



# A Taxonomy of **Contextual Trust** in the **Physical Sharing Economy**

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# Sharing Economy Depends on





VS





# Related work

## **Prior Research**

- » Institutional trust
- » Personal trust

## **Our study focuses on “Contextual Trust”**

- » The characteristics of the environment when the transaction happens
- 



# Our Study

## Physical Sharing Economy (PSE)

- » Offline component: geographic lens (Thebault-Spieker, Terveen, and Hecht)


## Contextual Trust

- » The characteristics of the environment when the offline transaction happens
- 




# Research Question

What are the contextual factors that facilitate or constrain individuals to engage in physical sharing economy services?





# Method

- 0. Focus Group Discussion**
  - 1. Selection of PSE services**
  - 2. Interview-like Survey**
  - 3. Grounded Theory Method**
- 



# **0. Focus Group Discussion**





# 0. Focus Group Discussion

»Recruited 9 participants to the research lab in 3 workshops

»1 hour

»Goal:

◇To refine definition of PSE

◇Iterate survey design





# **1. Selection of Physical Sharing Economy Services**



# 1. Selection of Physical Sharing Economy Services

## »Sharing Economy:

- ◇ [Honeycomb](#) (Oywang, 2015)
- ◇ OR the [Sharing Economy Index](#) (JustPark)

## »Notability:

- ◇ A Wikipedia page

## »Offline component:

- ◇ Participants of this community/service will interact offline
- 



# 1. Selection of Physical Sharing Economy Services

» **Sharing Economy:** 1085

◇ Honeycomb = 278

◇ Sharing Economy Index = 874

» **Notability:** - 870

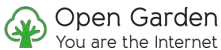
◇ a Wikipedia page

» **Offline component:** - 125

◇ 3/25 conflicts

» **Final List:** 90





Message On Demand\*



POSTMATES

# Final list of 90 Physical Sharing Economy Services

(some examples)






## 2. Survey Design



## 2. Survey Design

### »Survey flow:

1. Service familiarity
  2. [For each service], think of one instance when you felt most **Comfortable trusting** and one instance most **Uncomfortable trusting** that service
  3. [For each instance], describe your experience (**6** follow up questions about details)
- 



## 2. Survey Design

### »Amazon Mechanical Turk

1. **8 batches** (time zone, time of day, and workday differences)
  2. **198** valid responses from 210 HITs
  3. **1,006** unique stories
- 






# **3. Grounded Theory Method**



# 3. Grounded Theory Method

## »Charmaz' approach

1. Open coding
  2. Amalgamating codes to form preliminary code structure
  3. Selective coding until saturation
  4. Highlighting themes, and writing and revising memos
  5. Refining code structure to form the taxonomy
  6. Closed coding using the taxonomy.
- 



# Results

**1. A Taxonomy**

**2. Trends and themes**



# 1. A Taxonomy of Contextual Trust

- Where
- What
- When
- Who
- Why
- Locus of Control

- Where
- What
- When
- Who
- Why
- Locus of Control



# A Taxonomy of Contextual Trust: Where

Where

- Location
  - Neighborhood
- 

# A Taxonomy of Contextual Trust: Where

## Where

- Location
  - Private space  
E.g. My home, their home
  - Public space  
E.g. Parking lot, local library
- Neighborhood




## 2. Trends and themes: Where

### »Public VS Private space

»**Public:** *“The person that was interested was very prompt and professional when talking about the transaction and wanted to meet in a public space for both of our safety.”* – P123, Craigslist

»**Private:** *“I felt not comfortable when I had to meet the buyers at my home all by myself.”* – P131, Craigslist

»*“I did not like having people come to my home. I did not like it being at night. They could have been anyone.”* – P194, Craigslist



# A Taxonomy of Contextual Trust:

## Who

### Who

- Provider
  - Demographics
  - Role
- With you
- Around you
  - Many people
  - Only provider and me
- On behalf
- No need






## 2. Trends and themes: Who

» **Somebody with me VS Somebody around me VS Alone**

» **Alone vs Somebody with me:** *“I always feel more comfortable when someone is with me. I would be a little nervous if I was drinking and was alone.”* – P137, Uber

» *“I was with a friend and we both rode in the car (this is also in NJ). I don’t worry too much about being attacked, but having a buffer was helpful.”* – P107, Uber

» **Alone vs Somebody around me:** [I met with the seller in the financial district in Manhattan, because] *“it is a well-off area with a lot of people walking around.”* -- P13, Craigslist






# A Taxonomy of Contextual Trust: Locus of Control



## Locus of Control

- Control of Location
  - Control of People
  - Control of Process
- 




## 2. Trends and themes: Locus of Control

### »Moderating effect of Locus of Control

»**Control of People:** [I preferred to chat with the service provider before they met in person because it] *“gives you a better idea of who they are and how the transaction will go.”* -- P131, OfferUp

»**Control of Process:** *“I contact and communicate with potential employers identified on Craigslist online, via email, via telephone, and ultimately in person, at a local business address relevant to the business in question.”* – P122, Craigslist

»**Control of Location:** *“I choose where to meet and abandon if sketchy”.* – P136, Craigslist




# A Taxonomy of Contextual Trust: Overview

Where	<ul style="list-style-type: none"><li>• Location</li><li>• Neighborhood</li></ul>
What	<ul style="list-style-type: none"><li>• Activity</li></ul>
When	<ul style="list-style-type: none"><li>• Date</li><li>• Time in a day</li><li>• Duration</li></ul>
Who	<ul style="list-style-type: none"><li>• Provider</li><li>• With you</li><li>• Around you</li><li>• On behalf</li><li>• No need</li></ul>
Why	<ul style="list-style-type: none"><li>• Purpose</li><li>• Necessity</li></ul>
Locus of Control	<ul style="list-style-type: none"><li>• Control of location</li><li>• Control of people</li><li>• Control of process</li></ul>

»Please see the paper for more details on the lower level factors



# Implications

- 1. Intersection of Physical and Digital Materiality**
  - 2. What platforms can do?**
  - 3. What users can do?**
- 

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