

Who shares and why?

Assessing the diffusion potential of peer-to-peer mobility innovations

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The sharing economy

- One of the 'most significant economic developments' of the past decade
- Consumer to consumer (C2C), or peer to peer (P2P), interactions
- Allow people to share, barter, lend, rent, trade, gift and swap their personal goods with others



'Consumers granting each other temporary access to under-utilised physical assets'

– Frenken 2015

P2P mobility

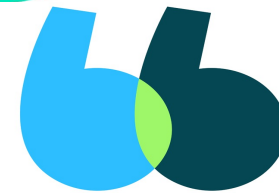
hiyacar



P2P car sharing

An individual granting temporary access of their vehicle to another individual, often for payment

liftshare
travel happy



BlaBlaCar

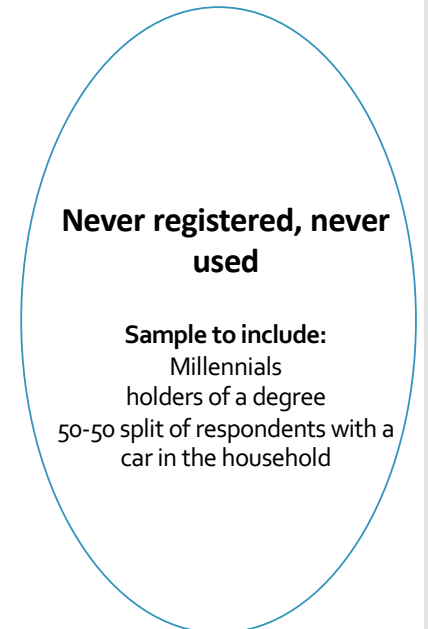
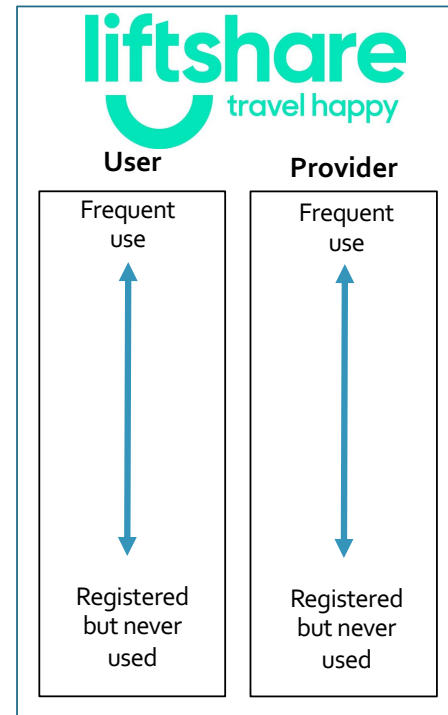
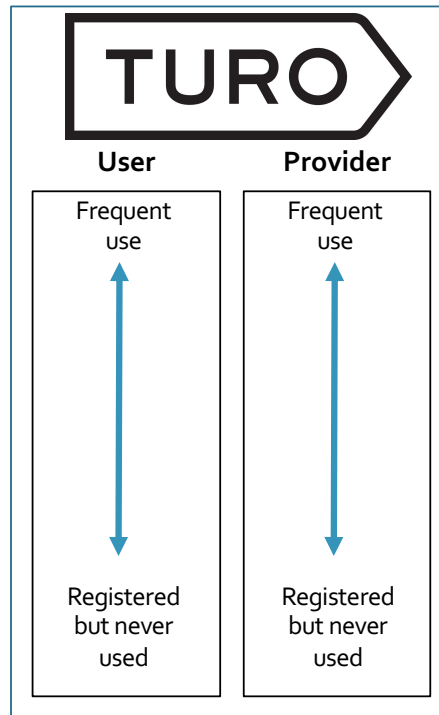
P2P ride sharing

An individual granting temporary access of a seat in their vehicle, and sharing a journey, with another individual, often for payment

Research questions

- Who are the adopters of peer-to-peer mobility innovations?
- Why do early adopters participate in peer-to-peer mobility innovations?

Sampling strategies



Surveys

Research question

Who are the early adopters of P2P mobility innovations?

Survey items

Socio-economic characteristics
Personality values
Communication behaviours

Surveys

Research question

Why do early adopters participate in P2P mobility innovations?

Survey items

Attributes of the innovation

- Relative advantage
- Complexity
- Compatibility
- Observability
- Trialability

Surveys

Research question

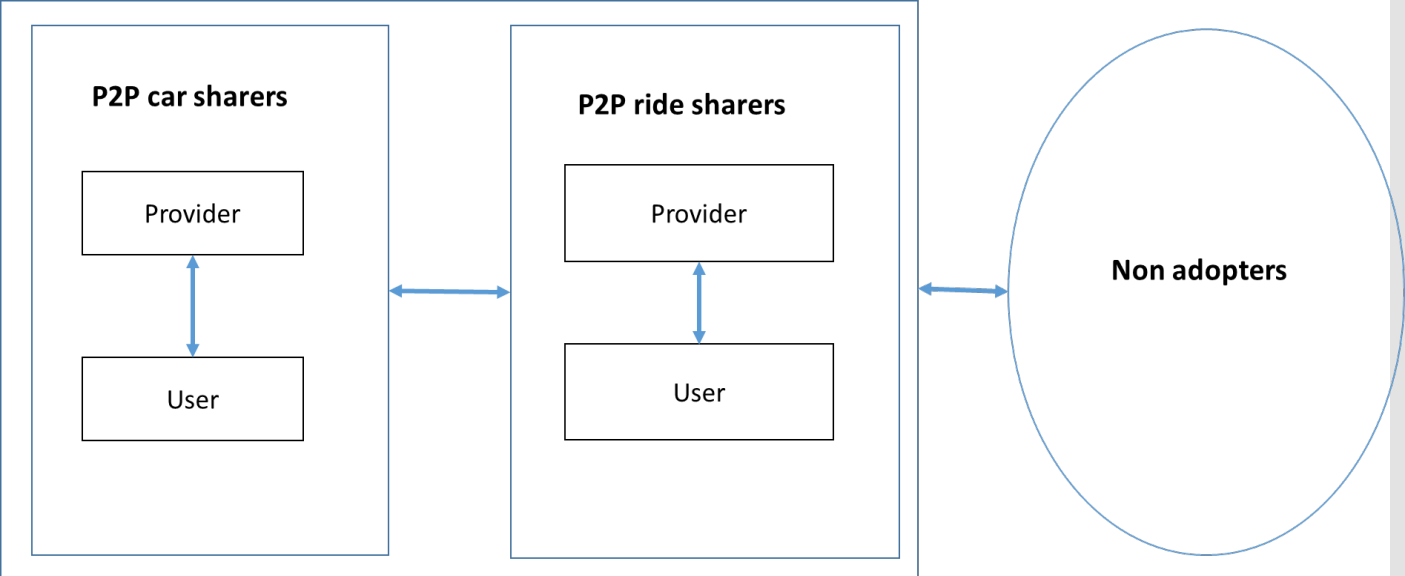
Why do early adopters participate in P2P mobility innovations?

Survey items

Attributes of the innovation

- Relative advantage (+)
- Complexity (-)
- Compatibility (+)
- Observability (+)
- Trialability (+)

Data analyses



↔ = expected difference between

Expected results

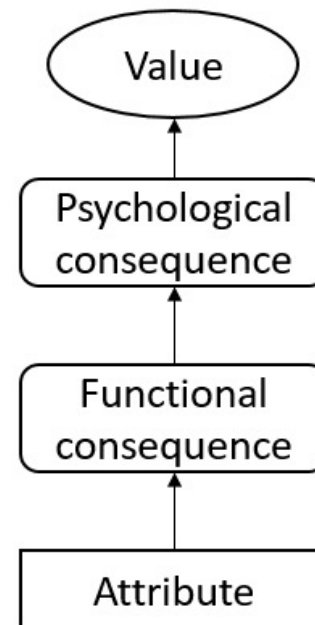
Early adopter characteristics identified in diffusion of innovation theory:

- Part of local social system
- Are looked to for advice and information about an innovation
- More years of formal education
- Greater ability to deal with abstractions and change

	P2P car sharers	P2P ride sharers	Non adopters
Sociality		↑	
Symbolism			↑
Trust	↑	↑	

Future and further work

1. Who are the early adopters of P2P mobility innovations?
2. Why do early adopters participate in P2P mobility innovations?



Future and further work

Aim: *To assess the potential for P2P mobility innovations to reduce CO₂ emissions, through an exploration of two case studies: P2P car sharing and P2P ride sharing*

1. Who are the early adopters of P2P mobility innovations?
2. Why do early adopters participate in P2P mobility innovations?
3. What impact does participation in P2P mobility innovations have on CO₂ emissions?

CO₂ emissions?

Online survey
Secondary literature

CO₂ emission reduction profiles, scaled up

Thank you for listening!

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