



Workshop on 'The Sharing Economy & Consumer Platforms'

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Opening remarks

The sharing economy has emerged rapidly and affects the lives of many consumers. People provide or gain access to shared goods often facilitated by online platforms. Importantly, sharing is a type of consumption that does not change the ownership rights. Three different motivations to participate in the sharing economy have been identified: economic, social and environmental motives. Given the limited research on the sharing economy and rapid growth, it is crucial to address the impact of online sharing platforms on consumers' (financial) decision making. **What are the most important challenges individuals and households face due to the rise of online sharing platforms and how could we cope with these challenges to improve people's financial lives?**

Some additional research questions identified during the workshop

Sharer

- Do consumers (sharers) understand the legal implications of sharing and how does this influence their participation and behaviour on consumer sharing platforms?
- What are the consequences of participating on consumer sharing platforms for income streams and how do people spend or save it?
- What is the threshold for people to share their goods (i.e. what kind of products, time period of sharing, to whom)?
- How can emotions such as shame stimulate sharing?

Sharee

- What factors contribute to the way sharees treat the products? (e.g. social distance or direct contact / transfer between sharer and sharee).
- What are the behavioural and financial consequences for different types of sharees (i.e. people who have enough financial resources to also buy the good or people who can only access the good via the sharing platform).

Interaction between sharer and sharee

- Who participates in the sharing economy and how can we include a wider variety of people, both sharers and sharees?
- What is the role of proximity to motivate consumers to participate and create successful consumer platforms?
- How does the sharing economy influence neighbourhoods and city planning?
- What is the influence of clarity about the insurance of the shared good on the behaviour of the sharer and sharee?
- What factors increase/decrease trust between the sharer and sharee and between the sharer/sharee and the platform?
- What is the influence of sharing goods on the identity of the sharer and sharee?
- Sharing platforms can offer both access to scarce and abundant products. How will this supply influence sharers'/sharees' participation and behaviour on the platforms.

Other

- How does the sharing economy affect the availability of other business (e.g. presence, costs, etc.) and what are the consequences for consumers? (E.g. what is the impact of Airbnb on the hotel industry and the range of supply for consumers).

Call for research proposals open until September 30, 2018

<https://www.thinkforwardinitiative.com/research/call-for-research-proposals>