\* Three authors contributed equally to this work

# Social or Financial Goals?

## **Comparative Analysis of User Behaviors in Couchsurfing and Airbnb**

Jiwon Jung \*
Dept of Industiral Design,
KAIST

glarajung@kaist.ac.kr

Susik Yoon \*
Tal Design, Dept of Knowledge Service
Engineering, KAIST

## SeungHyun Kim \*

Dept of Knowledge Service Engineering, KAIST ptptomr@kaist.ac.kr

## SangKeun Park

Dept of Knowledge Service Engineering, KAIST sk.park@kaist.ac.kr

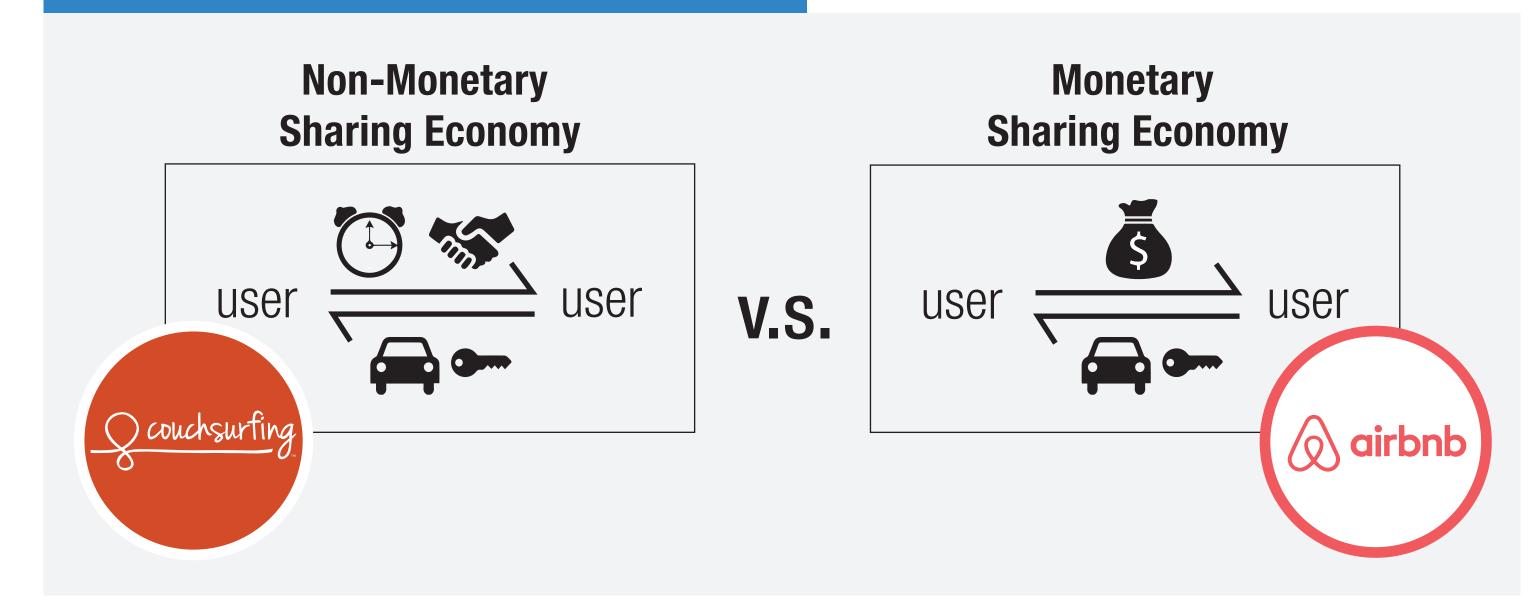
### Kun-Pyo Lee

Dept of Industiral Design, KAIST kplee@kaist.ac.kr

#### **Uichin Lee**

Dept of Knowledge Service Engineering, KAIST uclee@kaist.ac.kr

## BACKGROUND



susikyoon@kaist.ac.kr

## RESEARCH GOAL

To investigate what kinds of distinct motivation compel people to participate in non-monetary-based sharing economy services as host or guest user, as compared to monetary ones.

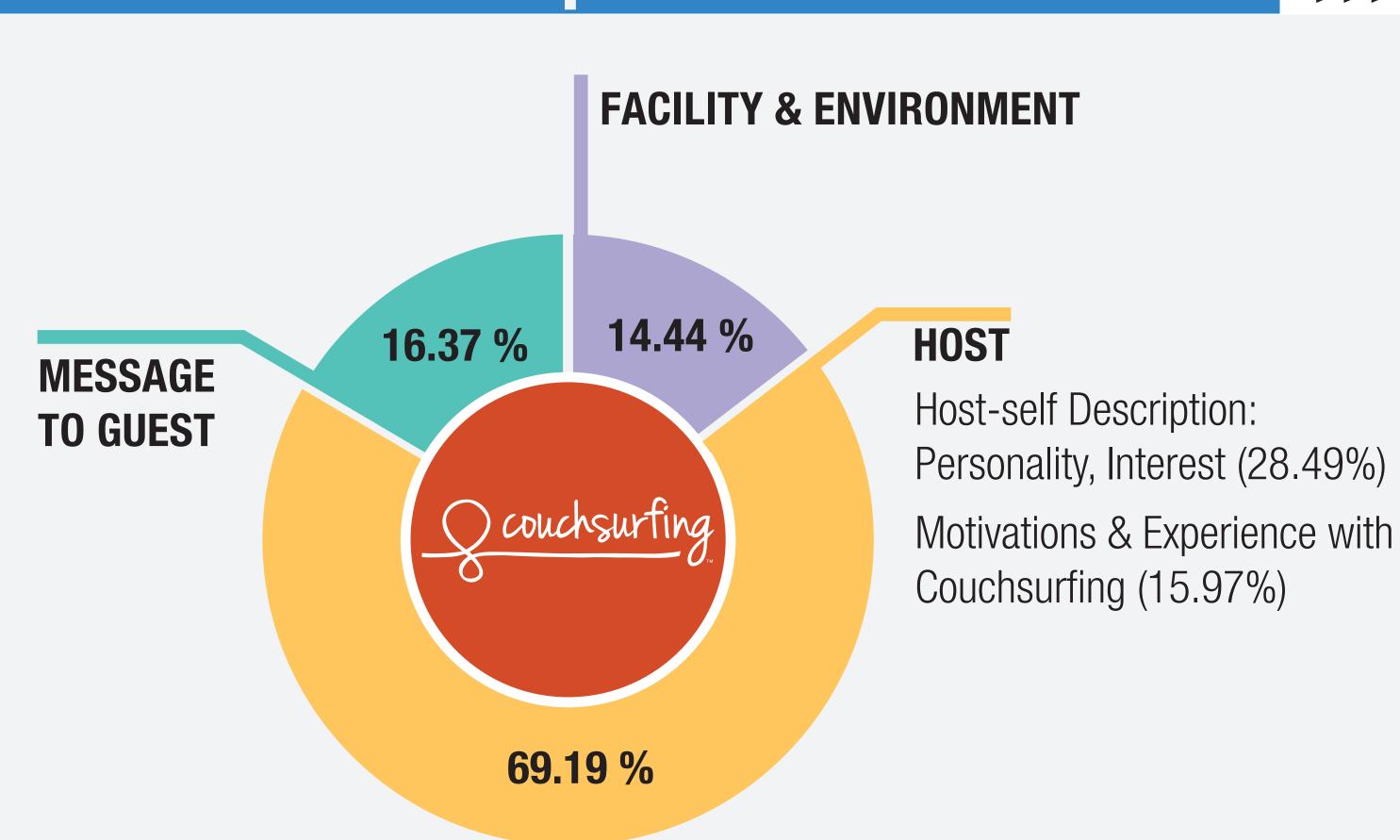
#### **METHODOLOGY**

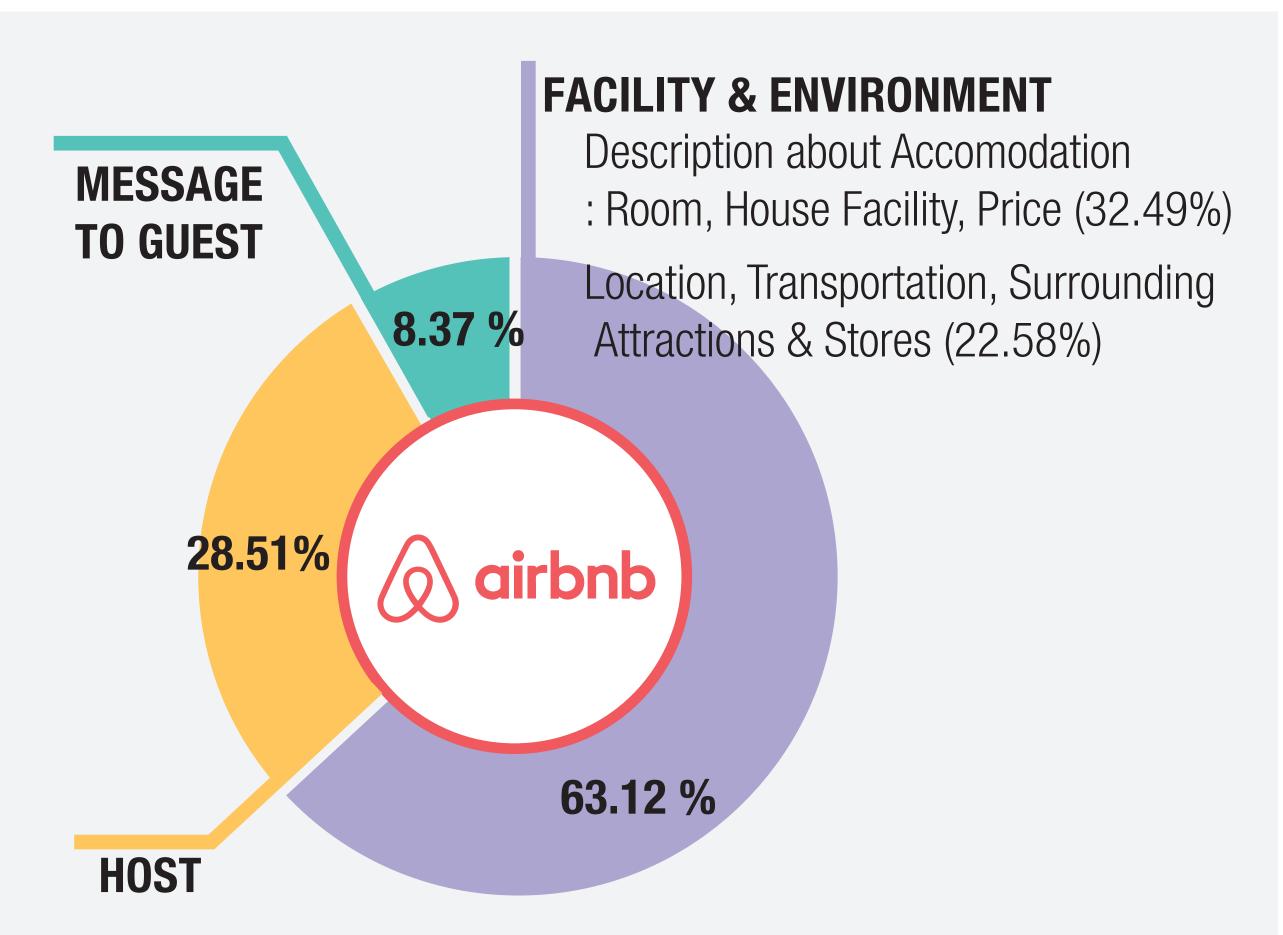
For both services,

Randomly selected New York City Hosts & Guests 30 profiles from "more than 10 reviews" (Gp1) & 30 from "1- 9 reviews" hosts (Gp2) 5 reviews from each Gp1 host & 1 review from each Gp2 host Affinity Diagramming: Bottom-up approach was used

## Host's Profile & Description Consist of...

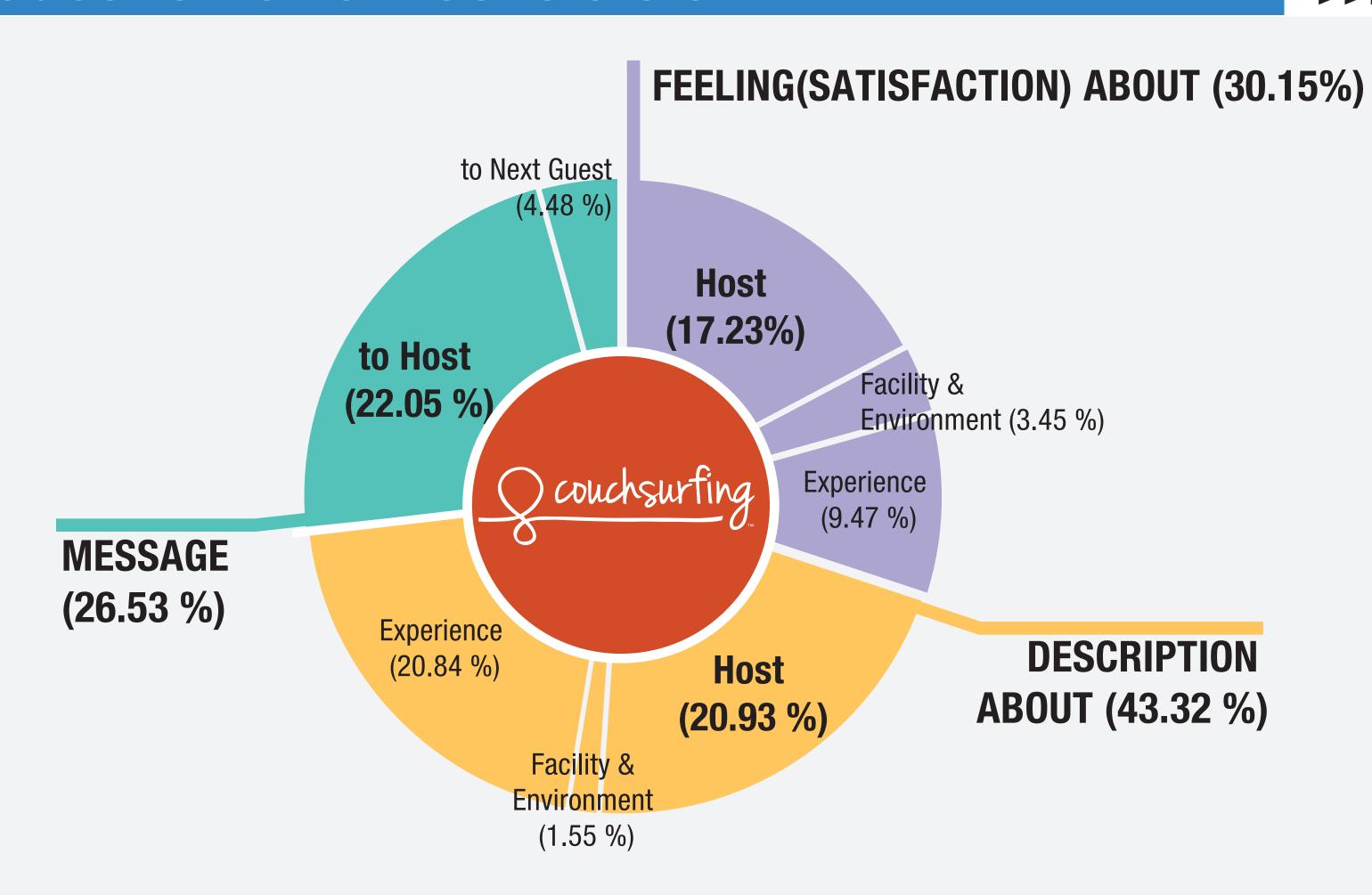
#### >>> INFORMATION RELATED TO

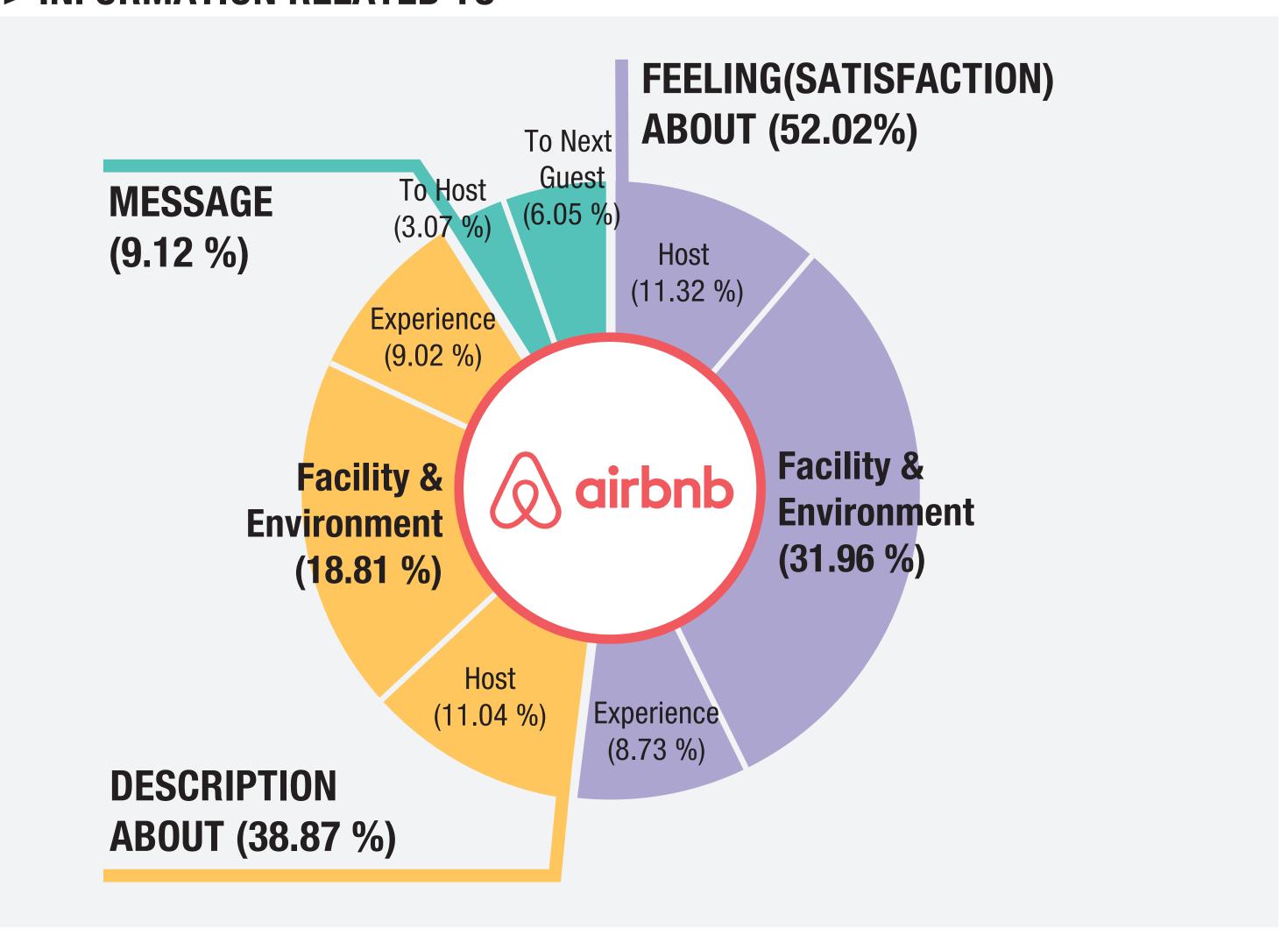




## **Guest's Review Consists of...**

#### >>> INFORMATION RELATED TO

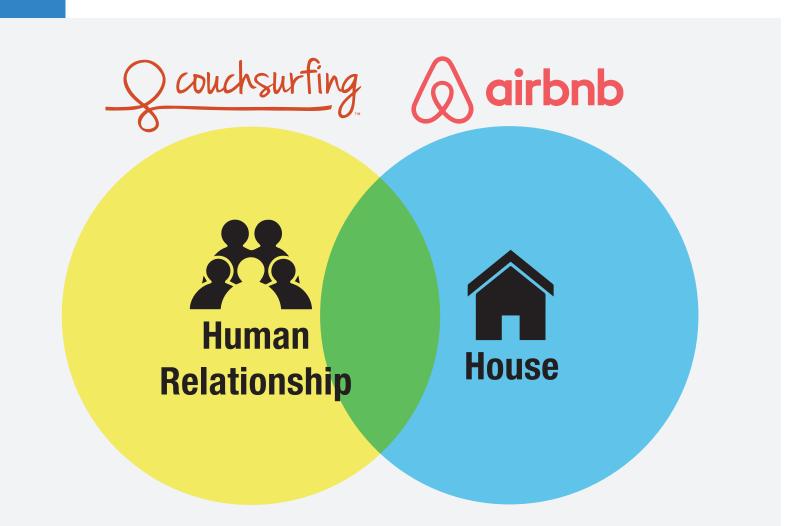




## IN CONCLUSION

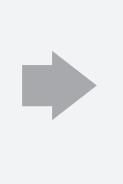
What hosts want to share with guests?

What makes guests satisfied with service?



## DESIGN IMPLICATION

How to improve satisfaction of non-monetary sharing economy services?



Adding features to encourage users to form human relationship & interaction, instead of describing facility and house