

# What is hustle culture?

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**In news**— In recent years, many have embraced hustle culture, believing sustained hard work can turn every dream into reality.

## What is hustle culture?

- Hustle culture, also known as burnout culture, centers around the idea that working long hours and sacrificing self-care are required in order to succeed.
- The word hustle comes from the Dutch word husselen, which means **“to shake or toss”**. As it became part of the English lexicon, **it soon took on extended meanings like to crowd or push roughly, to obtain by energetic activity, and to obtain money by fraud or deception.**
- But it wasn't until the late 19th and early 20th century that hustle started to be associated with hard work.
- A report published by NPR mentioned “A 1914 job ad from The Chicago Defender, an African American newspaper, said delivering the paper was an ‘easy task’ for ‘any wide-awake boy with a little hustle in him.’”
- Around the same time, **the term began to be used to associate blackness with laziness.** African Americans who failed to “make it” were blamed for not knowing how to hustle or considered lazy.

## Is hustle culture sustainable?

- One of the biggest criticisms of modern-day hustle culture is that **it encourages the myth of meritocracy, propagating that success and power can be won by anyone on the basis of merit, not social origins.** Also, the entrepreneurs and self-help influencers who are promoting it, disregard the fact that for a large number of people, hustling isn't even a choice.
- In 2021, a study published by authors from institutions

including the World Health Organization (WHO) and the International Labour Organization (ILO) suggested that each year, three-quarters of a million people are dying from ischaemic heart disease (also known as coronary heart disease) and stroke, due to working long hours, defined as 55 hours or more per week.

- According to the BBC, it means that more people are dying from overwork than from malaria.