

## Instructions for Grantees

This form is designed to help us understand the challenges, triumphs and insights you experienced and gained while running your funded project/program. Please be frank - while we absolutely want to know about and celebrate your successes, it's just important to us that we understand what did not work so well. This will help us to learn what we and others could do differently next time.

You must complete and submit this form no later than the date stipulated in your funding agreement. However, should you not be able to meet the deadline please contact Gertrud to arrange an alternative date. If you fail to do so you may not be eligible to apply for further grants from **InternetNZ**.

The completion of this form should be overseen by someone with an intimate knowledge of the funded project/program.

## Mid-project Report

### **Research Title**

Exploring the role of technology when users become service providers in the sharing economy

This question is read only.

### **Amount of funding granted from InternetNZ?**

\$22,450.00

Must be a dollar amount.

### **Please provide a short summary of the work that has been completed as part of this project/research**

The first two phases of the study have been completed:

1. A literature review
2. Qualitative interviews with users who became service providers in the sharing economy.

Please see the descriptions below for more detail.

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

### **When do you anticipate that your project will be completed?**

30/04/2019

Must be a date.

## Milestones

### **What have been the major achievements/steps (i.e. milestones) involved in delivering your project to date?**

#### **Milestone**

#### **Description**

# Internet Research 2016

## Internet Research mid-year report

### Application IR20160003 From Dr Bodo Lang

Phase one: review of the academic literature	Academically qualified researchers conducted a review of relevant literature to identify possible motives for a transition from being a consumer to being a service provider.
Phase two: Qualitative interviews with consumers who were users of the sharing economy (SE) and then became service providers in the SE	An academically qualified researcher conducted 10 depth interviews with users who have made the transition from users to service providers in the SE. A Master's thesis was written as a result of this and we presented a conference paper at an international conference. The paper was very well received and it was the only paper at the conference that was presented by a Master's student, highlighting the quality of the work.
e.g. planning; major activities; evaluation	

#### **What findings have you made so far?**

Phases one and two have resulted in a number of findings.

We have found that the role change from user (e.g. Uber passenger, Air BnB guest) to service provider (e.g. Uber driver, Air BnB host) consists of multiple phases. The role change is facilitated by a variety of factors which can be organised into themes.

Various aspects of technology facilitate the role change from user to service provider.

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

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

The unexpected factor we discovered is that most Uber drivers 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 to 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 during phase one (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 indicates that it may be difficult to achieve our desired sample size in the quantitative study (500 respondents).

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

# Internet Research 2016

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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 suggest that I conduct a quantitative pilot study to determine the 'incidence level' of the consumers that we are looking for. In other words, I suggest we do a 'soft launch' of my suggested study to determine how common the consumers are that we are looking for (e.g. do they make up 1%, 5%, or 10% of the population?). I suggest we aim for a sample of around 50-100 respondents.

I have two risk mitigation strategies in case the soft launch shows that these types of respondents are too difficult (and therefore too expensive) to find: Firstly, I could endeavour to run the study with US consumers, where, compared to New Zealand, panel size is bigger and the cost of data collection may be lower. Secondly, I could tweak the perspective of the study from "consumers shifting to become service providers" (e.g. AirBnB guests deciding to become an AirBnB hosts) to investigating consumers taking on EITHER of the two roles: those who are "consumers" (Uber passengers, AirBnB guests) versus those who are service providers (e.g. Uber drivers and AirBnB hosts).

To summarise, the respondents we are after (i.e. consumers who were first 'users' of the sharing economy and then decided to become service providers) are even more difficult to find than anticipated. To mitigate the risk of spending the entire grant without achieving the desired sample size, I suggest that I run a soft launch to achieve a sample of 50-100 New Zealanders. Should this soft launch show that the sample size is not achievable, then I suggest that I follow one of the two risk mitigation strategies as outlined above.

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

## 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
0	Other Income *	Not Applicable *	\$0.00 *	NA *

Expenditure Description	Expenditure Type	Expenditure Amount (\$)	Notes
None *	Other Expenditure *	\$0.00 *	NA

### Income and Expenditure Totals

Total Income Amount	Total Expenditure Amount	Income - Expenditure
\$0.00 This number/amount is calculated.	\$0.00 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:**

Nothing in addition to what I have already mentioned so far.

## Certification and Feedback

### Feedback

You are almost at the end of our application process. Before **Submitting** your application, please take a few moments to provide some feedback.

**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?**

120

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:**

Good user experience overall.

The income and expenditure section was not relevant at this point because costs will only be incurred in the next phase. It would be good to have a drop down box tho 'activate' vs 'deactivate' that section.