

What is quiet quitting?

- Quiet quitting is taking over TikTok, and the video-sharing app is ablaze with the term. It's throwing new light on the world of work for young professionals and has opened up a whole new debate about how we relate to our jobs. Quiet quitting doesn't mean actually quitting your job. It just means doing what's required and then getting on with your life – having more work-life balance.
- You're still performing your duties but you're no longer subscribing to the hustle culture mentality that work has to be your life," says Zaid Khan, a 24-year-old software engineer and musician in New York whose quiet quitting video has gone viral on TikTok.
- 10 The term may be associated with younger workers, but was apparently first used back in March by an American Gen-Xer, reports the LA Times. The hashtag #QuietQuitting has now racked up more than 17 million views on TikTok. Press articles worldwide have used the term and the noise has spread to Twitter, LinkedIn and other social media sites.
- 15 Adult Gen Zers are big influencers on social media and about 60% say they post content they hope will change the world, according to the 2022 Edelman Trust Barometer. Those aged 18-26 are the most worried about security, health, finances, social connections and keeping up with change, the Edelman survey of 36,000 people found.
- 20 But workforce studies on the changing world of work support the rise of quiet quitting – and suggest it's more than just a social media hashtag. Quiet quitting is a way of dealing with burnout, an organizational behaviour expert tells GQ magazine.

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