

Social or Financial Goals?

Comparative Analysis of User Behaviors in Couchsurfing and Airbnb

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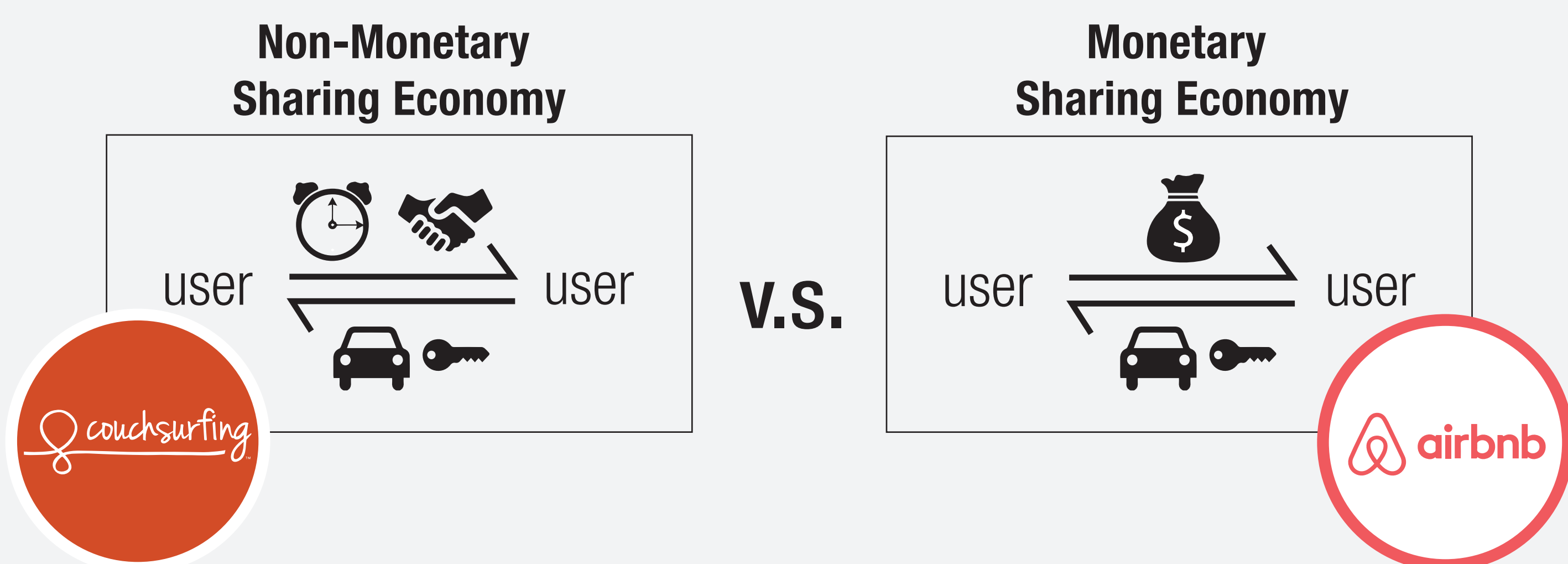
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BACKGROUND



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.

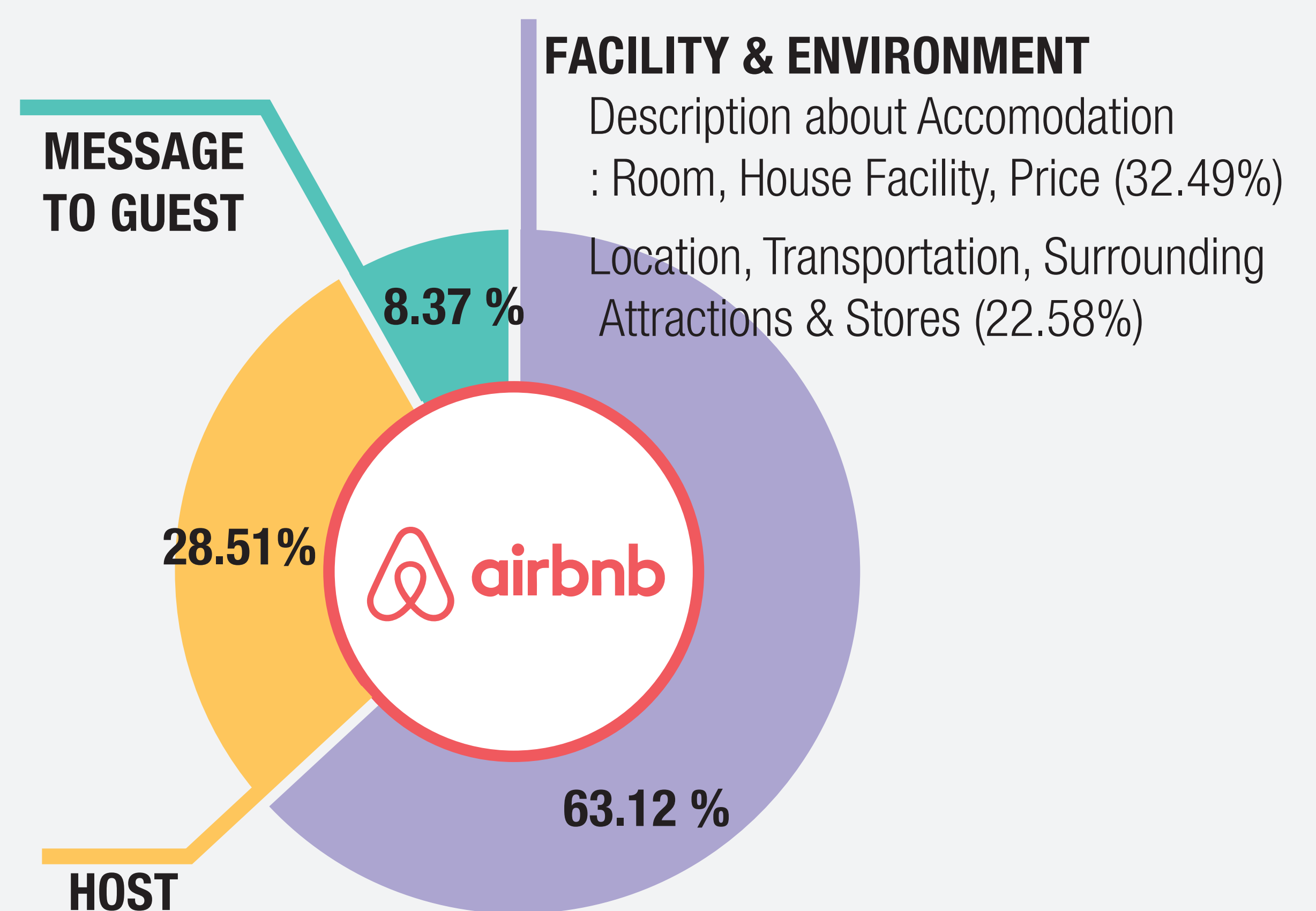
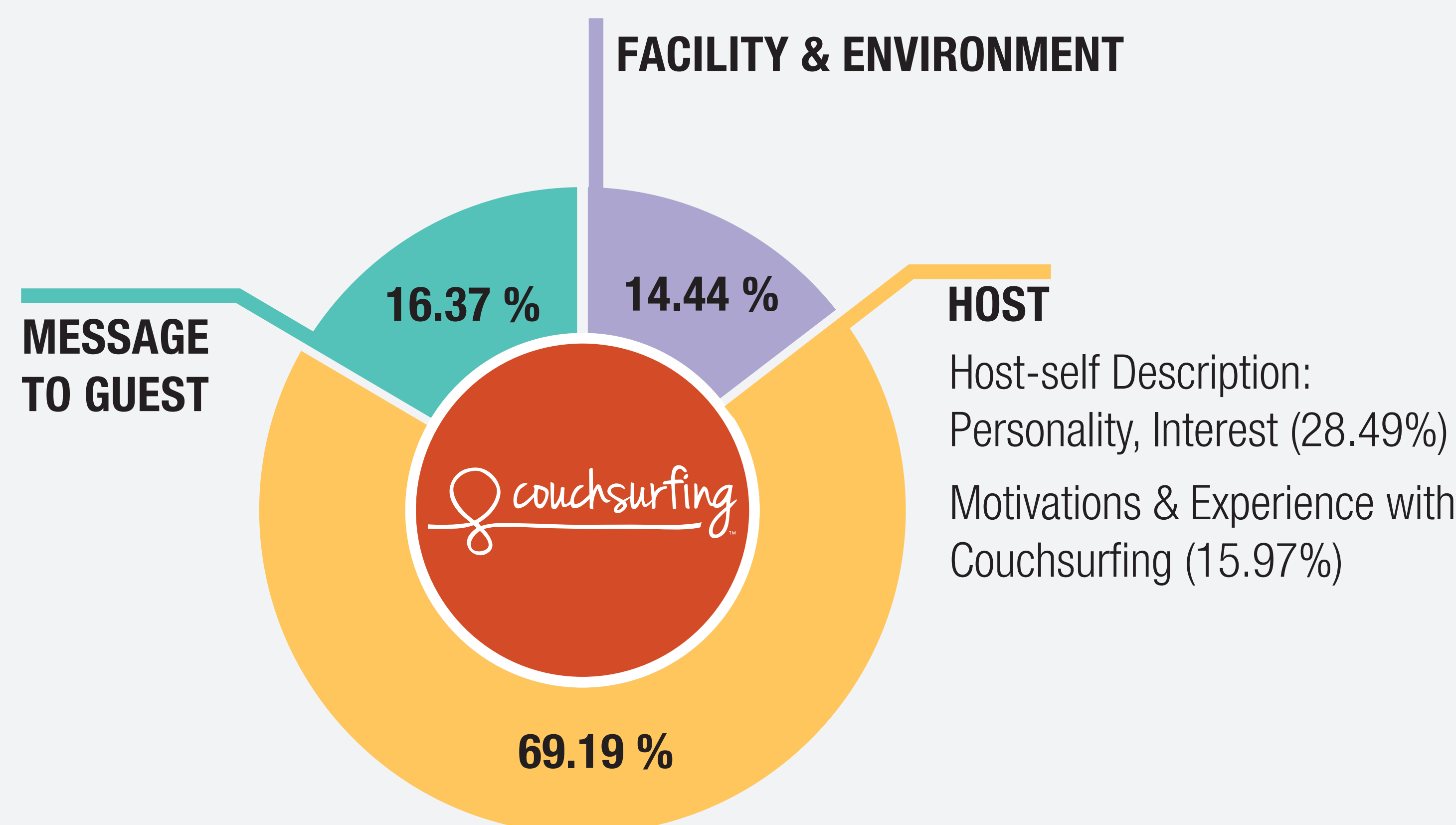
METHODOLOGY

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

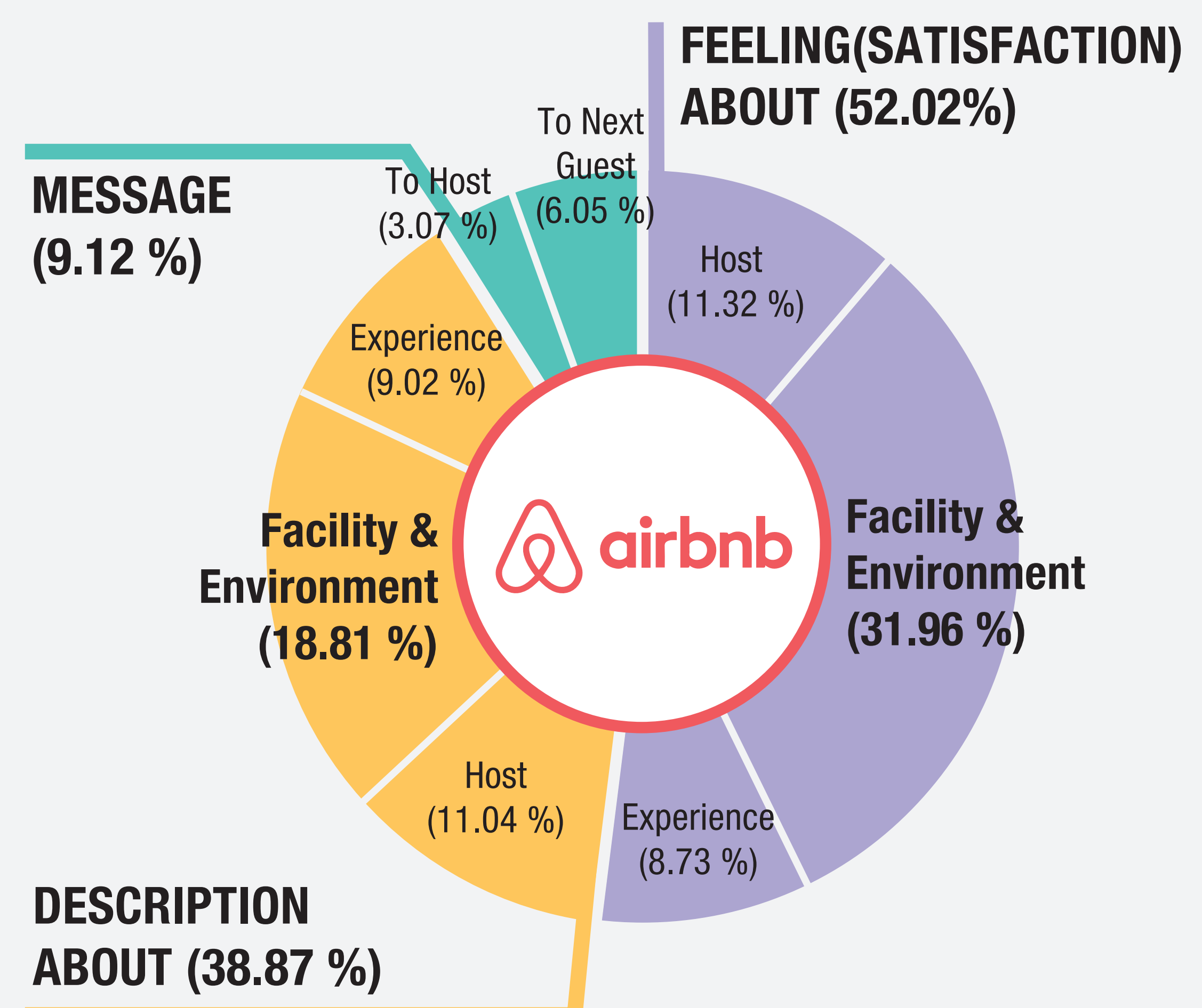
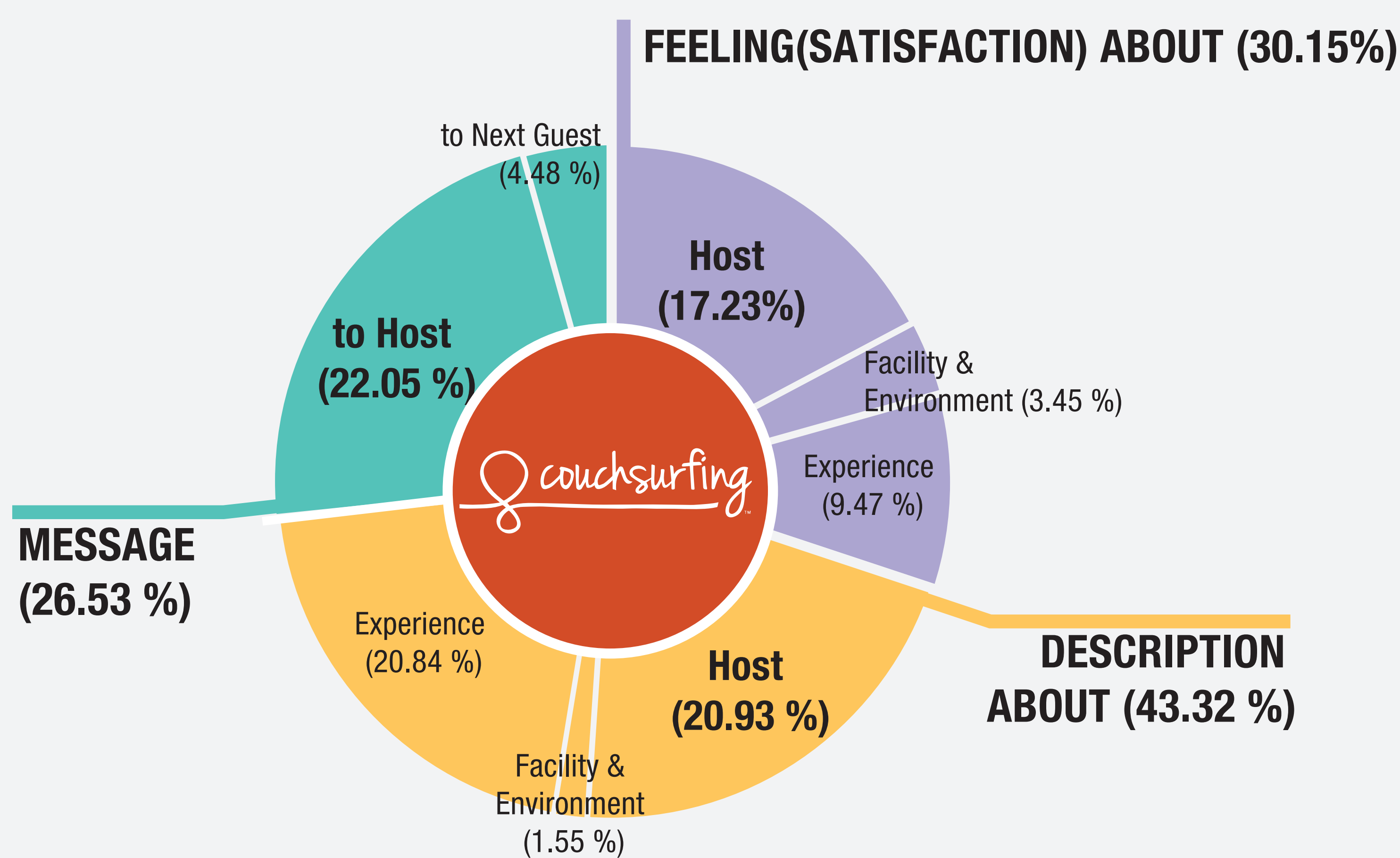
Host's Profile & Description Consist of...

>>> INFORMATION RELATED TO



Guest's Review Consists of...

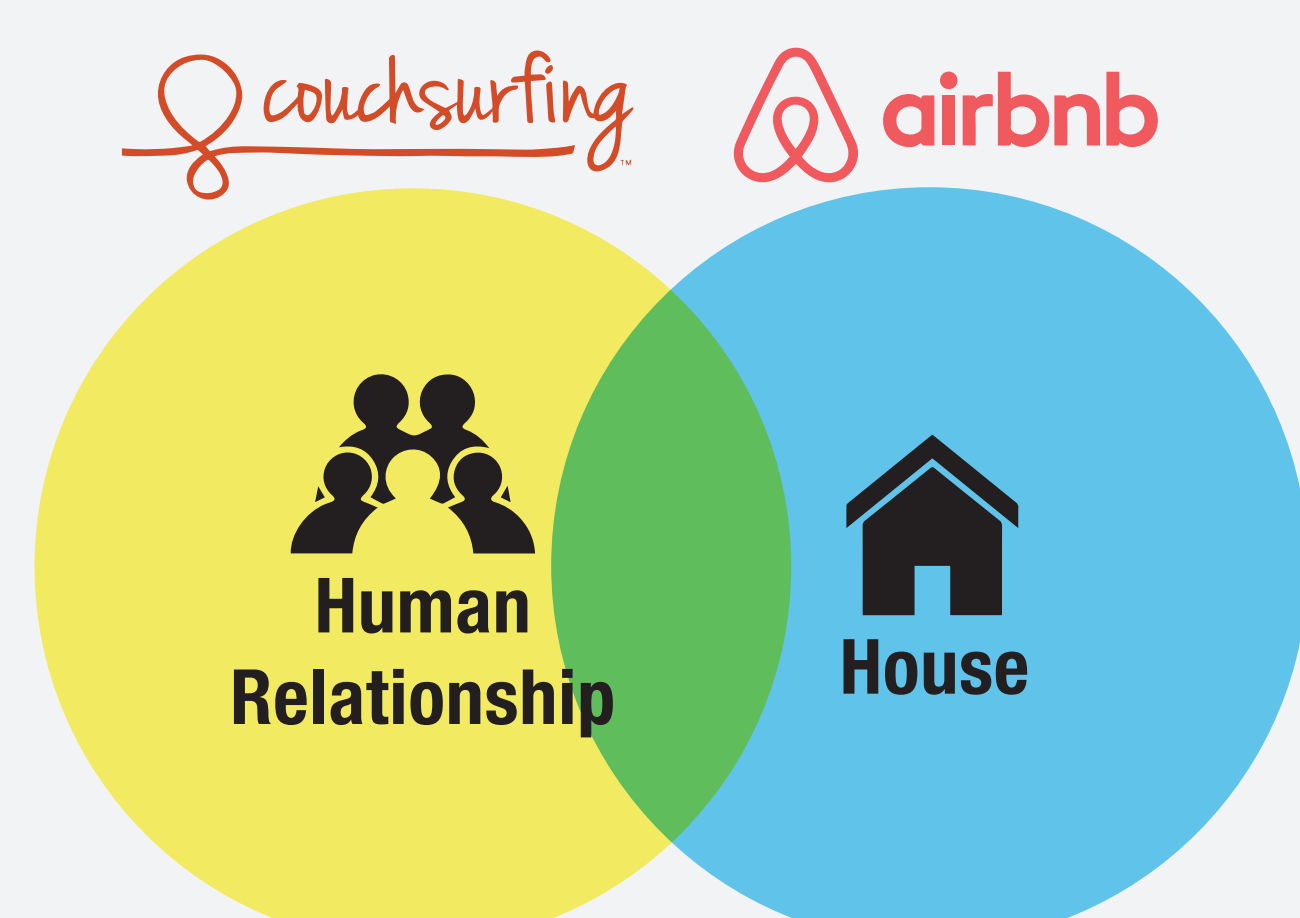
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IN CONCLUSION

DESIGN IMPLICATION

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



How to improve satisfaction of non-monetary sharing economy services?

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