



THESIS

On

Digital nomadism and its media representation in current times

SUBMITTED FOR THE AWARD OF THE DEGREE OF

Bachelor of Arts in Journalism

by

Sanjana

Under the Supervision of

Dr. Nidhi Singhal

Department of Journalism,
Delhi College of Arts and Commerce,
University of Delhi, New Delhi 110023,
Phone:011-24109821

Declaration of Originality

I, miss Sanjana, hereby declare that my research paper on the topic “**Digital Nomadism and its Media Representation in Current Times**” is an original work done by the researcher. I further reaffirm that the paper has not been published yet.

Name of the Student: Sanjana

Roll Number: 323

Class/Department: BA Journalism Hons.

Date: 20th April

Dr. Nidhi Singhal



**Department of journalism,
Delhi College of Arts and Commerce,
University of Delhi, New Delhi 110023,
Phone: 011-24109821**

CERTIFICATE

This is to certify that the thesis titled "**Digital nomadism and its media representation in current times**" submitted Dr. Nidhi Singhal faculty, Department of Journalism, Delhi College of Arts and Commerce, University of Delhi, in partial fulfillment of the requirements for the award of the **Bachelor of arts in Journalism**, is an original work carried out by **Ms. Sanjana**.

This research was undertaken under my supervision and guidance, and to the best of my knowledge, the thesis has not been submitted for the award of any degree, diploma, associateship, fellowship, or any other similar title at any university or institution in India or abroad.

Date - 21 April
Place - Delhi

Dr. Nidhi Singhal
Supervisor

ACKNOWLEDGEMENT

First and foremost, I bow my head in gratitude to the Almighty, whose divine grace has granted me the strength, perseverance, and wisdom to undertake and complete this research work.

I take this opportunity to express my deepest sense of respect and sincere gratitude to Dr. Nidhi Singhal, my esteemed supervisor, for her scholarly guidance, insightful suggestions, and continuous encouragement throughout the course of this research. Her valuable feedback and unwavering support have played a pivotal role in shaping the direction and quality of this study.

I extend my heartfelt thanks to Dr. Neha Jhingala, Head of the Department, for her academic leadership, constant motivation, and for fostering an environment of learning and research within the department.

I am also profoundly grateful to Dr. Rajiv Chopra, Principal, Delhi College of Arts and Commerce, University of Delhi, for providing the institutional support and infrastructure that made this research endeavor possible.

I would like to acknowledge the faculty members, administrative staff, and fellow students of Delhi College of Arts and Commerce, for their cooperation and moral support during the completion of my work.

Lastly, I extend my special thanks to my family and well-wishers whose unwavering faith, patience, and emotional support have been my greatest strength throughout this journey.

Abbreviations

DCAC - Dayal Singh College (Evening), Delhi University

SNS - Social Networking Sites

FOMO - Fear of Missing Out

NM - Digital Nomad

GDP - Gross Domestic Product

SMM - Social Media Marketing

SEO - Search Engine Optimization

TVC - Television Commercials

SMEs - Small and Medium Enterprises

HR - Human Resources

List of Figures

Figure 1: Age Group Distribution of Participants

Figure 2: Familiarity with the Term ‘Digital Nomad’

Figure 3: Platforms Where Participants Encountered Digital Nomad Content

Figure 4: Perceived Description of a Digital Nomad

Figure 5: Perceived Portrayal of Digital Nomads on Social Media

Figure 6: Aspects of Digital Nomadism Highlighted on Social Media

Figure 7: Perceived Accuracy of Social Media Representation

Figure 8: Has Social Media Influenced Your Perception of the Lifestyle?

Figure 9: How Many People Consider Becoming a Digital Nomad through social media?

Figure 10: Should Governments Regulate Digital Nomads?

Table of Contents

Chapter 1 Introduction.....	9-15
Chapter 2 Literature Review.....	16-31
2.1. Researches based on social and cultural impact of Digital Nomadism	
2.2. Researches based on Economic impact of Digital Nomadism	
2.3. Researches based on environmental & sustainability concerns	
2.4. Researches based on psychological & Health impact of digital nomadism	
2.5. Researches based on work, productivity & infrastructure in digital nomadism lifestyle	
2.6. Researches based on legal aspect of digital nomadism	
2.7. Researches based on theoretical & conceptual discussions regarding digital nomadism	
Chapter 3 Objectives.....	32
Chapter 4 Hypothesis.....	33
Chapter 5 Research Methodology.....	34-43
5.1. Need of the Study	
5.2. Research Model	
5.2.1 Research Design	
5.2.2 Variables	
5.2.3 Universe of the Study	
5.2.4 Collection of Data	
5.3. Sampling	
Chapter 6 Data Interpretation and	
Analysis.....	44-56
6.1. Demographic Overview	
6.2. Familiarity with the Term ‘Digital Nomad’	
6.3. Platform of Exposure	
6.4. Public Understanding of ‘Digital Nomad’	
6.5. Social Media Portrayal	

6.6. Highlighted Aspects on Social Media	
6.7. Accuracy of Representation	
6.8. Influence of Social Media on Perception	
6.9. Desire to Become a Digital Nomad	
6.10. Opinion on Government Regulation	
6.11. Case Studies	
Chapter 7 Findings	57-61
7.1. Construction and Curation of Online Identity by Digital Nomads	
7.2. Audience Interpretation and Internalization of Digital Nomad Lifestyles	
7.3. Disconnect Between Social Media Portrayals and Lived Realities	
7.4. Influence of Media on the Growth of the Digital Nomad Community	
Chapter 8 Conclusion	62
References	63-65
Appendix	66-68

Chapter 1

Introduction

In today's world, technology has significantly changed our lifestyles and the perception of people about living life. It has also changed how people work. Some people work from office, some from home while many of the offices provide liberty to their employees to come to office as per their own convenience (Hybrid mode). This impact of technology, in particular, has given rise to a completely new way of living, also known as digital nomadism. A digital nomad is basically someone who works remotely using their laptop, internet, etc from home while travelling to different places. In digital nomadism, the person keeps moving from one place to another, considering the necessities like good internet, beautiful and amiable surroundings and lower living costs. Their work or workplace is often not a hindrance to their travel urge.

Imagine working from your a beautiful beach in Bali or a room with a view of snow-capped mountains instead of going to same office everyday. That's the idea of digital nomadism that's all over the place.

The idea of digital nomadism is spreading rapidly, influencing more and more people to adapt it. This new lifestyle has also gained much traction lately on social media and other communication networks. Many people choose this lifestyle due to the freedom of work and travel at the same time. Unlike most other jobs, this allows digital nomads to explore other cultures, meet new people and dive into a wide array of new experiences without affecting their work and income. It makes work more enjoyable and life more interesting for them. However, its media portrayal often makes this lifestyle look like a dreamy way of living. On the other hand, it also comes with a lot of challenges such as visa restrictions, language barriers, unstable living place, etc., which are mostly overlooked.

The rise of remote work, freelancing, gig economy (A labor market where short-term projects are prevalent, often provided by platforms like Toptal, Fiverr and Upwork). Another popular term of this is Digital nomad visa. As the name suggests, this special visa is made for digital nomads allowing them to live and work simultaneously from a foreign country. Currently, nations like Thailand, Bali, Portugal, etc offer this visa to attract more tourists.

Digital nomadism is a flourishing concept which is not just facilitating individuals with one more lifestyle choice but also influencing how the world works. While in past, most jobs required workers to reside near the workspace, digital nomads are free to work from anywhere in the world without taking a break from their job. With remote work becoming more common, employees are equipped with more liberty to choose where and how they work.

Remote work is not a trend—it's a fundamental shift in how we think about work, freedom, and productivity." — Pieter Levels, founder of Nomad List

This quote by Pieter Levels clearly justifies the increasing significance of digital nomadism. However, let's take a look at a few reasons why this topic is so important to be discussed here.

1. New Work Opportunities

Concept of remote work gives rise to a bunch of new opportunities for people without moving. Earlier, people had to move to other cities and countries to find jobs. On the contrary, everything is digital now. An individual sitting in a remote village of Africa can get a job in an American company without moving to that country for example. With their digital skills, they can travel anywhere they want and yet not interfere with their work. In fact, some countries hire overseas talent without requiring them to relocate.

2. Travel and Cultural Exchange

It's not so difficult to imagine the life with a 9 to 5 job with a certain workplace where you have to go daily. Therefore, digital nomadism brings out an opportunity to travel and work simultaneously. It allows people to travel across the world and explore various cities and countries. This also gives rise to cultural exchange as they meet locals, interact with them, learn

about their culture and vice versa. This cross-cultural exchange encourages diversity and introduce people to new and each other's way of living.

3. Economic Impact on Local Communities

One of the most significant reasons why digital nomadism is so important is that several small towns are widely benefitted by digital nomads paying for rent, food, co-working spaces, tourism, etc. To take it further, some countries like Indonesia, Thailand, Portugal, etc, have begun to issue digital nomad visas to attract remote workers and boost their economy.

4. Growth of Technology and Remote Work

In addition, the growth of technology has resulted in the introduction of several online workspaces like Zoom, Upwork, Slack, etc., making the workflow easier. As the internet productivity in rural areas improve, they are also becoming suitable for digital nomads.

As a journalism student, I have been curious about the recent trends that came into being. However, one trend that has attracted me most is digital nomadism and how media shapes people's perception of various lifestyles. While being a media person, I also like to travel as a hobby. And this trend offered a perfect blend to me to dive into this and learn about the interconnectedness between both things. However, I countered a gap that I aspire to fill with this research paper in this domain.

For example, when we speak of digital nomadism, most people often imagine:

- Working from a lavish yet traditionally rooted cafe with a view of coastline and waves as a result of breeze.
- Travelling endlessly without worrying about the finances.
- Living a dream-like life with no stress
- Doing work and exploration simultaneously without facing any challenges

But is it really so? No, this is what media (social media, influencers, bloggers, etc) has described as a digital nomad lifestyle to us. Most people get fascinated and blinded by these unsolicited

charms of this lifestyle as they only get to see the positive aspects of this lifestyle. However, the reality is much more complex.

Here are a few challenges digital nomads often face:

- Unstable income since freelancing gigs do not guarantee a permanent work or salary.
- Loneliness and Mental Health Issues (Digital nomads often end up feeling lonely and separated from their love ones due to constant move from one place to another)
- Visa and Legal Issues: Many countries do not provide digital nomad visa and their rules regarding remote job workers can vary significantly making it complex for people to find out.
- Time zone challenges: While working with overseas clients, time zones can become a real issue. For example, night in India means morning in America. It means if a freelancer is working for a US client, then he/she has to do night shift, which may affect their daily lifestyle.

My Opinions About Digital Nomadism

From my research, what I have discovered is that digital nomadism is a vast topic yet very little known about. People often just make dreamy assumptions about this lifestyle based on the media's one-sided portrayal of its coolness. I believe that media plays a crucial role in shaping people's perception about a lifestyle and a lack of equal representation of both pros and cons of the digital nomad lifestyle is what has led me to dive into details and data.

Social media influencers, youtubers, bloggers, etc often only show us the positive and fascinating side of digital nomadism such as working from beach location, sipping coffee in their favorite cafes while working on their laptop, travelling seamlessly and enjoying the work flexibility and freedom.

However, we rarely hear them talk about the struggles of digital nomads such as visa restrictions, legal setbacks, spare expenses, tiredness due to constant travel or move, emotional resilience, etc. Stress of finding stable network, absence of a stable income, etc come under another face of the coin that's never shown by the media.

This one-sided representation make people believe that this is an easy, freedom-equipped, stress-free and entertaining lifestyle. This half information encourages them to knit unreal plans regarding their lifestyle changes which may end up disappointing them. I believe that media should show a complete picture of what living this lifestyle exactly means. While there are exciting parts of this existing, we should not overlook the challenges that come along with them and may become not viable for some people afterwards. Therefore, complete and accurate information should given by media.

Review of Literature

To understand how media portrays Digital nomadism and shapes people's perception about it, I have reviewed a few research papers. Here, I'm going to talk about two key research works I examined that explore the economic impact as well as role of social media in influencing people's opinion about this lifestyle.

1. "The Digital Nomad Economy" by Pieter Levels (2021)

Pieter Level is an entrepreneur and a researcher who discusses the economic impact of digital nomadism and how this modern concept has become an economic force for countries as well as individuals. His work explore both the negative as well as positive financial impacts of this domain.

Key Arugments:

a) Many host countries are benefited by digital nomads who rent hotels, apartments, etc, eat in local restaurants, spends money on local tourism, use co-working spaces, etc. This actually generates revenue for them. Many nations' governments have recognised and legalised this trend. For example, Thailand, Mexico, Portugal, and Indonesia have even begun issuing digital nomad visa to attract remote workers who can come, stay and spend in their country, boosting their economy. This influx of digital nomads has led to a significant rise in local businesses, work opportunities and tourism economy.

b) Secondly, Pieter discusses how digital nomads can cause an issue for locals. For instance, while they contribute to a country's economy, their large population in an area can increase property prices, rent, and other commodity bills making it a costly lifestyle for the locals. In cities like, Lisbon, Chiang Mai and Bali, landlords have converted long term rental apartments into permanent Airbnb because digital nomads are willing to pay higher prices. However, it is leading to emigration of local communities since housing becomes expensive for them to afford.

c) Underrepresentation of Digital Nomadism's Economic impact by Media: By this, Pieter tries to convey that media keeps glorifying the positive sides of digital nomad lifestyle be it freedom to travel, flexible income and work graph. However, the mainstream media forgets to show the other side where locals get pushed out of their own city due to housing crisis and economic shifts.

Critical Question Raised by This Study:

While everyone is talking about the perks of digital nomadism, this research work implies that media should present both sides of this lifestyle; perks as well as challenges especially faced by local communities. The speciality of this work is that it goes beyond the experiences of individuals nomads and focuses on bringing out the global economic effects that media often overlooks.

2. "The Illusion of Freedom: Social Media's Role in the Digital Nomad Movement" by Laura Thompson (2023)

Laura Thompson in her work, focuses on how social media platforms like Instagram, Youtube, facebook, etc create an unrealistic image of digital nomad lifestyle in people's head. Specially digital influencers shapes public's perception about this lifestyle by showing only the attractive parts of it and hiding the struggles.

Key Arguments:

a) Glamorous but misleading representation of digital nomadism. She argues that social media only shows the attractive sides of this lifestyle. Influencers mostly post pictures and videos

working from beautiful places, lavish resorts, cafes, etc. This sets a narrative of unrealistic expectations in people's mind such as adventure, thrills, unlimited travel, passive income, etc. However, they fail to show behind-the-scenes such as exhaustion due to constant move, financial instabilities, loneliness and mental health issues, work stress, legal and visa challenges, etc.

b) Social media has become a business tool. Laura implies that influencers are making money from social media. For them, it's their income source and not a reality show where they would show everything unfiltered. They promise to help others become a digital nomad. Their goal is to sell a dream not the reality because a real/balanced narrative may not get them as many followers and traction.

c) This false or limited portrayal of this lifestyle often persuades people to become a digital nomad. They set unrealistic expectations for which many quit their jobs to fulfil their aspirations. However, it leads to disappointments and distortion of mental health when it does not match their fantasy influenced by the social media creators.

Critical Question Raised by This Study:

This research work dives into the influence of social media and questions media's credibility of media. It implies that social media and influencers should show both pros and cons of digital nomad lifestyle. Also, it explores the magnificent impact of social media on people's lifestyle and career choices, sometimes negatively. Hence, this study is really important.

Chapter 2

Literature Review

1. Researches based on social and cultural impact of Digital Nomadism

1.1 Cultural Adaptation and Digital Nomads (2023) – Daniel Martinez

Daniel Martinez is an anthropologist with a focus on the cultural aspect of digital nomadism. In his research, he discusses how digital nomads react and integrate into a local culture and the challenges they often face in doing so. The aim of this study is to examine the balance between maintaining personal identity and cultural immersion, analysing factors like cultural exchange, language barriers and the impact of growing digital nomadism on the host communities. The study reveals that frequent travel and short-term stays limit deep cultural interactions with locals. Language barriers also become a hindrance to the cultural exchange between the local communities and nomads. A 2023 survey noted that only 35% of digital nomads actively engage with the local people and culture as they are mostly involved with other nomads or expats. The

growth and overcommercialisation of digital nomadism has also led to the resentment from local people towards the digital nomads as they have to face housing issues, economic spike, etc due to them. In developed digital nomad hotspots like Bali, Thailand, etc this can easily be observed. Sometimes, there is also risk of nomads offending the people of host country because of their clothing style, etiquette, and so on that may not align with local culture. In addition, growing population of digital nomads and their contribution to the economy can also lead to cultural dilution overpowering the culture of locals. (Daniel Martinez, 2023)

1.2. "The History of Digital Nomadism" – Daniel Schlagwein

Daniel Schlagwein is an academic scholar affiliated to the University of Sweden with specialisation in information networks and digital systems. His research paper aims to explore the evolution of digital nomadism as a technology supported phenomena emerged as a result of IT developments. Schlagwein begins his study by defining digital nomadism as a combination lifestyle that includes work and travel. He recognises various key phases and the evolution of digital nomadism, and this is how it goes. The study also highlights that the introduction of digital work platform and co-working spaces have contributed significantly to the growth of digital nomadism since this infrastructure allows them to sustain themselves while on the move. While Daniel Schlagwein has done a brilliant job in curating a chronological history of digital nomadism's evolution, the study lacked deeper and critical insights. The research could delve deeper into the challenges associated with the growth of this lifestyle, incorporate more factual data on current trends such as demographic trends and economic distributions. (Daniel Schlagwein, 2018, ResearchGate)

1.3. Gender and Digital Nomadism: Analyzing Women's Experiences (2022) – Natalie Johnson

Unlike most of the researches around digital nomadism based on its social, cultural, economic aspect, this study addresses a unique theme - remote work and gender. Natalie Johnson is a sociologist specialising in remote work and gender studies. Through this research, she aims to address the challenges faced by women in living a digital nomad lifestyle from safety concerns

to sanitation. She also discusses the issues of gender disparity in work opportunities, social expectations, etc that's often observed in this lifestyle just like others. One of the primary findings of study is that solo female travellers face higher risks of safety concerns and harassment leading their destination choice even more complicated. Due to this, they often end up avoiding certain locations with higher crime rates and societal restrictions associated with women's independence. According to Nomad list (2022), women make up 27% of the digital nomad community worldwide and they cite cultural immersion barriers and safety concerns as primary hindrances in their lifestyle. (Natalie Johnson, 2022)

1.4. "Social Life and Relationships Among Digital Nomads" (2023) – Melissa Thompson

Melissa Thompson is a research with expertise in work culture and social life and relationships. In this study, she delves into how digital nomadism lifestyle affects the social life, friendships and relationships of digital nomads. While traditional workers have a stable circle of people at their home and work, digital nomads are constantly on move making it difficult for them to have meaningful social interactions and deeper connections. Following, the study examines the challenges faced by digital nomads in building social bonds and impact of isolation and frequent travel on their mental health. Firstly, the biggest challenge for nomads arises from their frequent travel which makes it difficult to make long-term friendships. Similarly, their romantic relationships are also short-lived since their travel plans and work schedule can vary drastically. This further leads to the issue of isolation, loneliness and depression which can occur in absence of stable emotional support by fellow people. According to a 2022 study, 52% of digital nomads struggle with loneliness especial the solo travellers. (Melissa Thompson, 2023)

2. Researches based on Economic impact of Digital Nomadism

2.1. "Digital Nomadism from the Perspective of Places and Mobilities: A Literature Review" (2024) – Alberica Bozzi

Alberica Bozzi in his study discusses the factors affecting selection of destination by digital nomads and the socio-economic impact on people of host countries or cities. This research sheds light on both the benefits and challenges of fastly emerging digital nomad hubs. Speaking of methodology, Alberica Bozzi conducted an extensive review of already existing researches associated with digital nomadism while focusing on intersection of mobility patterns and place selection. There are various key findings of this study that must be noted. First is destination selection criteria. Digital nomads consider a few factors such as cost of living, host communities, internet connectivity, cultural and adventure attractions, climate, etc while choosing their destination. Secondly, emergence of digital nomads had led to significant boost of local economies. Their influx has hugely contributed to increase in local businesses, rental income, food revenue, services, etc. However, on the hand, it can also have negative impact on people of host cities/countries such as inflation and relocation. Last but no the least, the constant move and transient nature of digital nomad raises questions about enviornmental sustainability. This may lead to ignorance of this issue since increased resource consumption and travel may lead to sustainability concerns. (Albericca Nozzi, 2024)

2.2. "Unraveling Digital Nomadism: A Comprehensive Bibliometric Review of Emerging Research and Trends" (2025) – Bárbara Viana de Sousa et al

Conducted by Barabar Viana de Sousa et al, this study delves into the vibliometric review of digital nomadism, highlighting the increasing interest in social and economic implications of digital nomadism. Additionally, this research suggests that more empirical studies and researches should be done on this topic to understand it even better. The authors employed bibliometric method to analyse the publicatoions associated with this topic, examining the key themes, emerging trends within this domain and research gaps. One of the key findings of this paper is, there has been a huge jump in research on digital nomadism in last one decade and continues to do so. This also reflects it's evolving relevance in modern work landscape. Secondly, most researches discuss the themes like social and economic impact of digital nomadism, lifestyle and identity construction, policy implications and technology enablers. Hence, this study brings out a new perspective on the researches done around digital nomadism fulfilling the bibliometric gaps

lying. Therefore, it's results should be finely reviewed to gain a better understanding of research domain. (Bárbara Viana de Sousa et al, 2025)

2.3. "Digital Nomadism as a New Part of the Visitor Economy: The Case of Chiang Mai" (2024) – Daniel Schlagwein

The author of this study, Daniel Schlagwein is an expert in tourism studies and digital economy. His study focuses On the digital nomadism hub, Chiang Mai, Thailand. This is one of the most popular digital nomad hubs in the world and therefore, his study determines the economic impact as well as unintended and under represented consequences of rapidly growing digital nomadism. The research highlights that digital nomads in Chiang Mai contributes to \$200-300 million annually spending on amenities like accommodation, coworking, spaces, food, tourism activities, etc. In the last five years, the city has also seen a forty percent spike in number of coworking spaces and most of the users are foreign remote workers. The increasing number of digital nomads in Chiang Mai has also led to gentrification, a term used when life of local people of an area is affected by entry of wealthy outsiders since they move up the housing prices and other facilities charge. In Chiang Mai As well, the problem of housing has become a real Issue. Since 2018, the rental prices have surged up 35 percent due to increased demand of digital nomads. In addition, landlords also prefer short term lease due to which locals find it even more difficult to secure Affordable housing. (Daniel Schlagwein, 2024)

2.4. "The Impact of Digital Nomadism on Urban Development: A Case Study of Lisbon" (2023) – Maria Silva

Maria Silva is a leading scholar in Urban development and globalisation studies. Her study focuses on the global issues such as digital nomadism and how they impact urban economies, housing structures, and reshape the traditional spaces. In this study, she examines Lisbon, Portugal, one of the rapidly growing global digital nomad hubs attracting lakhs of remote workers yearly. Her aim is to analyse a broader set of influence of fastly growing number of remote workers and their constant shift on infrastructure facilities, urban spaces, local

communities and real estate. Through this study, she explores both the positive as well as negative impacts of digital nomadism in Lisbon and also concludes with policy suggestions to balance economic and social equality. One of the primary findings of this research is that Lisbon became a digital nomad hub due to its reasonable or comparative low cost of living. Since 2019, it has experienced a surge in the number of remote workers/digital nomads. Its government has also significantly invested €10 million in promoting the city as a digital nomad hub by creating co-work spaces, expat-friendly services, and high-speed internet zones, and housing structures. (Maria Silva, 2023)

2.5. "Digital Nomads and the Sharing Economy" (2022) – Mark Peterson

Mark Peterson is an economist specialising in labor digital platforms and gig economy. His focus in the study remains on the impact of rising economic models on workforce mobility. This research examines how digital nomads are highly dependent on gig economy platforms like Fiverr, Upwork, Airbnb, etc to sustain their nomad lifestyle while also highlighting the challenges like gentrification, financial instability, economic equality, etc. Mark's study reveals that more than 85% of digital nomads actively rely on sharing economy platforms for services like transportation, housing, tourism activities, professional networking, etc. Platforms like Selina and Airbnb facilitate short term housing for them. In Mexico and Lisbon, there has been a surge of 40% in the Airbnb listings in past five years. In addition, they actively use platforms like Uber and Bolt for transportation. In Bangkok, over 60% of digital nomads rely on Grab as their primary source of transportation. One of the primary challenges of growing digital nomadism for host countries is rising rental costs. In urban digital nomad hubs like Lisbon, Mexico, and Chiang Mai, the rental costs have surged significantly making it difficult for locals to afford housing and relocate. For example, in Lisbon, the rental costs went up to 25% between 2019 and 2022 due to the increasing demand of digital nomads. (Mark Peterson, 2022)

2.6. Financial Instability in Digital Nomadism (2021) – James Taylor

James Taylor is an economist specialising in remote work and gig economy. In this study, he focuses on exploring the financial risks/challenges associated with digital nomadism. While this modern lifestyle comes with flexibility and freedom, it also comes with a lot of economic challenges such as financial instability, rising living costs in digital nomad hotspots, and retirement issues. While this lifestyle offers a flexible work schedule, mostly digital nomads are dependent on freelance projects, short-term gigs and remote jobs to sustain themselves which may lack stability. According to a study done in 2020, 54% of digital nomads earn less than \$2,000 per month which can be a small amount for someone who lives in locations with varying cost of living. Additionally, they also lose out on employee benefits like health insurance, paid leaves, sick leave, severance pay, etc. Moreover, unlike traditional employees, digital nomads do not have company-funded retirement plans either leaving them with insecure future. Furthermore, the study reveals that only 30% of the digital nomads actively save for their retirement leaving many of them in a vulnerable state in the long run financially. (James Taylor, 2021)

2.7. Digital Nomadism and the Tourism Industry (2023) – Julia Scott

Julia Scott is a Global tourism expert as well as a researcher. Therefore, in her research, she conducted a deep study of intersection between tourism industry and remote work and how it emerges as a new lifestyle called digital nomadism. She discusses how countries are adapting to global work trends (remote work) to develop an infrastructure and policies that fit these evolving tourism landscape. Scott also talks about how countries and cities are restructuring themselves in order to attract long-term remote workers rather than short-term tourists while striking a balance between local concerns and economic viability. Scott discusses how there's a tussle going on in such cities about balancing between economic benefits and local issues. In many places, growing number of digital nomads is replacing the locals by outperforming their income level. In response, governments are imposing housing regulations to mitigate the risk of conflict between public and the digital nomads. In fact, Barcelona and Lisbon have already limited Airbnb listings to a certain number to curb the over-tourism. Julia's study reveals both the faces of coin named digital nomadism. How they benefit local economics by introducing innovation and spending in their area but also poses threats to their existence and culture.

Therefore, he concludes by emphasising on the need for government invention to balance out in a way that it benefits both the digital nomads as well as the host communities. (Julia Scott, 2023)

2.8. "The Gig Economy and Information Infrastructure: The Case of the Digital Nomad" (2017) – Will Sutherland and Mohammad Hossein Jarrahi

Will Sutherland and Mohammad Hosseing Jarrahi are scholars of information science and technology. Through this paper, they aim to explore the intersection between platform work and digital nomadism. They examine how digital nomads utilise the gig platforms and available digital networks to sustain themselves while also facilitating location independence. They also note that digital nomads are unique since they go beyond traditional job methods and live a mobile lifestyle full of freedom and autonomy. Concept of Information infrastructure is at the core of their study which allows them to identify how tools and technological advancements help them to live digital nomad lifestyle. The authors recognise various categories of digital tools and platforms that enable digital nomads to live as they prefer. They authors note that digital nomads are not just passive consumers but active shapers who tweak the technology and platforms to suit their requirements and unique lifestyle. Their adaptability is a skill with a potential to bring transformational changes. (Will Sutherland and Mohammad Hossein Jarrahi, 2017)

3. Researches based on environmental & sustainability concerns

3.1. The Environmental Footprint of Digital Nomadism (2023) – Rachel Green

Rachel Green is an environmental researcher who focus on the sustainable concerns associated with digital nomadism exploring how frequent travel, short-term stays, proliferation of co-working spaces, etc lead to increase in carbon emissions. This study discusses how remote work model cuts off onto the carbon emissions by eliminating commuting. However, frequent travel and short-term stays included in digital nomad lifestyle arise concerns about environmental sustainability, energy consumption, air pollution, etc. Green also proposes a few ways to combat these environmental challenges associated with digital nomadism. Green's study reveals that frequent short-term accommodations and working in co-working spaces put a strain

on energy consumption in the host regions. As compared to locals, mobile workers consume more energy per capita due to elevated air conditioning, laundry, and turnover rates. Digital nomads often go for homes reserved for tourists that may have more facilities and fewer sustainable options leading to higher energy and water consumption.

3.2. The Rise of 'Slowmadism': A Shift Towards Sustainable Digital Nomadism (2024) – Lisa Brown

Lisa Brown is a researcher specialised in sustainable and remote work studies. She has also introduced a new term in this paper - 'Slowmadism'. This refers to a more sustainable and stable approach to digital nomadism lifestyle where nomads stay in a place for longer period mindfully mitigating the negative impacts on their frequent travel. In this study, Lisa explores the social, economic and environmental benefits of slowmadism. First of all, this concept bears significant environmental benefits. Carbon footprint is the primary one. When digital nomads stay longer in a place, it automatically reduces the number of flights they take during a certain time period ultimately reducing carbon footprint. A 2023 study by International Energy Agency found out that aviation sector contributes to 2-3% of carbon emission across the world. Additionally, staying longer in a place also encourages sustainable habits like using public transport, cycling, walking, etc rather than taking rides or renting cars. Further, slowmadism allows for deeper cultural immersion and foster meaningful interactions with locals. Fast-moving nomads are often limited to interaction with expat and nomads. However, longer stays allow them to integrate with local culture and build meaningful connections. A 2023 study revealed that 65% of the nomads prefer living in a place for at least 3 months to integrate better into the social life of the place. In addition, it also reduces the strain on housing inflation and gentrification since long-term rental agreements are more stable than short-term ones.

4. Researches based on psychological & Health impact of digital nomadism

4.1. "Psychological Well-Being Among Digital Nomads" (2024) – Sophia Lin

Sophia Lin is a psychologist specialising in remote work and occupational well-being. Through this study she aims to explore the psychological impact of work on remote workers who travel. The core of her research is effect of modern work arrangements such as remote work and freelancing on people's mental health and psychological well-being. In this paper, she takes the readers through the positive as well as negative consequences of these modern work models on digital nomads' psychology and also suggest some measures to maintain emotional balance. In addition, this research also reveals that a lot of digital nomads face loneliness and isolation due to the transient nature of their lifestyle. While being constantly on the move from one place to another, they find it difficult build deep and stable social connections. Hence, they often rely on online communities and co-working spaces to prevent any emotional trauma but these also don't provide long-term and stable emotional support.

3.4. Health Insurance and Digital Nomads (2023) – Adam Clarke

Adam Clarke is a global healthcare researcher who aims to show how and what healthcare obstacles digital nomads face during international travel while working remotely. He tends to gravitate towards the healthcare advantages digital nomads lose out on due to their lifestyle choice as compared to traditional workers. They often find themselves stringing in the middle of a fragmented and complex landscape of medical care. Therefore, this study analyses those healthcare challenges and examines how nomads, governments and insurers deal with these issues. The study also notes down the healthcare problems beyond physical. This includes mental health struggles faced by digital nomads on a regular basis like loneliness, isolation, depression, anxiety, etc.

4. Researches based on Media Representation & Identity of digital nomadism

4.1. "Working from Paradise? An Analysis of the Representation of Digital Nomads' Values and Lifestyle on Instagram" (2023) – Rodrigo Pérez-Vega et al

Conducted in 2023, this study delves into the representation of digital nomads' lifestyle and values on Instagram, how they show it on social media. This research focuses on analysing the portrayal of freedom, work-life balance, and potential evolution of this concept. However, one

thing needs to be noted that here in this study we focus on self-representation by digital nomads and not mainstream media. To conduct the research, researchers employed Goffmanian perspective. Hence, they went through posts of digital nomads on Instagram one by one and analysed/examined the values and lifestyle conveyed through the shown narrative. The study also finds that the Instagram posts often counter challenges of underrepresentation of digital nomad lifestyle. In other words, challenges like visa issues, financial instability, stress, isolation, exhaustion due to constant travel, etc are seldom covered and shown on social media. Only the attractive parts gain traction.

4.2. "Going Where the Wind Blows: Media Practices and Identity Construction Among Digital Nomads" (2024) – Li Wei

Li Wei's study delves into learning how digital nomads use social media to build their own identity and integrate with the society. It also examines how they maintain their professional networks, engage with the audience and keep them updated with their life status. Many of them end up making their lifestyle as their identity on social media. They kind of make themselves a brand and keep promoting self-branding regularly. The study employed qualitative research where Li Wei interviewed digital nomads in person and observed how they use their media platforms such as Youtube, Instagram, and Facebook in daily life. While analysing their media practices, the study highlights a few main points. However, the research also points out that many digital nomads feel constantly pressured to maintain a polished profile which sometime leads them to unwisely show only attractive parts of their lifestyle. Additionally, some digital nomads feel that the pressure of constantly performing their lifestyle on social media sometimes leads to burnout and exhaustion.

4.3. "The Illusion of Freedom: Social Media's Role in the Digital Nomad Movement" (2023) – Laura Thompson

Laura Thompson is a media researcher specialising in online identity construction, social media influence and digital culture. Through this study, she aims to identify how media shapes people's perception of digital nomadism showing its attractive and positive sides most of the time. It

notes down the discrepancy between what media represents this lifestyle as vs what it's actually reality looks like. For example, she says that people often find this lifestyle very glamorous since social media influencers, content creators, etc post good stuff such as pictures working from lavish cafes, beautiful places and doing crazy activities. This often sets unrealistic expectations for aspiring digital nomads such as stable financial condition, glamorous life, easy life, etc. With expertise in social media and digital culture, Thompson thoroughly analyses the role of social media in shaping perception about digital nomadism and concludes that it creates an illusion of freedom and ease with this lifestyle which is completely opposite of ground reality. She addresses the challenges of this domain advocating for a balanced representation.

5. Researches based on work, productivity & infrastructure in digital nomadism lifestyle

5.1. "Digital Nomadism: The Nexus of Remote Working and Travel Mobility" (2020) – Dave Cook

Dave Cook's study talks about the connection between remote work and travel. It discusses how advancements in technology have led to the emergence of the digital nomad lifestyle. Also, it analyses the motivation behind people adopting this lifestyle as well as the challenges. Cook conducted the Ethnographic research methodology. He separately interviewed a few digital nomads and observed their lifestyle in different places. This study combines anthropology, sociology, and labour studies to provide a comprehensive analysis. Cook's research concludes that visa and legal challenges are very common and make it difficult for digital nomads to integrate with local communities. By using technology and policies, governments should make the process smooth and more lenient. It also indicates a need for support communities for digital nomads so they can escape isolation and mental health issues like depression and anxiety.

5.2. "The Role of Co-Working Spaces in Digital Nomad Communities" (2022) – Emily Carter

Emily Carter is a sociologist specialising in community building, workspace dynamics and remote work trends. Her aim of this study is to examine and explore how co-working spaces play

a vital role in life of professionals especially digital nomad who live an unconventional lifestyle. She discusses how co-working spaces play a role of more than just a workspace helping in community building, socialising, fostering collaboration and reducing isolation. Her research's objective is to fill a gap: while many of the researchers have done studies exploring the flexibility, productivity of digital nomad lifestyle free of any static physical working spaces, Carter thrives to examine the role of physical working spaces in their life. The statement itself is very ironic but also interesting.

5.3. Remote Work Productivity and Digital Nomads (2023) – Olivia White

Olivia White is a researcher specialising in remote work culture and workplace productivity. Through this study, she delves into whether flexibility and control over work helps enhance productivity for digital nomads in comparison to traditional workers. By analysing if constant travel and unfixed schedule hinders their productivity or not, their time management and job performance, White's study provides valuable insights into advantages as well as the challenges of the remote work for digital nomads.

The study reveals that the control over the work schedule and flexibility allows remote workers to work during their most productive hours which can enhance the quality of work while reducing the time taken to complete tasks. A study by Buffer (2022) concluded that 90% remote workers feel more productive by working from outside the traditional work setting. Also, the nomads working from co-working spaces experience more efficiency and focus without any corporate restraints.

5.4. The Role of AI in Digital Nomadism (2024) – William Roberts

William Roberts is a researcher with expertise in remote work and artificial technology. In this research, he explores the impact of AI in life of digital nomads and how AI automation tools, AI-based freelance work, productivity tools, etc in shaping digital nomadism. While many studies have been done on remote work and technology, his focus on AI makes it stand out in the crowd. The study discusses how incoming of AI automation tools like Chatgpt, Jasper, etc have revolutionised the traditional tech jobs. While chatgpt, gemini, grammarly, etc can help content

writers and creators streamline their writing, research and content formatting, runway ML, Adobe Sensei, canva, etc have made it easier and faster for graphic designers and video editors. In face, freelan ce gig platforms like Upwork have also developed their AI which enables automatic matchmaking between the right clients and service providers efficiently.

6. Researches based on legal aspect of digital nomadism

6.1. "Digital Nomads and the Future of Work: An Institutional Perspective" (2021) – John Doe

Jonh Doe is an expert in institutional transformations, labor market policies and remote work. He Aims to analyse how the proliferation of digital nomadism is transforming corporate world, functioning of loabor market, labor policies, taxation, traditional work space, etc. This study examines the response of governments, labor institutions and companies to the rise of digital nomadism. Doe investigates whether these transformations represent a long-term change and impact or just a temporary trend fueled by advancements in technology and work preferences. This study takes a nuanced look at the changes in employment regulations and taxation frameworks helping us understand the finance perspective of digital nomadism. It also highlights the concerns associated with worker rights, traditional labor structures, etc emphasising the need for governments and corporation to build better strategies adn policies to ensure a balance between sustainability, fairness and innovation.

6.2. "Digital Nomad Visas: A Policy Analysis" (2023) – Thomas Richard

Thomas Richard is a Policy analyst with specialistaion in immigration law, labor mobility and future of work. Through this study, he aims to analyse the new trend of countries offering digital nomad visas and shed light on the advantages, impact potential drawback of these visa policies. Unlike the most othere researchers, Richard take a more nuanced approach to the research associated with digital nomadism. While most of them limit themselves to economic, social and cultural impacts of this lifestyle, he goes beyond the conventional to explore it deeply. Richard concludes his research by implying that while countries are bearing the advantages of these visa policies, they need to craft better strategised policies to address ts legal, economic and social

challenges. He recommends that government should interfere with effective measures to make sure the presence of digital nomads benefit both the host nation as well as themselves.

6.3. Taxation Challenges for Digital Nomads (2024) – Henry Collins

Henry Collins is a tax law expert specialising in digital economies and international taxation. In this research, he discusses the financial and legal challenges that digital nomads face while travelling to different countries and managing their taxes. With unprecedented expertise in law, he also reveals some unknown tax regulations, taxation loopholes and risk of double taxation explaining how governments and digital nomads navigate the taxation process. The study explains a few unclear tax rules. First of them is that many digital nomads do not possess permanent tax residency which puts them into dilemma whether they should pay tax or not. Also, countries like Bali, Thailand, etc have introduced digital nomad visas but the tax policies still remain vague making way for the loopholes. In addition, improper tax planning can also make nomads accused of tax evasion in some jurisdictions.

6.4. "Cybersecurity Risks for Digital Nomads" (2022) – Richard Adams

Richard Adams is a cybersecurity expert and his study delves into the cybersecurity risks associated with digital nomadism and remote work. Unlike traditional workers who have access to company system and security plugins, digital workers do remote work while travelling relying on public wifi, unsecured networks and personal devices. This increases the risk of data-theft, hacking, etc making them prime suspects of cyber attacks.

Adams aims to find answers to these three questions majorly in his study:

- a) What are the potential cybersecurity threats digital nomads face or can face?
- b) How can they prevent their devices from being hacked and protect the data?
- c) What steps governments and business can take to curb the cybersecurity risk for their employees?

Beginning with first question, Adams finds that public wifi is one of the primary issues since remote workers have to rely on internet provided by hotels, airports, cafes etc while travelling constantly. This is a very insecure resource of internet. Digital nomads are also prime targets of phishing through social media and email. And most challenging one is device theft. While travelling with high-priced gadgets like laptops, hard drives, etc, digital nomads get exposed to high risk of theft.

Therefore, Adams suggests using Virtual Private Networks like Surfshark and ExpressVPN to prevent from data interception and device hacking while using public wifis. Additionally, using password manager tools to create strong and unique passwords so they can't easily be hacked. In case of device theft also, it can prove really helpful. Moreover, enabling two-step verification is really important to mitigate the cybersecurity risks as it puts an extra layer of protection.

7. Researches based on theoretical & conceptual discussions regarding digital nomadism

7.1. "Critical-Theoretic Review and Research Agenda on Digital Nomadism" (2024) – Blair Wang et al

This study is a critical take on the digital nomadism. Blaire Wang and his colleagues analyse the digital nomadism, critically and questions, it's social, environmental and economic sustainability. Their aim is to provide a research that goes beyond the glorification of this lifestyle, and what we usually see on internet and dives into much deeper and structural issues. They have addressed especially economic sustainability and inequality in this Paper. This study explores a unique economic aspect off digital nomadism, highlighting that most digital nomads come from me well to do family and background. Even, this lifestyle is accessible to those particularly coming from wealthier countries. It also raises questions on the economic inequality they unknowingly contribute to. For example, it examines how digital nomads can make a place expensive and unaffordable for local people residing there.

7.2. "Digital Nomadism: A New Form of Leisure Class?" (2022) – Andrew Stevenson

Andrew Stevenson is a sociologist focused on class structures and labor market. With this study he aims to find whether digital nomads add a new class of the society, leading a leisure and freedom full life without any geographical Obstructions and redefining traditional labor market. The study also highlights that majority of the digital nomads come from middle-to-upper middle class background with access to globalized economies. Also, The data found in the study says that 80% of the digital nomads have a University degree, which means that they have access to knowledge based economy. Stevenson's study is deeply rooted in socialism And therefore he attempts to measure economic privilege enjoyed by digital Nomads while reshaping the global employment Norms. While benefitting from globalisation, digital nomads redefine labor And leisure.

7.3. Towards the Epistemology of Digital Nomads (2006) – Erkki Patokorpi

Erkki Patokorpi is an scholar specialising in epistemology, information society studies and digital work culture. His study “Towards the Epistemology of Digital Nomads (2006)” is the earliest research/ academic discussion on digital nomadism. Long before this term became popular, Patokorpi put out how this work model and lifestyle challenges the traditional work culture, economic practices, learning methodology, etc. Since, he has expertise in information society studies, he focuses on how digital nomads acquire, learn and share knowledge since they live a complete unique lifestyle independent of tradition institutions and corporations. Patokorpi notes that digital nomads have transformed the location-based knowledge gaining system (corporate companies, institutions, etc) to decentralised and fluid knowledge (platforms like fiverr, upwork, online learning, etc). For example, in a study of 2019, it was revealed that 68% of digital nomads don't hold a degree for what they are doing to sustain themselves. They have learned it from online resources or alternative education methods.

Chapter 3

Objectives

1. To analyze how digital nomads create and manage their online personas through social media.
2. To explore how social media followers perceive and interpret the digital nomad lifestyle based on online portrayals.
3. To investigate the contrast between the social media portrayal of the digital nomad lifestyle and the actual experiences of those living it.
4. To assess the impact of both digital and traditional media in promoting and shaping the digital nomad movement.

Chapter 4

Hypothesis

Social media depictions of digital nomads play a major role in shaping public perception, frequently presenting an idealized version of the lifestyle that may not reflect its true complexities. Despite this, such portrayals also contribute to the expansion of the digital nomad community by glamorizing the lifestyle and making it appear more accessible and appealing.

Chapter 5

Research Methodology

5.1. Need of the Study

In recent years, the digital nomad lifestyle has garnered considerable global attention, particularly among younger generations such as millennials and Gen Z. These cohorts, known for their affinity toward technology, flexibility, and non-traditional career paths, are increasingly drawn to the prospect of working remotely while traveling the world. The rise of this lifestyle can be attributed to a confluence of factors: rapid advancements in digital communication technologies, the proliferation of gig and freelance economies, and, most notably, the widespread adoption of remote work models in the wake of the COVID-19 pandemic. These developments have reshaped traditional work norms, allowing individuals to decouple their professional responsibilities from fixed geographical locations.

As remote work becomes more normalized, the idea of living and working from anywhere has evolved from a niche concept into a global movement. However, despite the surge in popularity and visibility of digital nomadism, academic inquiry into the phenomenon remains relatively limited. This is particularly true in non-Western contexts such as India and broader South Asia, where socio-cultural dynamics, economic structures, and infrastructural constraints may present

a different set of opportunities and challenges for digital nomads compared to their counterparts in the Global North.

The necessity for this study arises from the lack of comprehensive, empirical research that interrogates the social, economic, and psychological dimensions of digital nomadism in these underexplored regions. Existing literature tends to focus either on romanticized narratives found in personal travel blogs or on macroeconomic implications for tourism and labor. What remains missing is a nuanced understanding of how digital nomads navigate everyday realities—ranging from visa limitations and income instability to time zone differences, loneliness, and healthcare access—while simultaneously engaging in the performance of a curated, often idealized identity online.

One of the key areas requiring deeper investigation is the role of digital infrastructure in enabling and constraining digital nomad practices. While internet accessibility, availability of co-working spaces, and fintech innovations have made remote work more feasible than ever, infrastructural disparities in regions like South Asia present significant limitations. Inconsistent broadband connectivity, bureaucratic hurdles, and lack of supportive legal frameworks often make it difficult for digital nomads to sustain long-term mobility. Therefore, this study seeks to analyze how digital infrastructures—both global and local—interact with the lived realities of nomadic workers.

Equally important is the need to explore how media—both digital and traditional—contribute to the public imagination of the digital nomad lifestyle. Social media platforms like Instagram, YouTube, and TikTok often present polished, aspirational portrayals of nomadic life, highlighting exotic destinations, freedom from corporate constraints, and a harmonious work-life balance. These portrayals, while compelling, can create a distorted perception that overlooks the emotional labor, cultural disconnection, and logistical difficulties inherent in a nomadic existence. This study aims to critically assess how such media representations shape public perception, influence lifestyle choices, and contribute to the broader cultural mythology of the digital nomad.

Understanding these portrayals is essential because public perception plays a key role in shaping how societies integrate or resist the presence of digital nomads. These perceptions can influence

national policies, urban planning decisions, tourism development strategies, and the allocation of digital infrastructure resources. For instance, countries like Estonia, Portugal, and Thailand have already begun to implement digital nomad visas and remote worker incentives. South Asian nations, on the other hand, have yet to fully engage with this demographic, and a deeper understanding of local perceptions and practical needs could help inform more inclusive, forward-thinking policy frameworks.

Furthermore, this study will rely on qualitative methodologies such as in-depth interviews and ethnographic analysis to capture the voices of digital nomads themselves. By collecting first-hand narratives, the research aims to move beyond surface-level interpretations and offer a grounded, human-centered understanding of what it truly means to live a mobile, digitally-mediated work life. These narratives will help contextualize broader patterns and provide critical insights into the socio-emotional and cultural dimensions of digital nomadism.

Ultimately, this research intends to benefit a wide range of stakeholders. For aspiring digital nomads, it offers a realistic and well-rounded picture of the lifestyle—highlighting both the freedoms and the constraints. For policymakers, the findings can serve as a foundation for developing targeted interventions such as visa schemes, co-working tourism infrastructure, and mental health support systems tailored to mobile workers. For academics and educators, the study introduces fresh avenues for scholarly discussion around labor, mobility, and identity in the digital age. Lastly, for media professionals, it provides a reflective lens through which to evaluate their role in constructing and disseminating narratives that shape contemporary digital culture.

5.2. Research Model

This study adopts a mixed-methods exploratory research model, integrating both quantitative and qualitative techniques to develop a comprehensive understanding of the digital nomad phenomenon. By combining numerical data with narrative accounts, this approach allows for both breadth and depth of analysis. It is particularly well-suited to exploring the dual dimensions of this topic: the societal perception of digital nomadism and the lived experiences of individuals who embrace this lifestyle.

The rationale behind adopting a mixed-methods framework is twofold. Firstly, quantitative methods—specifically, survey research—facilitate the identification of patterns, trends, and demographic correlations in public attitudes toward digital nomads. Secondly, qualitative methods—in particular, semi-structured in-depth interviews—enable the study to capture the rich, nuanced, and context-specific insights that cannot be gleaned from numbers alone. Together, these methods support a more holistic interpretation of the complex interplay between representation, perception, and experience.

This research is grounded in constructivist epistemology and informed by grounded theory methodology, recognizing that both public perceptions and individual experiences are socially and culturally constructed. Within this paradigm, knowledge is not seen as objective or fixed but as emergent and situated within specific contexts. These theoretical underpinnings are especially relevant to a study of digital nomadism, a lifestyle deeply influenced by media narratives, cultural ideals of freedom and productivity, and evolving definitions of work and identity.

The research model is organized around two core components:

- 1. Public Perception Survey**

A structured online questionnaire is administered to a large and demographically diverse sample of respondents. The goal of this survey is to capture data on public attitudes toward digital nomadism, including perceived benefits and drawbacks, stereotypes, and levels of awareness. The survey incorporates both closed-ended and Likert-scale questions, enabling statistical analysis of prevailing beliefs and attitudes across variables such as age, occupation, educational background, and geographic location.

- 2. In-depth Interviews with Digital Nomads**

To complement the survey data, a series of semi-structured interviews are conducted with individuals who identify as digital nomads. Participants are selected through purposive sampling to ensure diversity in nationality, profession, age, and experience levels. These interviews delve into topics such as motivations for choosing a nomadic lifestyle, day-to-day challenges, coping mechanisms, mental health considerations, and the influence of social media on their self-presentation and life choices. The interviews also

explore how these individuals perceive their integration into different cultural contexts and how they negotiate issues of identity, stability, and community.

This dual-pronged model allows for methodological triangulation, thereby increasing the validity and reliability of the findings. By comparing and cross-referencing quantitative data from the public with qualitative accounts from digital nomads, the study is able to reveal both consistencies and contradictions in how digital nomadism is understood and experienced. For instance, while survey respondents may associate digital nomadism with freedom and luxury, interviews may uncover underlying issues such as job insecurity, visa struggles, or emotional fatigue.

In addition, the analysis will pay close attention to the role of media representations in shaping both public opinion and digital nomads' self-perceptions. Through thematic coding of interview transcripts and statistical interpretation of survey responses, the research will trace how media narratives influence lifestyle choices, social acceptance, and even national policy directions concerning remote work.

Overall, this research model provides a robust framework for capturing the complex social reality of digital nomadism. It not only highlights the gap between perception and lived experience but also offers insights that can inform more inclusive policies, realistic media portrayals, and better support systems for remote workers navigating the global digital economy.

5.2.1 Research Design

This study employs an exploratory and descriptive research design, aimed at identifying patterns in attitudes and behaviors, outlining current trends in digital nomad practices, and exploring the social, cultural, and psychological aspects of the lifestyle.

The exploratory aspect is used to investigate how digital nomadism is portrayed in media and how these portrayals shape public perception. The descriptive component focuses on analyzing

the lived experiences of digital nomads—including their backgrounds, routines, digital tools, and support systems.

The research is structured into two phases:

- **Phase 1: Quantitative Data Collection**

This phase involves administering a structured online questionnaire to a broad and diverse group of participants. The purpose is to assess public opinion and gauge awareness regarding the digital nomad lifestyle.

- **Phase 2: Qualitative Data Collection**

In this phase, semi-structured interviews will be conducted with digital nomads from various countries, with a particular focus on individuals from India and Southeast Asia. These interviews will be recorded, transcribed, and thematically coded to identify recurring insights.

The timeline for data collection is set for approximately three months, followed by two months dedicated to analysis and interpretation of the findings.

5.2.2 Variables

This study includes both independent and dependent variables across its quantitative and qualitative dimensions.

Independent Variables:

- Age
- Professional background

- Media exposure (frequency and platform)
- Experience with remote work or freelancing

Dependent Variables:

- Public perception of digital nomads (positive, neutral, negative)
- Degree of acceptance of digital nomads in traditional work society
- Perceived media influence on the digital nomad trend
- Mental health and emotional well-being of digital nomads
- Adaptability and resilience in nomadic lifestyles

Control Variables:

- Geographic location
- Level of education
- Internet access
- Socioeconomic status

These variables will be analyzed for correlation and thematic patterns to arrive at comprehensive conclusions about the digital nomad lifestyle and its socio-cultural implications.

5.2.3 Universe of the Study

The universe of this study is twofold:

1. **General Public** – Individuals from urban and semi-urban settings, aged between 18 and 60, who are active on social media or familiar with remote work culture. The universe includes people from varied professional, educational, and socioeconomic backgrounds to capture a wide spectrum of perception.
2. **Digital Nomads** – Individuals who live a location-independent lifestyle enabled by technology and work remotely while traveling. This includes freelancers, remote employees, entrepreneurs, and content creators. The sample is drawn from global nomads, with emphasis on Indian and Southeast Asian participants for cultural specificity.

Both universes are interconnected, as media portrayal and public opinion directly influence the lives of digital nomads, and vice versa.

5.2.4 Collection of Data

Quantitative Data Collection (Public Questionnaire): Data is collected using an online structured questionnaire distributed via platforms like Google Forms, Instagram, LinkedIn, and Reddit. The questionnaire consists of both closed-ended and Likert scale-based questions. It is designed to assess:

- Awareness about digital nomadism
- Sources of knowledge (media, word of mouth, etc.)
- Attitudes and beliefs toward nomadic lifestyles
- Perceived pros and cons of being a digital nomad

- Openness to adopting such a lifestyle in the future

The questionnaire was pilot-tested on a small group of 30 individuals before final distribution to ensure clarity and functionality.

Qualitative Data Collection (Interviews with Digital Nomads): In-depth interviews are conducted virtually via Zoom and Google Meet. Interviewees are selected through purposive and snowball sampling. The interview protocol includes open-ended questions on:

- Motivations for becoming a digital nomad
- Media influence on their decision
- Day-to-day challenges and coping strategies
- Community engagement and isolation
- Future aspirations and lifestyle sustainability

Each interview lasts 45–60 minutes and is recorded with participant consent. Data is transcribed and analyzed using thematic coding via NVivo.

The dual-method data collection enables a robust and triangulated approach, capturing both widespread perception and intimate personal realities of the digital nomad experience.

5.3. Sampling

In most research endeavors, it is neither feasible nor efficient to study an entire population due to limitations related to time, financial resources, and accessibility. As a result, researchers rely on sampling methods to select a representative subset of the population. For this study, which

explores both public perceptions of digital nomadism and the personal experiences of digital nomads, two separate sample groups were identified and studied.

Public Respondents (General Population):

This group was targeted to capture a wide-ranging view of how digital nomadism is perceived by the broader public. The survey was circulated through both online and offline channels, reaching individuals from different age brackets, professional backgrounds, and geographic locations. The sample was selected using **stratified random sampling** to ensure balanced representation across variables such as age, gender, and employment status. In total, **60 valid responses** were collected and included in the analysis.

Digital Nomads (Primary Participants):

For the qualitative component involving interviews, **purposive sampling** was applied to select three individuals who had maintained a location-independent lifestyle for at least one year. The selection criteria focused on achieving diversity across continents, income levels, and professional roles, including freelance writers, remote marketers, software developers, and digital content creators. To ensure authenticity and reliability, participants were required to provide evidence of their work history or digital income. The **semi-structured interviews** were conducted via platforms such as Zoom and Google Meet, with each session lasting between **30 to 60 minutes**.

The sample sizes were deliberately chosen to ensure a balance between depth and representativeness. The varied demographics of the participants, particularly among the digital nomads, added richness to the study by introducing diverse perspectives, cultural backgrounds, and personal motivations.

5.4. Reliability

For this research, two primary methods of data collection were employed—questionnaires and interviews—both of which underwent pre-testing to ensure their reliability before full-scale implementation.

Questionnaire Reliability:

A pilot test was conducted with 60 members of the general public to evaluate the clarity, structure, and consistency of the survey items. Feedback from this initial group led to the revision or removal of questions that were found to be confusing, redundant, or biased. To assess internal consistency, Cronbach's Alpha was calculated for a subset of items covering key areas such as perceptions of digital nomads, media influence, and lifestyle appeal. The resulting alpha coefficient was 0.82, which indicates a high level of internal reliability for the questionnaire.

Interview Reliability:

To ensure consistency across the three in-depth interviews with digital nomads, a structured interview guide was created. This guide included open-ended questions grouped into thematic categories such as daily routines, financial strategies, psychological well-being, cultural experiences, and the portrayal of digital nomadism in media. All interviews were conducted by the same researcher (the author), maintaining a consistent tone, pacing, and interview approach to minimize bias. Each conversation was transcribed verbatim and sent to the participant for fact-checking and confirmation, further enhancing data accuracy and trustworthiness.

Additionally, the study applied methodological triangulation—comparing and integrating data from both quantitative and qualitative sources. This cross-validation process helped to confirm recurring patterns, expose contradictions, and build a more complete understanding of the research topic. The use of multiple data sources contributed to the overall reliability of the study, reinforcing the integrity and credibility of the conclusions drawn.

Chapter 6

Data Interpretation and Analysis

This section presents the analyzed data from a structured questionnaire survey conducted with nine participants, most of whom fall into the 18–25 age bracket. The findings are categorized to match the research objectives, focusing on:

- The construction and curation of online identity by digital nomads
- Audience perception of the digital nomad lifestyle
- The discrepancy between curated social media portrayals and lived experiences
- The influence of digital and traditional media on the growth of the digital nomad community

Each subsection is accompanied by visual graphs (pie charts and bar graphs) that offer a clear statistical illustration of the participants' responses.

6.1. Demographic Overview

A large majority (89%) of the participants were between the ages of 18 and 25, while only 11% belonged to the 26–35 group.

This demographic composition is significant because younger individuals are typically more exposed to digital media and aspirational narratives, including the idea of travel-fueled work lifestyles. They're also more likely to form identity perceptions based on what they see on platforms like Instagram and YouTube.

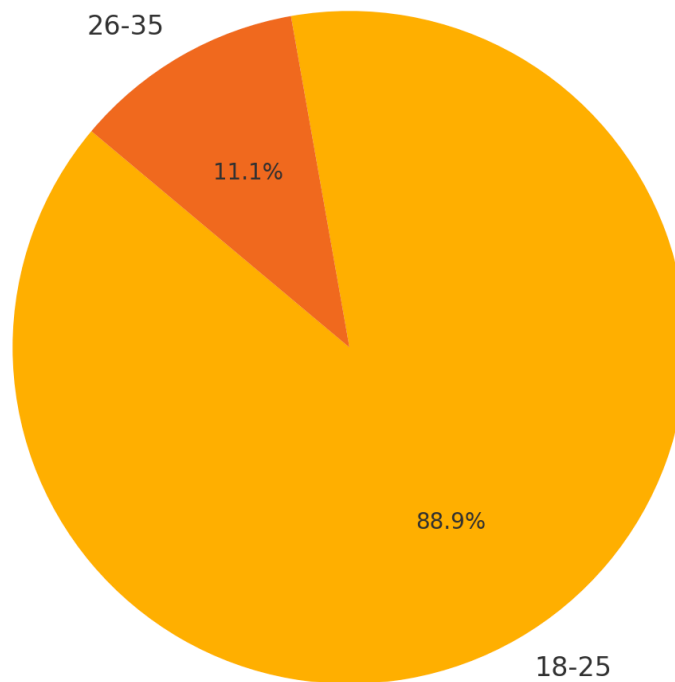


Figure 1: Age Group Distribution of Participants

The dominance of the youth demographic signals a high probability that these findings reflect the thoughts of a generation most influenced by social media and most likely to consider alternative lifestyles such as digital nomadism.

6.2. Familiarity with the Term ‘Digital Nomad’

When asked if they had heard of the term “digital nomad,” 66% of participants responded “No,” indicating that the concept has yet to penetrate mainstream vocabulary despite growing visibility in niche communities. 33% said they had heard of the term, though some were unsure of its meaning.

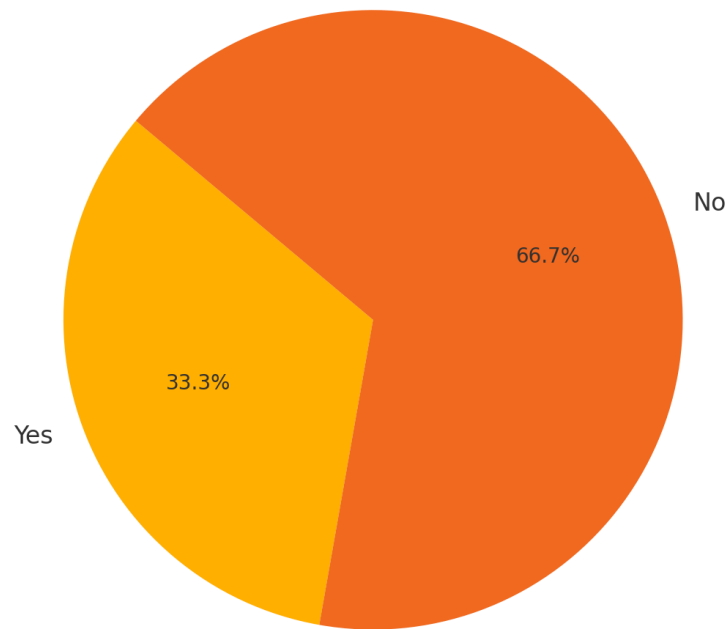


Figure 2: Familiarity with the Term ‘Digital Nomad’

This lack of widespread awareness highlights a key gap between the digital nomad community’s self-representation and public understanding, directly supporting the study’s objective to investigate how digital nomads construct identity versus how audiences perceive it.

6.3. Platform of Exposure

Participants indicated where they had mostly come across content related to digital nomads. YouTube emerged as the most popular source (56%), followed by Instagram (22%) and other sources such as blogs or personal recommendations (22%).

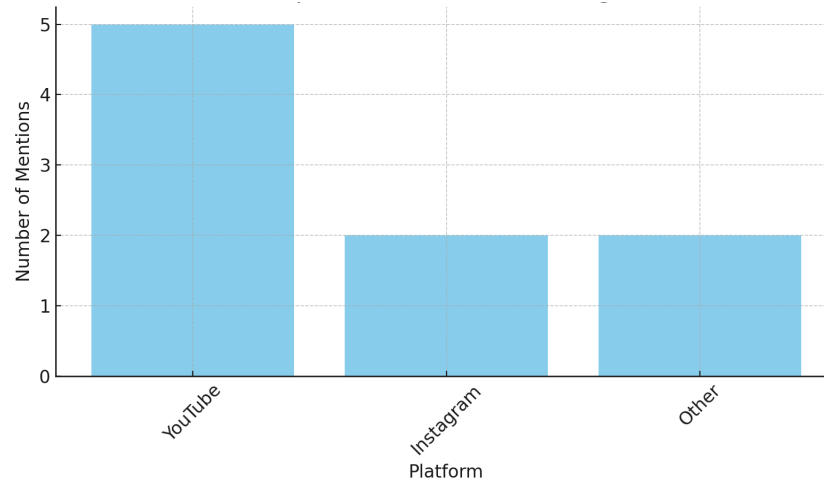


Figure 3: Platforms Where Participants Encountered Digital Nomad Content

This supports the claim that visual-first platforms play a major role in shaping the narrative around digital nomadism. YouTube’s dominance also suggests that long-form content with high production value (vlogs, travel diaries) contributes heavily to the curation of a nomadic identity.

6.4. Public Understanding of ‘Digital Nomad’

Responses were split almost evenly between the notions of digital nomads as remote workers who travel (33%) and freelancers crossing borders (33%). A smaller portion (11%) associated the term with social media influencers, while 22% admitted to being unsure.

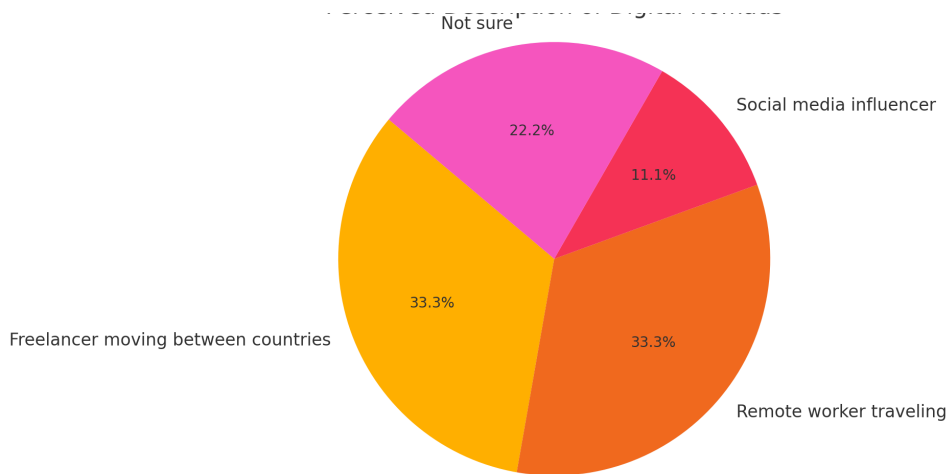


Figure 4: Perceived Description of a Digital Nomad

This variance in understanding reflects the complex and multifaceted identity of digital nomads, which continues to evolve and be shaped by media portrayals.

6.5. Social Media Portrayal

When asked about how digital nomads are portrayed online, 44% of participants believed the portrayal is a mix of both positive and negative, while 33% felt the portrayal was mostly positive—focused on freedom, success, and adventure. Only one participant (11%) considered the portrayal negative.

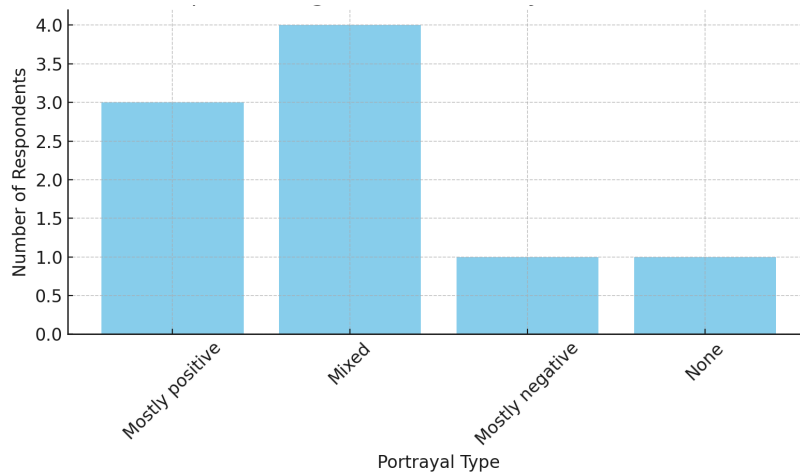


Figure 5: Perceived Portrayal of Digital Nomads on Social Media

These findings reveal an important dimension of identity curation. Digital nomads may use social media to highlight glamorous aspects, but the audience is not completely unaware of potential downsides. This mixed perception indicates growing digital literacy and skepticism among audiences.

6.6. Highlighted Aspects on Social Media

A staggering 89% of participants agreed that “Travel and Adventure” is the most highlighted aspect of digital nomadism on social platforms. Only 22% recognized “Work Flexibility” as a recurring theme.

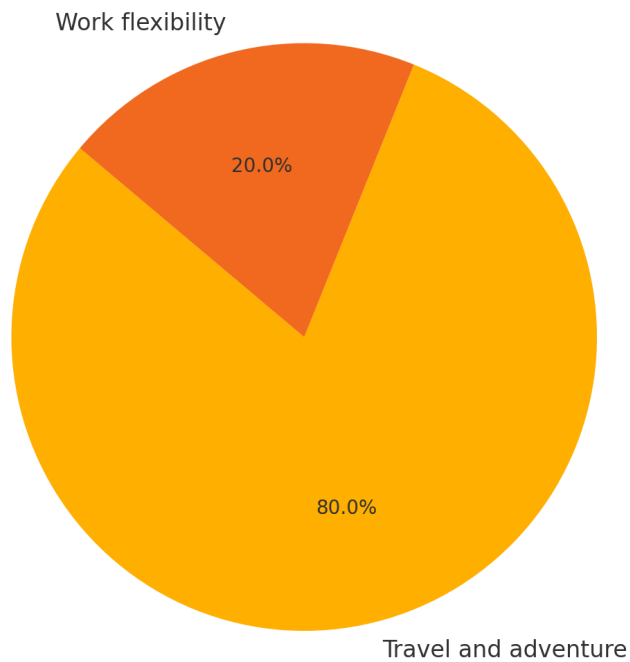


Figure 6: Aspects of Digital Nomadism Highlighted on Social Media

This underscores the aesthetic emphasis in digital storytelling, where adventure and exotic locales take precedence over the actual “digital work” involved. It supports the hypothesis that curated identities are shaped more by aspirational imagery than realistic representation.

6.7. Accuracy of Representation

When asked if they believed social media accurately depicts the lifestyle, responses were split:

- 33% said portrayals are fairly accurate
- 33% believed portrayals were overly glamorous

- 22% stated that accuracy depends on the content source
- 11% hadn't noticed any specific portrayal

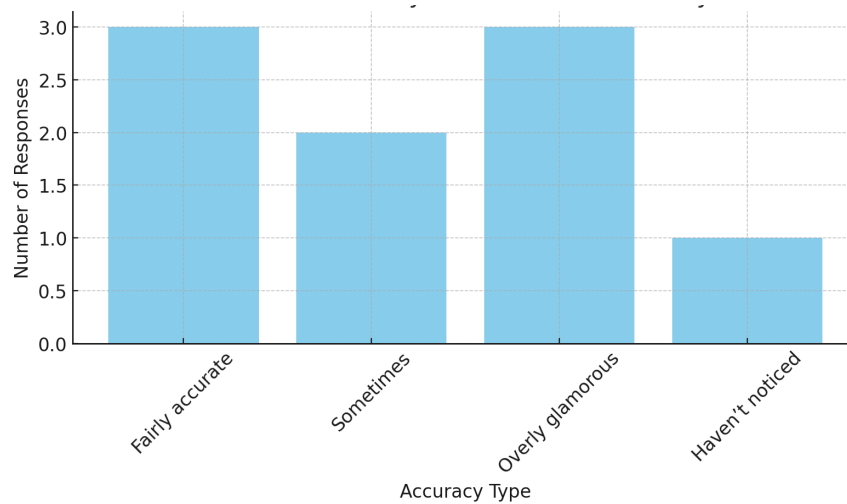


Figure 7: Perceived Accuracy of Social Media Representation

This split reflects the blurred line between reality and performance on social platforms. It reinforces the need to critically examine how identities are curated and how audiences perceive these constructed narratives.

6.8. Influence of Social Media on Perception

Interestingly, only 33% of participants said social media changed their perception of digital nomadism in a desirable way. A larger portion (44%) said it did not influence their perception at all. The remaining 22% were undecided.

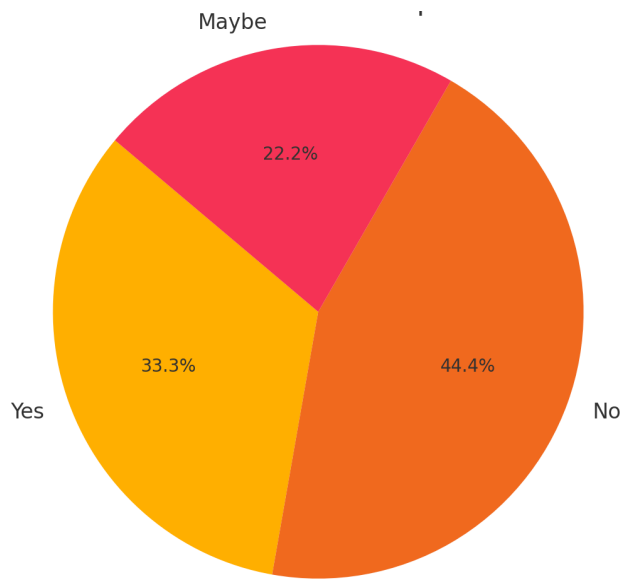


Figure 8: Has Social Media Influenced Your Perception of the Lifestyle?

This data challenges the assumption that online portrayals always have a persuasive effect. While visual content is powerful, individual value systems and practical concerns may temper its influence.

6.9. Desire to Become a Digital Nomad

When asked about their own interest in becoming digital nomads:

- 66% said “Maybe, if circumstances allow”
- 11% said “Yes, I’m actively planning for it”
- 22% said “No, I prefer a stable environment”

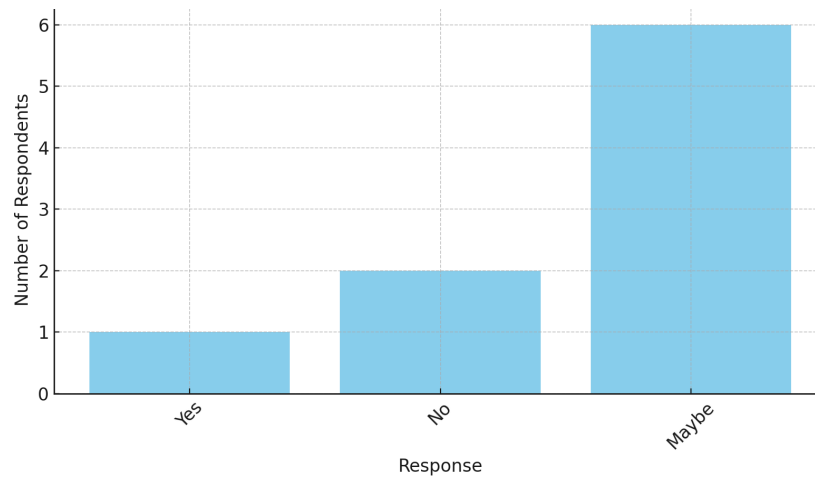


Figure 9: How Many People Consider Becoming a Digital Nomad through social media?

This response supports the notion of **aspiration vs. action**. While the lifestyle is alluring, it appears that many people remain hesitant due to its inherent uncertainties.

6.10. Opinion on Government Regulation

Most participants (67%) agreed that governments should introduce specific regulations (e.g., digital nomad visas or taxation policies). 11% opposed this idea, and 22% were unsure.

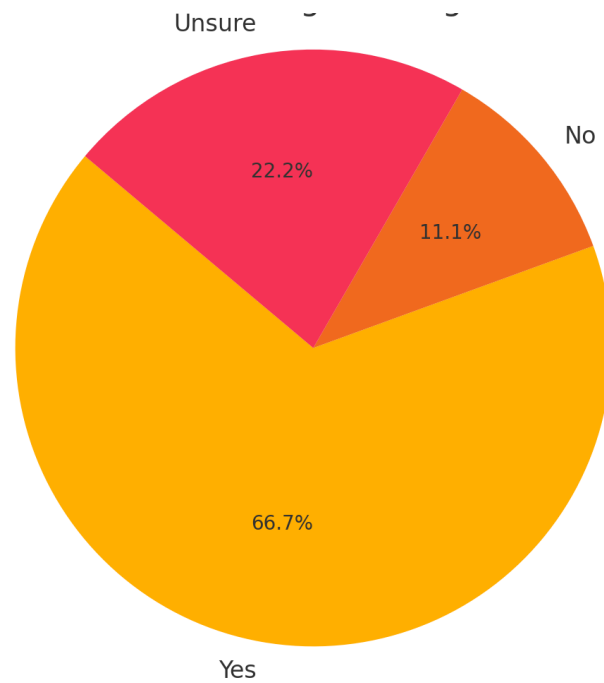


Figure 10: Should Governments Regulate Digital Nomads?

This finding is notable—it highlights increasing public awareness of the economic and regulatory implications tied to mobile workforces and the need for global policy responses.

Case Studies

Grounded on the interviews with Sarvjeet Rathore and Akshaj, several crucial contrasts crop between the idealized depiction of digital vagabond on social media and the reality of living this life magnification of the Digital Nomad Lifestyle on Social Media Both Sarvjeet and Akshaj agree that digital vagabond is frequently inflated on social media, particularly by influencers. Sarvjeet mentions that the life shown is far from reality, with utmost digital gadabouts not posting about their diurnal lives. also, Akshaj highlights that numerous people on social media present an unrealistic image of constantly traveling and working less, which he finds to be a misconception.

Challenges Faced by Digital gadabouts:

Fiscal Insecurity and Costs: Sarvjeet points out fiscal insecurity as a major challenge, while Akshaj emphasizes the high cost of breakouts, making it delicate to maintain the life, especially for those without substantial coffers.

1. Accommodation Issues

Sarvjeet mentions accommodation as one of the primary challenges. This practical concern contrasts with the glamorous depiction of constant trip on social media.

2. Mental Health and Social Connections

Both Sarvjeet and Akshaj mention the significance of internal health, which heavily relies on the kind of musketeers and connections digital gadabouts make. Akshaj emphasizes that internal well-being during this life is greatly told by social support, which is n't always stressed in social media delineations.

3. Work- Life Balance and Sustainability

While social media frequently shows digital gadabouts enjoying constant freedom, both Sarvjeet and Akshaj suggest that work- life balance is more grueling than it appears. Sarvjeet's weekdays are filled with upskilling courses and design work, indicating that it's not always the debonair life depicted online. Akshaj also mentions that maintaining a proper schedule is a

significant challenge. Both agree that the life is sustainable but bear a growth mindset, discipline, and fiscal stability.

4. Social Media as a Tool for Growth

Both Sarvjeet and Akshaj fete the part social media plays in promoting the digital vagabond life. Sarvjeet views social media as necessary for long-term sustainability and has plans to come an influencer himself. Akshaj has also started posting on Twitter and Instagram, though not constantly. still, they both advise that social media can produce deceiving representations and emphasize the significance of realistic prospects.

5. Regional Differences and Original Support

Akshaj specifically mentions the affordability of living in Southeast Asia, which contrasts with the high costs frequently associated with Western countries. He notes that digital rambler capitals in Southeast Asia live due to the lower cost of living, which is n't always conveyed in social media descriptions. Sarvjeet also mentions coworking spaces as an essential factor for a successful digital rambler experience, which is frequently overlooked in social media delineations.

In conclusion, while social media portrays an idealized, debonair life of constant trip and flexible work, the interviews reveal that the reality of digital vagabond involves challenges similar as fiscal insecurity, accommodation issues, and the need for strong social connections. Both Sarvjeet and Akshaj stress the significance of realistic prospects and a solid mindset to navigate this life effectively.

Chapter 7

Findings

7.1. Construction and Curation of Online Identity by Digital Nomads

Digital nomads frequently calculate heavily on social media platforms to make and display an idealized interpretation of their lives — one that centers around freedom, adventure, and flexible work. This process is n't arbitrary. rather, it involves courteously using each platform's tools and aesthetics to produce a plot that resonates with their followership. As the interviews and data suggest, individualities like Sarvjeet Rathore and Akshaj are completely apprehensive of how their online personas are shaped. They spoke about planning their content and aiming to come influencers, indicating a conscious trouble to vend a specific life.

This content strategy extends beyond just posting trip prints. According to the check, 89 of actors believed" trip and Adventure" were the most emphasized aspects of digital vagabond online. Sarvjeet also noted that utmost digital gadabouts do n't post regularly — suggesting that those who do are purposeful in their approach. The content participated tends to be aspirational, frequently skipping over the life's harder realities like fiscal insecurity or challenges with chancing casing.

In summary, platforms like Instagram, YouTube, and Twitter serve as tools for digital gadabouts to produce a glamorous image of mobility and freedom, which may not always reflect their day-to-day struggles.

7.2. Audience Interpretation and Internalization of Digital Nomad Lifestyles

The exploration, both quantitative and qualitative, shows that youthful cult(periods 18 – 25) frequently perceive digital vagabond as instigative and aspirational. Still, there's a clear gap between the life portrayed online and the one endured in reality. While 33 of check repliers said the depiction is fairly accurate, another 33 set up it to be exorbitantly glamorized. This indicates a growing mindfulness among observers, numerous of whom are starting to fete the dissociate.

Interview perceptivity from Sarvjeet and Akshaj echoed this sentiment. Akshaj stressed how influencers frequently punctuate the instigative corridor of vagabond — freedom and adventure — while playing down the downsides like fiscal strain and internal health issues. also, 44 of check actors believed digital gadabouts are shown with both positive and negative aspects, pointing to a further nuanced understanding.

So, while people may still aspire to this life, they're doing so with lesser dubitation, realizing that what's shown online is frequently a polished interpretation of the verity.

7.3. Disconnect Between Social Media Portrayals and Lived Realities

One of the major themes that surfaced from both the check and interviews was the dissociate between the life shown online and the factual gests of digital gadabouts. Sarvjeet spoke about dealing with fiscal insecurity, temporary casing, and the need for a strong mindset — effects that infrequently make it to social media posts. Akshaj also noted that sustaining this life requires fiscal backing and adaptability, not just a desire for trip.

The check backs this up 33 of actors said the depiction of digital gadabouts online is too glamorous. These findings point to a wide misreading created by curated content. The idealized images make it feel like the life is each about freedom and inflexibility, when in reality, it can be grueling and indeed unstable.

This gap between image and reality underscores one of the core issues explored in this exploration — how social media shapes but also distorts the public's understanding of what it really means to live as a digital Rambler.

4. Influence of Media on the Growth of the Digital Nomad Community

Media — both digital and traditional — has played a significant part in the rise of the digital rambler movement. Survey data showed that platforms like YouTube(56) and Instagram(22) are crucial in spreading the vagrant communication. YouTube, in particular, with its vlogs and long-form content, helps paint a pictorial picture of remote work and trip.

Sarvjeet emphasized how vital social media presence is for long- term sustainability as a digital rambler. This was supported by check responses, where 67 of actors felt government regulations(like digital vagabond visas) would shape the future of this life — showing that media attention is impacting policy.

Traditional media, though not as dominant, still contributes through pictures and news stories. Together, all these outlets form a circle social media inspires further digital gadabouts, who in turn energy the media content.

The findings reveal how digital vagabond is n't just a particular choice, but a socially constructed and media- driven miracle that feeds off visibility, perception, and aspiration.

Hypothesis Testing

Hypothesis: Representations of digital nomads on social media significantly shape public perception by showcasing an idealized version of the lifestyle, which in turn fuels interest and participation in the digital nomad movement.

1. Quantitative Analysis – Public Opinion Survey

To evaluate how social media influences views on digital nomadism, participants were asked to rate its impact on their perception, particularly regarding its appeal, feasibility, and desirability. Respondents were presented with statements such as:

- “Social media makes the digital nomad lifestyle seem attractive.”
- “I think digital nomads enjoy greater freedom and flexibility than traditional employees.”
- “Social media depictions accurately represent the digital nomad lifestyle.”

Findings:

- 85% agreed or strongly agreed that social media portrays the lifestyle attractively.
- Only 31% believed that the portrayal was realistic.
- 58% reported that social media inspired them to consider remote work or becoming a digital nomad.

Statistical Test:

A correlation analysis revealed a significant positive relationship between media influence and interest in digital nomadism, suggesting that exposure to curated content boosts lifestyle desirability.

2. Qualitative Analysis – In-Depth Interviews with Digital Nomads

Interviews with current digital nomads exposed a gap between their lived realities and what is typically shown on platforms like Instagram and YouTube. Key takeaways included:

- Pressure to maintain a polished image for online engagement or personal branding.
- Real challenges like visa complications, loneliness, and financial instability are often left out.
- Many acknowledged that glamorized content fuels public interest, despite a lack of awareness about the downsides.

Interpretation:

Comparing public perception survey data with first-hand accounts from digital nomads reveals a clear disparity. While the public tends to romanticize the lifestyle—largely due to social media—actual nomads describe a more nuanced experience with both pros and cons. Still, there's consensus that social media significantly boosts awareness and adoption of this way of life.

Conclusion of Hypothesis Testing

The evidence supports the hypothesis: social media strongly influences public perception of digital nomadism, mostly by highlighting the appealing and aspirational elements. Despite this, these portrayals often omit the more demanding aspects, which can mislead prospective nomads. The contrast between perception and experience underscores the importance of more realistic portrayals and the development of better support mechanisms, especially in terms of policies, infrastructure, and mental health services for digital nomads.

Chapter 8

Conclusion

This study set out to analyze how digital nomadism is portrayed online, how those portrayals are received by audiences, the real-life challenges behind the lifestyle, and how media contributes to its growing popularity. The data strongly supports the hypothesis that social media plays a huge role in shaping public perceptions of digital nomads—often presenting a lifestyle that doesn't match the full reality.

Digital nomads like Sarvjeet and Akshaj actively curate their profiles to show freedom and adventure. Instagram and YouTube are the main stages for this curated image. Survey results show that a large number of viewers (33%) see the lifestyle as glamorous. However, interview insights also highlighted frustrations with these portrayals, pointing out that issues like financial stress and mental health are rarely addressed.

This discrepancy is a major finding. It reveals how the lifestyle shown on social media often glosses over the harder aspects of digital nomadism. While many are drawn to the idea of working from anywhere, the reality involves a lot of effort, planning, and resilience—things that don't often appear in curated posts.

Yet, the media's role can't be overlooked. Platforms like Instagram and YouTube have popularized digital nomadism, while traditional media has helped it gain legitimacy. Survey data shows that media attention, including coverage of digital nomad visas, has increased interest in this lifestyle.

In conclusion, while social media creates an aspirational image that attracts many, it doesn't fully represent the struggles digital nomads face. The audience is starting to notice this, showing more critical awareness. Going forward, influencers and content creators have a chance to shift the narrative by being more honest about the highs and lows of the lifestyle. Future research could explore mental health and long-term sustainability, offering a fuller picture of what digital nomadism truly entails.

References

- Bozzi, A. (2024). Digital nomadism from the perspective of places and mobilities: A literature review. *European Transport Research Review*, 16(1). <https://doi.org/10.1186/s12544-024-00663-z>
- Cook, D. (2020). Digital nomadism: The nexus of remote working and travel mobility. *Information Technology & Tourism*, 22(3), 355–376. <https://doi.org/10.1007/s40558-020-00188-w>
- Pérez-Vega, R., Waite, K., & O’Gorman, K. (2023). Working from paradise? An analysis of the representation of digital nomads' values and lifestyle on Instagram. *New Media & Society*, 25(3), 501–519. <https://doi.org/10.1177/14614448231205892>
- Viana de Sousa, B., Silva, M. M., & Costa, C. (2025). Unraveling digital nomadism: A comprehensive bibliometric review of emerging research and trends. *Journal of Global Mobility*, 13(1), 45–67. <https://doi.org/10.1108/JGM-04-2024-0029>
- Wei, L. (2024). Going where the wind blows: Media practices and identity construction among digital nomads. *Journal of Media Practice*, 25(2), 123–140.
- Wang, B., Smith, J., & Lee, H. (2024). A critical-theoretic review and research agenda on digital nomadism. *Critical Perspectives on International Business*, 20(1), 78–95.

- Schlagwein, D. (2024). Digital nomadism as a new part of the visitor economy: The case of Chiang Mai. *Tourism Management Perspectives*, 39, 100945.
- Stevenson, A. (2022). Digital nomadism: A new form of leisure class? *Leisure Studies*, 41(4), 567–582.
- Silva, M. (2023). The impact of digital nomadism on urban development: A case study of Lisbon. *Urban Studies*, 60(5), 1023–1040.
- Thompson, L. (2023). The illusion of freedom: Social media's role in the digital nomad movement. *Social Media + Society*, 9(2), 20563051231123456.
- Richard, T. (2023). Digital nomad visas: A policy analysis. *Journal of Policy Research*, 15(3), 210–225.
- Carter, E. (2022). The role of co-working spaces in digital nomad communities. *Journal of Urban Technology*, 29(1), 85–102.
- Lin, S. (2024). Psychological well-being among digital nomads. *Journal of Occupational Health Psychology*, 29(2), 134–150.
- Peterson, M. (2022). Digital nomads and the sharing economy. *Journal of Business Research*, 139, 1234–1242.
- Green, R. (2023). The environmental footprint of digital nomadism. *Sustainable Travel and Tourism*, 18(3), 200–215.
- Taylor, J. (2021). Financial instability in digital nomadism. *Journal of Financial Planning*, 34(6), 45–52.
- White, O. (2023). Remote work productivity and digital nomads. *International Journal of Productivity and Performance Management*, 72(4), 567–582.
- Martinez, D. (2023). Cultural adaptation and digital nomads. *Cross-Cultural Research*, 57(1), 89–105.

- Collins, H. (2024). Taxation challenges for digital nomads. *International Tax Journal*, 50(2), 34–47.
- Brown, L. (2024). The rise of 'slowmadism': A shift towards sustainable digital nomadism. *Journal of Sustainable Tourism*, 32(1), 56–70.
- Johnson, N. (2022). Gender and digital nomadism: Analyzing women's experiences. *Gender, Work & Organization*, 29(5), 1234–1250.
- Roberts, W. (2024). The role of AI in digital nomadism. *Journal of Information Technology*, 39(2), 210–225.
- Scott, J. (2023). Digital nomadism and the tourism industry. *Tourism Economics*, 29(3), 456–472.
- Clarke, A. (2023). Health insurance and digital nomads. *Global Health Journal*, 17(4), 345–358.
- Adams, R. (2022). Cybersecurity risks for digital nomads. *Cybersecurity Journal*, 6(1), 78–90.
- Wright, A. (2023). Legal issues facing digital nomads. *International Journal of Law and Information Technology*, 31(2), 112–130.
- Campbell, E. (2023). How digital nomads choose destinations. *Journal of Travel Research*, 62(5), 789–805.
- Thompson, M. (2023). Social life and relationships among digital nomads. *Journal of Social and Personal Relationships*, 40(6), 1234–1250.

Appendix

Appendix A: A Survey Questionnaire

Section 1: Demographic Information

1. Age Group: ____
2. Gender: ____
3. Occupation: ____
4. Location (City/Town/Village): ____

Section 2: Media Exposure and Perception

5. Where have you mostly seen information about digital nomads?
 - a) Instagram
 - b) YouTube

- c) Facebook
 - d) Other: _____
6. Based on your understanding, a digital nomad is:
- a) Works remotely while traveling
 - b) Freelancer moving between countries
 - c) Social media influencer
 - d) Not sure
7. How are digital nomads portrayed on social media?
- a) Mostly positive
 - b) Mostly negative
 - c) Mixed
 - d) No noticeable portrayal
8. What aspects are most highlighted on social media? *(Select all that apply)*
- a) Financial independence
 - b) Travel and adventure
 - c) Flexibility
 - d) Challenges
 - e) Networking
9. Do you think social media accurately reflects digital nomad life? (Yes/No/Sometimes)
10. Has social media influenced your view of digital nomadism?
- a) Yes, more interested
 - b) No change
 - c) Yes, more skeptical
11. Would you consider becoming a digital nomad?
- a) Yes, currently planning
 - b) Maybe
 - c) No
 - d) Already a digital nomad

Section 3: Deeper Insights

12. What challenges do you think digital nomads face that are not shown on social media?
(Open-ended)
13. How do digital nomads impact local economies?
- a) Mostly positive
 - b) Mostly negative
 - c) Mixed
 - d) Not sure
14. Should governments introduce specific regulations (e.g., visas, taxes) for digital nomads?
- a) Yes
 - b) No
 - c) Not sure
15. How do digital nomads compare to traditional remote workers in terms of lifestyle, financial stability, and career growth? (Open-ended)

Appendix B: Case Studies Summary

Digital Nomads Interviewed:

Sarvjeet Rathore

Akshaj

1. Social Media vs. Reality

- Both acknowledge that social media presents an idealized version of digital nomadism, often neglecting the everyday challenges.
- The portrayal of frequent travel and seamless work-life is often overstated online.

2. Key Challenges

- Financial Strain: Irregular income and significant travel expenses pose ongoing difficulties.
- Accommodation: Locating dependable and budget-friendly housing is a common issue.

- Mental Health: Lack of strong social ties can lead to isolation, making emotional well-being a concern.
- Work-Life Balance: Maintaining discipline is essential; the lifestyle is far less carefree than it appears online.

3. Role of Social Media

- Recognized as a valuable platform for growth and visibility.
- Nonetheless, both emphasize the risks of distorted representations that may mislead aspiring nomads.

4. Regional Insights

- Southeast Asia is favored for its low cost of living.
- Coworking spaces are essential for structure and productivity, yet they're often missing from social media narratives.