

Table of Contents

Preface	1
1 The new social game	
<i>The active role of the consumer in value creation</i>	3
1. Once upon a time	3
2. The crowdsourcing perspective	5
3. Much more than sharing	6
4. The ideological debate	7
5. The goal of our research	8
2 Consumption implies work	
<i>Sharing platforms and peer-to-peer communities</i>	11
1. Co-planning	12
2. Co-production	16
3. Co-advertising	19
4. Co-selling	22
5. Co-logistics	25
6. Co-use	26
7. Co-post use	28
3 “A coke is a coke”	
<i>The ideological debate</i>	31
1. The new perspective	31
2. Coincidence	32
3. Divergence	37
4. Convergence	44

4. Customers or citizens	
<i>The co-value model: a qualitative analysis</i>	49
1. The Co-value Model	49
2. The factors influencing digital behaviour	52
3. Methodology: The qualitative analysis	55
4. Hypotheses	56
5. Overview	60
5. The collaborative consumption	
<i>BlaBlaCar vs. Airbnb: a quantitative analysis</i>	65
1. The collaborative consumption	65
2. Car sharing: The BlaBlaCar case	67
3. Home-sharing: The Airbnb case	70
4. The conceptual model	72
5. Determinants of peer-to-peer exchanges	74
6. Airbnb and BlaBlaCar	77
7. Results	80
8. Compared findings	83
6. Conclusion	85
References	87
Appendix (Methodology)	99
Appendix A – Qualitative Analysis	99
About the Authors	101