Project Report

* indicates a required field

Research Title
Exploring the role of technology when users become service providers in the sharing econo
my
This question is read only.

Please provide a short summary of the work that was completed as part of this project / research *
The first three phases of the study have been completed:

1. A literature review of relevant articles

2. Qualitative interviews with consumers who were users and providers in the sharing economy.

Please see the descriptions below for more detail.

3. An online survey of New Zealand consumers who use P2P platforms (e.g. AirBnB, Uber).

Describe the 'who, what, where, when and why' of your initiative

Timing

Is your project / research complete? *
○ Yes ◉ No
If your initiative is still in progress, pick 'no'

When do you anticipate that your project / research will be completed?
29/11/2019
Must be a date.
Leave blank if this is an ongoing initiative or if finish date is unknown

Milestones

What have been the major steps / stages (i.e. milestones) involved in delivering your initiative to date?

Milestone	Description
Literature review	A review of the relevant academic literature on why consumers use P2P platforms and particularly why they may be both a user and a provider (e.g. AirBnB guest and AirBnB host).
Qualitative interviews	Interviews with 10 New Zealand consumers who are both a user and a provider (e.g. AirBnB guest and AirBnB host).

Online survey of New Zealand consumers (N =200)	An online survey to measure which P2P platforms are used most commonly by New Zealanders, how commonly New Zealanders perform both roles (user and provider) in the P2P, economy, what NZers motivations are for performing both roles and what the role of technology is.
Second online survey of New Zealand consumers (N approx 700)	An online survey to measure consumers motivations to maintain their roles as both user and provider in the P2P economy. This survey has begun but due to the low incidence rate of the respondents data collection is still in progress. I anticipate that this will be completed by the middle of August.
e.g. planning; major activities; evaluation	

Outcomes

What outcomes were generated as a result of this project / research?

Outcomes are the changes that have occurred for the beneficiaries of your initiative. Generally outcomes can be framed as an increase or decrease in one or more of the following:

- Skills, knowledge, confidence, aspiration, motivation, (these are generally **immediate** or short-term outcomes)
- Actions, behaviour, change in policy (these are generally **intermediate** or medium-term outcomes)
- Social, financial, environmental, physical conditions (these are generally **long-term** outcomes)

Immediate outcomes occur directly following an activity (e.g. within 1 month); intermediate outcomes are those that fall between the immediate and long-term (e.g. between 1 month and 2 years); and long-term outcomes are those we expect to see years later (e.g. 2, 5, 10 or 50 years after the activity).

We also want to learn more about how you tracked the outcomes of your initiative - what you measured and how.

If you need more help understanding what outcomes are, read the help sheets at www.ourcommunity.com.au/evaluation

List your initiative's outcomes and attached information in the following table. Leave blank any fields that do not apply to your project.

Outcome	Were these outcomes anticipated?	Timeframe	Indicator	Verification Method

This is a research project and not an intervention study. Therefore, there are no planned outcomes.				
Outcomes are the changes that you believe were generated or influenced by your initiative. See information above.	Choose from the list	Choose from the list (see description above)	What you used to measure this outcome - e.g. 'change in teenage pregnancy rates from x to y'	e.g. survey; interviews; focus groups

What (if anything) did you change in your approach and practices as your project? research proceeded, and why? *

During phase two of the project (interviews), we unearthed two factors that required a change in approach. One factor was expected and one factor was unexpected.

The unexpected factor we discovered is that most Uber drivers in New Zealand are taxi drivers. This has two implications: Firstly, most of them are unlikely to have had the role of 'user' in the sharing economy. In other words, most of them have not been an Uber passenger before deciding to become an Uber driver. Secondly, their motivation for driving an Uber as opposed to driving a taxi is likely be mainly economic and thus has less to do with the appeal of the sharing economy, rather than with the systemic challenges the sharing economy causes for established industries (e.g. taxi companies, accommodation providers).

The expected factor we encountered (as outlined in my original application under "Risk Management") is that the consumers we are looking for are difficult to find. However, we were surprised to discover just how rare such consumers appear to be. It took far greater resources to even find 10 consumers who had completed the role switch from user to service provider. This has made data collection more lengthy than anticipated.

As outlined in my original application, we contacted both Uber and AirBnB to mitigate this risk. However, neither company was willing to co-operate to the extent that we required. Our sense is that this is at least partially caused by the US ownership of the local businesses.

My second mitigation strategy that I mentioned in my application was to simply put greater weight onto the qualitative study. However, having seen the difficulties that are associated with recruiting (only) 10 consumers indicates that this approach is not without its problems either.

Therefore, I conducted an online study with 200 New Zealand respondents to determine the 'incidence level' (how common they are) of the consumers that we are looking for. This study also captured the reasons why consumers fulfilled both roles (user and provider) and whether technology played a role in them taking up both roles (user and provider). The results of this study were insightful and also paved the way for a second study. Data collection for this final study is still in progress because of the low incidence level of consumers who play both roles (user and provider). In this final study we are aiming for a sample of around 700 New Zealanders who are playing both roles (user and provider). Therefore, the results that I am sharing in this report are not entirely "final" because we don't have all the data yet.

We may use this information to help inform others undertaking similar work

What did you learn as a result of undertaking this project/program? *
Lessons that may be beneficial to others:

The single biggest lesson for me is to first ascertain how easy (or how difficult) it is going to be to get hold of the respondents that one wishes to research. In other words, before applying for another research grant I would wish to determine the incidence level of the respondents that I am looking for.

We are particularly interested in lessons that may help others undertaking similar work. Think about what you learned about your inputs (money, skills, personnel, time - too much; too little; about right?); your assumptions (were they 100% right, only partly right, or were the results a complete surprise?); and the context of the project/program (timing; targeted beneficiaries; geographic settings - were they right; wrong; about right?)

How will you share your learnings from this project/research? *
We will share the final results of this research through multiple avenues:

Firstly, we will deliver a research seminar in the Business School at the University of Auckland to share the results of our study. This seminar will take place in November 2019. Invitations for the seminar will be sent out through an email distribution list which includes alumni and benefactors of The University of Auckland Business School.

Secondly, we will present a paper at the region's largest conference for marketing academics; ANZMAC. The ANZMAC conference will take place at the beginning of December 2019 in Wellington this year.

Thirdly, we will write a press release and distribute this to the media through the Business School's media liaison person. This will take place in late 2019.

Fourthly, we write at least one academic journal article, which we will submitted to a high-quality academic journal.

In all of our outputs, we would like to acknowledge the financial support provided by Internet New Zealand for the study.

What mediums were used to share the learnings? Have you reached the audience you expected?

We'd love to see some visual and audio representations of your work. Please share below.

Upload files:

Filename: ANZMAC sharing economy paper.docx
File size: 25.5 kB

and/or

Provide web link:

Must be a URL

and/or

Provide additional details:

Upon completion of the last phase of data collection I would like to share a media release with Internet New Zealand.

Please include captions, if relevant

Can we use your media content in our own communications?

○ Yes ○ No ◉ Please contact us first

e.g. in our annual report

Financial Report

* indicates a required field

Project Income & Expenditure

Please provide details of any project income (funds received) and project expenditure (funds spent) to date.

Use the 'Notes' column to provide any additional information you think we should be aware of.

Income Description	Income Type	Confirmed Funding?	Income Amount ($)	Notes
Ineternet New Zealand funding	Other Income *	Confirmed *	$22,450.00	Original funding received

Expenditure Description	Expenditure Type	Expenditure Amount ($)	Notes
Online study 1 (200 consumers)	Other Expenditure *	$3,220.00	Completed, billed and paid
Online study 2 (about 700 consumers)	Other Expenditure	$19,230.00	Billed and paid, data collection started but still on-going

Income and Expenditure Totals

Total Income Amount	Total Expenditure Amount	Income - Expenditure

$22,450.00 This number/amount is calculated.	$22,450.00 This number/amount is calculated.	$0.00 This number/amount is calculated.

Have you experienced any issues with your intended project budget to date? If so, please explain reasons for any major variances or for providing incomplete information:
No problems. I wish I could up-load the bills and proof that I have paid the bills for the data collection.

Certification and Feedback

Feedback

You are now nearing the end of this form. Before you review your application and click the **SUBMIT** button please take a few moments to provide some feedback. (If you would rather provide anonymous feedback, please go to **{{ Grantmakers: provide a link to an anonymous survey or delete this sentence }}**

Please indicate how you found the acquittal process:
◉ Very easy ○ Easy ○ Neutral ○ Difficult ○ Very Difficult

How many minutes in total did it take you to complete this form?
90
Estimate in minutes (i.e. 1 hour = 60 minutes)

Please provide us with your suggestions about any improvements and/or additions to this form that you think we need to consider:
I think the online reporting tool is excellent. It is easy to complete, robust (i.e. changes are not lost) and well-designed.

The only very minor suggestion I would have is that I wish I could up-load the bills and proof that I have paid the bills for the data collection. Perhaps one more single field with the ability to upload one or more file (e.g. PDF of bill and screenshot of completed bank transaction).