

Research Activities

- **Market surveillance:** To identify sharing platforms, open directories that contain entries of potential candidates were utilized. Data from four different platforms —*Collaborative Consumption*³⁷, *the people who share*³⁸, *Compare-and-Share*³⁹, and *mesh*⁴⁰ — were retrieved at four different points in time (cf. Table 13). After duplicates removal, Website translation, a unique set of sharing platforms from each iteration was added to the list.
- **Platform popularity analysis:** Web traffic data analysis for the identified sharing platforms was accessed from the *Amazon Alexa*⁴¹ Web service. Two samples were retrieved in June 2014 (358 million views) and in March 2016 (533 million views). Each sample illustrates averaged data for the amount of page views for individual platforms during the last three months.
- **Analysis of platform characteristics:** A taxonomy of sharing businesses (Anonymized 2017) is used to classify all identified sharing businesses according to ten different characteristics including resource type, type of the payment model, and the degree of consumer involvement.
- **Interviews with sharing businesses:** Challenges and specifics regarding the service development were elicited from seventeen interviews with CEOs and founders of sharing businesses. The interview material is 961 minutes long with each interview lasting between 34 minutes and 95 minutes. Two researchers were performing the interviews, with one running the interview and the other listening, taking notes and requesting clarification when necessary. Interviews were recorded and transcribed subsequently. The interview transcripts comprise 164 pages (143,765 words). Interview transcripts were coded in terms of critical challenges and new service development stages.
- **Media Analysis:** Post-mortem statements and media reports on ceased sharing businesses from the list of identified ceased businesses are identified by examining the Web sites of the ceased platforms and searching for media coverage on their termination. Identified sources are then synthesized, coded and analyzed. Follow-up e-mails to failed businesses were used to clarify any questions that arose during the analysis.

³⁷Link to the directory: <http://www.collaborativeconsumption.com/>

³⁸Link to the directory: <http://www.thepeoplewhoshare.com/>

³⁹Link to the directory: <http://www.compareandshare.com/>

⁴⁰Link to the directory: <http://meshing.it/>

⁴¹Link to the Alexa: <http://www.alexa.com/>

Table 13. Overview of the Sampling Process

Sample	Date	New Platforms	Ceased Platforms	Total Platforms	Directories
1	Jun-14	396	-	396	Mesh, CC, CaS
2	Oct-15	77	46	427	Mesh, CC, CaS
3	Mar-16	31	12	446	Mesh, CC, tPWS
4	Jan-17	18	67	397	Mesh, CC, tPWS