**Paper Summary:** The Social Side of Airbnb Large-scale Linguistic Analysis of hosts and guests

**Objectives of Paper:**

Linguistic Analysis of Host + Guest reviews to discover what topics are discussed and how it has changed over time. The types of topics discussed may provide insight as to the motivations of the users

**Findings:** predominantly utilitarian, and increasingly over time. Social value topics are also present. Global Shift in attitude about ABNB is being appropriated -> local values + platform changes

**Relevant Points:**

* Sharing Economy – criticized for being about access (utilitarian) as opposed to sharing (social value)
* Important implications – how companies market themselves + how they are regulated
* Approach – mixed method - > combining thematic analysis + machine learning techniques
* Delve deeper into social side -> identify subthemes discussed the most ->
  + People they interact with (who and what personality)
  + How they interact (talking, having meal …)
* Sharing Economy -> rather than owning goods + services -> share with one another. Under the premise that there exists excess capacity in system … An opportunity to optimise resources + increase their value through sharing. Emphasizes that social value is just as important as financial value -> sharing is a means to build stronger communities.
* Critiques -> Sharing – social exchange of people who know each other without any profit.
* As soon as money is exchanged – becomes an economic exchange – utilitarian value vs social.

**How can this research contribute to my project?:**

**Any other ideas that I thought of:**

**Further Investigation into:**

* Eckhardt + Bardhi ->