminist theorisations to understand the relation between digital labour and capitalism. Like traditional housework, digital housework is 'labour of love' that produces significant care and other relations, but it is also part of the operating logic of capitalism. The theoretical tradition of Marxist feminism sheds light on why certain forms of work are marginalized both in research

and in the society. To examine this empirically, I explore the disappearance of the digital housewife from the statistics of working life, as well as the consequences for the bloggers themselves when capitalism simultaneously takes advantage and hides their work. To catch the specific characteristics of digital housework, I suggest a methodology in which theories that open up the orders of capitalism and gender as well as the dual character of work are combined to sensitive research of everyday life.



**Kimi Kärki and Tanja Sihvonon: AI in the works? – The perfect operating system as a worker, assistant, and companion in the film *Her***

Spike Jonze's sci-fi drama *Her* (2013) presents us with a future vision of a ubiquitous and customizable operating system (OS) through telling the story of Theodore Twombly (Joaquin Phoenix), who works as a writer for a fictional online service for personalized correspondence. Aiming to boost his efficiency, Theodore acquires a new, experimental OS – the "Her" of the film – as a writing assistant. The OS instantly names herself Samantha (the voice of Scarlett Johansson) and starts to configure her func-

tions according to the wishes and needs of Theodore. She soon becomes his literary agent and performs tasks and meta-work seamlessly in the background, while conversing with him. In this article, we discuss the vision of Samantha's professional functionality in the context of future knowledge work. The only interface between the user and the AI at work is humanlike audio, which brings the human-machine relationship to a new, emotionally complex level. The film's portrayal of the omnipotent artificial intelligence is examined as both a utopian and a dystopian discourse about future work and its social implications.



**Mikko Jakonen, Paul Jonker-Hoffrén,  
Katve-Kaisa Kontturi and Milla Tiainen:  
The intra-active reality of artistic  
work – A proposition for a transdisciplinary  
approach**

This article develops perspectives through which artistic labour could be studied as an essential part of art, as well as processes in which specific artistic practices, the worker's subjective experience and socioeconomic and political aspects continuously intra-act. Our exploration is motivated by the assumption that new dialogues between artis-

tic and labour market contexts and related research perspectives can significantly advance understandings of art as work: its current and emerging forms. To achieve this dialogue, we propose a threefold conceptual approach at the intersection of studies of art and (changing) labour markets. The first aspect of the approach suggests a specific definition of art as work, whereas the second one builds on new materialist theories and the third upon the social theory of Christophe Dejours. The threefold approach is discussed throughout in relation to the empirical reality of contemporary, precarious, work in the arts.