Social or Financial Goals? 
Comparative Analysis of User Behaviors in Couchsurfing and Airbnb

Jiwon Jung *  
Dept of Industrial Design, KAIST  
glarajung@kaist.ac.kr

Susik Yoon *  
Dept of Knowledge Service Engineering, KAIST  
susikyoon@kaist.ac.kr

SeungHyun Kim *  
Dept of Knowledge Service Engineering, KAIST  
ptptomr@kaist.ac.kr

SangKeun Park  
Dept of Knowledge Service Engineering, KAIST  
sk.park@kaist.ac.kr

Kun-Pyo Lee  
Dept of Industrial Design, KAIST  
kplee@kaist.ac.kr

Uichin Lee  
Dept of Knowledge Service Engineering, KAIST  
uclee@kaist.ac.kr

* Three authors contributed equally to this work

**BACKGROUND**

Non-Monetary Sharing Economy  

Monetary Sharing Economy  

V.S.

**RESEARCH GOAL**

To investigate what kinds of distinct motivation compel people to participate in non-monetary-based sharing economy services as host or guest user, as compared to monetary ones.

**METHODOLOGY**

For both services,  
Randomly selected New York City Hosts & Guests  
30 profiles from “more than 10 reviews” (Gp1) & 30 from “1 - 9 reviews” hosts (Gp2)  
5 reviews from each Gp1 host & 1 review from each Gp2 host  
Affinity Diagramming: Bottom-up approach was used

**Host’s Profile & Description Consist of...**

**Facility & Environment**

**Message to Guest**

16.37 %  
14.44 %  
69.19 %

**HOST**

Host-self Description: Personality, Interest (28.49%)  
Motivations & Experience with Couchsurfing (15.97%)

**Guest’s Review Consists of...**

**Feeling(Satisfaction) About**

(30.15%)

**Message (9.12 %)**

Host to Host (22.05 %)  
Facility & Environment (9.45 %)  
Experience (9.47 %)

**Description (43.32 %)**

**Design Implication**

Adding features to encourage users to form human relationship & interaction, instead of describing facility and house

**IN CONCLUSION**

What hosts want to share with guests? = What makes guests satisfied with service?