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Arild Vatn

Motivations for participation in sharing schemes: A case-study among members of the Norwegian sharing scheme 'Leieting'

Line Fosnes
International environmental studies
Faculty of landscape and society

Declaration

I, Line Fosnes, declare that this thesis is a result of my research investigations and findings. Sources of information other than my own have been acknowledged and a reference list has been appended. This work has not been previously submitted to any other university for award of any type of academic degree.

Signature:

Date: 31.01.2020

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Abstract

New forms of consumption may be required due to increasing environmental degradation. One of the suggested solutions is to challenge individual ownership by participating in the relatively new sharing economy. The objective of this study has been to *explore motivations among consumers in Norway who share physical assets with other consumers on a temporary basis through sharing schemes.* This objective was specified into the following research questions: *What motivates sharing behavior? What characterizes the values and personal capabilities among consumers who share physical assets in sharing schemes? How do consumers who share physical assets in sharing schemes experience the role of contextual factors?*

To answer the research questions, a qualitative research method was employed. Data was collected through semi-structured interviews among 18 respondents who either had rented or rented out physical assets through the sharing scheme Leieting in Norway.

The results showed that motivations to share are not a uniform phenomenon. They vary in content, number, type of rationality, between transactional roles and may change over time. A key finding is that motivations of consumers who rent assets are largely based on individual rationality, whereas motivations of consumers who rent out assets frequently include both social and individual rationality. Furthermore, the values among consumers who share physical assets seem to be largely characterized by ‘self-transcendence’ and ‘openness to change’, whilst their socio-economic characteristics vary. Their personal capabilities in the form of technical and social skills required for participation can for the most part be characterized as sufficient. In general, consumers seem to experience the role of contextual factors in the form of technological design and safety as respectively satisfying and important. Regarding the physical difficulty of sharing, the results indicated that consumers who rent physical assets experience reduced time and effort required as a facilitating aspect, whereas regarding consumers who rented out, it was indicated that experience of rental administration were associated to specific types of motivation. The results did furthermore lead to the suggestion that social proof may be of importance for individuals to start renting out physical assets, and that norms within established groups may transcend out of the groups towards sharing schemes. Finally, tax did not seem to be experienced as important for the participation of the respondents who rented out assets.

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1. Introduction

In 2011, Time Magazine presented "*10 ideas that will change the world*". One of these ideas was to share rather than own (Walsh, 2011). The emerging 'sharing economy', which is the topic of this study, is considered prominent as it potentially will increase social capital and reduce environmental pressure in a world where material consumption and individualism has increased (Schor, 2014, Botsman and Rogers, 2011). If it is so, and these benefits are to be harvested, it is important to understand motivations for sharing behavior.

This study is a part of the project 'ShareOn' lead by the Center for International Climate Research. The aim of ShareOn "*is to provide recommendations to policymakers, businesses and communities on how sharing schemes could be designed to stimulate low-carbon lifestyles in Norway*" (CICERO). This study will contribute to that by exploring motivations for participation in sharing schemes through the collection of qualitative data in the Norwegian population.

Sharing is a natural part of human lives (Price, 1975). It contributes to meaningful relationships between individuals. It is furthermore dependent on trust and does not typically include money as it usually happens within families or with other acquaintances (Belk, 2010). The emerging 'sharing economy' differs from this. It includes sharing between strangers and may include money. Thus, it involves a higher degree of risk and higher transaction costs than the traditional way of sharing. This has, however, been somewhat lessened by new information technology. People can now easily connect with strangers and evaluate them through rating systems before entering a sharing relationship (Schor, 2014).

Despite the simple idea of sharing, there are several different terms and definitions which are closely related to the sharing economy. This include for instance access-based consumption, peer-to-peer consumption and collaborative consumption. Despite similarities between these concepts and the sharing economy they may, depending on the chosen definition, differ with regards to: the type of access gained (permanent or temporary), the actors involved in the transaction (e.g. business to consumer (B2C) or consumer to consumer (C2C)), the type of asset shared (physical assets or services/intangible goods), and whether payment is involved (Meelen and Frenken, 2015, Böcker and Meelen, 2016, Frenken and Schor, 2017).

To overcome this uncertainty Frenken and Schor (2017) proposed a 'conceptual framework' where the sharing economy including three other economic models constitutes what they call the 'platform economy'. The four economic models are here differentiated by type of access, actors involved, and type of good. The definition of sharing economy used in the conceptual framework and the one used in this study is: *"consumers granting each other temporary access to under-utilized physical assets ("idle capacity"), possibly for money"* (ibid., page 4-5). The three remaining economic models in Frenken and Schor's (2017) framework are: The *product-service economy,* were consumers rent products from a business. The *second-hand economy* were consumers get permanent access to a product that has been used by other consumers, and the *on-demand economy*, were intangible goods, such as time, money or skills are exchanged between consumers. A table providing examples of sharing schemes based on this conceptualization are provided in appendix 1.

Motivation is central to achieve action, but it has been noted that there is a lack of empirical evidence regarding motivations to share (Tussyadiah, 2015, Bellotti et al., 2015, Böcker and Meelen, 2016). What reinforce these claims is that previous studies seem to encompass the product-service economy and the on-demand economy when they address the sharing economy. Although some studies are consistent and distinguish between the different types of economies (e.g., Böcker and Meelen, 2016), some give the impression that they are all part of one phenomenon (e.g., Bellotti et al., 2015). Regarding this study I consider it important to be consistent. This to facilitate a potential transfer of the results to a specific sharing scheme. Therefore, for the purpose of providing recommendations to sharing scheme designers, this study has formulated the following research objective:

Research objective: *Explore motivations among consumers in Norway who share physical assets with other consumers on a temporary basis through sharing schemes.*

I note that motivation is typically not an isolated phenomenon. Rather different factors – both internal and external to the individual – influence the motivation to act in certain ways. The values people hold, may be important. The same regards to personal capabilities. Finally, contextual factors may influence behavior (see e.g., Jackson, 2005). Given this, the following research questions have been developed to respond the research objective:

Research question 1: *What motivates sharing behavior?*
Research question 2: *What characterizes the values and personal capabilities among consumers who share physical assets in sharing schemes?*
Research question 3: *How do consumers who share physical assets in sharing schemes experience the role of contextual factors?*

I note that despite the general emphasis on personal and contextual reasons for motivations and actions, there appear to be few studies which have taken a broad approach encompassing both internal and external aspects which may be of importance regarding motivation for sharing. Hence, this thesis is directed at helping to fill this gap.

The chapter following the introduction will describe previous empirical work relevant to the research questions. Furthermore, in chapter 3, the theoretical foundation will be established, while chapter 4 will address methodological considerations. Chapter 5 will present the results based on analysis of data collected, whereas in chapter 6 these results will be discussed in relation to previous studies and theory. Finally, in chapter 7, the conclusion will be provided.

2. Previous studies

Empirical work found relevant to this study have examined different types of economic models within the platform economy, in some cases two or more, and with different theoretical foundations. Despite these differences many studies find individual benefits as a driving force behind participation in sharing schemes. Here, economic benefits seem to be the most frequent identified driver (Lamberton and Rose, 2012, Bardhi and Eckhardt, 2012, Möhlmann, 2015, Bellotti et al., 2015, Tussyadiah, 2015, Tussyadiah, 2016, Hamari et al., 2016). This finding is partially disputed by Moeller and Wittkowski (2010) who sought to identify reasons for choosing to rent rather than own amongst users of a German C2C sharing scheme. They did not find any evidence that people who have are more aware of costs are more inclined to rent.

Moeller and Wittkowski (2010) did on the other hand find that people are more inclined to rent when they have a desire to use new products. This aspect was also detected by Bardhi and Eckhardt (2012). Through interviews among users of the B2C scheme Zipcar they found that car sharing schemes enables people to obtain a certain lifestyle which would not have been possible if they had to buy a car themselves. Contradicting results are provided by Möhlmann (2015) who surveyed users of the B2C car sharing scheme Car2go and the C2C accommodation scheme Airbnb. In neither of the cases did she find any significant relationship between the desire to follow trends and people's satisfaction with the sharing schemes or their intention to choose it again.

Other individual benefits besides economic benefits that have been found to drive participation in sharing schemes include increased convenience in the form of energy and time (e.g., Moeller and Wittkowski, 2010; Bardhi and Eckhardt, 2012; Bellotti et al., 2015; Möhlmann, 2015), perceptions that the asset accessed either has enjoyable features (Tussyadiah, 2016) or qualifies as a substitute (Möhlmann, 2015). In addition, some studies have found enjoyment of the sharing activity as a motivation to participate (e.g., Hamari et al., 2016; Tussyadiah, 2016).

Besides the abovementioned drivers, both social and environmental drivers have been examined. Here, the results seem inconsistent. Moeller and Wittkowski (2010) did not find any evidence that people who are more environmentally conscious are more inclined to rent. Similarly, the study by Bardhi and Eckhardt (2012) indicated that concerns about the environment did not act as a motivation to participate in the B2C car sharing scheme Zipcar – neither did community belonging. Similar results regarding environmental and social drivers were found by Möhlmann (2015) in the case of the C2C accommodation scheme Airbnb. Möhlmann (2015) did on the other hand find that the opportunity to connect with similar people had a positive influence on intended behavior regarding the B2C car sharing scheme Car2go.

Of the studies that have detected environmental motivations we have for instance Hamari et al. (2016). They found through a quantitative study amongst users of 'Sharetribe' that perceptions of sharing as environmentally friendly have a positive influence on the intention to act through people's attitudes. Others, such as Piscicelli et al. (2015) note that 32 percent of the surveyed users of Ecomodo started to use the sharing scheme out of environmental considerations. Furthermore, Tussyadiah (2015) found that participation in C2C accommodation schemes was driven by a desire to reduce environmental impact in addition to meet and interact with new people. These motivations were, however, not as strong as the economic motivations. This resemble the findings by Bellotti et al. (2015) who examined motivations for participation in several sharing schemes through interviews. Here, users wanted to join sharing schemes due to the opportunity to create relations with other people. Nevertheless, the main motivation to participate was to satisfy economic interests in the most convenient way. It should be mentioned, that the social and environmental drivers found in Tussyadiah (2015) were not found in a later study also examining C2C accommodation (Tussyadiah, 2016).

Based on the above rendering of previous findings regarding drivers to participate in sharing schemes, there does not seem to be a coherent body of evidence, especially with regards to environmental and social drivers. However, as indicated at the start of this chapter, empirical studies have different approaches to the sharing economy regarding what is shared and with whom. Of relevance her, is the study carried out by Böcker and Meelen (2016), who use the same definition of sharing economy as employed in this study. They did a quantitative survey (N=1330) and compared the importance of environmental, social and economic motivations against different categories of shared assets. Here, they found that "*[t]he sharing of the expensive good of accommodation is highly economically motivated. Environmental motivations are important particularly for car and ride-sharing. For meal sharing, a sharing economy form with a high personal interaction component, social motivations play a large stimulating role*" (ibid., page 36). In addition to these motivational differences their results showed that motivations vary between roles in sharing transactions. In general, people lending or renting assets were more motivated by economic benefits than people who provided assets. Böcker and Meelen (2016) argue that one reason behind these motivational differences is that people who rent will have higher economic benefits than people who provide assets. Although this tendency was found among all categories of assets they examined, it was especially strong for sharing of tools. Providers of tools were on the other hand driven more by social and environmental reasons. Bellotti et al. (2015) did also conclude with the same referring to the latter as altruistic and moral impulses. These motivations were, however, more prominent in cases were the sharing scheme did not include exchange of money.

Besides differences in motivations with respect to the type of asset shared and role in sharing transactions, personal characteristics have also been examined. For instance, Tussyadiah (2015) found that people using C2C accommodation had a higher level of both education and income than those who did not use the sharing scheme, whereas age and gender revealed no significant influence on people's disposition to participate. Böcker and Meelen (2016) who on the other hand compared demographic characteristics to motivation found economic motivations more present among groups characterized by lower age and income, whereas people of higher age had more social motivations. In addition, their results showed that women were more motivated by environmental aspects than men. Hellwig et al. (2015) who interviewed (N=10) and surveyed (N=1121) consumers from Switzerland and Germany did also examine motivation and demographics in relation to sharing of different assets, but they did also include personal traits in relation to reciprocity in their analysis. As a result, they suggested a division of consumers who share and noted that: "*(…) sharing as a consumer behavior can be considered a correlate of a personal mindset or psychological disposition rather than of purely demographic variables*" (ibid., page 902). This suggests that sharing propensity is a complex phenomenon.

Although Bellotti et al. (2015) found that sharing often are motivated by satisfying self-interests, they also found motivations with a moral character. Based on this latter finding they suggested that creators of sharing schemes should map out and pursue values which harmonizes with the user's identity. Piscicelli et al. (2015, page 4) examined "*the role of values in the context of collaborative consumption*" by quantitively measuring values amongst users of the sharing scheme Ecomodo, comparing these results with a previous study conducted amongst the general public in the United Kingdom. Their findings showed that users of Ecomodo prioritize altruistic values ('self-transcendence') over self-promotion ('self-enhancement'). This was also the case for the general public in the United Kingdom. However, differences were found with regards to 'conservation' and 'openness to change'. Users of Ecomodo were more open to change compared to the general public. This resemble Tussyadiah's (2015) results. She found that user of C2C accommodation schemes possess more innovative traits than people not participating, suggesting that they for example are "*among the first to try out new tourism attractions or travel destinations compared to their friends*" (ibid., page 824).

In addition to users of C2C accommodation schemes having more innovative traits than people not using the service, Tussyadiah (2015, page 824) hypothesized that users would be more innovative with regards "*to trying out new information technology*" than those who did not participate. This hypothesis was rejected. She did on the other hand find that absence of technological abilities and trust towards technology and strangers acted as barriers to participate. Others who have looked at the relationship between technology and sharing propensity include for instance Möhlmann (2015). She hypothesized that users with good internet- and smartphone skills are more likely to be satisfied and thus use the car and accommodation sharing schemes again. These hypotheses were rejected. She did, however, find that trust towards other users and towards the sharing scheme providers were important for satisfaction for both car and accommodation sharing. A good service, meaning a well-designed, easy, helpful and quick sharing scheme were however only important for satisfaction in the case of B2C car sharing. In relation to trust, Bardhi and Eckhardt (2012) found that users of Zipcar were motivated by satisfying their own self-interests and that they presumed other users had the same motivation. Because of this so-called 'negative reciprocity' users found it necessary that the car sharing scheme provider regulated the activity.

3. Theory

With this study, I set out to *explore motivations among consumers in Norway who share physical assets with other consumers on a temporary basis through sharing schemes*. Kaufmann and Kaufmann (2009) defines motivation as "*the biological, psychological and social factors which activates, provides direction to and maintains behavior in different degrees of intensity to achieve a goal*"[1] (ibid., page 113). There are many different motivational theories and this definition capture these in a broad sense. However, in social science, motivational theories can largely be categorized in two groups: 'individualist' or 'social constructivist' (Vatn, 2015). In this study, I have taken a social constructivist position, but the individualist positions will also be addressed in the following section. After this, internal and external factors relevant to motivation will be addressed.

3.1 Social constructivism

The clearest difference between individualist and social constructivist positions is that individualist positions consider human action to be based only on individual rationality, whereas social constructivist positions include the notion that human behavior also can be based on social rationality. In addition to this, there is also a difference with regards to whether social processes influence preferences (Vatn, 2015).

Social constructivist positions include the notion that human action is influenced by social processes (Vatn, 2015). From childhood and throughout life people learn rules on how to act in different situations. This implies that whenever people enter a new social arena, they are exposed to the specific rules of that culture or community through the process which authors like Berger and Luckmann (1967) has termed socialization. In this process the existing rules of that culture are observed by new members. If these rules are perceived as meaningful and legitimate by new members, the rules will be internalized – they would start to act according to the rules themselves. Acknowledging these processes, it leads to the argument that peoples values, motivations and actions are influenced by the social world in which they live (Vatn, 2015).

From the individualist position, humans are considered autonomous decision-makers. In contrast to social constructivist positions, this means that individual preferences are not affected by social processes (Vatn, 2015). Moreover, individualist positions consider humans

[1] The definition is translated from Norwegian

as rational only in the sense that human action is directed at maximizing individual utility. This implies that the choice to act is driven by a desire to satisfy self-interest, and that decision-making is understood from that premise. This is the core of the normative theory of rational choice, where maximizing individual utility can be understood as satisfying needs given budgetary constraints and individual preferences. Rational choice theory assumes that people have access to necessary information about relevant choices, such as quality and price, and that they furthermore are able to rank them according to their costs and benefits. In this way the option that provides the highest utility will be chosen (Hausman, 1992).

Despite individualist positions consider humans to act according to their self-interest, they do not exclude the possibility that people can perform actions that are beneficial to other people in addition to themselves. However, these actions are not considered truly altruistic since they also benefit the ones performing the act (Vatn, 2015). For instance, Andreoni (1990) who focused on the act of giving through charity characterizes such actions as ‘impure altruism’. He explains this by the emotional utility that is gained by doing something good for others.

Self Determination Theory (SDT) is a largely individualist theory that have been used in studies of sharing schemes (Bellotti et al., 2015, Hamari et al., 2016, Tussyadiah, 2016). This theory is developed by Ryan and Deci (2000). Here, motivations are considered to be either intrinsic or extrinsic. The latter refers to external rewards which are achieved as a result of performing the act, such as money or social status. Intrinsic motivation is on the other hand an internal reward gained by executing the act (Deci and Ryan, 1985; in Kaufmann and Kaufmann, 2009). In the context of sharing, intrinsic motivation would for instance mean that the one participating in a sharing scheme do it because he or she find it exiting, interesting or amusing, whereas one can be extrinsically motivated to share because one can save or earn money.

Although individualist positions only consider one type of rationality, there are individualist researchers who accept that preferences can be influenced by social processes. For example, Ostrom (1998) argue that people over time have learned how their choices generate either positive or negative outcomes in relation to norms and rules. In a choice situation this implies that possible consequences of an action are evaluated and the degree of positive or negative consequences determines what should and should not be done in certain situations. For instance, during adolescence most people learn to share toys with their siblings. If this norm is broken, and one child hold the toy for her-/himself, there will possibly be negative sanctions from the parents. If the norm on the other hand is followed, the child might get a positive respond to the action. Because of these experiences and other similar situations, the norm of sharing becomes internalized and the individual would later in life possible evaluate the outcomes of sharing belongings as more positive, compared to keeping them for oneself. Therefore, sharing of toys in this example are based on individual rationality although it may seem to express social rationality.

While individualists such as Ostrom (1998) consider what seems to be altruistic actions as a form of individual rationality, social constructivists argue, as mentioned, that rationality can be fundamentally of different kinds – i.e., both individual and social. With regards to social rationality, Vatn (2015) distinguish between 'we' and 'they' rationality. Here, acting according to 'we' rationality implies that one is doing what is perceived best for the group. 'They' rationality means on the other hand that action is directed at doing good for others. Hence, actions can be altruistic.

In similar vein, researchers such as Crowards (1997) have differentiated between three forms of altruism – i.e., 'selfish altruism', 'reciprocal altruism' and 'truly selfless altruism'. In the context of sharing, 'selfish altruism' would for instance imply that one acknowledges that renting out assets will benefit others, but the motivation to share is to earn money. If renting out of is a form of 'reciprocal altruism' it would mean that the motivation to do so is to help others, however with the expectation that money is provided in return. With regards to 'truly selfless altruism', actions are not motivated by self-interest. Instead the motivation is in its entirety directed at benefiting others. In the case of sharing this may for instance be observed with people who are environmentally motivated to rent assets. This because renting is at the expense of material possessions.

Despite the fact that these distinctions are meaningful, it has according to Vatn (2015, page 114) been "*difficult to prove that there is not selfishness involved*" also in what seems to be 'reciprocal' or 'truly' altruistic actions. While supporting a constructivist ontology, I recognize this empirical challenge. My empirical ambition is therefore less 'bold'. I will look at to what extent participation in sharing schemes is motivated by clearly defined selfish interests such as earning money/reducing costs, or by 'altruistic reasons' in meanings like caring for the environment. Whether the latter may create a 'warm glow' etc. and what that may apply for further understanding of the motivation, will not be explored. The specific motivations that will be explored in this study are economic, social and environmental motivations. Based on conceptualization of these motivations in previous studies described in chapter 2, economic (i.e. saving or earning money) and social (i.e. meet and interact with new people) motivations will be considered to reflect individual rationality, whereas environmental motivations (i.e. caring for the environment) will be considered to reflect social rationality.

3.2 Internal and external factors

Social constructivism provides a general perspective regarding how to explore motivations for action. However, to undertake an analysis of motivations in a concrete case like sharing, one need to define more specifically what aspects to look at – that is, we need to look at behavioral models more specifically.

According to Jackson (2005), models of this kind typically emphasize either external or internal factors. The former implies that behavior or behavioral change is viewed as a result of for example physical or economic factors, legal rules or norms, whereas an internal approach would explain behavior or behavioral change by factors within the individual such as the person's values, attitudes or habits.

Giddens (1986) argue, however, that external and internal factors[2] both are important for behavior. Thus, an exclusive focus on either external or internal factors will not give a complete explanation. To overcome this division, Giddens developed the so-called 'structuration theory' which emphasize the importance of both factors. I find this perspective relevant for this study. For instance, you can be very motivated to participate in a sharing scheme, but you might live in a secluded area which make it impossible to share with other people. Or opposite, you might live in a big city with many people to share with, but you have no motivation and thus don't participate. Hence, I have explored both internal and external factors. In the next sections the concepts of values, personal capabilities and contextual factors – as relevant to research question 2 and 3 – will be described.

3.2.1 Values

The term 'value' is commonly used in social theory, but the meaning often varies. As a response to this Graeber (2001, page 1) differentiated between the following types of values[3]:

1. *"values" in the sociological sense: conceptions of what is ultimately good, proper, or desirable in human life*

[2] Giddens (1986) refer to external factors as objectivism and internal factors as subjectivism.
[3] Graeber (2001) also includes a third categorization of values: linguistic values. It is not included above as it will not be further explored.

2. *“value” in the economic sense: the degree to which objects are desired particularly, as measured by how much others are willing to give up to get them*

Based on these interpretations of the term value, I find the sociological direction most relevant for this study. Schwartz, who is a social psychologist, offers a definition in line with the sociological that I will apply in this study. He defines values as *“desirable transsituational goals, varying in importance, that serve as guiding principles in the life of a person or other social entity”* (Schwartz 1994, page 21).

According to Schwartz’s definition, values are considered to (1) protect certain interests, (2) provide motivation for action – with regards to both intensity and direction, (3) serve as standards for defining legitimate action, and (4) be adopted through both interaction with society and by the individuals own experiences (Schwartz, 1994). In addition to defining the function of values, Schwartz developed a typology of ten specific value types. These were furthermore categorized into the two following dimensions (ibid., page 25):

1. **Dimension 1: Self-enhancement and self-transcendence**
    a) **Self-enhancement:** values “*emphasizing the pursuit of one’s own relative success and dominance over others*” (Includes the specific value types: ‘Achievement’, ‘power’ and ‘hedonism’)
    b) **Self-transcendence:** “*values emphasizing acceptance of others as equals and concern for their welfare*” (Includes the specific value types: ‘Universalism’ and ‘benevolence’)
2. **Dimension 2: Openness to change and conservation**
    a) **Openness to change:** “*values emphasizing own independent thought and favoring change*” (Includes the specific value types: ‘Stimulation’, ‘self-direction’ and ‘hedonism’)
    b) **Conservation:** values “*emphasizing submissive self-restriction, preservation of traditional practices, and protection of stability*” (Includes the specific value types: ‘Security’, ‘conformity’ and ‘tradition’)

For this study, it will be important to identify which parts of the value dimensions that may promote sharing. As I see it, all parts can potentially be important. For instance, people whose values are compatible with the value dimension ‘openness to change’ might participate in sharing schemes because they find it exiting to interact with new people or to try new technology. Moreover, people with strong values in the ‘self-enhancement’ dimension might share because they want to earn some extra money, whereas people with ‘self-transcendence’ values because they worry about the environment.

3.2.2 Personal capabilities

In addition to values there might be other factors within the individual which either promote or hinder sharing. In the ‘motivation-ability-opportunity-behavior model’ developed by Ölander and Thøgersen (1995) the concept ability is included – which is related to personal capabilities. Ability is further operationalized into task knowledge and habit. Stern (2000) propose on the other hand that the concept personal capabilities also should include literacy, social status and financial resources. By combining Ölander and Thørgersen (1995) and Stern’s (2000) theorization, personal capabilities will in this study encompass task knowledge, in addition to the socio-economic characteristics education, gender, age and family-status.

Regarding task knowledge, people must know how to use the technology when participating in online sharing schemes. This applies both when people want to offer physical assets on a platform and when they search for assets they need. Moreover, one might imagine that social skills are more important in traditional sharing than through an intermediate platform. Nonetheless, one should not dismiss the importance of social skills in an intermediate platform either – although it is mostly written communication. Since everyone is subject to ranking and reviews, those with poor social skills could get a low ranking making them unattractive for further sharing by others.

3.2.3 Contextual factors

Contextual factors are included in several behavior models. Despite fairly similar operationalization’s of the concept, there are differences in whether the contextual factors are considered subjective or objective to the individual (Ölander and Thøgersen, 1995). When viewing contextual factors as objective there is an assumption that all people have the same experience of contextual factors, whereas a subjective approach is open for the possibility that different people might experience contextual factors differently (ibid.). In this study, I will argue that the same circumstances can be experienced differently by different people. Thus, I will employ a subjectivist approach in line with ‘the theory of planned behavior’ by Ajzen (1991).

3.2.4.1 Physical factors

According to Ajzen (1991), an intended behavior is affected by the persons 'perceived behavioral control'. This control is the sum of what the individual perceive to be available of opportunity and resources – implying that whether the contextual factors hinders or promotes action is subjectively experienced. Stern (2000), who also has a subjective approach, proposes several contextual factors. However, in relation to participation in sharing schemes I would like to emphasize the following two:

- 'The physical difficulty of specific actions'
- 'Available technology'

With regards to 'the physical difficulty' of sharing, it is likely that geographical location may influence whether a person finds it easy or difficult to participate in sharing schemes. For instance, it would presumably be easier for a person to participate if the (s)he lives in a big city. This would increase the chance for physical assets to be found in a near range, which would reduce the time and effort needed to acquire the physical asset. In addition to this, one can assume that there must be sufficient selection of assets on the platform so that users can obtain what they are looking for. Botsman and Rogers (2011) refers to this as 'critical mass', meaning that there must be enough people – both demanding and supplying physical assets – to uphold the system.

Regarding technology, it can be assumed that it is important that the online platform is designed in a way which makes it easy to understand what to do and that it reduces the risk of sharing with strangers. Regarding the latter, it is likely that insurance and rating systems contributes.

3.2.4.2 Institutions

Vatn (2015) refers to the rules of a society as institutions, and define them in the following way:

"Institutions are the conventions, norms and formally sanctioned rules of a society. They provide expectations, stability and meaning essential to human existence and coordination. Institutions support certain values, and produce and protect specific interests." (ibid., page 78)

In this definition, formally sanctioned rules are rules where there is a third party involved, for instance laws and regulations. Norms provide behavioral guidelines in specific situations.

Conventions are like norms in the way that they give directions on how to act in, or understand, specific situations. However, in contrast to norms, they do not reflect values. Instead conventions have a more practical function (Vatn, 2015). Seen in relation to participation on online sharing schemes the platform can function as a convention as it coordinates action by making it more convenient and practical, whereas the act of sharing can be considered a norm. Formally sanctioned rules would be tax laws. However, when including institutions as a concept in this study, conventions will be excluded since the technology is covered by the concept ‘physical factors’. The focus is therefore on norms, and formally sanctioned rules in the form of tax.

People interact with many different cultures and subcultures during their life and may thus have been exposed to norms of different groups. Due to this dynamic form, it is not given that people internalize the norms of a group they interact with – they could challenge the norms, or just follow them without internalizing them (Vatn, 2015). However, are there norms which tell people that they should participate in sharing schemes if they have a physical asset with idle capacity? Since this type of sharing is relatively new, the answer to this question might be: probably not. Botsman and Rogers (2011) argues that social proof – i.e. information about other people’s actions – are more important for the development of the sharing economy[4]. This could potentially be explained by the fact that sharing through an intermediate platform is a relatively new phenomenon. Thus, it is likely that social proof is more influential than norms now in the early stage, whereas sharing in its traditional form could be more exposed to already established norms and expectations within the community.

3.3 Overview of concepts

In chapter 3, concepts relevant to the research questions have been described. As illustrated in figure 1, motivations based on both social and individual rationality will be explored. Research question 2 include the concepts values and personal capabilities. Here, the latter concept will be divided into socio-economic characteristics and task knowledge, which is further operationalized into technological and social skills. Finally, research question 3 which address contextual factors will include physical factors and institutions. Here, physical factors include the concepts physical difficulty of specific actions and available technology in the

[4] Botsman and Rogers (2011) use the term collaborative consumption. This includes the sharing economy as explained in the introduction.

form of technological design and safety, whereas institutions will include social proof, norms and tax.

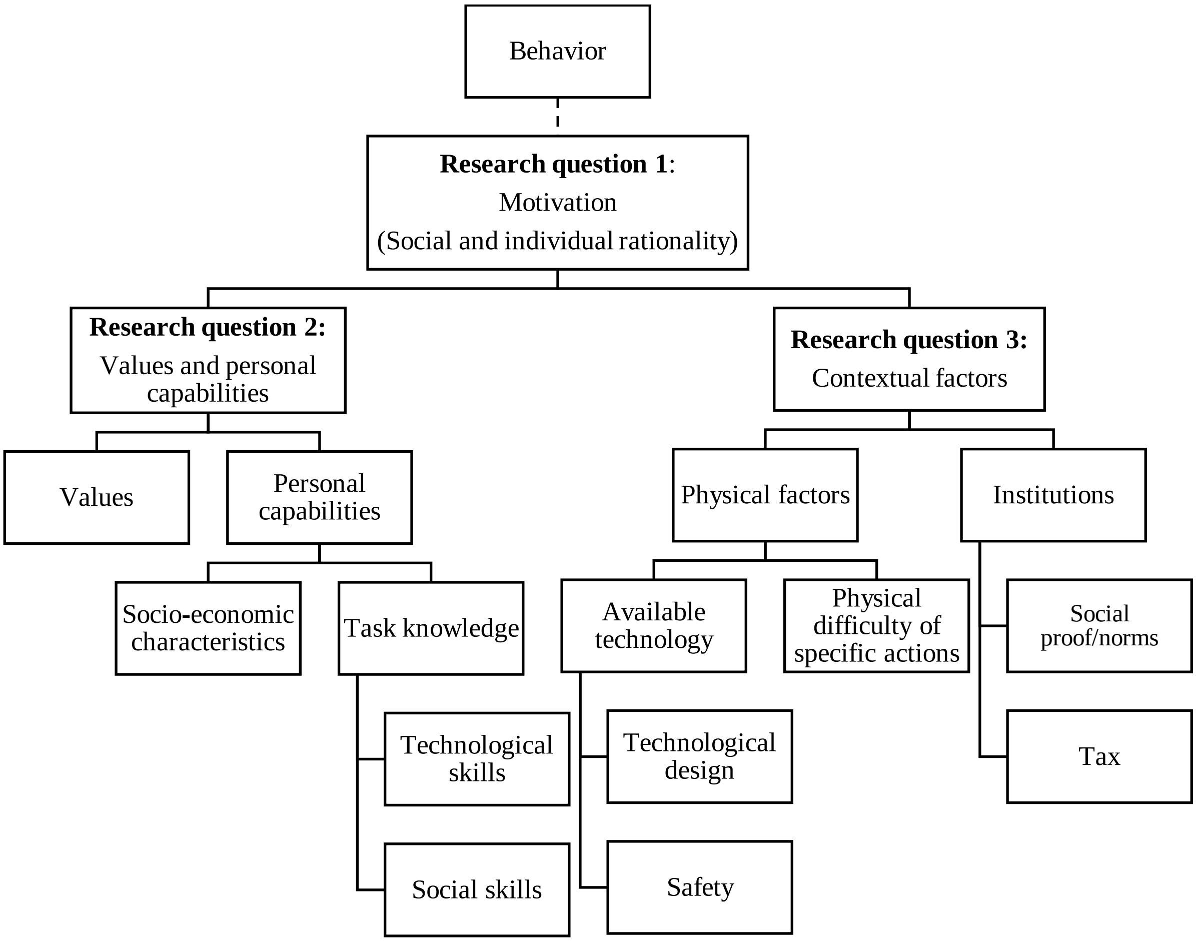

Figure 1: Overview of concepts

4.Method

In this chapter I will explain how I went about to answer the research questions. This includes my choice of research strategy, research design and method, in addition to sampling, ethics, evaluation of trustworthiness and challenges and limitations.

4.1 Research strategy

A fundamental distinction in social science can be drawn between qualitative and quantitative research strategies. Whereas scientific knowledge in the latter strategy is produced by collecting and analyzing numbers, a qualitative research strategy will focus on words and their meaning instead. The choice of either a quantitative or qualitative strategy is not just a matter of what the researcher prefers, but a choice affected by three orientations. That is, how the researcher relates theory to the research and by the researchers epistemological and ontological deliberations (Bryman, 2016).

Ontological deliberations reflect the researchers understanding of social reality and the actors within that reality, whereas epistemological deliberations reflect the view on how knowledge about this reality should be generated to be recognized as valid. Two central and contradicting positions in ontology are objectivism and constructionism. The former is a position where it is considered that social actors cannot influence social reality. Constructionism consider on the other hand that social actors can both be affected by and creators of social reality (Bryman, 2016). As indicated in chapter three, this study takes a constructionist position. This means for instance that people’s motivations and values are regarded as a product of social interactions.

These ontological considerations affected my epistemological reflections. Epistemology revolves around the question of whether social science should follow the same standards as natural science or take another approach where the research objects are studied separately. These two positions are respectively known as positivism and interpretivism. The former position takes an objective standpoint. By choosing this position the researcher will be able to generalize the findings within the sample to entities outside the sample. Interpretivism considers on the other hand the social world and its actors as unique, and that they therefore should be studied accordingly (Bryman, 2016). Thus, based on the ontological considerations I have made in this study, the epistemological consideration has been of the interpretivist kind.

The purpose of theory in relation to this study has been to guide the data collection and to help analyzing findings. Hence, this study has had an inductive approach. By combining this inductive approach with my interpretivist and constructionist reflections the choice of research strategy becomes qualitative.

4.2 Research design

"*A research design provides a framework for the collection and analysis of data*" (Bryman 2016, page 40), and is guided by the research questions (ibid.). As the research objective and questions in this study indicates, the unit of analysis are people who share physical assets through schemes established for this purpose. However, there are differences in types of sharing schemes. For instance, AirBnb and Couchsurfing provide accommodation, Leieting and OBOS Nabohjelp everything from tools, cars, cameras, ski-equipment to wedding dresses, while Nabobil, Sammevei and GoMore focus on transportation only. Hence, as Böcker and Meelen (2016) found, there might be different motivations for participating in different sharing schemes. Thus, to get a broader understanding I considered it necessary to cover more than one type sharing scheme. My initial plan was thus to employ a multiple-case study design.

Regarding the choice of cases I decided to exclude sharing schemes which only focus on accommodation. The reason for this is that I assumed it would make the recruitment process challenging since I had no knowledge of such Norwegian companies. In addition to this, sharing schemes which only provide accommodation is usually connected to vacations and not people's everyday life. It is therefore likely they do not coincide with a low-carbon lifestyle, which is central to the aim of ShareOn. Thus, I decided to look at one car sharing scheme and one sharing scheme which focus on other physical assets.

In the middle of February 2018, I sent an e-mail to one carsharing scheme and Leieting asking for permission to requite respondents from their database (see appendix 2 for this e-mail). The carsharing scheme declined this request, but Leieting accepted. Since Leieting also let the members share cars I considered that sharing scheme as sufficient. Thus, the research design ended up taking the form of a simple case study despite the initial plan of a multiple-case study design.

4.2.1 Leieting

The sharing scheme Leieting launched its services on the 13th of November in 2015 and is today the largest company of its kind in Norway. The platform has 14 categories where members can post ads. The membership and posting ads are free of charge. The consumer who rents out through Leieting's webpage pays 20%, plus value added tax of the price they charge other consumers. This covers damage insurance, payment systems and Leieting as a service.

As of February 2018, Leieting had about 15.500 members, 9.000 adds and 2.500 members with active ads. The most popular categories are reflected in both number of ads and transactions. For example, the four categories were most transactions had occurred were 'tools' (32%), 'photo and video' (28%), 'car, boat and motorcycle' (17%), and 'sports and leisure' (10%). With regards to where the transactions occur, the most active areas are the counties Oslo (58%), Hordaland (17%) and Akershus (11%).

Leieting think of the sharing economy as people granting each other temporary access to assets with idling capacity for money. Thus, they also allow companies membership and have a category where services (skills, knowledge and time) can be shared. Hence, Leieting has elements of both product-service economy and on-demand economy in addition to sharing economy in their service. However, they only have 60 company members, as they only recent chose to allow them to become members, and the category 'services' has only accounted for 0,05% of the transactions. Thus, it is the sharing economy which have the strongest presence in Leieting.

4.3 Sampling of participants

There is no universal rule on how many participants one need to include in a qualitative study, however, Kvale and Brinkmann (2015) note that a sample normally includes 5 to 25 units. Furthermore, Bryman (2016) proposed that the composition of the population indicates the number of units required to reach the point of data saturation – a diverse population requires a larger sample compared to a population that is more uniform. Regarding the population in this study, it was known that users of Leieting either rent or rents out physical assets and that it concerns a variety of physical assets. It was also assumed that the users had a variety of socio-demographic properties. Therefore, it was decided that the sample should be larger – i.e., consist of 20 units.

The sampling method employed was purposive and the process was guided by the research questions in addition to the definition of sharing economy employed. This gave four central sampling directions. First, as the definition of sharing economy indicates, there is both a supply side and a demand side. Thus, it was necessary to recruit respondents from both sides of the transactions to account for variation in motivations according to roles. Second, the research questions and the definition of sharing economy are explicit regarding what is shared, it is physical assets. This then excluded consumers who share services through Leieting. Third, the research question and the definition states that the units are consumers, and therefore the sample should only include respondents who use Leieting for private purposes, not businesses. The fourth sampling direction was linked to the concept of 'personal capabilities' in research question 2. Here, the aim was to achieve variation in age and gender, in addition to education level. To achieve the latter, I chose to narrow the research area to Oslo. The reason for this is that Oslo have traditionally been divided in the high and low income areas shown in table 1 (Ljunggren and Andersen, 2015). The assumption here was that by recruiting respondents from different income areas it would provide variation with regards to education levels in the sample – this because income levels often reflect educational levels. Choosing Oslo as the research area did also have another advantage as it coincided well with the activity on Leieting – 58 percent of the transactions through Leieting had occurred in Oslo.

Table 1: High- and low-income districts in Oslo, Norway.

	District
East (low income area)	Østensjø, Stovner, Grorud, Gamle Oslo, Bjerke, Alna, Søndre Nordstrand
West (high income area)	Vestre Aker, Ullern, Nordstrand, Nordre Aker, Frogner, Marka
Neutral	St. Hanshaugen, Sagene, Oslo Sentrum, Grünerløkka

It was furthermore assumed that the data provided about the members of Leieting included age and telephone numbers. The latter kind of information was important to give an indication about income areas since a search on telephone numbers can provide postal codes and thus reveal whether the members live in a low-, neutral- or high-income district.

In addition to the four already mentioned sampling criteria, it was considered important to recruit somewhat active users, as it is more likely that they had reflected upon their motivations to participate. To sum up, the sampling guideline was the following:

1. Respondents from both sides of the transaction
    a) Five respondents who has rented out their car, five respondents who has rented cars.
    b) Five respondents who has rented out ‘other’ physical assets and five respondents who has rented ‘other’ physical assets.
2. The respondents have only provided or obtained physical assets through Leieting, not services.
3. The respondents have used Leieting out of private purposes.
4. The respondents live in Oslo
    a) Variation in age
    b) Variation in education.
    c) Variation in gender
5. The respondents have provided and/or obtained physical assets through Leieting two times or more.

A meeting with the cofounder and CEO of Leieting took place on the 22.02.2018 at their office in Bergen. The list of members who had conducted transactions in Oslo and Akershus was received the 3rd of March after signing a confidentiality statement. This included 1300 members who had conducted transactions in Oslo and 331 members who had conducted transactions in Akershus. The information I got about these 1631 members included: names, emails, number of times the members had either rented or rented out, and in some cases phone numbers. Information about the members age and gender was not collected by Leieting. Thus, these lists could contribute to recruitment criteria 4a and c.

The first I did with these lists was to look up available phone numbers to find information about postal codes. This way I could exclude members who did not live in Oslo. By checking phone numbers, I was able to find 355 postal codes. By categorizing these into the low-, high- and neutral-income areas, showed in table 2 below, it indicated that there were no major differences in activity between the different parts of Oslo.

Table 2: Overview of members residing in Oslo’s low-, high- and neutral-income areas

	District	**Number of members**
East (low income area)	Østensjø, Stovner, Grorud, Gamle Oslo, Bjerke, Alna, Søndre Nordstrand	96
West (high income area)	Vestre Aker, Ullern, Nordstrand, Nordre Aker, Frogner, Marka	123
Neutral	St. Hanshaugen, Sagene, Oslo Sentrum, Grünerløkka	136
Total		355

Finding postal codes also led to the exclusion of some members on the Oslo list and inclusion of some members who had conducted transactions in Akershus, but lived in Oslo. The remaining members on the Akershus list was assumed to be residing in Akershus. After this process, the population was reduced to a maximum[5] of 1213 people using Leieting in Oslo. Of these 1213 members I found 290 women and 923 men by looking at their names.

For the recruitment, I furthermore excluded 700 members because they had not provided Leieting with phone numbers[6] and 266 members who had only had conducted one tenancy. Hence, I was left with 247 potential respondents. To select the 20 respondents, I started by sorted them into categories illustrated in table 3.

Table 3: Overview of sharing activity

	Women	**Men**	**Total**
Rented and rented out	10	104	114
Only rented	15	53	68
Only rented out	19	73	92
Total	44	230	247

Within each of the six groups in table 3, each member was given a number before using an Excel function to select them randomly. Due to an expectation that many would not participate in the study I considered in necessary to first send out a request to 100 members. The initial aim was here to send out email to an equal amount of Leieting members within each group. However, because most of the members were men, I sent out an email to all 44 women and to 66 men (22 within each of the categories). The e-mail was sent out on the 05.03.2018 with the following questions (See appendix 3 for the full e-mail):

- Do you live in Oslo municipality?
- Do you use Leieting for private purposes?
- What have you rented and/or rented out through Leieting?

I received 33 responses to the e-mail the same day. There were, however, problems recruiting respondents who only rented, and members who either rented out or rented cars. Due to this, I sent an e-mail to 31 men who only had rented and 30 men who had both rented and rented out, asking them specifically about car-sharing. I also had problems finding women who had rented and/or rented out cars, and women who had only rented. Since I already had sent an e-

[5] The reason for writing maximum is that it is likely that some of the users if Leieting who had submitted their phone numbers do not live in Oslo.
[6] Exclusion of members who had not provided Leieting with phone numbers was done because it was presumed to be more beneficial to have both phone number and e-mail address during recruitment.

mail to these women, I called them. There were few who answered, so I also sent them a text message. Since I did not want to disturb the women more, I chose to send an e-mail to the remaining 32 women with more than 2 tenancies who had not provided Leieting with phone numbers. This process took longer time than expected and the sample ended up with 18 respondents – not fully reaching the aim to recruit 20.

4.3.1 The respondents

During recruitment there was as mentioned an aim to achieve variations within the sample. This with regards to age, gender and education. Despite this, it was only gender and income area which was controlled for. In hindsight this is more beneficial as it provides a more realistic image opposed to a constructed sample. An overview of the respondent's socio-economic characteristics with regards to gender, age, relationship status, children and education is provided in table 4 below.

Table 4: Overview of the respondent's socio-economic characteristics

Respondent number	Gender	Age group	Relationship status	Children	Income area in Oslo	Education
1	Female	20-29	Cohabitant	Yes	Low	Lower[1)]
2	Male	30-39	Cohabitant	Yes	Neutral	High school
3	Male	30-39	Married	No	Low	Lower[1)]
4	Male	40-49	Cohabitant	Yes	High	Higher[2)]
5	Male	30-39	Single	No	High	Lower[1)]
6	Female	40-49	Divorced	Yes	Low	High school
7	Female	30-39	Cohabitant	No	Neutral	Lower[1)]
8	Female	60-69	Single	No	Low	Higher[2)]
9	Female	20-29	Single	No	Neutral	Lower[1)]
10	Female	20-29	Single	No	Neutral	Lower[1)]
11	Male	30-39	Single	No	Neutral	Lower[1)]
12	Male	40-49	Cohabitant	Yes	Low	Higher[2)]
13	Male	70-79	Married	Yes	Neutral	Higher[2)]
14	Female	30-39	Single	No	Low	High school
15	Female	30-39	Single	No	Neutral	Lower[1)]
16	Male	30-39	Married	Yes	High	Higher[2)]
17	Female	30-34	Married	Yes	High	Higher[2)]
18	Male	20-29	Cohabitant	No	Neutral	Lower[1)]

1) Lower = either certificate of apprenticeship, bachelor's degree or students.
2) Higher = master's degree.

Age, relationship status and children were not controlled for when recruiting. However, as shown in table 4 there were still variations within the sample.

Out of the 18 respondents requited, 8 had used Leieting to rent physical assets, 8 had rented out assets, whereas two had both rented and rented out. Regarding the frequency of tenancies, there was some mismatch between numbers provided by Leieting and what the respondents themselves reported to me. The consequence of this is that the sample includes one respondent who only had conducted 1 transaction through Leieting. The frequency of tenancies varied from 1 to 15 times.

After conducting the interviews, it became clear that it was not possible to compare motivations to share ‘cars’ and ‘other physical assets’. The reason for this was that some of the respondents who had reported that they had shared cars did not do this through Leieting – they had confused Leieting with the car sharing scheme Nabobil. The categories where transactions had been completed through Leieting included (more detailed information about the respondents sharing activities is provided in appendix 4):

- Tools and equipment
- Car, boat and motorcycle
- Photo and video
- Sound and image
- Clothes and costumes
- Sports and leisure

In addition, it can be mentioned that 15 of the 18 respondents told that they had used other sharing schemes than Leieting. This included Obos Nabohjelp, Bilkollektivet, Airbnb, Nabobil, Underskog and Couchsurfing. However, some also mentioned that they had used Uber in the on-demand economy, Finn, Facebook and Tise in the second-hand economy, and Bilkollektivet, Fjong, Maxbo from the product-service economy.

4.4 Data collection

The data used to answer the research questions was collected through semi-structured interviews. The interview guide created was based on the concepts described in chapter 3. Hence, it included questions relevant to this study, but it also included questions which could provide useful information to other parts of the ShareOn project. The interview guide was reviewed by supervisor and members of ShareOn and tested once before it was used in the interviews. It should be mentioned that three different interview guides were used due to the respondent’s different transactional roles. These are however merged into one guide found in appendix 5.

The interviews lasted on average 63 minutes and started with questions about general socio-economic factors such as age, family situation and education[7]. They were furthermore asked questions relevant to ShareOn[8], including use of transportation, vacations, and perceptions of sharing and the sharing economy. I also asked questions specifically directed at the respondents sharing behavior[9], with an emphasis on their activity using Leieting. This was done to confirm previously obtained information from the respondents and Leieting, but also to see if they wanted to use Leieting more often. After this the respondents were asked questions related to the available technology and the physical difficulty of sharing. This started with the respondents being asked to tell about the renting process[10] – that is how they went from thinking that they wanted to rent or rent out to either renting or renting out and returning/receiving the asset back. They were furthermore asked questions more directed at the technology[11] and the physical difficulty[12], in addition to communication[13] and technical skills[14] directed at personal capabilities.

To identify the respondent's motivations, they were asked one open question[15] followed by a question on potential changes in that motivation[16]. Moreover, they were asked specifically about economic[17], environmental[18] and social (i.e., meeting new people) motivations[19]. Continuing this, the interview started on a section which addressed institutions. Here they were asked about how they found out about Leieting and how sharing is perceived among their friends and family[20]. In addition, the respondents who rent out were asked about how tax influence their participation[21].

After sharing through Leieting was addressed, the interview went over to the section addressing values and consumption patterns[22] (relevant to ShareOn). The respondent's values were explored by asking one open question[23] about their overarching values according to

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[7] Question 1.
[8] Question 2, 4, 5, 6 and 7.
[9] Question 8, 9, 10, 12, 13 and 14. Question 11 was relevant to ShareOn.
[10] Question 15.
[11] Question 17, 18, 25 and 26.
[12] Question 19, 20, 21, 22 and 23.
[13] Question 24.
[14] Question 16.
[15] Question 27.
[16] Question 28.
[17] Question 29.
[18] Question 30.
[19] Question 31.
[20] Question 33, 34 and 35.
[21] Question 32.
[22] Question 48, 49 and 50.
[23] Question 36.

Schwartz's definition of values, in addition to questions from Schwartz's (2003) questionnaire[24] addressing specific value types. In addition, they were asked what they thought about using new technology[25], what political cases they found important[26], if they were a member of a religious community[27] and if they enjoy living in the city[28]. These latter questions were inspired by Hellevik and Hellevik (2016), but were not used in the analysis.

At the end of the interview the respondents were asked questions about their attitudes towards the sharing economy[29] and perceptions of climate change[30]. These questions were based on a conceptualization that did not work well. The material was therefore excluded from the final thesis.

Although the above description was how the interviews normally took place, it happened that questions were asked in a different order. If a topic was brought up by the respondent earlier than planned, I often followed up on this either asking follow-up questions or asking to confirm it – if I found it necessary. In addition, it occurred that I asked other follow-up questions than what was prepared. It must also be mentioned that I forgot to ask some questions. Despite this, the information needed was provided in most cases. The exception being questions addressing values (the questions and respondents this applies to is shown in appendix 6). Nonetheless, because the respondents were asked several questions about their values, it seemed that I was provided with enough information.

A criterion for semi-structured interviews is that the questions asked are framed equally to each respondent so that they have the same understanding (Bryman, 2016). This turned out to be challenging because I was aiming at a natural conversation with emphasis on eye contact. In hindsight I could have taken more time to look at the questions before asking them.

4.5 Data analysis

The interviews were recorded with permission from the respondents. These recordings were initially transcribed and coded according to concepts described in chapter 3. They were furthermore sorted according to different categories within the concepts. Here I looked for

[24] Question 37, 38, 39, 41, 42, 43 and 44.
[25] Question 40.
[26] Question 45.
[27] Question 46.
[28] Question 3. This question was asked in the beginning of the interview under the section "sosio-økonomiske faktorer".
[29] Question 51, 52 and 53.
[30] Question 54 and 55.

similarities, patterns and variations. Since information related to the concepts often were provided by the respondents in different sections of the interview, I read the interviews several times to make sure that I had not missed any information relevant to the concept. It should also be mentioned that I emphasized information gained from the respondents answering open questions. Further comments to the process of data analysis is provided in the next section which addresses the trustworthiness of this study.

4.6 Trustworthiness

Qualitative research studies are often assessed according to their trustworthiness. This include evaluation of the study's: (1) credibility – which refers to evaluation of the finding's accuracy and truthfulness, (2) confirmability – which refers to the neutrality of the research, (3) dependability – which refers to the quality of the research process, and (4) transferability – which refers to the finding's applicability in other settings (Bryman, 2016).

Credibility. It is only the respondents who can evaluate the accuracy of the information brought forward in this thesis (Bryman, 2016). Despite this, the respondents have not been included in such a process. This was known in advance. To account for this and to enhance credibility, I asked follow-up questions during the interviews to make sure that I had understood correctly what the respondents expressed. In some cases, it became clear after the interviews were conducted that I should have asked follow-up questions or clarified what the respondents expressed in cases where I did not – this has been documented in the thesis. Despite these efforts, it does not make up for respondent validation.

A more specific credibility aspect concerns the accuracy of the respondent's values as they have been described in this thesis. As mentioned earlier in this chapter I have taken an interpretivist position. The choice of this position is related with a qualitative research strategy (Bryman, 2016). Despite this, the collection and analysis of the respondent's values were guided by Schwartz (1994; 2003) whose examination and identification of values are quantitative. This proposed a challenge regarding the collection and analysis of data. Schwartz (2003) suggests using between three and six statements accompanied with a Likert-scale to measure each of the 10 specific value-types (this amounts to a total of 40 statements). In this study seven statements were rephrased into questions, addressing both value-dimensions, and six of the specific value-types. The exclusion of 33 questions/statements may thus have reduced credibility. On the other hand, the respondents were able to explain the reasons behind their answers, providing a better indication to what their central values were.

In addition, the respondents were asked one open question about what they thought their central values were. Because of these broader answers, one can argue that the findings' credibility is enhanced despite the low number of questions.

Confirmability. Throughout the research process I have strived to keep an unbiased approach. Despite this, I am aware that this research is influenced by me. For the reader of this thesis, the aspects which may be the most difficult to evaluate are the collection and analysis of data. This is so because transcripts and data-analysis working documents are not included.

Regarding the data collection I were, as mentioned, guided by the premade interview guide. Although this guide was designed in a non-leading manner, starting with open ended questions, they might have been leading when they were altered during the interviews. Hence, despite my best efforts, I cannot rule out the possibility that some of the respondent's replies have been influenced by my spontaneous alteration of questions.

I was open to what the respondents had to say and hence new concepts, despite the premade interview guide. One aim during the interviews was to let the respondents answer the questions without interruptions, however, when they expressed something I wanted to follow up on, it may have occurred that I stopped their reasoning and thus hindered them from revealing new aspects. Therefore, my subjectivity might have influenced the results.

Regarding the analysis and presentation of data, I tried to the best of my abilities to ensure that the respondents' reality, as expressed during interviews, was put forward. To prove credibility, I have therefore documented data in the thesis through examples and provided footnotes to show which respondents this information applies to. In addition, I have chosen to use quotes relatively frequently. Here, I have attached endnotes referring to the quotes in their original language (see appendix 9).

Although all data collected were at risk of being misinterpreted by me, I will argue that the issue was most prominent regarding values. Therefore, to ensure that the respondents values were categorized correctly according to the information they provided I compared their responses to Schwartz's (2003) definitions of specific value-types and respective values associated with them. In cases were the respondent's response contradicted the definition associated with the value in question, I categorized them in the opposite part of the value-dimension. It is also important to mention that my results do not say anything about the value's strength.

Dependability. To ensure dependability, it has been suggested that an external researcher should 'audit' the research during and after the research has been conducted (Bryman, 2016).

In the case of this study, auditing has happened during the research process in the form of communication with the supervisor. The supervisor has provided feedback on the choices I have made throughout the whole process. This involves for instance development of research objective and questions, selection of theoretical foundation, methodological choices, development of questionnaire, results and discussion of these.

Transferability. Since I have taken an interpretivist position and studied a relatively small sample of Leieting members, my results cannot be considered representative for members outside the sample. Despite this, there is a possibility that these results may be employed by others. If that is the case, it is the researcher who aspires to use the study's findings whose responsibility to evaluate whether they are applicable in other settings (Bryman, 2016). To facilitate this potential evaluation, I have attempted to provide a so-called 'thick description'. This includes for instance choice of method and theory, general information about the respondents, interview-guide, description of the context which information was provided in, and how I came to my conclusions.

4.7 Research ethics

When conducting research, it is important to inform respondents about the actual purpose of the study to make sure that their potential consent to participate is an informed one. It is furthermore important to protect the respondents from mental and physical harm associated with the study, as well as protecting their privacy (Bryman, 2016).

When recruiting respondents through e-mail, potential respondents were informed that any information they provide will be treated confidentially. They were furthermore informed that this thesis is written for a research project which is funded by the Research Council of Norway and follows data protection guidelines. In addition, they were informed about the purpose of the study (see appendix 3). In some cases, were the respondents had questions about the study, I explained more before the interviews.

Before meeting the respondents, I asked them where they wanted the interview to take place. This to make sure that they were comfortable. As a result, 10 interviews were conducted at cafés, two at CICERO, five at the respondent's workplaces and one at the respondents' home. One concern was that the interviews conducted at CICERO would affect the respondent's answers regarding perceptions about the environment. However, based on their responses that did not seem to happen.

When meeting the respondents, I elaborated more about the study, the structure of the interview and the respondent's rights. Regarding the latter, it was repeated that their participation is anonymous, and that their responses would be treated confidentially in line with guidelines set by the Norwegian Centre for Research Data. They were also informed about their right to withdraw from the study. Here, they were informed that the thesis was to be published at the 15th of may 2018. Moreover, the respondents were asked if I could record the interview using a voice recorder borrowed by CICERO, and informed that the recording would be deleted. All respondents gave their consent to the interview being recorded. At the end of the interview I ensured the respondents that they could contact me at any time.

To ensure anonymity when writing the thesis, I chose to not reveal the respondent's profession and specific age. I furthermore chose to only inform about the category of assets for the respondents who had rented out. The reason for this is that there are in some cases few people who have rented out one specific physical asset.

4.8 Limitations and challenges

Besides the beforementioned limitations and challenges regarding this thesis I would like to mention a few more. This includes time management, social skills in the form of communication and the scope of the study.

Writing a 30 credit master thesis is usually done within one semester. This study has, however, taken nearly two years to finish. Besides personal reasons for this, time management could have been better. This being the first time I have conducted a qualitative study of this size it was challenging to predict the time required for different aspects of the thesis. Most relevant here is the recruitment process, interviews, transcription and analysis. Despite challenges concerning time management I argue that the number of respondents included provided a good foundation for answering the research questions, and thus enhances the quality of the study.

Data regarding social skills were collected by asking the respondents about how they experienced communication with actors on the other side of the transaction. Due to this, the results reflect the respondent's evaluation of the social skills of actors on the other side of the transaction, and not the social skills of the respondents themselves. Hence, the answer to this in research question 2 are a characterization of actors that the respondents had encountered through Leieting and their evaluation of this. Despite this, it may provide insight to the importance of social skills when using an intermediate sharing platform, as this aspect have, to my knowledge, not been examined in previous studies.

Finally, I will mention that this study focuses on motivations to share and surrounding elements. Whether or not sharing will reduce environmental pressure, increase social capital or haver other effects on society is not within the scope of this study.

5. Results

In this chapter, the findings will be presented. The chapter is organized according to the three research questions. Thus, the first section will address motivations, the second values and personal capabilities, and the third contextual factors.

5.1 Motivations

Data gathered through interviews show that motivations to participate in the sharing scheme Leieting mainly include economic, social and environmental considerations. Thus, this section is organized accordingly. Some respondents did, however, have more than one motivation to participate in the sharing scheme Leieting. Therefore, when motivations are described in the following sections, the respondents who had multiple motivations will be included in the motivational section where they had their main or initial motivation.

Before presenting the results, it is important to mention that the content of social motivations as expressed by the respondents differ from what was expected before data collection. Despite this, the concept is called the same, i.e. social motivations.

5.1.1 Economic motivations

Six respondents expressed only economic motivations for their participation on Leieting. This included respondent 3, 9 and 18 who had rented tools to remodel their homes, respondent 14 who had rented a car, respondent 17 who had rented a circular saw and a GoPro camera, in addition to respondent 10 who provide assets through the sharing scheme.

When respondent 10, who rents out physical assets in the category 'photo and video', was asked about her motivation to use Leieting she replied that she had been recommended Leieting by her parents and that renting out "*becomes like an extra income*"[i]. Hence, she had an economic motivation to participate. The respondents who had rented physical assets were on the other hand motivated by the possibility to save money. For example, respondent 18 mentioned early in the interview that the tools he had rented was very cheap. This economic motivation was furthermore confirmed when given the open question about his motivation for participation on Leieting. He said: "*It's cheap. That's the reason. The main reason absolutely. And if it is too expensive then we do not rent*"[ii].

Respondent 17 who had rented a circular saw and a GoPro camera expressed that it was less expensive to rent through Leieting than for instance renting tools from a hardware store. Respondent 3 emphasized on the other hand that Leieting enabled him to rent high quality tools for a good price. Hence, both respondent 3 and 17 had an economic motivation to use Leieting. With regards to respondent 9 who also had rented tools, she explained more of the circumstances which affected her economic motivation. When asked about her motivation rent through Leieting she said: "*It was actually that I had just bought my first apartment. I didn't have much money, I was a student and to buy a tool that I most likely did not need until the next time I redecorate, so it was a very easy thing to just be able to rent and spend a few hundred kroner on it than to buy the same tool for a couple of thousand, also it will just be lying around*"[iii].

Respondent 14 had rented a car three times through Leieting. The reason for this was brought up early in the interview when she was asked when she started to use the platform. She explained that it was not so long ago that she got her driving license, and that she had borrowed her aunt's car in the period before she bought her own. However, her aunt needed the car back, and because respondent 14 had already planned trips she needed to rent one. However, this was not so easy. She explained: "*You cannot rent a car from a car rental if you have had the driver license so shortly. You must have had the driver license for at least three years I think, so there were not so many opportunities for me to rent a car actually. Except on Leieting. There it was no requirement for it actually*"[iv]. Thus, when she was asked what her motivation to use Leieting was she said: "*I simply had no other choice*"[v]. Even though she had no choice, she stated the following when asked about why she chose to rent from that particular person: "*There was nothing else available, and price was actually important for me. Because this was just going to be a bit temporary. I didn't want to spend a lot of money on it*". Thus, despite the lack of choice, she was also concerned with the economic aspect. This was confirmed when she was asked if she would have rented from a car rental company or Leieting if she had the choice. She answered: "*Yes, should I rent a car today then I will check there (Leieting) first, and that is because it is much cheaper*"[vi].

Respondent 13 had unlike the respondents mentioned above not such a clear economic motivation. When asked about his motivation to use Leieting he said that it was a coincidence. This man had helped his daughter to remove construction materials and had evaluated it as more economically beneficial to do the job themselves instead of hiring someone to do it for them. To do this job they needed a trailer. One option was to drive and pick up the trailer he had in his cabin, but he indicated that this was inconvenient. Thus, there was an economic motivation to do the job themselves, the choice to rent was motivated by convenience, whereas the choice of Leieting was a coincidence.

Respondents 8 and 15 started out with an economic motivation, however a social motivation had emerged at a later stage. Respondent 8 who rents out an asset in the category 'clothes and costumes' explained during the topic 'sharing behavior' that money had motivated her in the beginning, but that renting out required a lot of work and the payment did not reflect the hours she had to spend on it. Moreover, she explained that her motivation now was more idealistic and expressed the following: *"But that joy, it has been very fun to see them in the costume*[31] *to see how proud they are, how nice they themselves think they are - and they are. That has given me a lot of joy*"[vii]. Despite this social motivation she found it reasonable that money was offered in exchange for the asset she provided.

Respondent 15 had unlike respondent 8 both rented and rented out physical assets. This was in the categories 'photo and video' and 'sound and image'. When asked about her motivation, she answered: "*It was simply money, not that it's a lot of money, but it is just standing there so I can just as well make money from it*"[viii]. Although this quote illustrates that respondent 15 had an economic motivation for renting out, she also explained that there was very little money to be earned from it, so now it was more like: "*Yes, fun if people are somehow satisfied, and happy they get to rent*"[ix]. Thus, respondent 15 had both economic and social motivations for renting out physical assets, although the social motivation was not present in the beginning. Despite this, respondent 15 had rented more often than she had rented out assets. Here she had rented a camera and camera objectives. Regarding the camera, she said that she rented it because she had thought about buying it herself and wanted to try it first, which could indicate that her motivation to rent was triggered by economic reasons. However, when addressing motivation directly in the interview, the focus was on her renting out assets. Thus, there is not enough information to conclude with her being economically motivated to rent.

Respondent 5 who had rented out a physical asset in the category 'photo and video' had similarly to respondent 8 and 15 both an economic and social motivation. These motivations were first revealed when I asked him about what he thought about when he heard the word 'sharing economy'. At one point here, he started to talk about the physical asset he had rented out and said: "*You pay three, four thousand kroner for it, and then it is just lying there and never used really, except on holidays and such. And then why not make money from it. Then someone else gets to borrow it, and then those who do not have that much money maybe don't have to buy one thing themselves*"[x]. Thus, he had both an economic and social

[31] Word altered due to anonymity reasons.

motivation for renting out. However, as illustrated by the quote, the social aspect was more out of charity than making people happy. Despite both an economic and a social motivation, it appeared as if the economic motivation was stronger than the social since he expressed that he had thought about several things which he could earn money on by posting them on Leieting.

Respondent 2 mentioned early in the interview that he started to rent through Leieting because he needed expensive tools to remodel his home. Thus, he had an economic motivation. However, when he was asked about his motivation to use Leieting, he expressed that he also had a social motivation. He said: "*So, the motivation is that I need things that I do not want to buy myself, and that I want people to have that social network. That we should be better at helping each other with what we can*"[xi]. In addition, he noted that he preferred to rent from private individuals rather than companies. Thus, in addition to an economic motivation, he also had a social motivation. This social motivation was however broader than the social motivation of respondent 5, 8 and 15. His motivation was more on a macrolevel than on an individual level.

5.1.2 Social motivations

Unlike the respondents in the previous section who had social motivations as a secondary motivation there were four respondents who had social motivations as their main or initial motivation.

Respondent 12 who rents out an asset in the category 'car, boat and motorcycle' clearly expressed a social motivation for renting out. This came up early in the interview when I asked him what he thought of when he heard the word 'sharing'. However, this was also confirmed when I asked him what his motivation was to rent out through Leieting. To this question he answered: "*The only reason I actually went in there (Leieting) was because someone else maybe wanted to try the asset*[32] *one day*"[xii]. Despite this social motivation for renting out physical assets, he had an economic motivation when he rented a car during the time when his own was being repaired. He explained that he had searched on Hertz and Avis before checking Leieting. He said: "*But I looked at prices there (Leieting) too. Then I thought that; well, well that was actually affordable. Also, for the purpose I was going to use it for anyway*"[xiii]. This economic motivation was not as present when he rented out. However, he mentioned early in the interview that he would during the course of a summer earn enough to cover insurance and the annual car fee. Nonetheless, when asked the question if it was

[32] Word altered due to anonymity reasons

important for him to earn money on renting out he said: "*No, I haven't really thought about that, but I know I'm gaining a profit from it*"[xiv]. Thus, although he expressed that money was a positive aspect of renting out, his main motivation seemed to be of a social kind.

Respondent 6 who had rented out physical assets in the category 'car, boat and motorcycle', mentioned initially that she did it to solve a problem for people. She had previously used the platform Underskog where people help each other and referred to this when she answered the question about motivation: "*So, I had before Leieting came sometimes lent an asset*[33] *via Underskog, and experienced that it solves a problem for people. Yes, and that people get happy. So, I saw, in a way, Leieting as a new arena for doing that*"[xv]. As a response to this statement, I asked her if she did it to help people. She then replied that she sometimes reflected on how much money she would have to get payed to bother dealing with strangers. Thus, money was also a motivator. She added that the situation was different in the sharing scheme Underskog since there was more of a sharing community there.

Respondent 7, who rents out assets in the category tools and equipment had several motivations for her participation. She explained the following when she was asked about her motivation: "*There's like several things on top that share the position, but in a way it is that things gets a new value, or that the things I have laying around will become useful. So, I get very motivated that others benefit from things I just have lying around, that I see that they benefit from it and that I see that they are happy, happy when they pick up, happy when they deliver, they thank, they are somehow satisfied. I get a good conscience of that. So, it is very motivating. Also, of course, I get some money for it, not so much though*"[xvi]. Based on this statement it is clear that she had both economic and social motivations, but there were, however, lack of clarity about whether giving assets a new value was a social or an environmental motivation. This did, however, become clear when I asked her if there was one of these motivations which was more important than the other. To this question she replied: "*I think maybe the biggest motivation is that it gets a utility value. In fact, I would say that it is on the top spot somehow, because I think it is a bit alright. […]. So, there is something about me knowing that every time I lend, I contribute to others don't have to run and buy and stress. So, it's something about it that gives me a good motivation, knowing that I solve something for others. Because I know how stressful it can be*"[xvii]. Thus, giving assets a new value referred to a social motivation and not an environmental one. The motivation was about helping people to solve a problem and make them happy, as with respondent 6 and 12.

[33] Word altered due to anonymity reasons.

When respondent 11 was asked when he started to rent out physical assets in the category ‘sports and leisure’ he told the story about him and his friend who have had an idea of creating a platform similar to Leieting. He said: “*We have so much shit lying in our garages, it must be made a website where it is possible to rent things you do not normally use. And we had done a lot of research and were actually ready to get started, and then ‘boom’ Leieting came up*”[xviii]. Although their idea was realized by Leieting instead of them I asked him what their motivation were to do this. Here he answered: “*Well, it was to create something and build something that people can benefit from, but also that we saw there was potential money to earn from it*”[xix]. This social and economic motivation was also reflected in his answer to his motivation to start using Leieting: “*Ehm, no it was, I think for my part it was both to test the platform and see if there was any point for us to compete, but it was also to rent out something that you usually only have in the storage room and make it available to others, and get some money for it*”[xx]. Based on this answer to the open question about motivation one can say that the motivation of respondent 11 was both economic and social. This was also confirmed when he was asked if it is important that he earns money on renting out his physical assets. He said: “*Yes, it's not a charity project. So, that it is money involved is an important element. But the motivation is not to make the most money*”[xxi]. Hence, it seems that his primary motivation is social, but that the economic aspect also is an important reason for his participation.

Respondent 16, who rents out a variety of physical assets, said that he had created ads on Leieting because he was curious about what types of physical assets it was possible to rent out. Therefore, when the topic motivation came up in the interview, I asked him if this was his motivation. He then said: “*Yes, also that, also, I was curious about the sharing community - specifically how preoccupied are people really about the sharing community? Is it a hype? Or are they very concerned with being able to share things and rent and arrange and fix and. So, I was curious because of that, and so I thought that I must test this, so I added all those things to see*”[xxii]. Hence, one can assume that respondent 16 started using Leieting out of enjoyment. However, since it was a while since he had posted the ads, I asked him about his motivation to continue. As a response to this he began talking about the physical assets which he had created ads on but not been able rented out. He said that he could have removed these assets from the market but concluded that it was nice to have that service in the market so that it could solve problems for people. Hence, he also had a social motivation.

5.1.3 Environmental motivations

It was only respondent 1 and 4 who stated that their motivation to use Leieting was triggered by environmental reasons. Respondent 1 who had rented physical assets in the category 'tools and equipment' stated the following when she was asked about her motivation: "*I think it is environmentally friendly – that I can use a machine that already exists rather than me buying a new one. Do not contribute to the production of new things. Trying to avoid as well as I can, on everything really, not buying things new and rent what one can*"[xxiii]. This environmental motivation came forward as the only motivation when she was asked if this motivation was something she thought of when she looked for the machine or if she had reflected over this in hindsight. To this she replied: "*No, I could have just bought it, and that would have been much easier for me*"[xxiv]. Thus, there was no economic motivation present when respondent 1 used Leieting.

Respondent 4 who rents out physical assets in the category 'sports and leisure' had both an environmental and social motivation. Asking about his motivation, he revealed: "*No, it is more to contribute a little bit to the environmental aspect of it. If ten people use one shovel, then you avoid making nine. Then you save the environment. Also, it is useful for the economy of someone who needs it, only a bit''*[xxv]. As with respondent 1, an economic motivation was dismissed. When he was asked if he wanted to rent out more often, he said: "*It's not my financial income that drives me, that's not why I participate. It is more that I like the concept and would like to contribute to it working*"[xxvi]. With this answer he confirmed that he did not have an economic motivation, but also that his social motivation was twofold. He wanted to help people with less resources, as well as contribute to the existence of Leieting.

5.1.4 Summary of motivations

In the previous sections it was shown that all respondents had either an environmental, economic or social motivation, although the two latter were observed more frequently than environmental motivations. The social motivation which were expected in advance of data collection – that people were motivated by the potential to meet people – were not found. Instead, the social motivation was largely directed helping people and to make them happy. It was furthermore showed that users of Leieting can have more than one motivation and that motivations can change. An overview of this is provided in table 5 below.

Table 5: Motivations to use Leieting

Respondent number	Initial/primary motivation	Second/secondary motivation
3	Economic	
9	Economic	
10	Economic	
17	Economic	
18	Economic	
14	Economic	
12*	Economic	
15*	(Economic)	
2	Economic and social	
5	Economic	Social
8	Economic	Social
15**	Economic	Social
12**	Social	
6	Social	Economic
7	Social	Economic
11	Social	Economic
1	Environmental	
4	Environmental and social	
13	Convenience	Economic
16	Enjoyment	Social

* = Motivation for renting.
** = Motivation for renting out.

There was found no pattern in relation to motivations and the category of physical assets which the respondents had rented or rented out from (see appendix 7). Nevertheless, one pattern emerged regards to motivations and the respondent's roles in transactions: it was common that the respondents who rented out assets had more than one motivation and that the respondents who only had rented had only had one type motivation. For the latter group this mainly included economic motivations. Although most respondents who had rented out assets also had an economic motivation to share, many also had a social motivation. This is illustrated in table 6 below.

Table 6: Motivations to rent and rent out physical assets

Motivations to rent out			Motivations to rent		
Resp. nr.	**Initial/primary motivation**	**Second/secondary motivation**	**Resp. nr.**	**Initial/primary motivation**	**Second/secondary motivation**
10	Economic		**3**	Economic	
5	Economic	Social	**9**	Economic	
8	Economic	Social	**12**	Economic	
15	Economic	Social	**14**	Economic	
12	Social		**15**	(Economic)	
6	Social	Economic	**17**	Economic	
7	Social	Economic	**18**	Economic	
11	Social	Economic	**2**	Economic and social	
4	Environmental and social		**1**	Environmental	
16	Enjoyment	Social	**13**	Convenience	Economic

5.2 Values and personal capabilities

In the following sections, results relevant to research question 2 will be described. This includes values and personal capabilities in the form of socio-economic characteristics, technological- and social skills.

5.2.1 Values

Based on the analysis of values which was expressed during the interviews, it seems that most of the respondent's values correspond more with 'self-transcendence' and 'openness to change' than 'self-enhancement' and 'conservation' (more detailed information is provided in appendix 6).

When the respondents were asked the open question about their values most of them either thought about this for a little while or asked what this meant. Nonetheless, all respondents, except respondent 5 and 6, gave an answer which coincided with the value dimensions by Schwartz (2003). Here 15 out of 16 respondents gave an answer which mainly reflected 'self-transcendence' values, whereas respondent 10 gave an answer which coincided with 'openness to change' values.

Regarding 'self-transcendence' values, both 'benevolence' and 'universalism' was prominent in the replies to the open question: 6 respondents expressed universalism, 6 expressed benevolence, while 4 respondents expressed both specific value types. The respondents who implied that they had specific values associated with ‘benevolence’ expressed in various ways the importance of friends and family and their wellbeing. Universalism values were on the other hand mainly expressed by talking in general about how they try to treat other people or how they think people should treat each other. In this context they emphasized the importance of qualities such as kindness[34], fairness[35], inclusion[36], tolerance[37], charity[38], meeting people with an open mind[39] and treat people as they want to be treated themselves[40]. In addition, one respondent uttered universalism values in terms of environmental concerns, whereas others[41] expressed a desire to contribute to the common good of society.

Besides strong presence of ‘self-transcendence’ values in the respondents replies to the open question about values, I also observed elements of ‘openness to change’ and ‘conservation’ values among some of the respondents. Despite this, the overall pattern still indicated that the respondent’s values were largely characterized by ‘self-transcendence’.

The response to questions directly addressing the ‘self-enhancement’ and ‘self-transcendence’ dimension did in most cases confirm the results provided by the open question – namely that self-transcendence is more prominent than self-enhancement amongst the respondents. However, variations emerged regards to hedonistic values. Here 12 respondents expressed that they liked to spoil themselves, hence indicating self-enhancement values. Although some of them for instance stated that: they did not spoil themselves very often[42], they had become better at it[43], they did it in a frugal way[44], or it included the small things in everyday life[45], the respondents indicated that satisfying self-interests was important – this although their main values might belong in the self-transcendence part of the dimension.

Insight to ‘openness to change’ and ‘conservation’ values was provided by responses to questions from Schwartz’s (2003) questionnaire. Although there were more variations here than in the ‘self-enhancement’ and ‘self-transcendence’ dimension, the overall pattern showed

[34] Respondent 4
[35] Respondent 7
[36] Respondent 15
[37] Respondent 13
[38] Respondent 3
[39] Respondent 15
[40] Respondent 14
[41] Respondent 2, 11 and 16
[42] Respondent 17
[43] Respondent 8
[44] Respondent 18
[45] Respondent 6 and 14

that the respondents were more 'willing' than 'unwilling' to change. This became apparent when most respondents expressed that they liked to try new things. For instance, when respondent 18 was asked if it was important for him to do different things he answered: "*Yes, I won't be having a job for three years. That won't happen*"[xxvii]. Although rest of the respondents did not necessarily need life changing things to happen – they had their everyday life with its routines – they still expressed a need for variation. Moreover, most respondents also had the opinion that people should not necessarily do as they are told, but instead think for themselves. For example, when respondent 16 was asked if he thought people should do what they are told he answered: "*I'm not so concerned about that. I am concerned that people should find out for themselves what they think is important to do rather than do what they are told*"[xxviii]. Hence, indicating 'openness to change' values.

In the chapter 3 it was suggested that values may reflect motivations to participate in sharing schemes. Hence, the respondent's motivations and values were compared. However, no pattern was detected between motivations and value dimensions or motivations and specific value-types.

5.2.2 Socio-economic characteristics

As mentioned and illustrated in section 4.3.1, there were variations regarding the respondents socio-economic characteristics gender, age, relationship status, children and education.

The socio-economic factors were compared to the respondent's motivations. Here, there were no striking pattern (see appendix 8). However, the analysis indicate that the respondents did not have an economic need to rent or rent out assets. This seemed to be especially true for the respondents who rent out assets. None of these respondents said that they were dependent on the income, also the ones with an economic motivation. It was rather the opposite. They expressed for instance that the money earned from renting out was not important for their participation[46], that they did not want to lose money on participating[47] and that they viewed the money earned as extra income[48]. For instance, when respondent 15 was asked if she wanted to rent out more often, she said: "*It's kind of an extra thing, it's not like: 'Oh God, I hope get to rent out because I have budgeted to rent out every weekend'. It's not like that at all. It is like a surplus-thing*"[xxix]. Hence, one can assume that an economic motivation is not based on economic needs.

[46] Respondent 4, 12 and 16.
[47] Respondent 5.
[48] Respondent 7, 10 and 15.

Regarding the respondents who had rented assets, two of them told that they had considered to buy the assets themselves and rent them out. For instance, after respondent 9 had expressed her economic motivation saying that she was a student and she did not have much money, she reflected upon the option of buying the tools and rent them out herself, but ended by saying that it was easier there and then to rent them and that she did not want to have the responsibility of maintaining the tools. Respondent 3 did also reflect about this option. He did however conclude that it was now too late because he had rented several times. In addition, he thought it was okay to rent high quality assets at a good price. Hence, although respondent 3 and 9 had an economic motivation to participate it could seem that their economic situation might have allowed them to buy instead of rent.

5.2.3 Task knowledge

It was only two[49] respondents who had had trouble using the technology provided by Leieting and who indicated that the problems had to do whit their technical skills. These problems included payment and booking but were resolved quickly with help from the person on the opposite side of the transaction. These respondents were also two out of three who said that they had problems using technology in general. For instance, respondent 1 said: "*[…] but I'm more angry at computers than I'm friends with them in a way. So I'm certainly not technically good*"[xxx].

Despite most of the respondents had no problems using the technology themselves, four[50] of the respondents who had rented out assets told that they had to explain certain aspects to people who wanted to rent from them. For instance, when respondent 11 was asked if he thought something was difficult with the platform he replied: "*No, but I, I understood how it worked, but I think they (Leieting) have the potential to make it even more user friendly and easy. Because with the second guy I was going to rent out to I had to explain how to book dates or confirm that it was delivered. So, it was not so intuitive, it wasn't that easy to understand*"[xxxi]. Hence, it occurs that people have trouble using the technology, but as this quote illustrates it is difficult to say whether the problem lies with the technology or the person using the technology.

49 Respondent 1 and 2.
50 Respondent 5, 7, 11 and 15.

5.2.4 Social skills

Social skills regarding communication were suggested important for participation in the theory chapter. Here, most respondents expressed that they experienced the communication as fine[51]. The respondent's description can furthermore be divided into two groups. The first group emphasized practicalities[52], whereas the other group also expressed that they experienced the people they talked to through Leieting as pleasant[53]. It should be mentioned that the respondents in the latter group only includes women who rented out with a social and economic motivation. In addition to these groups, one respondent who rented out assets expressed that he thought people wrote a lot of amusing things[54] – this respondent had enjoyment as one of his motivations.

Despite overall good experiences with communication there were one respondent[55] who said that what people wrote had an impact on her decision to rent out. This came up when she was asked about the importance of identity verification. She explained that she did not consider verification because the users were new members of Leieting. Instead she looked at what they wrote. When I asked to confirm this she said: "*Yes, how they write and what they write, and that they like write proper Norwegian, or that they do not write a lot of mistakes and that they are kind of humble, that I somehow do them a bit of a favor. That I think is a bit nice*"[xxxii]. Hence, it can occur that people are excluded from participation due to their social skills.

5.3 Contextual factors

Based on theory described previously, contextual factors were assumed to affect the path from intention to action, and hence important to explore. Contextual factors were operationalized into physical factors and institutions. Institutions were divided into legal rules and social proof and norms, whereas physical factors were operationalized into 'the physical difficulty of sharing' and 'available technology'.

[51] Respondent 1, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17 and 18.
[52] Respondent 1, 2, 3, 4, 5, 9, 10, 11, 12, 13, 14, 17 and 18.
[53] Respondent 6, 7, 8 and 15.
[54] Respondent 16.
[55] Respondent 7.

5.3.1 Technological design

All respondents expressed some type of satisfaction with the technology provided by Leieting. 12[56] respondents experienced that the webpage was straightforward and easy to use when renting or renting out physical assets. The following statement by respondent 12 is an example which encompasses what these respondents said regarding the webpage: "*Well, I thought most of it spoke for itself actually and it was quite easy on that site, posting things and renting things, and thought it was rather uncomplicated*"[xxxiii]. Other satisfying aspects, which were brought up by the respondents included for instance: that payment happens before tenancies[57], that one can see where the products are located[58], that they liked that the platform enables sharing[59], that one is immediately notified with SMS and e-mail if someone has contacted you at Leieting[60], and that Leieting enables tenancies a variety of physical assets[61].

Despite the overall satisfaction with the technological service provided by Leieting, 11 respondents had opinions about elements which could be improved. This mainly concerned the booking system[62], but also transfer of payment from Leieting[63], safety measures regarding car-rental[64], pricing of assets[65], product filtration[66], facilitation of communication[67], reviews[68], and that the application was too slow[69].

Issues regarding the booking system seemed to revolve around two aspects: time and customer service. Two[70] of the respondents who rent out assets expressed that they wanted the booking system to be more flexible. They explained that one must charge people for two days although the tenant only wants to rent for 24 hours or one and a half day. Hence, it could indicate that they were not able to provide the customer service they wanted. Respondent 7, 8 and 14 expressed that the booking system required them to spend more time than needed. For instance, respondent 8, who rents out assets, had to administer requests when her asset was already booked. Therefore, she wanted a booking system were people could see when her

[56] Respondent 1, 2, 7, 8, 9, 10, 12, 13, 14, 15, 17 and 18.
[57] Respondent 7.
[58] Respondent 3.
[59] Respondent 4 and 11.
[60] Respondent 1 and 6.
[61] Respondent 2, 5 and 17.
[62] Respondent 7, 8, 10, 14 and 15. Respondent 6 had her problems with the booking system resolved.
[63] Respondent 7 and 16.
[64] Respondent 3 and 5.
[65] Respondent 11 and 16.
[66] Respondent 3 and 14.
[67] Respondent 3.
[68] Respondent 3 and 8.
[69] Respondent 10 and 16.
[70] Respondent 10 and 15.

asset was booked. Respondent 14 who on the other hand rented assets had to wait for people to answer her requests. Thus, she wanted a system where one could book immediately.

The issue concerning late payment was brought up by respondent 7 and 16 who both rent out assets. They experienced that the payment from Leieting was too slow, since the payment from tenants is first transferred to Leieting before it is transferred to the one renting out. Respondent 7 had an issue with this because she wanted things to happen fast. Respondent 16 had another angle on the issue. This was brought up early in the interview when he was asked about what he thought about when he heard the word 'sharing economy'. He said: "*But eh, I have experienced some annoyances, and it is especially that they don't pay. Even if there are small amounts, they do not pay out until five or six days after the tenancy has taken place. Airbnb is (snaps with his fingers) direct, much faster. [Removed out of anonymity concerns]. Because everyone understands that this is interest income of five days, and if there are high sums then it is actually an interest income that they take which really should be mine*"[xxxiv].

Despite dissatisfaction with the elements mentioned above, none of the respondents explicitly said that this reduced their use of Leieting.

5.3.2 Safety

Safety measures were generally important for the respondents' use of Leieting although there were differences in what they emphasized. Insurance was the one safety measure which seemed to be important for most respondents both renting[71] and renting out[72]. This gave both parties economic safety if the one renting would be unfortunate to break the asset. For instance, when respondent 8 first considered to start renting out assets through Leieting, insurance was not provided. Because of this, she chose to wait until this was included.

Despite the majority expressing that insurance was an important safety measure, five[73] respondents did not find it very important. For example, when respondent 17 was asked about what makes her safe enough to rent from strangers, she said that the risk was on the person who rents out assets, not on her. Respondent 2, who also had rented, did on the other hand express that insurance was a good thing, but that he would replace the asset himself if insurance lacked. That was part of the deal he thought. Regarding respondent 7, 12 and 16, who rent out physical assets, insurance was not very important. For example, respondent 12

[71] Respondent 1, 9, 14 and 18.
[72] Respondent 4, 6, 8, 10, 11 and 15.
[73] Respondent 2, 7, 12, 16 and 17.

would have arranged insurance himself if it was not provided by Leieting, whereas respondent 16 explained that this was covered by his content's insurance.

Another safety measure that were considered an important function by most respondents were reviews. Nearly all said they gave reviews after a tenancy. However, the results indicate a difference between respondents who rent and rent out assets with regards to the actual role reviews play in their decision to interact with others.

Most respondents who had rented assets read reviews before renting, and it seemed like this was an important part of their decision about whom to rent from. This became apparent when they either explicitly said so[74] or indirectly expressed it by saying that positive reviews had a positive influence on their decision[75], or that they avoided to rent from providers with bad reviews[76]. For instance, when respondent 3 explained why he chose to rent from the people he had rented from he said: "*[…] - you would rather rent from one who has ten positives (reviews) than one who has zero, who has not been there (Leieting) before*"[xxxv].

Despite the overall importance of reviews for the respondents who had rented assets, there were some deviations. Although respondent 2 mentioned that he would not have rented if he had noticed bad reviews, he was the one respondent who had rented with the most relaxed relationship about who to rent from. For example, he replied the following when he was asked if it was important for him to look at reviews: "*No, I haven't bothered to go in to see what is written about that person. I haven't done that. It may be that I do the more I start using it, but now it has only been simple things, I have only used those tools and things like that. I don't know what would be written there – that: no, don't rent from him, he was unpleasant at the door. And I don't care so much about that. If he has what I need for a good price then he can be as unpleasant as he wants*"[xxxvi]. Moreover, although respondent 13 had read reviews, he explained that reviews would be more important if he were to buy services. His choice on who to rent from was instead more based on familiarity with the neighborhood where the asset was located.

It should be mentioned that in addition to reviews the respondents who rent assets emphasized the profile created by the people who offers assets. Here, the most mentioned elements were importance of pictures of the asset[77] and description of it[78]. Hence, it may seem

[74] Respondent 3, 9, 12, 14 and 18.
[75] Respondent 1, 13 and 17.
[76] Respondent 2 and 9.
[77] Respondent 1, 2, 9, 13 and 14.
[78] Respondent 3 and 14.

that they did an overall assessment of profiles, although there were differences in what they emphasized when deciding who to rent from.

None of the respondents who rent out physical assets emphasized reviews when they decided whether to rent out or not. The main reason for this was that people who submitted requests were often new users of Leieting and did therefore not have any reviews attached to their profile[79]. Some of them did, however, say that they would not have rented out if they noticed bad reviews[80].

The elements providing safety for the respondents who rent out assets were mainly BankID[81], and how they experienced the person who wanted to rent from them[82]. However, it was also some[83] who were rather indifferent about the who they allowed to rent from them. For example, respondent 4 said: "*No, no, everyone who wants gets [...]. So, there is not – I don't have any conscious or subconscious, I think, screening of people. Is it a crook that rents, then he's allowed to do so [...], even though he looks like a proper buffoon*"[xxxvii]. The reason for this seemed to be that they were not concerned about the physical assets they offered[84].

Respondent 3 and 5, who both had rented out their car through Nabobil, wanted Leieting to adopt the safety measures provided by Nabobil. They had both chosen to rent out their car through Nabobil instead of Leieting. For example, respondent 3 had posted an ad on his car at Leieting and gotten requests but decided to not rent it out because of the following: "*Well, because Nabobil is much more serious with cars. Because Nabobil has more of a communication there, you must fill out kilometers, fuel level, must take four pictures, and you get, and the one who rents from you must have verified driver license and Bank ID. So, you are much safer. Or I feel safer there. While on Leieting you only give a feedback, you can just write a comment and a thumbs up or a thumbs down. You have no guarantee for who you, who asks you*"[xxxviii]. Hence, lack of some safety measures concerning cars deterred use of Leieting.

[79] Respondent 6, 7, 10 and 11.
[80] Respondent 5, 6 and 10
[81] Respondent 5, 6, 11 and 12.
[82] Respondent 5, 7, 8, 11 and 12.
[83] Respondent 4, 7, 10, 15 and 16.
[84] Respondent 4, 6, 7 and 15.

5.3.3 Physical difficulty of sharing

Time and effort seemed to be an important aspect of participation in the sharing scheme Leieting. Nearly all respondents who rented meant that a quick response[85] and short distance[86] was important when acquiring an asset. For instance, respondent 17 said the following when she was asked why she chose to rent from the person she did: "*It was really that it was close to me, didn't have to go very far to get it. Also, I think it was that they answered right away maybe*"[xxxix]. Moreover, respondent 13 who also emphasized a quick response said: "*So, if there's, takes time and it's kind of a vague answer: yes, maybe or shall see if we can manage it or something like that. Then I say that: Well, then I will try something else*"[xl]. However, when he was asked about the importance of distance, he revealed a more nuanced view. If the asset is needed over a longer period, he was willing to travel further to acquire the asset. Respondent 2 was also willing to travel further to acquire an asset. However, this had to do with the price of the asset. He said: "*[…], say that one is 200 meters away and it costs 100 kroner while there is one which are 300 meters away which are cheaper, then I would have gone for the cheaper*"[xli].

The respondents who rent out physical assets did also emphasized time. However, this was regarding the time spend administrating tenancies. Among these, five respondents[87] thought that it was a lot of work compared to the money earned. For instance, when respondent 16 was asked if he wanted to rent out more often he replied: "*Well, I don't know, everything I have could have just been rented out, but there is something about – a cost-benefit assessment of how much administrative time you bother to do privately for a thousand kroner a week as well, in total then. So, it was a while when there was a lot of pressure on the asset[88], so I think I rented out for a couple of thousand kroner during a couple of weeks in a row, that is, it was rented out every day. So, it's really fun, but in reality, I have other things to do, so there's something about that too*"[xlii]. Another example includes respondent 4 who answered the following when he was asked what he liked about Leieting: "*It is important to me that there is little hassle. Because I don't bother spending very much time on it, if I in a way have to adjust equipment or prepare and spend time on it, then I simply don't bother. So, it must be very simple. So, in a way, just walking in the storage room and picking up and setting things out is - it's not that much longer I bother to stretch myself*"[xliii].

[85] Respondent 1, 2, 3, 9, 13, 14, 15, 17 and 18.
[86] Respondent 1, 2, 3, 9, 13, 14 and 17.
[87] Respondent 5, 6, 7, 8 and 16.
[88] Word altered due to anonymity reasons.

Despite the workload experienced by some respondents, three of these[89], in addition to three other respondents[90] wanted to rent out more often. All these respondents had an economic motivation. For instance, when respondent 10 was asked if she wanted to rent out more often, she gave an answer which reflected her economic motivation. She said: "*Yes, gladly, because it's a very good income in a way. Because you really do – you don't work – you just rent out what you already have*"[xliv]. Thus, she had no problem with renting out more often since it provided economic benefits.

5.3.4 Norms, social proof and tax

Norms and social proof were discussed as potential entryways to sharing schemes in the theory chapter. The respondents were therefore asked if they talk about sharing and sharing economy with acquaintances. Based on the response to this question from respondent 1, 2, 6 and 7, conversation about sharing and sharing economy happens with friends who also are interested in the topic. Furthermore, other respondents revealed that sharing and sharing economy is a topic of conversation with friends when it involves sharing between them. This included for instance swapping of clothes[91], sharing of expenses[92], lending of assets[93], or when they talked about travelling[94].

Regarding discovery of Leieting it was 5 respondents[95] who had been informed about the sharing scheme by others. The other respondents discovered Leieting either by searching online[96] or they thought they had seen an ad[97]. It should be noted here that the respondents who searched online were mainly the respondents who rented physical assets, while the respondents who rented out assets discovered Leieting through ads or got it recommended by acquaintances.

When the respondents told acquaintances about their activities on Leieting the response varied. Some had experienced positive responses[98], while others indicated that they had been met with skepticism[99] or indifference[100]. For instance when respondent 18 was asked

[89] Respondent 5, 7 and 8.
[90] Respondent 10, 11 and 15
[91] Respondent 9, 16 and 17.
[92] Respondent 9 and 12.
[93] Respondent 3, 13 and 15.
[94] Respondent: 8, 10, 11, 14 and 16.
[95] Respondent 2, 5, 10, 11 and 15.
[96] Respondent 1, 3, 9, 13 and 18.
[97] Respondent 4, 6, 7, 8, 12, 14, 16 and 17.
[98] Respondent 14 and 15.
[99] Respondent 8 and 12.
[100] Respondent 17 and 18.

if he talks about sharing and sharing economy with his friends he replied: "*We think it is very nice when we first have dinner with people – it may appear that we have done things: 'It is so nice to use Leieting, because then we don't have to buy it'. But it is: 'Oh, that's nice'. Done talking. It doesn't become like: 'How do you proceed? We would like to have a saw, how do you rent it?'*"[xlv]. In other cases[101], acquaintances response to the respondent's participation in sharing schemes were more on the sarcastic side, emphasizing the difference between them. For instance, when respondent 2 was asked about what his friends thought about him participating in sharing schemes he replied: "*'So nice, but not like: 'Wow, that was clever'. It hasn't been so much fuss around it. Some thinks like: 'That sounds clever', but usually they are people who are well established, and if you are well established then you have a car. I've always been the one who hasn't done it the right way. So they say: 'Of course you do, okay fine. So you don't have a car, you share – well well, mhm, awesome' (laughs)*"[xlvi].

The respondents who rented out were informed about the tax limit of 10.000. They did however not give any indication that this limit affected how often they rent out physical assets through Leieting today. It seemed like it mainly was one reason for this: they had not rented out so often that they had reached that limit. Some of them began, however, to talk about potential rentals in the future. Respondent 11 and 12 would have begun to think about tax if they had reached that limit, whereas respondent 6 said that she would have thought about tax if she had rented out her apartment. Respondent 8, 15 and 16 did on the other hand indicate that they would not have stopped renting out if they had reached the limit. For instance respondent 15 said: "*So, if it had started to take off that much, meaning if I had rented out for over 10.000, then it is – like then it begins to be fun (laughs), so then it can be okay to pay taxes*"[xlvii].

[101] Respondent 2 and 4.

6. Discussion

In this section I will discuss the results in relation to the theoretical foundation and previous studies. This chapter is organized according to the three research questions.

6.1 Motivations

The first research question in this study asked: *What motivates sharing behavior?* Through the collection of qualitative data among users of the sharing scheme Leieting, I found that motivations to share are not a uniform phenomenon: the respondents' motivations to use Leieting varied, some respondents had more than one motivation and some respondents altered their motivations over time. In addition to this it was found that motivations can vary between transactional roles.

Regarding the motivational content, the results indicate that motivations to use Leieting mainly cover economic, social and environmental motivations, although it also was found that some respondents participated out of convenience or enjoyment. Despite motivational variations, economic motivations were the most frequent. Out of the 18 respondents interviewed, there were 15 respondents who had an economic motivation to use Leieting, either as the only motivation or together with another. This suggests that the choice to participate in the sharing scheme Leieting is largely based on individual rationality – renting or renting out to satisfy their individual interests by either saving or earning money. This is in line with the results of similar studies conducted (Lamberton and Rose, 2012, Bardhi and Eckhardt, 2012, Möhlmann, 2015, Bellotti et al., 2015, Tussyadiah, 2015, Tussyadiah, 2016, Hamari et al., 2016, Böcker and Meelen, 2016).

Besides economic motivations, social motivations were also frequently found important for participation. Based on results regarding social motivations in previously conducted studies (Möhlmann, 2015, Bellotti et al., 2015, Tussyadiah, 2015, Böcker and Meelen, 2016) one could expect that such motivations would imply that users of sharing schemes consider meeting new people important for their participation. Despite this, the results of this study did not show that meeting new people was important for participation in the sharing scheme Leieting. Instead the content of social motivation was largely directed at helping and pleasing other people. Hence, one can argue that the social motivation possessed by the respondents is, similarly to the environmental motivations found, a form of social rationality and not individual rationality as expected. One possible explanation to the different results regarding social motivations in this study and previous studies are the type of goods shared and how they are consumed. For instance, Böcker and Meelen (2016) who compared different motivations against different shared assets, found that people who share meals were the most motivated by the potential to meet people. Böcker and Meelen (2016) argue that this is because sharing of meals involves a high level of interaction between the participating actors. This contrasts with what was expressed by the respondents regarding Leieting. Here, interaction between the actors concerned mostly practicalities regarding picking up and returning physical assets. Although both sharing of meals and physical assets require social interaction, there is a higher level of interaction between the actors when the good is consumed together. This was not the case for the respondents interviewed in this study – physical assets were consumed by the one renting, and not in company with the person renting out the asset.

Furthermore, the results indicated, as mentioned, that the respondent's motivations to share through Leieting vary between transactional roles – this in both number of motivations and type of motivations. Regarding number of motivations it was found that the respondents who only had one motivation to share through Leieting mostly were those who had rented assets, whereas the respondents who had more than one motivation were largely reserved to the group of respondents who had rented out. That people have more than one motivation to share has also been indicated by previously conducted studies (see e.g. Bellotti et al., 2015, Tussyadiah, 2015).

Differences in types of motivations between transactional roles concerns economic and social motivations. Motivations to rent were found to be mainly economic. Although economic motivations also were widely represented among the respondents who had rented out, a strong representation of social motivations (9 out of 10 respondents) was also detected in this group. Here, 6 out of 10 respondents had both an economic and a social motivation. This implies that these respondents had motivations reflecting both social and individual rationality. Variation between economic and social motivations with regards to transactional roles were also found by Böcker and Meelen (2016) and Bellotti et al. (2015), although their conceptualization of social motivations meant meeting people. As mentioned, Böcker and Meelen (2016) suggested that motivational differences between roles are based on the relative economic benefits gained by the actors in a sharing transaction – i.e., seen in relation to the assets buying price people who rent will save more money than what people who rent out will earn. Employing this reasoning to my results, it can be interpreted as if the respondents who had rented out assets did not earn enough money, and that it therefore explains their social motivation. I cannot, however, conclude with this. In this study there were for instance one respondent who started out with a social motivation, but eventually also included an economic motivation.

There were three respondents who started out with one motivation and added one more as they continued to use Leieting. It seemed like they all had an expectation of outcomes when they joined the sharing scheme, either economic benefits or feeling of community, and that these expectations were not fulfilled. Hence, they added respectively social and economic motivations. This raises some questions for further studies: Would the motivations not have been expanded if their expectations had been fulfilled, or would they still have added another motivation? For instance, would the respondents who started out with an economic motivation not include a social motivation if they were satisfied with the amount of money earned through the sharing scheme? Or would they still include a social motivation when they discovered that they were helping other people?

6.2 Values and personal capabilities

The second research question in this study asked: *What characterizes the values and personal capabilities among consumers who share physical assets in sharing schemes?* Here, the results indicated that the respondents share some value-characteristics. As described, the overall pattern regarding the respondent's values showed that 'self-transcendence' and 'openness to change' values were more prominent than 'self-enhancement' and 'conservation' values. This is in line with the findings of Piscicelli et al. (2015) who quantitatively examined values amongst Ecomodo users.

Bellotti et al. (2015) found, as mentioned, motivations with a moral character through their research and suggested that creators of sharing schemes should map out and pursue values which harmonizes with the user's identity. In this study, the conceptualization of values was based on the work by Schwartz (1994), and they were therefore presupposed to provide motivation for action. Hence, the respondent's motivations and values were compared. Although nearly all respondents expressed self-transcendence values as their main values, and hence values coincided with a social or environmental motivation in some cases, no overall pattern was detected between motivations and value dimensions or motivations and specific value-types. Hence, the respondent's values did not provide an explanation to their respective motivations. However, the shared value-characteristics found in this study and in Piscicelli et al. (2015) may indicate the type of individual characteristics that promotes participation in sharing schemes – this being regardless of specific motivation.

In addition to measuring the values of Ecomodo users, Piscicelli et al. (2015) compared, as mentioned, their results with a previous study conducted amongst the general public in the United Kingdom. Here they found that Ecomodo users had stronger ‘openness to change’ values than the general public. Due to the qualitative research strategy employed in this study, it was not possible to conduct any comparison of values between the general population in Norway and users of Leieting. Hence, this study cannot draw any conclusions regarding differences between values possessed by users and non-users of the sharing scheme Leieting. Further studies should therefore examine whether users have stronger ‘openness to change’ values than non-users in Norway. If it is the case, it may indicate that people with relatively strong ‘openness to change’ values are more predisposed to participate in the relatively new sharing economy than people with a higher degree of ‘conservation’ values. Moreover, one should also examine whether there is a relationship between values and specific motivations, as this has not been quantitatively examined based on my knowledge.

It was noted in chapter 3 that personal capabilities were operationalized into socio-economic characteristics and task knowledge. Regarding task knowledge I proposed that technological- and social skills could either hinder or promote sharing through an intermediate platform. With regards to technological skills, Tussyadiah (2015) found, as mentioned, that absence of technological abilities acted as barriers to participate in C2C accommodation sharing schemes – which may imply that users of online sharing schemes have the technological skills required to use the platform. In this manner, my results reflect Tussyadiah’s findings, despite my sample did not include people who were not members of Leieting. The overall response from the respondents was that the platform was easy to use, and one may therefore assume that their technological skills did not act as a hinder to participate. This assumption is reinforced by the statements provided by the respondents who had experienced difficulties with the technology provided by Leieting. Despite technological difficulties which they meant was caused by their lack of abilities, in addition to their acknowledgement that they had problems using technology in general, they managed to complete their intended transactions. One may therefore characterize the respondent’s technological skills as sufficient despite their perceived level of skills.

Concerning social skills, most respondents expressed some type of satisfaction with the communication they had experienced with actors on the other side of the transaction, despite different emphasizes. Although social skills were found to act as a barrier for participation in one case, they did overall not seem to hinder participation. One may therefore characterize these skills as sufficient.

Regarding different emphasizes of elements in communication, the majority of respondents emphasized practicalities. Other respondents emphasized elements which to a certain extent coincided with their respective motivations. Here, those who expressed people as pleasant had a social and economic motivation, whereas the one respondent with enjoyment as a motivation told that people wrote a lot of amusing things. This relatively weak pattern may indicate that the respondents with an economic motivation are satisfied regardless of the social skills of actors on the other side of the transaction. The respondents with a social motivation may on the other hand experience satisfaction when encountering pleasant people through Leieting. Assuming this, it may lead to a weakened motivation if for instance politeness is not present in the communication.

Among the respondents in this study, there were variation in the socio-economic characteristics education, age, gender and family-status. The sample was in other words a group that can be characterized as relatively diverse. In relation to the theoretical assumptions made in chapter 3, one can therefore not assume that socio-economic characteristics either hindered or promoted sharing through Leieting. Previous studies that have examined socio-economic factors include the quantitative studies by Tussyadiah (2015) and Böcker and Meelen (2016), where such factors have been examined in relation to participation and motivation. Tussyadiah (2015) found for instance that users of C2C accommodation had a higher level of education and income than people not participating, whereas Böcker and Meelen (2016) found relationships between motivations and the variables education, age and gender. No such patterns were found in this study. Reasons for this may for instance be differences in sample size, or assets examined. Another contributing reason could be that sharing behavior is a more complex phenomenon and relates to what Hellwig et al. (2015, page 902) refers to as "*a personal mindset or psychological disposition*".

6.3 Contextual factors

The third research question asked: *How do consumers who share physical assets in sharing schemes experience the role of contextual factors?* Contextual factors were separated between physical factors and institutions. Here, physical factors were operationalized into 'the physical difficulty of sharing' and 'available technology', whereas institutions were divided into legal rules, social proof and norms.

Previous studies which have examined physical difficulty of sharing have found convenience in the form of time and effort as a driver for participation in sharing schemes (e.g., Moeller and Wittkowski, 2010; Bardhi and Eckhardt, 2012; Bellotti et al., 2015;

Möhlmann, 2015). In this study I found similarly that convenience in the form of a quick response and short distance was important for the respondents who had rented. Despite this, it does not seem that one can characterize convenience as a central driver for participation – even though convenience was identified as a motivation for one of the respondents who had rented. Instead, reduced physical difficulty to share seem to act more as a facilitator.

Importance of time and effort also applies to the respondents who had rented out assets. Here, some respondents experienced that administrating tenancies required a lot of time and energy. Despite this, three of these respondents, in addition to three other respondents wanted to rent out more often. This constitutes 6 out of 7 respondents who had rented out with an economic motivation. Hence, it may indicate that level of satisfaction with rental-administration are associated to specific types of motivation.

Aspects regarding available technology was divided into technological design and safety. Here the respondents indicated that they experienced the overall technological design as satisfying. Despite dissatisfaction with some elements, none of the respondents explicitly said that this reduced their use of Leieting. Hence, this my results may to be in line with Möhlmann (2015) who found that technological design influence satisfaction, but not future intended use.

The role of safety measures was experienced as important by most respondents, although different measures were emphasized. Insurance were considered important by most respondents – both by those who rented assets and those who rented out – as it provided economic safety for both parties in the sharing transaction. Furthermore, insurance was in one case found crucial for the decision to become a member of Leieting, as this respondent choose to wait until it was provided by Leieting. Hence, lack of insurance may hinder participation.

Reviews, which provide information about previous tenancies, were also considered important by most respondents. However, reviews mostly seemed to have influenced the decision on who to share with by those who had rented – although some respondents who rented out expressed that they would have declined renting request by individuals with bad reviews. The main reason given by respondents who had rented out for not using reviews as a safety measure was that there were no reviews available to evaluate. The respondents who had rented out often relied on other safety measures instead, such as BankID and evaluating the individual requesting to rent when communicating before a tenancy. Although some respondents were indifferent about who they rented out to, the overall role of safety measures – through either BankID, reviews and overall assessments – seem important for both those who have rented and rented out. This may indicate a need to build up a certain level of trust towards a potential sharing partner before entering a sharing relationship through Leieting. Assuming this, my findings seem to differ from what was found among users of car and accommodation sharing schemes by Möhlmann (2015). Here, trust was only found to be significantly important for satisfaction. In the study by Bardhi and Eckhardt (2012), where users of the B2C car sharing scheme Zipcar were interviewed, a strong presence of negative reciprocity was found and hence a need for activity regulation by the sharing scheme provider. Given that most respondents in this study employed one or more safety measures provided by Leieting, it may indicate a presence of negative reciprocity. However, these safety measures, once insurance was in place, seemed for the most part to sufficiently overcome potential negative reciprocity. The exceptions here were the two respondents who did not feel comfortable renting out their car through Leieting due to lack of some types of safety measures specifically addressing cars.

It was proposed that social proof promote participation in sharing schemes to a larger extent than norms in the sharing economy's early stage. Some of the respondents discovered Leieting by themselves through online searches, while others were informed about Leieting through acquaintances or ads. Those who got to know Leieting by searching online were mainly respondents who had rented assets. Hence, their participation was not inspired by other people's actions, and one can therefore not say that social proof affected their actions. It indicates on the other hand that a certain need occurred among these respondents which had to be satisfied at once. Those who had rented out did on the other hand find out about Leieting through acquaintances or ads. This indicates that they did not have sudden need to rent out, but that the idea to rent out came after the knowledge about Leieting. Therefore, social proof may be more of importance for the decision to rent out.

The interviews revealed that most respondents may talk to acquaintances about sharing and sharing economy when they have similar interests or when they take part in a sharing activity together. This may suggest that the respondents experience a certain level of acceptance, with regards to sharing, by some groups they are a part of. Assuming this reflect norms held by these groups, it may have contributed to sharing with strangers outside the groups. However, some respondents also experienced indifference or skepticism when they told acquaintances about their sharing activities through Leieting, implying that some also may experience some type of resistance.

Regarding tax, the respondents who rented out did not seem to experience this as an important aspect which they had to consider. This was so because their income from sharing activities had not reached 10.000 NOK. However, going forward, if sharing activity increases, tax may be of importance and should therefore be examined further.

7. Conclusion

The objective of this research was to *explore motivations among consumers in Norway who share physical assets with other consumers on a temporary basis through sharing schemes.* This objective was to be reached by answering three research questions which addressed motivation, in addition to external and internal aspects which may be of importance to motivation.

The first research question in this study asked: *What motivates sharing behavior?* Among the respondents it was found different motivations for sharing behavior. Economic motivations were the most frequent, followed by social motivations, but there also cases where the respondents sharing behavior were motivated by environmental reasons, convenience or enjoyment. The frequent presence of economic motivations among the respondents suggested that individual rationality play an important part in motivating sharing behavior, as sharing satisfy their individual interests by either saving or earning money. Regarding the social motivations found in this study they were largely reserved to the respondents who had rented out assets. This contributes to the assumption that motivations can vary between transactional roles. Moreover, my results regarding social motivations offers another perspective than other studies were social motivations have been examined. The reason for this is that the content of the respondent’s motivation was directed at helping and pleasing, not meeting, other people. Hence, sharing behavior may here seem to be motivated by social rationality. Moreover, these social motivations were frequently accompanied by motivations based on individual rationality, implying that motivations to rent out often includes two forms of rationality. Finally, it was also found that motivations can change over time.

The second research question asked: *What characterizes the values and personal capabilities among consumers who share physical assets in sharing schemes?* Here, it was found that the respondents using Leieting share some value-characteristics. More specific, the overall pattern showed that the respondents values leaned more towards ‘self-transcendence’ and ‘openness to change’ values than ‘self-enhancement’ and ‘conservation’ values. Regardless of specific motivation, this may indicate which type of individual characteristics that promotes participation in sharing schemes. This should be examined in further studies. Regarding personal capabilities, the results showed that socio-economic characteristics varied and furthermore indicated that both technological and social skills could be characterized as sufficient, although it was found that social skills had deterred a sharing transaction in one case.

The third research question asked: *How do consumers who share physical assets in sharing schemes experience the role of contextual factors?* Regarding the contextual factor 'physical difficulty of sharing', the results varied somewhat between the respondents who had rented and those who had rented out. For the former group, reduced physical difficulty in the form of time and effort spent acquiring an asset through Leieting seemed to act as a facilitator. For the latter group, it was indicated that satisfaction with regards to administrating rentals were associated to specific types of motivation.

Regarding 'available technology', it appeared, at a general level, that Leieting's overall technological design was experienced as satisfying. Furthermore, the role of safety measures was experienced as important by most respondents, despite different emphasizes. The use and expressed importance of safety measures may indicate a presence of negative reciprocity and therefore that a certain level of trust must be built up before entering a sharing relationship with another consumer through Leieting.

Initial knowledge about Leieting came from either searching online, acquaintances or ads. Based on the pattern found between transactional roles and initial knowledge about Leieting, the role of social proof seemed to be of more importance for the decision to rent out compared to renting. Regarding the role of norms, it was indicated that most respondents experience a certain level of acceptance towards sharing by certain groups they are a part of. Assuming this reflect norms, it was suggested that these may have been employed by the respondents outside the groups. Despite this, it was also discovered that some had experienced some type of resistance. Finally, tax did not seem to be experienced as important for the participation of the respondents who rented out assets. This due to their so far low income. To my knowledge, there are not any previous studies which have examined the role of institutions in the context of sharing schemes. My results may therefore provide a starting point for further examination.

In the beginning of this thesis it was mentioned that that there is a lack of empirical evidence regarding motivations to share, that some studies are not consistent with regards to the sharing schemes examined in the platform economy, and that there appear to be few studies which have taken a broad approach encompassing both internal and external aspects which may be of importance for motivations to share. This study has, with a social constructivist perspective, provided further understanding of consumers motivations to share physical assets in the sharing economy as defined by Frenken and Schor (2017). It has moreover encompassed several internal and external factors which previously have been explored separately by different studies. Considering that some of my results resemble findings of studies where other economies in the platform economy has been examined, it may indicate similarities across different schemes in the platform economy. However, this thesis should only be considered as a starting point. Further research on the topic will be needed.

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9. Appendix

Appendix 1: Examples of services in the ‘platform economy’

<table>
<tr><th colspan="4">Platform economy</th></tr>
<tr><th>On-demand economy
C2C
Intangible goods</th><th>Sharing economy
C2C
Temporary access</th><th>Product-service economy
B2C
Temporary access</th><th>Second-hand economy
C2C
Permanent access</th></tr>
<tr><td>Finn småjobber
TaskRabbit
Champ
Weclean
Eat in Common
Grabster
Nimber
Too Good To Go
Zappy</td><td>Nabobil
Sammevei
Flinc
TwoGo
Airbnb
Couchsurfing
Boatflex
Avamera
Maritim Utleie
Peerby
Space</td><td>Hertz
Naboen.no
Ramirent
DNT cabins
Bilkollektivet
Bildeleringen
ToolPool</td><td>Finn
Snapsale
Tise
Shpock
Letgo
eBay
Facebook
Bloppis
Amazon
Swapshop</td></tr>
<tr><td></td><td colspan="2">GoMore</td><td></td></tr>
<tr><td colspan="2">Nabohjelp OBOS</td><td></td><td></td></tr>
<tr><td colspan="3">Leieting
Favrs</td><td></td></tr>
</table>

Appendix 2: E-mail to sharing scheme providers

Hei!

Jeg skriver min masteroppgave i forbindelse med et prosjekt kalt ShareOn ledet av CICERO Senter for klimaforskning. Hensikten med ShareOn er å gi anbefalinger til beslutningstakere og bedrifter om hvordan delingstjenester kan designes for å fremme en miljøvennlig livsstil i Norge. I den forbindelse vil jeg veldig gjerne intervjue 10 brukere av leieting.no. Det jeg ønsker å spørre brukerne om er blant annet motivasjonen deres for å delta, hvordan sosiale og fysiske faktorer påvirker deres deltakelse, generelle oppfatninger om klima og delingsøkonomi, verdiorienteringer, samt forbrukeratferd. Intervjuene vil bli behandlet etter Norsk senter for forskningsdata (NSD) sine retningslinjer, og respondentene vil bli tildelt et universalgavekort som takk for at de deltok.

Resultatene fra studien er dere selvfølgelig hjertelig velkomne til å bruke i deres arbeid. Jeg håper dette virker interessant og at dere kan tenke dere å stille til en prat.

Jeg har to konkrete spørsmål til dere i leieting:
- har du/dere noen innspill til hvordan jeg kan få kontakt med brukere som kan tenke seg å stille som respondenter?
- har du/en av dere tid til en prat med meg om leieting?

Vennlig hilsen
Line Fosnes
Mobil 90******

Her følger mer informasjon om prosjektet:

Prosjektet er finansiert av Forskningsrådet og Vestregionen, og er ledet av Hege Westskog ved CICERO. Det er også flere aktører, for eksempel Hertz og DNT hytter, som deltar i prosjektet. Se nettside om mer informasjon:
http://cicero.uio.no/no/posts/prosjekter/shareon-delingsokonomi-motivasjoner-barrierer-og-klimaeffekter

Mine veiledere er Arild Vatn: Arild.vatn@nmbu.no
og Marianne Aasen: Marianne.aasen@cicero.oslo.no

Appendix 3: E-mail to potential respondents

Mail til respondenter 05.03.2018

Emnetittel: Forespørsel om deltakelse i intervju om bruk av Leieting.no

Hei!

Jeg er student ved Norges miljø- og biovitenskapelige universitet, og skriver masteroppgave om hvorfor folk deltar i delingsøkonomier. Jeg har vært i kontakt med Leieting, og holder nå på med å sette sammen gruppe på 20 personer som bruker Leieting. Disse skal jeg intervjue hver for seg.

Kunne du tenke deg å bli intervjuet om din deltagelse i Leieting.no?

Du vil bli kompensert med 500 kroner i universalgavekort. Alle opplysninger du gir meg vil bli behandlet konfidensielt, og jeg kan forsikre din anonymitet. Oppgaven skrives for et forskningsprosjekt som følger personvernombudets retningslinjer.

Hvis du kan tenke deg å stille ønsker jeg meg svar på tre spørsmål i første omgang:
1. Er du bosatt i Oslo kommune?
2. Benytter du Leieting til privat bruk?
3. Hva har du leid og/eller leid ut?

Beste hilsen
Line Fosnes
Mob. 90******

Appendix 4: Sharing behavior

Respondent number	**Rented** (N times)	**Category**	**Rented out** (N times)	**Category**
1	3	- Tools and equipment	0	
2	4[1]	- Tools and equipment	0	
3	11	- Tools and equipment - Car, boat and motorcycle	0	
4	0[2]		2	- Sports and leisure - Sport and leisure[4]
5	0[2]		1	- Photo and video
6	0		9	- Car, boat and motorcycle - Tools and equipment[4]
7	0		15[1]	- Tools and equipment - Food and beverage[4] - Sports and leisure[4]
8	0		3	- Clothes and costumes
9	2	- Tools and equipment	0	
10	0		6	- Photo and video - Photo and video[4]
11	0		3[1]	- Sports and leisure
12	1	- Car, boat and motorcycle	3	- Car, boat and motorcycle
13	2	- Car, boat and motorcycle	0	
14	3	- Car, boat and motorcycle	0	
15	9	- Photo and video, - Sound and image	2	- Sound and image
16	0		6	- Car, boat and motorcycle - Tools and equipment - Sound and image[4] - Car, boat and motorcycle[4] - Travel[4]
17	2	- Photo and video - Tools and equipment	0	
18	3	- Tools and equipment, - Car, boat and motorcycle	0	

1 = Higher number of tenancies than information provided by Leieting
2 = Lower number of tenancies than information provided by Leieting
3 = Information provided by Leieting, because the respondent was not sure about the number of tenancies.
4 = Categories which the respondents have posted an add on but not rented out.

Appendix 5: Interview guide

Spørsmål i *kursiv* er ikke knyttet til denne studien, men til andre deler av ShareOn.

- Forklare informanten at jeg gjennom denne studien forsøker å finne ut av hvorfor folk deltar i delingstjenester, at den er en del av et større prosjekt, finansiert av Norges Forskningsråd.
- Forklare kort strukturen på intervjuet og at intervjuet vil ta mellom 1 til 1,5 timer.
- Spørre om å få lov til å ta opp intervjuet. Påpeke at opptaket vil bli slettet og at undersøkelsen er anonym. At svarene blir behandlet konfidensielt og i tråd med NSDs retningslinjer. Opplyse om gavekort, og at de kan trekke seg når de vil.

Sosio-økonomiske faktorer

1. Kan du begynne med å fortelle meg litt om deg selv?
    - Alder
    - Yrke – Hva liker du med jobben din?
    - Utdannelse
    - Sosialt liv – familie og barn.
    - Interesser - Deltakelse i fritidsaktiviteter – e.g. sport, organisasjoner.
2. *Hvem er det du tilbringer mest tid sammen med utover nær familie?*
3. Trives du med å bo i byen? Eller har du planer om å flytte?
    - Hva er det du liker med byen?
    - Evt. hvorfor vil du flytte?
4. *Hvor pleier du på å dra på ferie?*
    - *Hvilket transportmiddel bruker du da?*
    - *Hvor mange flyreiser har du i året (ikke jobbrelatert)?*
5. *Hvilket transportmiddel bruker du til daglig? (Til/fra jobb, skole)*
    - *Har du bil? Hvor mange? Hvor mye/langt kjører du?*

Deling - hva er det?

6. *Hva tenker du på når du hører ordet deling?*
7. *Hva tenker du på når du hører ordet delingsøkonomi?*

Delingsadferd

8. Når begynte å bruke Leieting?
9. Bruker du Leieting ofte?
    - Hvor ofte?
10. Leier du ut eller leier du? Begge deler?
    - Hvorfor begge deler?
11. *Deltar du i andre delingsordninger?*
    - *Hvis ja, hvorfor og hvilke?*
    - *Hvis nei, hvorfor ikke?*
12. Hva er det du leier/leier ut på Leieting?
    - Hvorfor deler du akkurat disse tingene?

- Er det noe du ikke vil leie eller leie ut? Hva og hvorfor?

13. Skulle du ønske at du kunne leid eller leid ut mer/oftere på Leieting?
    - Hvis ja, hva er det som hindrer deg?
    - Hvis nei, hvorfor ikke?
14. Bruker du ønskes leid funksjonen på Leieting?
    - Hvorfor ikke?

Kontekstuelle faktorer

15. Husker du den første gangen du brukte Leieting?
    - Leide du da eller leide du ut?
    - Kan du fortelle meg hvordan du gikk fra å tenke at du skal leie/leie ut en gjenstand til at du leide/leide den ut og leverte/fikk den tilbake?
16. Var det noe du syns var vanskelig første gangen du brukte plattformen?
17. Hva er det du liker med Leieting?
18. Hva er det som kunne vært bedre med Leieting?
19. Opplever du at det er godt nok utvalg på Leieting til at du får tak i det du vil ha?
20. Opplever du at det er nok folk på Leieting som etterspør det du vil leie ut?
21. Har det hendt at du ikke får lånt det du er ute etter?
    - Hvis ja, hva er det du har vært på jakt etter da?
    - Hva tror du er grunnen til at du ikke har fått tak i dette? (for lang avstand til den personen som leier ut?
22. Har det hendt at du ikke får leid ut det du har lagt ut på plattformen?
    - Hva er det du har lagt ut da?
    - Hva er grunnen til dette tror du? pris?
23. Hva er det som gjorde at du valgte å leie/leie ut til/fra akkurat disse menneskene?
    - Avstand, tilbakemeldinger, responstid, informasjon om produkt, bilder av produkt? Formulering av tekst?
    - Hvem er det du velger å ikke leie fra/leie ut til?
24. Hvordan har kommunikasjonen vært med de du har delt med?
    - Skriftlig, muntlig?
25. Kjenner du de personene du deler med gjennom plattformen fra før?
    - Hva er det som gjør deg trygg nok til at du vil leie ut ting til dem?
        - Skade på bil – tid på verksted, forsikring. Leie ut og låne. om produktet har blitt levert tilbake i samme tilstand. Tilbakemeldinger?
    - Ser du på tilbakemeldingen brukerne har fått før du bestemmer deg for hvem du kontakter?
    - Hva med forsikringer?
26. Gir du tilbakemelding til folk du har delt med?
    - Hva skal til for at du gir god tilbakemelding?
    - Hva er det som gjør at du gir dårlig tilbakemelding?

Motivasjon

27. Hva er det som motiverte deg til å begynne å bruke Leieting?
28. Har denne motivasjonen endret seg etter hvert som du har brukt tjenesten?

- Hvis ja, hvordan og hvorfor?

29. Er det viktig for deg at du tjener penger på det du leier ut?
30. Føler du at du gjør noe bra for miljø og klima når du leier og eller leier ut ting?
    - Er det viktig for din deltakelse på Leieting?
31. Hva syns du om det at du møter nye folk via Leieting?
    - Er dette viktig for din deltakelse på Leieting?

Institusjoner

32. Har skattereglene noe å si for hvor ofte du leier ut? (Informere om skattegrensen på 10.000 kr her).
    - Hvis ja, på hvilken måte?
    - Hvis nei, hvorfor ikke?
33. Kjenner du noen som brukte plattformen før deg?
    - Hvordan snakket de om plattformen?
    - Påvirket dette deg til å prøve den ut?
    - Hvis nei, hvordan fikk du kjennskap delingstjenesten?
34. Snakker dere om deling i din omgangskrets?
    - Hva er de disse personene mener om deling?
    - Hva mener de om at du deltar i deling?
        - Hvis nei, hva er grunnen til det tror du?
35. Var det flere i husholdningen som var med på å ta beslutningen om å leie/ leie ut? Eller var det bare deg?
    - Hvordan var diskusjonen rundt dette? Hva dreide den seg om?

Verdier og forbruksmønstre

36. Hvilke overordnede verdier er det som veileder deg gjennom det du gjør i livet?
    - Hva er det som er viktig for at du skal ha et godt liv?
    - Hvis ja, på hvilken måte?
    - Hvis nei, hvorfor ikke?
37. Er det viktig for deg å få gjort mange forskjellige ting i livet?
    - Ser du hele tiden etter nye ting å gjøre?
38. Er det viktig for deg å nyte livets gleder?
    - Liker du å skjemme deg selv bort?
39. Benytter du alle sjansene du har for å ha det gøy?
    - Er det viktig for deg at det du gjør gir deg glede?
    - Hvis nei, foretrekker du et rolig og regelmessig liv?
40. Hva syns du om å ta i bruk ny teknologi?
    - Hva synes du om den teknologiske utviklingen? At vi bruker mer og mer teknologi?
    - Hvorfor?
41. Er det viktig for deg at ting rundt deg er organisert og rent?
    - Liker du ikke rot?
42. Er det viktig for deg å hjelpe folk rundt deg?
43. Er det viktig for deg å høre på hva folk som er forskjellig fra deg har å si?
    - Prøver du å forstå dem selv om du er uenig?

44. Syns du at folk skal gjøre det de får beskjed om?
    - Syns du folk skal følge regler hele tiden, selv om ingen ser dette?
45. Hvilke politiske saker er viktig for deg?
46. Er du medlem av et trossamfunn?
    - Aktivt medlem?
47. Er du flink til å planlegge?
48. *Hva er det du bruker mest penger på?*
    - *Hva er det du liker å bruke penger på? (interiør, klær, ferie, konserter, osv.)*
    - *Prøver du å spare?*
49. *Er det noe du ikke spiser, eller prøver å spise mindre av?*
    - *Miljøhensyn eller helse?*
    - *Forsøker du å ha en sunn livsstil?*
50. *Er du medlem av noen miljøorganisasjoner?*
    - *Aktivt medlem?*

Generelle holdninger til deling

51. Gjør deling at du kjøper mindre ting? Tror du dette gjelder for mange? Hvilke effekter tror du dette har?
52. Tror du delingsordninger bidrar til noe positivt eller negativt for samfunnet?
    - På hvilken måte? Økonomisk, miljømessig, sosialt?
53. Hvilken rolle tror du at deling og delingsordninger kommer til å spille i fremtiden?
    - Hvorfor? Miljø, sosialt, økonomisk?

Oppfatninger om klimaendringer

54. Syns du at man skal ta klimaendringer på alvor?
    - Er dette noe som bekymrer deg?
55. Tror du at dine handlinger påvirker klima og miljø?
    - Hvorfor?
    - Føler du noe ansvar?
    - Vil du beskriver deg selv som miljøbevisst?

Debrifing. Avslutte intervjuet med å spørre om det er noe mer de vil tilføye.

Appendix 6: Overview of values

Elevated numbers represent:
1=Power, 2=Achievement, 3= Hedonism, 4=Stimulation, 5 =Self-direction, 6=Universalism, 7=Benevolence, 8=Tradition, 9=Conformity, 10=Security. 11 = information provided by the respondent without given the question. X = the respondent was not asked the question and the information did not come up during the interview.

Respondent	Open question		Benevolence	Universalism	Hedonism
1	Self-transcendence[6]		Self-transcendence	Self-enhancement	Self-transcendence
2	Self-transcendence[6]		Self-transcendence	Self-enhancement	X
3	Self-transcendence[6]	Conservation[8]	Self-transcendence	Self-transcendence	Self-enhancement
4	Self-transcendence[6,7]	Openness to change[3]	Self-transcendence	Self-transcendence	Self-enhancement
5	-		Self-transcendence	Self-transcendence	Self-enhancement
6	-		Self-transcendence	Self-enhancement	Self-enhancement
7	Self-transcendence[6,7]		Self-transcendence	Self-transcendence	Self-enhancement
	Openness to change[3]	Conservation[8]			
8	Self-transcendence[7]		Self-transcendence	Self-transcendence	Self-enhancement
9	Self-transcendence[7]		Self-transcendence	Self-transcendence	Self-transcendence
10	Openness to change[5]		Self-transcendence	Self-transcendence	Self-enhancement
11	Self-transcendence[6]		Self-transcendence	Self-transcendence	Self-enhancement
12	Self-transcendence[7]		Self-transcendence	Self-transcendence	Self-transcendence
13	Self-transcendence[6]		Self-transcendence	Self-transcendence	X
14	Self-transcendence[6,7]		Self-transcendence	Self-transcendence	Self-enhancement
15	Self-transcendence[6]		Self-transcendence	Self-transcendence	Self-enhancement
16	Self-transcendence[6,7]	Openness to change[3]	Self-transcendence	Self-transcendence	Self-transcendence
17	Self-transcendence[7]		Self-transcendence	Self-transcendence	Self-enhancement
18	Self-transcendence[7]		Self-transcendence	Self-transcendence	Self-enhancement

Respondent	Hedonism		Stimulation	Security	Conformity
1	X		Conservation	Openness to change	Conservation
2	Openness to change[3, 11]	Conservation[9, 11]	Openness to change	Conservation	Conservation
3	Openness to change[3]	Conservation[9]	Openness to change	Conservation	Conservation
4	Conservation		Openness to change	Conservation	Openness to change
5	Openness to change[4,5]	Self-enhancement	Openness to change	Conservation	Openness to change
6	Openness to change		Conservation	Conservation	Openness to change
7	Self-enhancement[3]		Openness to change	Conservation	Openness to change
8	Self-enhancement[2]	Openness to change	Openness to change	Openness to change	Openness to change
9	Openness to change		Openness to change	Openness to change	Openness to change
10	Openness to change[5]		Openness to change	Openness to change	X
11	Openness to change[3,4]		Openness to change	Conservation	Openness to change
12	Conservation		Conservation	Conservation	Openness to change
13	Openness to change[3]	Self-transcendence[6]	Openness to change	Conservation	Conservation
14	Openness to change[3,5]	Self-transcendence[7]	Openness to change	Conservation	Conservation
15	Openness to change[3]		Openness to change	Conservation	Openness to change
	Self-enhancement[3]	Self-transcendence[7]			
16	Openness to change[3]	Self-transcendence[7]	Openness to change	Openness to change	Openness to change
17	Self-transcendence[7]		Openness to change	Conservation	Openness to change
18	Openness to change[3]	Self-enhancement[3]	Openness to change	Openness to change	Conservation

Appendix 7: Motivations and category of physical assets

Category	Motivations	Respondent number
Tools and equipment	Environmental	1
	Economic	3, 9, 13, 17, 18
	Social	16
	Economic and social	2, 7
Car, boat and motorcycle	Economic	3, 14, 18
	Social	12, 16
	Economic and social	6
Photo and video	Economic	10, 17
	Economic and social	5, 15
Sports and leisure	Environmental and social	4
	Economic and social	11
Clothes and costumes	Economic and social	8
Sound and image	Economic and social	15

Appendix 8: Motivations and socio-economic factors

Comparison of motivation and family situation:

Respondent number	Relationship status	Children	Initial/primary motivation	Second/secondary motivation
14	Single	No	Economic	
9	Single	No	Economic	
10	Single	No	Economic	
15*	Single	No	(Economic)	
15**	Single	No	Economic	Social
8	Single	No	Economic	Social
5	Single	No	Economic	Social
11	Single	No	Social	Economic
3	Married	No	Economic	
18	Cohabitant	No	Economic	
7	Cohabitant	No	Social	Economic
6	Divorced	Yes	Social	Economic
1	Cohabitant	Yes	Environmental	
2	Cohabitant	Yes	Economic and social	
4	Cohabitant	Yes	Environmental and social	
12*	Cohabitant	Yes	Economic	
12**	Cohabitant	Yes	Social	
13	Married	Yes	Convenience	Economic
16	Married	Yes	Enjoyment	Social
17	Married	Yes	Economic	

* = Motivation for renting.
** = Motivation for renting out.

Comparison of motivation and age:

Respondent number	Age group	Initial/primary motivation	Second/secondary motivation
10	20-29	Economic	
18	20-29	Economic	
1	20-29	Environmental	
9	20-29	Economic	
3	30-39	Economic	
11	30-39	Social	Economic
5	30-39	Economic	Social
7	30-39	Social	Economic
17	30-39	Economic	
14	30-39	Economic	
15*	30-39	(Economic)	
15**	30-39	Economic	Social
2	30-39	Economic and social	
16	30-39	Enjoyment	Social
4	40-49	Environmental and social	
12*	40-49	Economic	
12**	40-49	Social	
6	40-49	Social	Economic
8	60-69	Economic	Social
13	70-79	Convenience	Economic

* = Motivation for renting.
** = Motivation for renting out.

Comparison of motivation and gender:

Respondent number	Gender	Initial/primary motivation	Second/secondary motivation
9	Female	Economic	
10	Female	Economic	
14	Female	Economic	
15*	Female	(Economic)	
8	Female	Economic	Social
15**	Female	Economic	Social
6	Female	Social	Economic
7	Female	Social	Economic
1	Female	Environmental	
17	Female	Economic	
3	Male	Economic	
13	Male	Convenience	Economic
18	Male	Economic	
5	Male	Economic	Social
12*	Male	Economic	
12**	Male	Social	
16	Male	Enjoyment	Social
2	Male	Economic and Social	
11	Male	Social	Economic
4	Male	Environmental and social	

* = Motivation for renting.
** = Motivation for renting out.

Comparison of motivation and education:

Respondent number	Education	Initial/primary motivation	Second/secondary motivation
14	No	Economic	
5	No	Economic	Social
6	No	Social	Economic
2	No	Economic and social	
3	Lower	Economic	
9	Lower	Economic	
10	Lower	Economic	
18	Lower	Economic	
15*	Lower	Economic	
15**	Lower	Economic	Social
7	Lower	Social	Economic
11	Lower	Social	Economic
1	Lower	Environmental	
13	Higher	Convenience	Economic
8	Higher	Economic	Social
12*	Higher	Economic	
12**	Higher	Social	
16	Higher	Enjoyment	Social
4	Higher	Environmental and social	
17	Higher	Economic	

* = Motivation for renting.
** = Motivation for renting out.

Appendix 9: Quotes in their original language

* = word altered due to anonymity reasons

Bold font = my words

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[i] **Respondent 10:** «Det blir jo som en ekstra inntekt liksom da»

[ii] **Respondent 18:** "Det er billig. **Billig?** Mhm. **Ja**. Det er grunnen. **Mhm**. Hovedgrunnen absolutt. **Ja.** Og er det for dyrt så leier vi ikke».

[iii] **Respondent 9:** «Det var jo egentlig det at jeg hadde nettopp kjøpt min første leilighet. Jeg hadde ikke så mye penger, jeg var student eh og skulle kjøpe et verktøy som jeg mest sannsynlig ikke kom til å få bruk for før neste gang jeg skal pusse opp, eh så var det en veldig enkel greie å bare kunne leie, å bruke et par hundre kroner på det. **Ja**. enn å skulle kjøpe det samme verktøyet til et par tusen også blir det jo bare liggende».

[iv] **Respondent 14:** «Så er det sånn at du får ikke leie, leie bil eh via bilutleier hvis du har hatt lappen så kort tid – du må ha hatt lappen i minst tre år er det vel, eh sånn at det var ikke så veldig mange muligheter for meg faktisk for å få leid bil. Bortsett fra på Leieting. Der var det ikke noe krav til det faktisk».

[v] **Respondent 14:** «Jeg hadde ikke noe annet valg rett og slett».

[vi] **Respondent 14:** «Ja, skal jeg leie bil i dag så vil jeg sjekke der først, og det er fordi at det er jo mye rimeligere»

[vii] **Respondent 8:** «Men den gleden, det har vært veldig artig å se de i kostymet*, å se hvor stolte de er, hvor fine de selv syns at de er – og det er de jo også. Det har gitt meg mye glede».

[viii] **Respondent 15:** «Altså det var jo penger rett og slett, ikke at det er mye penger, men at det står bare der så kan jeg like gjerne tjene penger på det».

[ix] **Respondent 15:** «Ja, gøy hvis folk er liksom er fornøyd da, og glad for at de får leie og sånn»

[x] **Respondent 5:** «Du betaler tre, fire tusen kroner for den, så blir den egentlig bare liggende og aldri brukt egentlig, unntatt på ferier og sånn. Og da hvorfor ikke tjene penger på det. Så får noen andre låne den, og da slipper jo de som ikke har så mye penger da kanskje å kjøpe en ting selv».

[xi] **Respondent 2:** «Så motivasjonen er at jeg trenger saker som jeg ikke har lyst til å kjøpe selv, og at jeg har lyst til at man skal ha den, det sosiale nettverket. At vi skal bli bedre på å hjelpe hverandre med det vi kan».

[xii] **Respondent 12:** «Den eneste grunnen til at jeg egentlig gikk inn der var jo på grunn av at kanskje noen andre hadde lyst til å prøve tingen* en dag».

[xiii] **Respondent 12:** «Men jeg titta jo på priser der og. **Mhm**. Så tenkte jeg at; jaja det var egentlig rimelig. Også hvert fall til det formålet jeg skulle bruke den til».

[xiv] **Respondent 12:** «Nei, jeg har egentlig ikke tenkt på det, men jeg vet at jeg sitter på en fortjeneste på det».

[xv] **Respondent 6:** «Ehm, altså jeg hadde fra før Leieting kom så hadde jo jeg lånt ut en ting* via Underskog noen ganger, eh, og opplevde at det løser et problem for folk. **Mhm**. Ja, og at folk blir glade. **Ja**. Ja (ler). **Ja**. Eh, så jeg så på en måte Leieting som en ny arena for å gjøre det».

[xvi] **Resondent 7:** «Det er liksom flere ting oppå som deler litt plassen da, men det er jo på en måte det ting får en ny verdi, eller at sånn de tingene jeg uansett bare ville hatt stående får en nytte. Altså jeg blir veldig motivert at andre har nytte av ting jeg bare har stående, at jeg ser at de har nytte av det og at jeg ser at de blir glad, glad når de henter, glad når de leverer, de takker, de er liksom fornøyd. Jeg får litt sånn god samvittighet av det. Så det er veldig motiverende. Også er det selvfølgelig at jeg får noe penger for det, ikke så mye men».

[xvii] **Respondent 7:** «Jeg tror kanskje at den største motivasjonen er at det får nytteverdi da. Jeg vil faktisk si at det liksom er på en ener da, fordi det syns jeg er litt ålreit. (For jeg vet selv da, at hadde jeg vært i en situasjon da, siden jeg var jo i en situasjon men jeg kjøpte det jo, hadde jeg på en måte skjønt det her så hadde jeg ikke kjøpt det ikke sant). Så det er noe med at jeg vet at hver gang jeg låner så gjør jeg at andre ikke trenger å løpe og kjøpe og stresse. Så det er liksom noe med at det gir meg en god motivasjon, å vite at jeg løser noe for andre. For jeg vet hvor stressende det kan være».

[xviii] **Respondent 11:** «Vi har jo så mye dritt liggende i garasjene våre rundt omkring, det må jo lages en nettside hvor det går an å leie ut ting du ikke bruker til vanlig. Også hadde vi gjort masse research og var egentlig klare for å sette i gang og så bom kom Leieting opp».

[xix] **Respondent 11:** «Nei, det var jo det å skape noe og bygge noe som folk kan ha nytte av, men også det at vi så det var potensielt penger å tjene på det da».

[xx] **Respondent 11:** «Ehm, nei det var, jeg tror for min del var det både det å få testa den plattformen og se om det var noe vits for oss å konkurrere, men det var jo også liksom å leie ut noe som du vanligvis bare har stående i boden og gjøre det tilgjengelig for andre, også få litt penger for det».

[xxi] **Respondent 11:** «Ja, det er ikke et veldedighetsprosjekt. Så det at det er penger involvert er et viktig element da. Men motivasjonen er ikke å tjene mest mulig penger».

[xxii] **Respondent 16:** «Ja, også det, også, jeg var nysgjerrig på delingssamfunnet – altså hvor opptatt er folk egentlig av delingssamfunnet? Er det en hype? Eller er man veldig opptatt av å kunne dele ting og leie og ordne og fikse og. Så jeg var nysgjerrig på grunn av det, og derfor så tenkte jeg at dette må jeg teste, så jeg la ut alle de tingene for å se».

[xxiii] **Respondent 1:** «Det er miljøvennlig tenker jeg da - at jeg kan bruke en maskin som allerede finnes enn at jeg skal kjøpe en ny en. Ikke bidra til produksjon av nye ting. Prøver jo å unngå så godt jeg kan, på alt egentlig, å ikke kjøpe ting nytt, og da leie det man kan da».

[xxiv] **Respondent 1:** «Nei, jeg hadde bare kunne kjøpt den liksom, og det hadde vært mye enklere for meg».

[xxv] **Respondent 4:** «Nei, det er mere for å bidra bitte litte grann til miljøaspektet ved det. Ikke sant at man, hvis ti stykker bruker en spade, så slipper man å lage ni. Så sparer man miljøet. Også er det nyttig for økonomien til noen som trenger noe, bare litt».

[xxvi] **Respondent 4:** «Det er ikke min økonomiske inntekt som er drivkraften for meg, det er ikke derfor jeg er med. Det er mer for at jeg liker konseptet og vil gjerne bidra til at det funker».

[xxvii] **Respondent 18:** «Ja, jeg kommer ikke til å ha en jobb i tre år. Det skjer ikke».

[xxviii] **Respondent 16:** «Jeg er ikke så opptatt av det nei. Jeg er opptatt av at folk skal finne ut selv hva de tror er viktig å gjøre enn å gjøre det de får beskjed om».

[xxix] **Respondent 15:** «Det er en sånn ekstrating liksom, det er ikke sånn: 'Å Gud, nå håper jeg at jeg får leid ut for jeg har budsjettert med å leie ut hver helg'. Sånn er det ikke i det hele tatt. Det er sånn overskuddsgreier».

[xxx] **Respondent 1:** «(…) men jeg er mer sint på datamaskiner enn jeg er venn med dem på en måte. Så jeg er absolutt ikke noe teknisk god stell».

[xxxi] **Respondent 11:** «Nei, men jeg, jeg skjønte hvordan det fungerte, men jeg tror jo at de har potensiale til å gjøre det enda mer brukervennlig og lett. Fordi med han andre jeg skulle leie ut til så måtte jeg forklare hvordan han skulle booke datoer eller bekrefte at det var avlevert. Så det var liksom ikke så intuitivt, det var ikke så lett å forstå».

[xxxii] **Respondent 7:** «Ja, hvordan de skriver og hva de skriver, og at de skriver liksom riktig norsk, eller sånn ikke skriver masse feil og at de er litt sånn ydmyk da, at jeg gjør dem på en måte litt en tjeneste da. Det syns jeg er litt hyggelig da».

[xxxiii] **Respondent 12:** «Nei, jeg syns egentlig det meste sa seg selv egentlig og var ganske enkelt på den siden, å legge inn ting og leie ting, og syns det var ganske ukomplisert».

[xxxiv] **Respondent 16:** «Men eh, jeg har opplevd noen irritasjonsmomenter, og det er spesielt at ikke de betaler. Selv om det er små beløp, så betaler de ikke ut før fem eller seks dager etter at leieforholdet har skjedd, Airbnb er (knipser med fingrene) direkte, mye raskere. [Fjernet pga. anonymitet]. Fordi alle skjønner at det er renteinntekter på fem dager, og hvis det blir høye summer så er det egentlig en renteinntekt som de tar som egentlig skulle vært min».

[xxxv] **Respondent 3:** «Hvis folk ikke har tilbakemelding så er det litt sånn, altså hvis noen er helt fersk så er det liksom - du tar jo heller og leier fra en som har ti positive enn en som har null, som ikke har vært der før da».

[xxxvi] **Respondent 2:** «Nei, jeg har ikke orket å gå inn å se hva som står om den personen. Det har jeg ikke gjort. Det kan være at jeg gjør det jo mer jeg begynner å bruke det, men nå har det vært enkle ting, jeg har bare brukt de verktøyene og sånt. Jeg vet ikke hva som skulle stå der at; nei, lei ikke av han, han var utrivelig ved døren liksom. Og det bryr jeg meg ikke så mye om. Har han det jeg behøver til en bra pris så kan han bare være så utrivelig han vil da».

[xxxvii] **Respondent 4:** «Nei, nei, alle som vil får holdt på å si. Altså det er ikke noe, jeg har ikke noe sånn bevisst eller underbevisst tror jeg screening av folk. Er det en kjeltring som leier, så får han lov til det holdt på å si, selv om han ser ut som en ordentlig bajas».

[xxxviii] **Respondent 3:** «Nei, for Nabobil er mye mer seriøse på det med biler. Fordi at Nabobil har en mer sånn kommunikasjon der, du må fylle ut kilometer, drivtilstand (drivstoffnivå), må ta fire bilder, og du får, og den som leier av deg må ha verifisert førerkortet og bankID. **Okay**. Så du er veldig mye tryggere. Eller jeg føler meg mye tryggere der da. **Ja**. Mens på Leieting så gir du bare en tilbakemelding, du kan bare skrive en kommentar også en tommel opp eller en tommel ned. **Mhm**. Du har liksom ingen annen garanti for hvem du, hvem som spør deg da».

[xxxix] **Respondent 17:** «Det var egentlig at det var nærme meg, eh slapp å reise veldig langt for å hente det. Eh, også var det vel at de svarte med en gang kanskje».

[xl] **Respondent 13:** «Så du, eh, hvis det er en, tar tid og det er litt sånn vagt svar; ja kanskje eller skal se om vi kan få det til eller noe sånt noe. Da sier jeg at; ja vel, da får jeg prøve noe annet».

[xli] **Respondent 2:** «Også så klart prisen. Det er også en faktor, hadde, si at ja men en er 200 meter bort den koster 100 kroner mens det er en som er 300 meter bort som er billigere, så hadde jeg gått for den billigere».

[xlii] **Respondent 16:** «Tja, jeg veit ikke altså, kunne jo bare tusla og gått det alt som jeg har, men det er noe med at det – en sånn kostnyttevurdering av hvor mye administrasjonstid du orker å drive på med privat for en tusenlapp i uka liksom, totalt sett da. Så det var en stund hvor det var voldsomt trykk på tingen*****, så jeg tror jeg leide ut for et par tusen kroner jeg på et par uker i strekk, altså den tusla og gikk hver dag. Så det er jo kjempegøy, men egentlig så liksom jeg har andre ting å drive med, så det er noe med det og».

[xliii] **Respondent 4:** «Det er viktig for meg at det er lite hassle for meg. For jeg gidder ikke bruke veldig mye tid på å, på en måte hvis jeg skal justere utstyr eller forberede og bruke tid på det, så gidder jeg ikke rett og slett. Så det må være veldig enkelt. Så på en måte bare det å gå i boden og hente og sette fram ting er jo - det er ikke så innmari mye lenger jeg gidder å strekke meg».

[xliv] **Respondent 10:** «Jaja, gjerne det, for det er veldig god inntekt på en måte. For du gjør jo egentlig – du jobber jo ikke – du leier jo bare ut det du allerede har liksom».

[xlv] **Respondent 18:** «Vi syns det er kjempekjekt når vi først har middager med folk - det kan jo dukke opp at vi har fått gjort ting: 'Det er så kjekt å bruke Leieting, for da slipper vi å kjøpe det'. Men det er; å, så fint. Ferdig snakka. Det blir ikke sånn; 'Hvordan går dere frem? Vi skulle gjerne hatt en sag, hvordan låner dere det?'»

[xlvi] **Respondent 2: «'**Så bra', men ikke sånn: 'Wow det var lurt'. Det har ikke vært sånn veldig stas rundt det. Noen som synes sånn: 'Det høres smart ut', men som regel så er det folk som er så godt etablert, og er man godt etablert så har man bil. Jeg alltid har vært den som ikke har gjort det den riktige veien. Så de sier: 'Selvfølgelig gjør du det, okay greit. Så du har ikke bil, så du deler – jaja, mhm, kjempebra' (ler)».

[xlvii] **Respondent 15:** «Altså hvis det hadde begynt å ta av så mye, altså hvis jeg hadde leid ut for over 10.000 da, så er det jo – da begynner det å bli gøy liksom (ler), så da kan det jo være greit å betale skatt».

Norges miljø- og biovitenskapelige universitet
Noregs miljø- og biovitskapelege universitet
Norwegian University of Life Sciences

Postboks 5003
NO-1432 Ås
Norway