Table of Contents

Preface 1

1 The new social game
The active role of the consumer in value creation 3

1. Once upon a time 3
2. The crowdsourcing perspective 5
3. Much more than sharing 6
4. The ideological debate 7
5. The goal of our research 8

2 Consumption implies work
Sharing platforms and peer-to-peer communities 11

1. Co-planning 12
2. Co-production 16
3. Co-advertising 19
4. Co-selling 22
5. Co-logistics 25
6. Co-use 26
7. Co-post use 28

3 "A coke is a coke"
The ideological debate 31

1. The new perspective 31
2. Coincidence 32
3. Divergence 37
4. Convergence 44

4. Customers or citizens
The co-value model: a qualitative analysis 49

1. The Co-value Model 49
2. The factors influencing digital behaviour 52
3. Methodology: The qualitative analysis 55
4. Hypotheses 56
5. Overview 60

5. The collaborative consumption
BlaBlaCar vs. Airbnb: a quantitative analysis 65

1. The collaborative consumption 65
2. Car sharing: The BlaBlaCar case 67
3. Home-sharing: The Airbnb case 70
4. The conceptual model 72
5. Determinants of peer-to-peer exchanges 74
6. Airbnb and BlaBlaCar 77
7. Results 80
8. Compared findings 83

6. Conclusion 85

References 87

Appendix (Methodology) 99
Appendix A – Qualitative Analysis 99

About the Authors 101