**Video Title:** What Is It Like Being a Task Rabbit?

**Video URL:** [**https://www.youtube.com/watch?v=10K9hUSxrds**](https://www.youtube.com/watch?v=10K9hUSxrds)

**Run Time/Source:** 7:20, Alex Castro/YouTube

**Close Caption Available:** Yes

Job enrichment is described in pages 128-134 of the textbook. TaskRabbit is an online and mobile service that unites people who need a wide variety of tasks to be performed with people willing to perform these tasks. The “task rabbits” who perform the work are independent contractors, not employees. The task rabbit in the video describes some of his experiences performing these chores. Among the chores he mentions are carrying groceries up flights of stairs for a woman, and assembling office furniture. A strong motivator for this task rabbit is to work his way up to levels of expertise. He will receive a TaskRabbit tee shirt if he attains level 5. The interviewee implies that it is competitive to become a task rabbit, suggesting that many people want to work independently and be part of the gig economy.

*Questions for Thought and Discussion*

1. What relevance does this video have for a study of motivational methods in organizations?

2. Which characteristics of an enriched job appear to be present in the work of a task rabbit?

3. In what way might an effective task rabbit contribute to the psychological well-being of customers?

4. How might the work of a task rabbit stack up on the dimension of *task significance*?

5. Why would anyone with a college degree want to be a task rabbit?