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

P2P car sharing
An individual granting temporary access of their vehicle to another individual, often for payment

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

Never registered, never used

Sample to include:
Millennials holders of a degree
50-50 split of respondents with a car in the household
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<tr>
<th>Research question</th>
<th>Survey items</th>
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| Who are the early adopters of P2P mobility innovations? | Socio-economic characteristics  
Personality values  
Communication behaviours |
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<td>Why do early adopters participate in P2P mobility innovations?</td>
<td>Attributes of the innovation</td>
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<td>- Relative advantage</td>
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### 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

P2P car sharers

Provider

User

P2P ride sharers

Provider

User

Non adopters
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

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<th>P2P car sharers</th>
<th>P2P ride sharers</th>
<th>Non adopters</th>
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<td>Sociality</td>
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Future and further work

1. Who are the early adopters of P2P mobility innovations?
2. Why do early adopters participate in P2P mobility innovations?
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?
Thank you for listening!

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