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### In the eye of the beholder

*Ascribing value to work in the digital economy*

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## Appendix A: Occupational Prestige and Occupational Social Value Index

NLOID	ISCO-08 Score	SOC-20 Score	Occupation Title	Prestige Mean	Prestige Std	Social Value Mean	Social Value Std	Prestige-Social Value Difference	Comprehension Score %
NL010	1120	1111	Technology Start-up Founder	64.63	19.77	55.39	20.76	9.24	84
NL016	1221	2493	Social Media Marketing Manager	46.56	20.94	38.47	23.83	8.09	98
NL017	1221	2432	Digital Marketing Manager	53.51	18.03	44.45	21.59	9.07	88
NL018	1221	3556	E-Commerce Manager	48.69	18.39	41.60	21.27	7.09	84
NL030	1330	2132	IT Manager	57.35	18.38	52.79	20.18	4.57	100
NL031	1330	3520	Data Protection Officer	53.33	19.90	55.31	22.74	-1.98	88
NL032	1330	1137	Chief Technology Officer (CTO)	68.10	18.98	56.10	22.77	12.00	92
NL052	2120	2133	Data Scientist	61.70	18.94	57.24	21.19	4.46	94
NL068	2161	2451	Virtual Reality Architect	59.89	19.27	46.21	24.12	13.68	88
NL073	2166	2141	Website Designer	57.48	17.42	51.31	20.14	6.17	100
NL074	2166	2134	Video Game Designer	58.06	19.69	45.68	23.81	12.38	96
NL075	2166	2142	Digital Artist	50.47	18.69	43.65	21.38	6.82	96
NL076	2166	3416	Online Freelance Video Editor	46.40	18.78	41.59	21.36	4.81	90
NL077	2166	2142	Online Freelance Graphic Designer	52.63	19.11	44.93	21.31	7.69	98
NL099	2330	2319	Online Freelance Tutor	45.50	19.03	49.38	20.71	-3.88	94
NL112	2413	2422	Technology Start-up Investor	51.45	20.68	45.62	23.97	5.83	98
NL113	2421	3131	IT Security Specialist	60.36	18.97	60.07	20.40	0.28	94
NL115	2421	2431	Artificial Intelligence Consultant	61.86	19.77	49.90	23.63	11.96	82
NL116	2421	2139	Information Technology Consultant	53.55	18.41	48.73	21.28	4.82	96
NL119	2422	2134	Technology Think Tank Analyst	59.22	19.97	48.73	22.66	10.49	64
NL120	2422	2493	Technology Policy Lobbyist	50.95	19.31	42.70	23.98	8.25	76
NL125	2431	3554	Email Marketer	32.30	18.62	28.62	22.37	3.68	98
NL126	2431	2434	Search Engine Marketing Analyst	50.66	19.19	42.24	23.49	8.42	92
NL130	2511	2133	IT Systems Designer	63.89	17.04	60.41	19.10	3.48	92
NL131	2511	2133	Computer Scientist	70.99	16.04	65.35	18.24	5.64	80
NL132	2511	2134	Machine Learning Programmer	58.00	19.61	53.68	20.74	4.32	64
NL133	2512	2134	Software Developer	60.27	18.19	55.55	20.89	4.72	100
NL134	2512	2129	Robotics Engineer	69.88	16.11	58.35	21.68	11.53	98
NL135	2512	2141	User Interface (UI) Designer	55.24	17.26	50.49	21.27	4.75	86
NL136	2513	2134	Video Game Programmer	56.04	20.24	44.28	22.41	11.76	92
NL137	2513	2134	Web Developer	56.14	18.83	50.71	21.81	5.43	94
NL138	2514	2134	Mobile App Programmer	53.50	18.87	46.56	22.01	6.95	96
NL139	2519	2136	Software Tester	50.83	18.42	49.38	21.26	1.45	98
NL140	2519	3131	Video Game Tester	37.38	21.23	30.07	21.39	7.30	98
NL141	2519	2136	Artificial Intelligence Trainer	57.08	19.97	47.06	23.56	10.02	82
NL142	2519	2136	Chatbot Conversation Trainer	33.18	19.12	28.89	22.72	4.29	96
NL144	2521	3133	Online Content Moderator	41.42	19.71	46.16	21.73	-4.74	96
NL147	2529	2135	Hacker	23.28	25.69	23.71	26.56	-0.42	98
NL148	2529	2433	Data Miner	39.52	22.28	35.37	23.92	4.16	74
NL149	2529	2433	Online Data Collector	37.33	19.54	35.58	21.62	1.74	96
NL151	2611	3520	Data Protection Lawyer	63.16	19.61	54.46	23.30	8.70	94
NL155	2621	2472	Internet Archivist	41.79	19.44	40.50	22.53	1.29	84
NL163	2634	3219	Online Freelance Therapist	43.64	21.86	49.53	23.62	-5.89	86
NL170	2636	3554	Technology Brand Ambassador	51.87	19.54	41.74	24.74	10.13	94
NL172	2641	3554	Online Scammer	4.96	12.62	3.94	12.28	1.02	100
NL173	2641	3412	Online Freelance Writer	45.67	19.60	41.06	21.02	4.61	98
NL175	2641	3554	Spam Email Writer	11.57	17.89	9.77	16.04	1.80	96
NL177	2642	3412	Food Blogger	33.31	21.06	28.51	23.26	4.80	98
NL178	2642	2492	Digital Journalist	48.63	19.88	46.64	21.64	1.98	96
NL179	2642	3412	Beauty Blogger	26.76	20.42	23.85	24.50	2.91	94
NL185	2652	3415	Online Freelance Musician	45.43	20.81	41.70	21.68	3.74	100
NL194	2655	3133	Online Video Content Creator (e.g., YouTuber)	36.77	25.98	28.79	25.89	7.99	98
NL196	2655	3413	Online Pornographic Content Creator (e.g., OnlyFans)	13.91	17.58	17.13	22.89	-3.22	90

NL197	2656	3413	Podcast Host	43.87	22.27	36.96	23.69	6.91	100
NL252	3311	3531	Online Stock Trader	48.59	23.55	36.29	23.15	12.30	98
NL254	3311	3531	Cryptocurrency Trader (e.g., Bitcoin)	36.44	23.55	27.92	26.35	8.52	82
NL256	3311	3531	Data Broker	45.28	19.91	40.05	21.19	5.23	54
NL277	3343	4215	Online Freelance Personal Assistant	39.00	18.52	37.43	21.49	1.57	82
NL295	3421	3431	Professional E-Sports Player	41.44	24.39	27.94	24.15	13.49	98
NL299	3423	3433	Social Media Fitness Influencer	33.05	25.24	28.24	26.09	4.81	92
NL316	4132	4152	Data Entry Clerk	32.60	19.80	40.67	22.33	-8.07	96
NL317	4132	4152	Digital Image Labeler	35.17	20.71	36.55	22.70	-1.38	82
NL318	4132	4152	Online Microworker (e.g., Amazon Mechanical Turk)	32.52	19.67	36.58	20.84	-4.06	52
NL326	4221	3412	Social Media Travel Influencer	29.91	25.01	22.36	23.99	7.55	96
NL328	4222	2493	Social Media Community Manager	45.79	18.76	40.66	23.85	5.12	82
NL359	5152	6250	Airbnb Host	32.04	21.56	34.40	23.00	-2.36	94
NL370	5211	7131	E-Commerce Seller (e.g., Ebay)	31.53	19.31	36.71	23.86	-5.17	98
NL378	5241	3413	Social Media Fashion Influencer	34.25	26.38	26.58	27.13	7.67	94
NL382	5244	9269	Chatbot Operator	27.47	20.40	26.24	22.63	1.24	86
NL390	5322	6135	Online Freelance Care Worker (e.g., Care.com)	45.89	20.76	58.79	21.22	-12.90	96
NL490	8111	2139	Cryptocurrency Miner (e.g., Bitcoin)	36.08	25.34	26.55	24.82	9.53	82
NL526	8322	8213	App-Based Ride-Hail Driver (e.g., Uber)	28.73	19.01	40.73	23.67	-12.00	100
NL535	9111	9223	Online Freelance Domestic Cleaner (e.g., Helpling)	31.49	19.90	46.95	23.09	-15.46	84
NL551	9321	9132	E-Commerce Fulfilment Centre Worker (e.g., Amazon Warehouse)	28.07	19.22	42.64	24.28	-14.57	82
NL553	9331	8214	App-Based Food Delivery Courier (e.g. Deliveroo)	25.45	20.68	40.10	25.84	-14.66	98
NL564	9520	7131	Online Drug Dealer	6.97	16.16	6.04	14.60	0.93	100

**Appendix B: Regressions of Occupational Prestige on Predictors**

NL CODE	OCCUPATION TITLE	PA	EA1	EA2	EA3	LS	FS	AGE	GEN	EDU	NBR	NUK	AREA	INC	ETM	CON	R <sup>2</sup>
NL144	Online Content Moderator	0.40	1.56	1.97	0.36	0.45	0.69	<u>0.28</u>	2.45	-0.36	<u>11.59</u>	1.34	0.72	-0.62	<u>2.73</u>	-13.12	0.14
NL155	Internet Archivist	0.23	0.30	1.48	1.05	0.40	1.48	0.11	-0.59	<u>1.37</u>	7.64	0.28	0.45	0.07	<u>2.19</u>	-10.16	0.11
NL328	Social Media Community Manager	-1.07	1.63	0.09	0.14	-0.31	-0.02	0.01	2.35	-0.97	-0.31	2.82	-1.08	<u>0.93</u>	0.48	38.51	0.06
NL052	Data Scientist	0.27	0.79	<u>1.60</u>	-0.37	-0.17	<u>1.28</u>	-0.06	0.49	0.48	3.96	2.80	0.45	-0.31	0.75	32.8	0.05
NL131	Computer Scientist	-0.20	-0.31	<u>2.17</u>	-0.85	1.18	0.54	0.07	-0.08	-0.36	0.26	4.91	-0.15	0.05	<u>2.12</u>	46.12	0.12
NL075	Digital Artist	-0.52	0.14	0.82	-0.88	0.15	-0.48	0.04	0.12	0.75	1.70	-2.49	1.89	0.59	0.98	38.05	0.04
NL178	Digital Journalist	-0.95	0.50	1.94	-1.05	-0.36	<u>1.76</u>	0.13	4.21	<u>1.29</u>	4.24	1.78	<u>2.31</u>	0.41	<u>2.76</u>	-2.03	0.15
NL197	Podcast Host	0.76	-0.03	1.94	1.67	0.12	1.37	-0.07	-3.85	0.25	7.38	6.05	0.33	-0.41	1.39	4.79	0.09
NL295	Professional E-Sports Player	-0.16	1.74	2.25	<u>-2.25</u>	0.87	-0.44	<u>-0.21</u>	-2.95	-0.25	2.05	-0.63	0.36	0.12	0.54	35.91	0.06
NL148	Data Miner	0.81	-0.68	1.97	0.77	0.61	1.55	-0.01	-1.76	0.25	1.58	4.69	-0.60	-0.6	<u>3.42</u>	7.00	0.11
NL149	Online Data Collector	-0.35	0.59	1.33	-1.47	1.36	-0.33	0.06	0.34	-0.36	6.66	3.70	-0.94	-0.35	<u>2.62</u>	17.32	0.10
NL256	Data Broker	-0.13	-1.01	1.51	-0.78	-0.01	0.44	-0.09	2.92	-0.18	3.27	<u>10.02</u>	-0.29	0.63	0.48	23.69	0.11
NL139	Software Tester	1.06	-0.05	1.24	0.85	0.58	0.29	0.04	0.74	-0.12	3.22	-0.38	1.14	0.14	<u>2.39</u>	18.42	0.16
NL140	Videogame Tester	-0.10	0.63	<u>2.85</u>	-0.14	0.20	0.50	0.02	<u>-5.66</u>	0.55	9.94	0.32	-1.35	-0.65	1.47	13.90	0.11
NL141	Artificial Intelligence Trainer	0.42	-0.18	1.76	0.02	0.65	-0.02	-0.15	-1.05	0.59	-3.26	7.65	0.08	-0.09	1.07	37.41	0.06
NL142	Chatbot Conversation Trainer	0.44	0.17	-0.04	0.09	-0.42	0.50	-0.05	1.88	0.27	-3.30	1.46	-1.07	-0.23	0.81	31.74	0.02
NL316	Data Entry Clerk	0.35	-0.71	<u>2.25</u>	1.41	1.34	1.02	0.09	-2.86	-0.45	6.14	1.23	0.93	-0.38	<u>3.35</u>	-6.42	0.12
NL317	Digital Image Labeler	-0.99	0.21	0.25	<u>-2.01</u>	1.51	-0.61	0.10	1.06	-0.33	-1.15	5.63	<u>-3.12</u>	-0.35	2.44	38.49	0.10
NL318	Online Microworker (e.g., Amazon Mechanical Turk)	0.80	1.20	<u>2.24</u>	0.09	1.13	1.35	<u>0.18</u>	-0.31	-0.15	4.94	1.88	0.46	-0.33	<u>3.56</u>	-21.26	0.15
NL252	Online Stock Trader	-0.83	1.78	-0.51	-1.49	-0.81	0.47	<u>0.22</u>	0.67	0.22	6.52	3.87	-2.29	0.79	0.76	33.37	0.07
NL254	Cryptocurrency Trader (e.g., Bitcoin)	0.95	0.35	0.69	0.00	0.95	-0.52	<u>-0.34</u>	-0.62	0.49	1.50	2.37	0.78	-0.80	<u>3.28</u>	25.01	0.09
NL490	Cryptocurrency Miner (e.g., Bitcoin)	0.86	1.18	0.85	0.29	0.41	1.31	-0.15	2.34	0.27	-0.91	1.98	0.67	<u>-1.21</u>	<u>3.46</u>	8.33	0.07
NL076	Online Freelance Video Editor	0.13	-0.62	0.76	-0.41	1.05	-0.19	<u>0.19</u>	1.43	-0.36	<u>9.95</u>	0.23	0.75	-0.13	0.79	22.96	0.06
NL077	Online Freelance Graphic Designer	-0.27	1.60	0.39	-0.79	-0.22	0.28	<u>0.19</u>	-2.54	0.64	<u>10.40</u>	1.85	-0.76	0.11	0.59	27.11	0.08

<b>NL099</b>	Online Freelance Tutor	0.03	0.85	0.74	-0.32	0.78	0.38	<u>0.31</u>	-1.26	<u>1.48</u>	4.16	-1.20	1.01	-0.18	<u>3.90</u>	3.55	0.14
<b>NL163</b>	Online Freelance Therapist	-1.31	-1.77	0.97	-1.68	0.83	-0.14	0.07	2.73	0.53	6.80	2.06	<u>-3.36</u>	-0.12	1.31	44.12	0.12
<b>NL173</b>	Online Freelance Writer	0.12	0.35	1.62	-0.49	0.90	0.97	<u>0.24</u>	3.21	0.96	2.60	1.89	0.21	0.14	<u>3.15</u>	-4.42	0.13
<b>NL185</b>	Online Freelance Musician	-0.94	0.39	0.44	-0.75	0.73	-0.6	<u>0.38</u>	-3.56	<u>1.56</u>	2.64	4.49	-0.14	-0.12	0.38	23.5	0.10
<b>NL277</b>	Online Freelance Personal Assistant	1.14	0.67	<u>2.62</u>	-0.69	0.88	1.08	0.08	2.01	0.84	7.79	-1.91	1.81	-0.31	<u>3.11</u>	-17.39	0.14
<b>NL390</b>	Online Freelance Care Worker (e.g., Care.com)	-0.73	-0.10	1.38	-0.61	0.01	0.39	<u>0.22</u>	-1.01	-0.99	-0.47	6.76	-0.97	0.35	0.04	36.98	0.05
<b>NL526</b>	App-Based Ride-Hail Driver (e.g., Uber)	0.17	-0.08	0.71	-1.16	0.22	<u>1.48</u>	0.06	-3.85	0.28	<u>11.37</u>	1.66	0.72	-0.28	<u>3.30</u>	2.87	0.14
<b>NL535</b>	Online Freelance Domestic Cleaner (e.g., Helpling)	-0.21	1.09	1.58	-0.82	1.51	0.24	0.00	-0.79	-0.36	4.09	2.25	0.58	-0.25	1.32	5.35	0.07
<b>NL551</b>	E-Commerce Fulfillment Centre Worker (e.g., Amazon Warehouse)	<u>1.37</u>	<u>-2.37</u>	<u>2.74</u>	-0.29	0.64	0.83	-0.04	0.75	-0.44	-0.68	0.70	-0.33	-0.39	-0.11	18.97	0.06
<b>NL553</b>	App-Based Food Delivery Courier (e.g. Deliveroo)	-0.66	-0.82	1.88	<u>-2.03</u>	1.48	-0.02	-0.06	-1.44	-0.51	0.94	4.24	-0.87	<u>-0.80</u>	<u>2.98</u>	26.53	0.11
<b>NL031</b>	Data Protection Officer	-0.54	-1.24	<u>2.15</u>	-0.61	<u>2.13</u>	-1.08	0.08	1.61	-0.75	-1.37	<u>9.15</u>	-0.40	0.04	1.40	35.28	0.10
<b>NL032</b>	Chief Technology Officer (CTO)	<u>-1.23</u>	1.28	-0.98	0.05	0.53	-0.36	0.02	<u>-6.08</u>	-0.16	2.34	-0.10	<u>2.82</u>	0.96	<u>2.48</u>	60.34	0.09
<b>NL113</b>	IT Security Specialist	-0.67	-0.91	1.77	-1.5	0.98	0.00	0.13	1.32	0.21	3.66	5.22	-1.21	0.43	1.57	39.27	0.11
<b>NL115</b>	Artificial Intelligence Consultant	-0.15	0.86	1.34	-0.16	0.41	-0.14	-0.05	-0.93	0.69	1.63	5.36	1.53	0.48	2.04	29.18	0.07
<b>NL116</b>	Information Technology Consultant	0.29	0.10	0.47	-0.42	-0.18	0.60	-0.07	-2.11	1.44	1.90	0.14	1.34	-0.45	-0.83	43.05	0.04
<b>NL119</b>	Technology Think Tank Analyst	-0.05	0.45	1.07	0.42	0.50	0.43	0.17	-0.49	-0.17	-4.24	5.45	<u>2.26</u>	-0.29	<u>2.53</u>	30.95	0.07
<b>NL120</b>	Technology Policy Lobbyist	-0.57	0.52	1.12	-0.84	0.70	-0.38	<u>-0.23</u>	0.00	-0.6	-2.34	1.88	-0.70	0.22	1.00	55.94	0.08
<b>NL151</b>	Data Protection Lawyer	-0.60	<u>2.83</u>	0.5	0.61	0.22	0.77	0.10	2.25	0.60	3.13	1.78	2.13	0.33	0.56	14.54	0.07
<b>NL016</b>	Social Media Marketing Manager	0.05	-0.17	2.01	-1.39	0.33	-0.14	0.12	1.59	-0.12	7.42	6.50	-0.85	0.40	0.80	18.48	0.08
<b>NL017</b>	Digital Marketing Manager	-0.12	2.13	1.06	-0.52	-0.01	1.08	0.05	-0.13	0.14	-0.03	5.02	1.67	-0.54	<u>2.11</u>	20.87	0.08
<b>NL018</b>	E-Commerce Manager	-0.82	1.42	-0.33	-0.91	-1.07	1.22	-0.02	-1.02	-0.10	-8.62	<u>8.11</u>	0.55	-0.1	-0.42	52.94	0.04
<b>NL125</b>	Email Marketer	-0.28	-0.71	0.56	-0.47	-0.57	0.82	-0.01	1.37	0.18	-8.41	1.17	0.20	-0.24	0.75	40.12	0.02
<b>NL126</b>	Search Engine Marketing Analyst	0.92	-0.39	1.38	0.98	0.08	<u>1.55</u>	0.05	1.32	-0.18	<u>10.08</u>	2.93	0.19	-0.50	<u>2.62</u>	9.78	0.11
<b>NL170</b>	Technology Brand Ambassador	-0.47	1.41	-0.29	0.04	0.07	-0.24	-0.04	-0.46	-1.02	-5.45	4.61	0.06	0.30	1.77	52.97	0.04
<b>NL172</b>	Online Scammer	0.64	<u>1.15</u>	0.25	0.28	-0.61	0.47	-0.08	-1.53	0.31	1.76	3.94	0.27	-0.34	-0.53	-6.92	0.06
<b>NL175</b>	Spam Email Writer	1.05	-1.44	<u>1.80</u>	-1.26	0.35	0.61	-0.01	<u>4.45</u>	0.59	-3.54	<u>8.72</u>	0.71	-0.16	1.38	-15.02	0.12

<b>NL382</b>	Chatbot Operator	0.62	0.16	1.43	0.27	0.66	0.80	0.11	0.59	-0.52	0.65	3.57	0.54	-0.12	<u>3.92</u>	-5.84	0.08
<b>NL030</b>	IT Manager	0.28	0.54	0.90	-0.01	0.55	0.40	<u>0.10</u>	-1.94	0.21	1.80	<u>3.59</u>	0.63	0.00	<u>2.25</u>	29.89	0.06
<b>NL130</b>	IT Systems Designer	0.37	0.34	0.36	0.53	-0.03	0.88	0.12	0.27	-0.28	3.05	0.49	1.26	-0.05	<u>1.79</u>	39.91	0.05
<b>NL134</b>	Robotics Engineer	-1.16	<u>2.09</u>	-0.13	-0.35	-0.87	0.64	-0.01	-2.51	<u>1.35</u>	<u>7.54</u>	-1.81	-0.09	0.25	1.08	54.22	0.11
<b>NL177</b>	Food Blogger	-0.42	-0.77	1.23	-0.30	0.37	-0.36	-0.15	3.93	0.32	-3.91	<u>9.24</u>	-1.51	0.17	1.85	22.60	0.12
<b>NL179</b>	Beauty Blogger	-0.80	0.40	0.74	0.31	-1.41	0.25	<u>-0.18</u>	<u>4.64</u>	-0.32	<u>10.18</u>	<u>12.91</u>	-0.07	0.63	1.06	20.73	0.14
<b>NL194</b>	Online Video Content Creator (e.g., YouTuber)	-0.18	0.71	1.91	-1.15	0.80	0.06	-0.05	-5.37	0.06	0.36	5.83	-0.68	0.11	<u>4.07</u>	19.37	0.09
<b>NL196</b>	Online Pornographic Content Creator (e.g., OnlyFans)	-0.43	<u>-2.65</u>	0.88	1.08	-0.02	-0.75	-0.10	-2.37	-0.86	-6.69	7.04	-0.29	-0.08	-0.12	36.82	0.12
<b>NL299</b>	Social Media Fitness Influencer	0.10	1.29	1.44	-0.21	0.34	0.70	-0.03	-0.88	-0.87	9.10	3.66	-1.07	-0.02	1.93	6.25	0.06
<b>NL326</b>	Social Media Travel Influencer	0.20	2.13	1.87	-0.38	1.28	0.70	-0.15	-2.64	-0.72	1.82	5.29	-1.71	-0.46	2.79	4.55	0.10
<b>NL378</b>	Social Media Fashion Influencer	0.21	-1.84	<u>2.97</u>	0.34	-1.70	<u>2.73</u>	-0.15	-1.44	-1.07	-7.51	<u>11.29</u>	-1.19	-0.55	<u>3.02</u>	31.50	0.13
<b>NL068</b>	Virtual Reality Architect	1.21	-0.54	1.06	<u>1.78</u>	-0.25	0.36	-0.05	-1.00	0.92	6.66	1.45	-0.67	-0.09	1.74	30.56	0.08
<b>NL073</b>	Website Designer	<u>-1.15</u>	1.57	0.71	-1.47	0.89	-0.25	<u>0.23</u>	-0.24	-0.17	5.34	3.22	-1.55	0.53	1.33	35.76	0.12
<b>NL074</b>	Video Game Designer	-1.14	1.51	-0.10	0.14	1.12	-0.04	-0.05	-3.15	-0.05	-1.74	6.55	0.47	-0.14	<u>2.73</u>	44.05	0.08
<b>NL132</b>	Machine Learning Programmer	<u>-1.53</u>	1.18	0.16	-0.07	0.35	0.43	-0.01	<u>-7.92</u>	-0.36	7.73	6.10	1.27	0.55	1.17	43.15	0.13
<b>NL133</b>	Software Developer	0.07	0.75	0.80	0.16	-0.08	<u>0.98</u>	-0.03	-1.15	0.26	0.54	<u>3.90</u>	0.49	-0.32	<u>2.10</u>	38.82	0.05
<b>NL135</b>	User Interface (UI) Designer	0.55	0.54	0.59	1.47	-0.37	1.14	0.04	-0.61	0.15	4.11	-0.17	1.35	-0.26	<u>2.30</u>	25.34	0.05
<b>NL136</b>	Video Game Programmer	-0.80	0.43	<u>2.30</u>	-1.20	-0.98	0.73	-0.12	-3.43	0.28	5.84	4.47	-0.1	0.22	1.34	43.95	0.14
<b>NL137</b>	Web Developer	-0.92	<u>3.23</u>	-0.09	-0.01	-0.65	0.89	0.09	1.47	0.54	-1.14	7.87	1.43	0.09	1.38	19.22	0.08
<b>NL138</b>	Mobile App Programmer	0.48	-0.48	0.67	-0.83	0.27	-0.25	<u>-0.17</u>	-1.58	0.65	2.71	2.15	-0.53	0.06	-0.02	52.60	0.05
<b>NL147</b>	Hacker	-0.40	-1.20	0.10	1.54	<u>-2.35</u>	0.42	<u>-0.26</u>	-4.20	0.55	12.01	2.50	0.44	-0.90	<u>3.62</u>	29.75	0.17
<b>NL010</b>	Technology Start-up Founder	-0.98	1.03	-0.40	-0.72	1.33	-0.12	0.09	-0.30	<u>1.34</u>	-2.86	<u>8.17</u>	-0.76	0.48	0.66	40.39	0.09
<b>NL112</b>	Technology Start-up Investor	0.52	1.73	1.68	0.12	0.25	1.01	0.04	-3.54	-0.19	8.08	-2.60	-0.75	0.10	<u>4.07</u>	17.92	0.12
<b>NL359</b>	Airbnb Host	-0.40	0.69	0.16	-1.45	1.52	-0.03	0.15	-1.75	-0.56	-1.66	9.36	-1.80	-0.77	0.81	27.63	0.08
<b>NL370</b>	E-Commerce Seller (e.g., eBay)	1.02	-1.52	1.73	0.08	-0.20	0.45	-0.05	0.09	-0.20	-1.24	4.17	-0.65	0.22	0.98	22.14	0.04
<b>NL564</b>	Online Drug Dealer	0.54	0.35	0.31	<u>1.44</u>	0.05	0.14	-0.12	-3.51	0.63	6.99	0.04	0.42	0.14	1.41	-14.23	0.11

PA = Political Attitudes: the higher the more right-leaning

EA1 = Economic Attitudes Item 1: the higher, the stronger the agreement with the statement “*There should be greater incentives for individual effort.*”

EA2 = Economic Attitudes Item 2: the higher, the stronger the agreement with the statement “*Government should take more responsibility to ensure that everyone is provided.*”

EA3 = Economic Attitudes Item 3: the higher, the stronger the agreement with the statement “*Hard work doesn’t generally bring success—it’s more a matter of luck and connections.*”

LS = Life Satisfaction: the higher, the more satisfied

FS = Satisfaction with the Financial Situation of the Household: the higher, the more satisfied

GEN = Gender: 1 = Male; 2 = Female

EDU = Education: the higher, the more educated

NBR = Non-British Citizen: 1 = British Citizen; 2 = Not a British Citizen

NUK = Not born in the UK: 1 = Born in the UK; 2 = Not born in the UK

AREA = Urbanicity of the Area of Residence: 1 = Big city (more than 500,000 inhabitants); 2 = Small to medium city (fewer than 500,005 inhabitants); 3 = Suburb or outskirts of a city; 4 = Rural area (town or village in the countryside)

INC = Household Income: the higher, the more income

ETM = Ethnic Minority Status: 1 = White; 2 = Mixed; 3 = Asian; 4 = Black; 5 = Arab; 6 = Other

CON = Constant

**Appendix C: Regressions of Occupational Prestige on Predictors**

NL CODE	OCCUPATION TITLE	PA	EA1	EA2	EA3	LS	FS	AGE	GEN	EDU	NBR	NUK	AREA	INC	ETM	CON	R2
NL144	Online Content Moderator	-0.91	0.40	2.06	<u>-1.82</u>	-0.25	0.60	0.03	0.82	-0.33	4.87	-0.89	-0.91	0.22	0.11	39.53	0.05
NL155	Internet Archivist	-1.08	-0.18	-0.08	-1.28	1.05	0.73	<u>-0.21</u>	-0.08	0.17	-3.27	4.90	0.54	<u>-1.20</u>	2.08	47.36	0.02
NL328	Social Media Community Manager	0.92	1.57	<u>2.80</u>	-0.52	1.63	-0.20	-0.05	<u>6.30</u>	<u>-1.56</u>	10.75	-1.46	-0.74	0.78	0.34	-5.28	0.01
NL052	Data Scientist	0.14	0.55	0.38	-0.30	0.78	0.42	<u>-0.13</u>	0.48	0.15	2.69	2.65	<u>-1.28</u>	-0.32	<u>1.56</u>	44.19	0.06
NL131	Computer Scientist	-0.05	0.51	-0.23	-0.59	0.91	-0.04	-0.13	1.68	0.40	-0.82	6.03	-1.13	-0.49	-0.83	60.69	0.06
NL075	Digital Artist	0.26	1.95	1.09	-0.32	1.15	-1.36	-0.14	2.84	0.70	-0.41	7.07	-0.72	-0.04	1.18	16.17	0.09
NL178	Digital Journalist	-0.99	-1.34	-0.34	-0.72	0.67	-0.10	-0.07	0.85	-0.16	-0.19	8.90	-1.17	-0.44	1.14	55.23	0.07
NL197	Podcast Host	-0.11	0.68	2.12	-0.64	-0.31	0.45	-0.07	-1.85	-0.62	10.43	-3.48	-1.08	-0.05	0.89	27.92	0.05
NL295	Professional E-Sports Player	<u>1.48</u>	0.62	0.29	-0.47	1.16	0.25	<u>-0.46</u>	-3.01	-1.05	-8.70	<u>13.59</u>	0.28	-0.69	1.09	31.41	0.17
NL148	Data Miner	0.66	-0.35	-0.69	-0.9	1.51	-0.41	-0.09	0.71	-0.50	8.41	0.07	<u>-2.79</u>	0.64	1.06	31.49	0.09
NL149	Online Data Collector	1.53	-0.35	1.84	-0.57	1.74	-0.08	-0.09	1.24	-0.61	6.22	-3.32	-0.62	-0.08	<u>2.90</u>	12.42	0.08
NL256	Data Broker	1.14	0.77	1.28	<u>-1.72</u>	1.11	0.45	<u>-0.22</u>	1.76	-0.39	3.65	-2.04	<u>-2.54</u>	-0.37	1.29	33.94	0.11
NL139	Software Tester	-0.83	-0.03	-1.88	-0.97	0.07	0.11	0.04	<u>-5.27</u>	0.37	-3.83	4.24	-0.68	-0.02	1.64	69.64	0.06
NL140	Videogame Tester	0.72	-0.49	1.62	-0.32	1.13	-0.59	0.07	-3.35	0.65	5.74	-4.80	<u>-2.48</u>	0.27	2.12	17.40	0.06
NL141	Artificial Intelligence Trainer	0.76	-0.36	-1.06	-0.49	0.58	0.55	<u>-0.21</u>	-2.62	-0.32	-	<u>18.36</u>	-0.97	-0.85	0.35	56.81	0.11
											<u>10.30</u>						
NL142	Chatbot Conversation Trainer	0.52	-0.14	1.17	-1.20	1.04	-0.83	-0.10	<u>6.99</u>	-1.11	9.35	-1.34	0.79	0.57	<u>3.23</u>	5.04	0.09
NL316	Data Entry Clerk	0.23	-0.08	1.79	-0.35	1.06	-0.13	0.04	-3.67	-0.49	2.93	2.03	-0.44	-0.43	1.00	30.58	0.03
NL317	Digital Image Labeler	<u>2.28</u>	-1.81	<u>3.77</u>	-0.75	1.56	0.89	-0.03	-3.12	-0.55	8.15	-2.04	<u>-3.22</u>	0.12	0.29	13.70	0.12
NL318	Online Microworker (e.g., Amazon Mechanical Turk)	0.84	-1.99	1.13	-1.44	0.46	-0.17	-0.04	2.35	-0.24	-4.62	1.05	-1.09	-0.23	<u>3.10</u>	45.03	0.06
NL252	Online Stock Trader	<u>2.09</u>	1.34	-0.56	-0.26	1.06	1.14	0.00	2.17	-1.00	<u>16.88</u>	-7.46	-0.75	-0.12	<u>4.28</u>	1.46	0.16
NL254	Cryptocurrency Trader (e.g., Bitcoin)	<u>2.22</u>	2.07	1.05	-1.49	1.94	-1.69	<u>-0.38</u>	<u>6.51</u>	-0.72	12.24	-5.15	1.34	0.44	<u>3.16</u>	-6.22	0.17
NL490	Cryptocurrency Miner (e.g., Bitcoin)	1.20	-1.10	-1.27	0.01	1.52	-0.70	-0.17	0.96	-0.90	<u>14.63</u>	-6.67	<u>-2.82</u>	0.48	<u>2.88</u>	28.98	0.12
NL076	Online Freelance Video Editor	0.31	-0.60	0.84	0.11	0.27	0.57	0.11	-1.60	-1.11	7.17	0.85	-0.59	0.23	0.33	30.84	0.03
NL077	Online Freelance Graphic Designer	<u>2.20</u>	-1.50	1.86	-1.44	0.53	0.02	0.06	0.67	0.09	5.35	-1.52	<u>-2.35</u>	-0.39	0.23	37.70	0.07
NL099	Online Freelance Tutor	-0.09	0.78	0.73	-1.01	0.82	-0.28	-0.03	-0.43	-0.36	4.36	-4.30	-1.70	0.33	<u>2.42</u>	45.22	0.05



<b>NL163</b>	Online Freelance Therapist	1.47	-1.84	<u>4.67</u>	0.08	0.09	1.09	<u>-0.24</u>	-0.13	0.77	10.08	-8.31	-0.76	0.04	1.96	18.83	0.12
<b>NL173</b>	Online Freelance Writer	0.09	1.11	0.01	-1.32	0.51	0.35	-0.07	1.40	-0.49	3.03	4.46	0.57	<u>-0.96</u>	2.12	31.84	0.07
<b>NL185</b>	Online Freelance Musician	0.37	-1.07	1.87	0.13	0.56	0.17	<u>0.26</u>	0.80	0.20	-0.74	2.06	<u>-3.19</u>	0.12	0.20	25.74	0.06
<b>NL277</b>	Online Freelance Personal Assistant	0.47	0.91	0.40	<u>-2.10</u>	0.81	-0.11	<u>-0.17</u>	2.97	-0.38	2.09	-1.17	0.05	-0.73	2.22	37.18	0.07
<b>NL390</b>	Online Freelance Care Worker (e.g., Care.com)	0.21	-0.71	<u>2.98</u>	0.27	0.23	1.43	0.11	3.80	-0.81	-7.02	2.33	0.10	-0.35	0.40	37.34	0.09
<b>NL526</b>	App-Based Ride-Hail Driver (e.g., Uber)	-1.21	-1.1	1.11	-1.67	0.16	0.33	-0.10	0.80	-0.75	7.10	-1.04	-0.91	0.88	<u>3.79</u>	41.31	0.11
<b>NL535</b>	Online Freelance Domestic Cleaner (e.g., Helpling)	0.87	-1.09	<u>3.79</u>	-0.4	-0.45	1.56	<u>0.22</u>	-2.69	-0.65	-1.27	2.12	0.33	-0.79	<u>3.73</u>	24.25	0.09
<b>NL551</b>	E-Commerce Fulfillment Centre Worker (e.g., Amazon Warehouse)	0.79	-0.82	0.57	0.29	-0.37	0.59	-0.13	3.07	-0.98	0.43	8.93	-0.66	-0.50	1.38	36.02	0.06
<b>NL553</b>	App-Based Food Delivery Courier (e.g. Deliveroo)	1.14	<u>-2.87</u>	<u>6.11</u>	-0.20	0.90	1.07	-0.14	1.33	-1.58	6.39	-6.42	-1.95	0.11	1.18	21.27	0.13
<b>NL031</b>	Data Protection Officer	1.23	0.73	<u>2.93</u>	-0.90	0.80	0.77	<u>-0.22</u>	<u>6.84</u>	-0.91	4.57	-1.27	-2.32	-0.91	0.75	34.05	0.13
<b>NL032</b>	Chief Technology Officer (CTO)	0.97	2.43	-1.82	-0.89	0.32	0.77	<u>-0.18</u>	-1.85	-0.08	1.69	2.77	-0.30	-0.79	0.10	56.40	0.08
<b>NL113</b>	IT Security Specialist	<u>1.53</u>	-1.08	0.84	1.46	1.35	0.20	-0.07	-0.28	0.29	8.35	-5.02	-1.76	-0.31	1.19	39.73	0.07
<b>NL115</b>	Artificial Intelligence Consultant	0.79	0.88	-0.42	-0.55	-0.17	1.00	<u>-0.25</u>	-0.47	-0.21	-9.22	<u>11.45</u>	-1.10	-0.09	0.64	50.68	0.08
<b>NL116</b>	Information Technology Consultant	0.26	1.70	1.23	-0.70	1.13	-0.22	-0.14	1.73	-0.34	10.69	-3.34	1.41	-0.38	1.09	22.74	0.06
<b>NL119</b>	Technology Think Tank Analyst	0.68	2.29	-1.88	-1.60	1.19	-0.03	-0.13	-3.48	-0.02	0.20	6.54	-0.45	<u>-1.13</u>	1.58	51.85	0.11
<b>NL120</b>	Technology Policy Lobbyist	0.27	<u>2.63</u>	<u>2.95</u>	-0.63	1.42	-1.01	<u>-0.26</u>	<u>7.07</u>	-1.38	13.46	-2.59	0.55	0.63	0.94	-1.14	0.15
<b>NL151</b>	Data Protection Lawyer	0.42	<u>2.99</u>	-1.18	0.07	<u>2.29</u>	-0.54	<u>-0.29</u>	1.26	<u>-1.56</u>	-6.32	6.06	-0.90	-0.42	<u>2.61</u>	50.04	0.14
<b>NL016</b>	Social Media Marketing Manager	<u>1.69</u>	1.52	<u>2.79</u>	<u>-2.45</u>	-0.07	0.26	-0.12	3.96	-0.15	3.51	-0.84	-1.90	-0.28	2.07	17.56	0.10
<b>NL017</b>	Digital Marketing Manager	<u>1.86</u>	2.05	-0.15	-0.67	0.04	0.68	-0.18	1.90	-0.24	-5.6	8.38	-0.25	-0.45	1.18	27.75	0.11
<b>NL018</b>	E-Commerce Manager	1.29	2.18	1.58	-1.01	1.18	-0.17	<u>-0.24</u>	2.29	-0.86	-0.8	6.14	0.65	-0.09	0.61	14.91	0.10
<b>NL125</b>	Email Marketer	0.71	2.05	1.95	-1.39	1.49	-0.31	<u>-0.22</u>	<u>6.43</u>	<u>-1.94</u>	12.31	1.65	0.79	0.43	0.90	-9.34	0.15
<b>NL126</b>	Search Engine Marketing Analyst	0.43	0.54	-0.03	-1.48	1.23	-0.26	-0.06	2.08	-1.29	6.46	-1.19	<u>-3.06</u>	0.39	1.38	42.41	0.09
<b>NL170</b>	Technology Brand Ambassador	0.11	<u>4.42</u>	1.10	<u>-2.28</u>	0.94	-1.10	-0.12	4.75	<u>-1.93</u>	13.58	-2.37	-1.23	0.54	1.07	18.48	0.13
<b>NL172</b>	Online Scammer	-0.35	1.45	-0.16	-0.52	-1.04	<u>1.22</u>	-0.04	0.70	-0.57	-3.71	5.74	-0.46	-0.41	0.64	4.79	0.08
<b>NL175</b>	Spam Email Writer	<u>1.38</u>	-0.69	0.84	-0.27	0.34	0.35	-0.01	3.07	-0.46	5.52	-0.17	-0.40	-0.13	0.78	-6.46	0.06
<b>NL382</b>	Chatbot Operator	0.18	-0.52	-0.05	-1.31	-0.32	0.75	0.02	0.27	-0.87	2.61	2.52	<u>-2.61</u>	-0.26	<u>2.91</u>	35.23	0.08

<b>NL030</b>	IT Manager	<u>0.78</u>	0.86	0.81	-0.59	0.03	<u>1.02</u>	-0.03	0.18	0.07	3.22	2.37	-0.99	-0.30	<u>1.93</u>	32.28	0.06
<b>NL130</b>	IT Systems Designer	-0.15	-1.28	-0.64	-0.75	0.93	-0.16	0.02	-2.18	-0.18	4.17	-2.19	0.35	0.60	<u>2.25</u>	63.19	0.06
<b>NL134</b>	Robotics Engineer	-0.64	<u>2.91</u>	1.03	-0.09	0.03	-0.12	-0.09	-1.20	0.37	9.35	3.85	1.62	-0.27	1.63	23.85	0.08
<b>NL177</b>	Food Blogger	1.50	0.27	<u>2.65</u>	-1.37	1.07	-0.71	-0.19	0.64	-0.08	<u>12.84</u>	-7.77	<u>-2.94</u>	0.68	1.31	10.51	0.11
<b>NL179</b>	Beauty Blogger	1.05	0.35	1.78	-1.73	1.83	-1.09	<u>-0.28</u>	<u>9.89</u>	<u>-1.79</u>	5.05	5.51	-0.36	0.77	2.37	-4.68	0.17
<b>NL194</b>	Online Video Content Creator (e.g., YouTuber)	1.79	-0.10	<u>3.15</u>	-1.72	-0.13	0.42	<u>-0.28</u>	-1.26	-0.79	<u>15.24</u>	<u>-9.18</u>	<u>-3.11</u>	0.50	2.09	21.45	0.13
<b>NL196</b>	Online Pornographic Content Creator (e.g., OnlyFans)	-0.07	-0.37	1.07	-0.29	1.10	-1.22	<u>-0.35</u>	-1.51	-1.30	-3.90	2.82	-1.69	-0.59	-0.87	46.96	0.12
<b>NL299</b>	Social Media Fitness Influencer	1.00	0.75	2.72	-2.00	-0.47	1.34	-0.02	0.21	-1.25	8.11	-0.97	<u>-2.97</u>	0.21	2.04	13.83	0.09
<b>NL326</b>	Social Media Travel Influencer	1.68	0.73	<u>2.80</u>	-1.02	0.28	0.33	-0.09	-0.59	-0.64	11.33	-3.86	-2.38	0.33	2.64	-3.42	0.10
<b>NL378</b>	Social Media Fashion Influencer	1.56	-0.33	2.04	-1.44	0.10	0.47	<u>-0.25</u>	4.29	-1.58	11.36	-3.48	-2.95	-0.40	0.60	25.80	0.11
<b>NL068</b>	Virtual Reality Architect	-0.01	-0.94	-1.57	0.36	0.41	0.20	-0.07	0.09	-1.12	-0.50	-2.49	-1.96	<u>1.05</u>	0.89	63.82	0.05
<b>NL073</b>	Website Designer	1.29	0.20	1.93	-0.88	0.78	-0.27	-0.02	0.53	-0.45	8.15	-4.53	-1.16	0.43	1.28	32.28	0.05
<b>NL074</b>	Video Game Designer	0.38	<u>3.67</u>	0.10	-0.12	0.17	0.63	<u>-0.42</u>	<u>-8.30</u>	-0.79	-4.21	5.70	-0.26	-0.31	0.89	49.47	0.17
<b>NL132</b>	Machine Learning Programmer	0.41	-0.05	-0.47	0.22	0.02	<u>1.73</u>	-0.11	<u>-5.52</u>	0.22	0.57	7.89	-0.20	<u>-1.11</u>	1.85	48.54	0.12
<b>NL133</b>	Software Developer	0.43	0.29	0.12	-0.59	0.45	0.33	<u>-0.13</u>	-0.29	0.31	3.08	2.01	-0.60	-0.24	1.13	47.13	0.04
<b>NL135</b>	User Interface (UI) Designer	-0.14	-0.87	-0.74	0.23	0.23	0.16	0.00	<u>-5.59</u>	-0.54	1.97	-0.49	0.41	0.32	<u>3.15</u>	58.81	0.05
<b>NL136</b>	Video Game Programmer	1.46	-0.50	1.45	-0.30	1.18	-1.08	<u>-0.24</u>	<u>-5.97</u>	0.21	6.52	-3.91	-1.86	0.04	1.37	46.85	0.10
<b>NL137</b>	Web Developer	0.48	0.52	-0.43	0.15	1.02	0.54	<u>-0.26</u>	-1.40	0.20	-4.60	<u>9.15</u>	0.53	<u>-1.32</u>	1.24	45.64	0.09
<b>NL138</b>	Mobile App Programmer	0.60	<u>2.80</u>	1.36	-0.06	0.31	-0.59	<u>-0.21</u>	4.11	0.50	4.54	1.58	-0.31	0.13	1.74	10.55	0.10
<b>NL147</b>	Hacker	-0.55	2.51	0.94	1.17	1.03	-0.25	<u>-0.52</u>	1.07	0.34	-4.87	3.66	-0.16	0.18	0.12	7.60	0.15
<b>NL010</b>	Technology Start-up Founder	1.17	0.87	0.50	0.01	0.76	-0.33	-0.03	-0.88	1.07	5.85	-3.03	-1.31	0.00	1.01	33.54	0.04
<b>NL112</b>	Technology Start-up Investor	0.21	1.59	-1.04	-1.46	-0.05	0.22	0.03	-2.36	-0.88	8.24	-2.57	-1.18	0.46	<u>4.08</u>	43.87	0.09
<b>NL359</b>	Airbnb Host	0.81	-0.22	2.19	-1.35	1.36	-0.15	-0.06	-0.19	-1.25	7.97	-5.76	-0.79	0.06	<u>2.52</u>	24.7	0.06
<b>NL370</b>	E-Commerce Seller (e.g., eBay)	1.29	0.17	0.80	-1.22	-0.12	0.87	<u>-0.27</u>	4.80	-0.40	-2.46	9.37	-1.51	-0.65	<u>3.25</u>	25.18	0.13
<b>NL564</b>	Online Drug Dealer	-0.56	0.66	-0.31	<u>1.19</u>	-0.89	0.80	<u>-0.15</u>	<u>-3.41</u>	-0.66	5.00	-0.93	0.02	-0.28	1.36	11.05	0.11

PA = Political Attitudes: the higher the more right-leaning

EA1 = Economic Attitudes Item 1: the higher, the stronger the agreement with the statement “*There should be greater incentives for individual effort.*”

EA2 = Economic Attitudes Item 2: the higher, the stronger the agreement with the statement “*Government should take more responsibility to ensure that everyone is provided.*”

EA3 = Economic Attitudes Item 3: the higher, the stronger the agreement with the statement “*Hard work doesn’t generally bring success—it’s more a matter of luck and connections.*”

LS = Life Satisfaction: the higher, the more satisfied

FS = Satisfaction with the Financial Situation of the Household: the higher, the more satisfied

GEN = Gender: 1 = Male; 2 = Female

EDU = Education: the higher, the more educated

NBR = Non-British Citizen: 1 = British Citizen; 2 = Not a British Citizen

NUK = Not born in the UK: 1 = Born in the UK; 2 = Not born in the UK

AREA = Urbanicity of the Area of Residence: 1 = Big city (more than 500,000 inhabitants); 2 = Small to medium city (fewer than 500,005 inhabitants); 3 = Suburb or outskirts of a city; 4 = Rural area (town or village in the countryside)

INC = Household Income: the higher, the more income

ETM = Ethnic Minority Status: 1 = White; 2 = Mixed; 3 = Asian; 4 = Black; 5 = Arab; 6 = Other

CON = Constant