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**AN ANALYSIS OF MOTIVATIONS AND AFFORDANCES FOR KNOWLEDGE  
SHARING ON AIRBNB**

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Pontifícia Universidade Católica  
do Rio Grande do Sul

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Dissertation submitted on the Master's Degree Program in Administration with emphasis on Information Management of Pontifical Catholic University of Rio Grande do Sul – PUCRS, as a partial fulfilment for the degree of Master in Administration.

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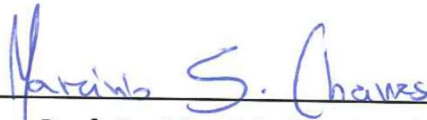
**Gabriela Ester Godoy Vaz**

An analysis of motivations and affordances for knowledge sharing on  
airbnb

Dissertação apresentada como requisito parcial para a obtenção do grau de Mestre em Administração, pelo Programa de Pós-Graduação em Administração da Escola de Negócios da Pontifícia Universidade Católica do Rio Grande do Sul.

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“Change alone is eternal, perpetual, immortal”.  
**Arthur Schopenhauer**

## **DEDICATION**

This dissertation is dedicated to my dad, to my stepmom and to my little sister whom have loved me and supported me since ever. I also dedicate it to my mom, who is no longer with us, but she keeps being my greatest strength in life.

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## **LIST OF ABBREVIATIONS AND ACRONYMS**

ICT	Information and communication technology
IT	Information Technology
KM	Knowledge Management
KS	Knowledge Sharing
P2P	Peer-to-peer
SE	Sharing Economy
SNS	Social Network Sites
UGC	User-generated Content

## ABSTRACT

There are many ways, channels or mechanisms within sharing economy platforms for users to assemble in ideological community-binding that possibly encourage internal motivations to engage in files sharing and knowledge sharing activities. The affordance concept underlines how each technology or media, such as social media or Web 2.0 tools, affords users with unlike modes of reading, writing and utilizing several combinations of means, which might be useful when research for knowledge sharing within sharing economy context. Moreover, there are no studies meeting these three topics together: Sharing Economy, Knowledge Sharing and Affordances. In this context, there is need to understand how users' motivations and affordances for knowledge sharing affect the usage of the Airbnb. This dissertation aims to identify and analyze users' motivations and affordances that impact knowledge sharing in Airbnb. In order to attain this goal, I used mixed methods composed by fourteen interviews and 101 answers of a survey. Results show Enjoyment, Self-efficacy, Reciprocity and Altruism – all intrinsic motivations – have a positive impact on knowledge sharing in Airbnb, while Reputation and Social Influence – both extrinsic motivations – are not meaningful related to knowledge sharing in the platform studied. It was also investigated motivations for Airbnb usage, such as Electronic word-of-mouth and trust / lack of trust, and they were also positively associated with knowledge sharing throughout Airbnb as well as to users' decision-making processes. Moreover, Association, Visibility, Persistence, Editability, Connectivity, Interactivity affordances were found to have a positive impact on knowledge sharing while Reviewability, Network-informed association and Generative role-tanking were not meaningful to knowledge sharing within Airbnb. Furthermore, by meta-analysis, I formulated sixteen propositions, which constitutes the theoretical contribution to guide further investigations using Airbnb or similar platforms. As for practical implications, this study can help sharing economy managers to improve their platforms as well as helping IT developers that can learn from those affordances that impact on knowledge sharing in order to apply them when creating social platforms and apps.

**Keywords:** Knowledge Sharing, Affordances, Motivations for Knowledge Sharing, Affordances for Knowledge Sharing, Sharing Economy, Airbnb.

## RESUMO

Existem muitas maneiras, canais ou mecanismos dentro das plataformas de economia compartilhada para os usuários se reunirem em ligações ideológicas com a comunidade, o que possivelmente encoraja motivações internas para participar de atividades de compartilhamento de arquivos e compartilhamento de conhecimento. O conceito de *affordances* enfatiza como cada tecnologia ou mídia (mídias sociais ou ferramentas da Web 2.0) oferece aos usuários modos diferentes de leitura, escrita e utilização de várias combinações de meios, que podem ser úteis na pesquisa de dinâmicas de compartilhamento de conhecimento no contexto da economia compartilhada. Além disso, não há estudos reunindo estes três tópicos: Economia Compartilhada, Compartilhamento de Conhecimento e *Affordances*. Nesse contexto, é preciso entender como as motivações e as *affordances* dos usuários para compartilhamento de conhecimento afetam o uso do Airbnb. Esta dissertação visa identificar e analisar as motivações e os recursos dos usuários que afetam o compartilhamento de conhecimento no Airbnb. Para atingir este objetivo, usei métodos mistos composto de quatorze entrevistas e 101 respostas de questionários. Os resultados mostram que Prazer, Auto eficácia, Reciprocidade e Altruísmo (todas motivações intrínsecas) têm um impacto positivo nas práticas de compartilhamento de conhecimento no Airbnb, enquanto Reputação e Influência Social (motivações extrínsecas) não são significativamente relacionadas à dinâmica de compartilhamento de conhecimento na plataforma estudada. Também foram investigadas motivações para o uso do Airbnb, como *Electronic word-of-mouth* e confiança / falta de confiança, e estas também foram positivamente associadas ao compartilhamento de conhecimento no Airbnb, bem como aos processos de tomada de decisão dos usuários. Além disso, verificou-se que as *affordances* de Associação, Visibilidade, Persistência, Editabilidade, Conectividade e Interatividade tiveram um impacto positivo nas práticas de compartilhamento de conhecimento, enquanto a Revisibilidade, a Associação Gerada pela Rede e o Papel Gerativo de Informações não foram positivas para o compartilhamento de conhecimento no Airbnb. Além disso, por meta-análise, construí dezesseis proposições. Além disso, por meta-análise, formulei dezesseis proposições, que constituem a contribuição teórica para orientar investigações adicionais usando o Airbnb ou plataformas semelhantes. Quanto às implicações práticas, este estudo pode ajudar gerentes de economia compartilhada a melhorar suas plataformas, além de ajudar os desenvolvedores de tecnologia da informação a aprender com as *affordances* que afetam o compartilhamento de conhecimento, a fim de aplicá-las na criação de aplicativos e plataformas sociais.

**Palavras-chave:** Compartilhamento de Conhecimento, Affordances, Motivações para compartilhamento de Conhecimento, Affordances para Compartilhamento de Conhecimento, Economia Compartilhada, Airbnb.

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## 1 INTRODUCTION

For centuries, family business owners have passed on their knowledge, their business wisdom from generation to generation, which means that knowledge management (KM) is not new (HANSEN et al., 1999). It was not until the 1990s that executives began to talk about KM in the organizational environment, as the foundation of the industrialized economy shifted from natural resources to intellectual assets (HANSEN et al., 1999), so KM involves value creation, intangible assets of an organization (RUBENSTEIN-MONTANO et al., 2001). Since then, there has been a growing interest in treating knowledge as a significant organizational resource, so managing knowledge has been seen as a benefit to the organization (ALAVI and LEIDNER, 2001).

Additionally, this knowledge is a valuable asset to some stakeholders as some researches on user-generated content (UGC) of social media have evidenced (EDWARDS et al., 2017). Knowledge is an important organizational resource, therefore, managing this knowledge is considered to be beneficial to organization (ALAVI and LEIDNER, 2001). Knowledge management (KM) is about identifying and leveraging common knowledge (RUBENSTEIN-MONTANO et al., 2001) in an organization by helping it to compete in the market, besides promoting its innovating and reacting capacities (RUBENSTEIN-MONTANO et al., 2001). Knowledge and knowledge management are complex and multifaceted concepts, and the latter is widely considered a process that encompasses many activities (ALAVI and LEIDNER, 2001). Minor divergences occur in the literature, particularly in terms of number and labeling of processes, due to underlying concepts. At a minimum, Alavi and Leidner (2001) consider four basic processes of (1) creation, (2) storage, transfer (same sharing and dissemination) and application of knowledge (also called utilization).

Knowledge sharing (KS) is an essential aspect of knowledge management in an organization since its major capabilities are (1) to transfer, assimilate and combine multiple knowledge flows and (2) to employ existent knowledge in tasks (GRANT, 1996; RAMBE and NG'AMBI, 2011). Knowledge sharing upholds the ongoing development processes through the conversion and translation of one's process enhancements into genuine learning (SIGALA and CHALKITI, 2015). Hence, this creation of content widely spreads knowledge beyond projects or conversant co-workers, and it favors knowledge sharing throughout the organization and "with the organization's ecosystem". Likewise, knowledge sharing is one of the most significant processes within knowledge management (OLIVEIRA et al., 2017; HENDRICKS,

1999) and can be understood as the situation in which individuals donate or collect tactical or explicit knowledge within a team (OLIVEIRA et al., 2017). Explicit knowledge refers to information that can be easily communicated between individuals and therefore commonly encapsulated in formats such as text, language, operation codes, or even guides (WILTSHIER and EDWARDS, 2014). While tacit knowledge - such as skills, competencies, and talents - is more difficult if communicated directly to another person, either verbally or symbolically (WILTSHIER and EDWARDS, 2014; HIGUCHI and YAMANAKA, 2017; YIU and LAW, 2014).

Regarding support for sharing knowledge, information technology can be considered as a critical and necessary tool (OLIVEIRA et al., 2017; HENDRICKS, 1999; LEE et al., 2006), as it allows knowledge be shared anytime, anywhere, in a safe and friendly way (LEE et al., 2006). An information and communication technology (ICT) can improve knowledge sharing and decrease as temporary barriers and spaces between knowledge workers and thus improve access to knowledge information (HENDRICKS, 1999). However, KM encompasses many more technologies to facilitate knowledge sharing (RUBENSTEIN-MONTANO et al., 2001), given the last access to a connection (same articulation) between the individual knowledge working level, where the knowledge resides, and the level of organization, without qualifying knowledge “reaches” its value, whether economic or competitive (Hendricks, 1999).

In addition, knowledge sharing can be a significant barrier to effective knowledge management, as there is a concern about what motivates or not knowledge workers to share their knowledge with others (HENDRICKS, 1999). KS assumes a relationship between at least two parts: one that has a knowledge and the other that acquires this knowledge (HENDRICKS, 1999). KS presumes an act of outsourcing (NONAKA and KONNO, 1998) - which occurs through the transfer of knowledge, whether in codified, demonstrated or written form - by those who own the knowledge (knowledge owners). It is an act of internalization (NONAKA and KONNO, 1998) - the same as absorption through interpretations, readings, or learning-by - on the part of those seeking knowledge acquisition - knowledge re-constructors (HENDRICKS, 1999).

Consequently, given that KS is a process of intensive work and effort, it can be presumed that individual's attitudes towards KS is steered by motivational factors (PARK and GABBARD, 2018). Likewise, KS demands an effective one's commitment in the process of interacting and learning, and, therefore, know what motivates one in participating in KS is important to uphold KM successful strategies. Additionally, favorable circumstances and a



collaborative environment to share knowledge is straightly related to an individual's behavior towards KS activity (ISKOUJINA and ROBERTS, 2015).

Moreover, regarding knowledge sharing in online communities like SNS, one's motivation is liable to define the quantity and quality just like the choice and alteration of contributions (RODE, 2016). Motivations can be classified in two: extrinsic and intrinsic. Extrinsic motivation makes individual to act in a certain way because it is expected to be an instrument to attain determined results that are different from the activity itself, like promotions or improved job performance. These factors are encompassed by financial benefit, peer recognition, reciprocity and reputation (RODE, 2016). Similarly, an affordance lens is suitable when considering the symbiotic relationship between the action to be taken in the context and the technologies' capability (MAJCHRZAK et al., 2013).

Affordance is a relational concept that considers "both material features of the technology and the subjective perceptions and objectives of the user" (GIBBS, ROZAIDI and EISENBERG, 2013, p. 105). As stated by Treem and Leonardi (2012, p. 5), affordances are also "constituted in relationships between people and the materiality of the things with which they come in contact", so that the very same technology could hand over contrasting affordances for different users (GIBBS, ROZAIDI and EISENBERG, 2013). Accordingly, this affordance concept is helpful for exploring any distinct uses and limitations of manifold digital media and their modes (RANKER, 2015). Moreover, this lens is useful in illustrating the reason why people use contrasting technology in similar ways or like technology in divergent ways (GIBBS, ROZAIDI and EISENBERG, 2013).

This affordance concept underlines how each technology or media, such as social media or Web 2.0 tools, affords users with unlike modes of reading, writing and utilizing several combinations of means (RANKER, 2015). On other words, affordances intrinsically comprise communication. From Donald Norman's angle, one attempts to correspond with the capabilities of the artifact by both the affordances in it, and the "information in or on the artifact about the affordances" (RICE et al., 2017, p. 109). Furthermore, the literature on affordances is interdisciplinary (POZZI, PIGNI and VITARI, 2014), so organizational researchers have begun to apply the affordance concept in order to explain the uses, context, and implications of organizational media (RICE et al., 2017). Communication scholars are analyzing the affordances of social media, since they are a current novelty (GIBBS, ROZAIDI and EISENBERG, 2013).

Beyond that, the Internet is a giant tank of shared content that could be accessed by anyone at any time, and within collaborative consumption and sharing practices there are two important aspects that should be considered: 1) utilizing and consuming goods and services that are accessible through non-ownership models; and 2) dependence on the Internet, and particularly Web 2.0 (BELK, 2014). In this context, besides enabling and facilitating resources sharing among people, the usage of technological platforms promotes a new dynamic where an individual could be both supplier and consumer. Correspondingly, people share not only goods and food “with their family and close friends, but also experiences and knowledge with strangers via the internet” (RYU, BASU and SAITO, 2019, p. 515). In this same vein, people who use these SE platforms also share and trade information about their experiences, co-producing specific and meaningful knowledge and affecting decision making (LEUNG et al. 2013).

Moreover, SE works by means of technological platforms (like websites, social networks sites or even mobile app), which depends “on social dynamics for the actual sharing and collaboration” (HAMARI, SJÖKLINT and UKKONEN, 2016, p. 2050). In this vein, there are many ways, channels or mechanisms within SE platforms for users to assemble in ideological community-binding that possibly encourage internal motivations to engage in filesharing and knowledge sharing activities. Therefore, researchers on SE might use affordances for users to indicate their standards and rules and consent with that, which are normally held within a SE community (HAMARI, SJÖKLINT and UKKONEN, 2016).

Farther, SE’s literature may be split into at least four scopes: 1. exploration of the psychological concept of sharing; 2. focus on the financial and legal aspect of SE; 3. topics related to P2P sharing transactions; and 4. themes approaching in contexts like car and house sharing (HEO, 2016; EDWARDS et al., 2017). Similarly, Cheng (2016) shows that there are three different areas within SE literature “1. SE business models and its impacts; 2. nature of SE; and 3. SE’s sustainability development and two areas specific to tourism and hospitality 1) SE’s impacts on destination and tourism services and 2) SE’s impacts on tourists” (p. 60). Therefore, literature lacks studies relating these three topics: SE, KS and affordances.

## 1.1 RESEARCH PROBLEM AND OBJECTIVE

This context of sharing economy (SE) is particularly of great attention given that participation in SE communities and services are usually motivated by the necessity of doing

good for others and for the environment, like helping others, sharing, and involving in sustainable behavior (HAMARI, SJÖKLINT and UKKONEN, 2016). Regardless of that increasing importance, there is a dearth of quantitative studies relying on motivational factors about intentions and attitudes of consumers towards SE. Even though SE affords economic benefits (such as facilitated access to goods, saving money, and free-riding) which in turn create self-centered why and wherefore for participating in it, there is a possible divergence amid motivations and their outcome on attitudes and behaviors ensure an interesting research context (HAMARI, SJÖKLINT and UKKONEN, 2016).

Despite social media are evolving into a great and important topic in the online tourism and hospitality domain, existing tourism and hospitality research on social media results show that it has been paid more attention to supplier's applications of social media (LEUNG et al., 2013), not on customers usage of these platforms. Accordingly, Chatterjee (2001) stated that UGC writers do not have anything to lose when sharing personal experiences on comments. So, there is a greater standard of perceived reliability and trustworthiness of UGC when in contrast with traditional tourism sites. Given that a growing number of tourists have adopted social media as a new means of communicating, collaborating and cooperating, it is supposed that more reliable and trustworthy information and knowledge on experiences will be shared (YE et al., 2011; LEUNG et al., 2013; EDWARDS et al., 2017).

Likewise, by computer-mediated channels, such as Airbnb or just online travel forums, tourists act like knowledge substitutes of a certain destination who share specific information about it and co-produce knowledge for possible tourists of that destination (EDWARDS et al., 2017). Otherwise, Airbnb and other SE platforms are too fresh to be widely explored in academic researches. Thus, it is necessary to match academic insights with trends and progress identified within these SE initiatives at disruptive growth (OSKAM and BOSWIJK, 2016).

Besides, Airbnb is a P2P platform that has grown into one of the most successful sharing economy models. Since 2008, Airbnb has seen its very quick growth and how it has changed how the business community became to see it. Unarguably, Airbnb disrupted the well-established accommodation system like people know (CHENG and JIN, 2019). Another interesting fact is that Airbnb is not only about the listing's information, but also about the host's information to plan and decide. Ert, Fleischer and Magen (2016) found that host's personal photos play a key role along with host's reputation on decision making, proving that visual (photos of hosts) and non-visual (reviews and comments) has an impact on building trust. However, even though researchers have studied many factors that influence consumer's

attitudes toward Airbnb, academic literature has concentrated on analyzing these motivational factors separately (SO, OH and MIN, 2018).

In another vein, scholars have lately focused on KM models and KS channels in this context in tourism and hospitality industries (YIU and LAW, 2014). In fact, empirical evidence of KS within the context of a SE platform is needed, which will be of great benefit to tourism and hospitality industries. Likewise, practitioners and scholars will be able to learn from past experiences and co-produce information and knowledge from travelers as well as an application of affordance lens to unveil this phenomenon. Considering the absence of empirical studies gathering KS in SE platforms through the lens of affordances, the research question of this dissertation is: **What are users' motivations and affordances that impact knowledge sharing in Airbnb?**

To answer the aforementioned research question, the objective of this research is **to identify and analyze users' motivations and affordances that impact knowledge sharing in Airbnb.**

## 1.2 JUSTIFICATION

The nonstop growth of information and communication technologies (ICTs) in the last years has deep implications for the whole tourism and hospitality industry (LEUNG et al., 2013). The evolution from the Web 1.0 (static web) to a brand-new era of web applications related to traveling enable and boost a greater level of social interplay among tourists, and it has been recognized by both practitioners and scholars that social media have an enormous effect on both tourism and travel providers (LEUNG et al., 2013). The growing number use of Web 2.0 apps has engendered innumerable online reviews (UGC) from users (YE et al., 2011). Likewise, in tourism researches, works on KS on Web 2.0 are quite inexpressive and modest (EDWARD et al., 2017).

When the previous topics (KS and Web 2.0) are approached on a study, they are concentrated on organizational setting, like hotels, not on SE platforms. Nezakati et al. (2015) and Edwards et al. (2017) strengthen this requirement of future studies of KS implying that the incorporation of tacit and explicit KS throughout pre-travel process of decision-making might be effective, since it may considerably affect and change tourists' decision-making process. Also, they claim that figuring out the knowledge-sharing structure in online forums or in SE platforms could upgrade the efficiency to a sustainable administration of a destination.

Additionally, Guided by UGC (embracing the capability of sharing photos, videos and comments with other users), scholars have observed social media ability in supporting hospitality and tourism organizations to absorb likely guests, develop their online presence and so increase online incomes (LEUNG et al., 2013). Social media are helpful in managing clients' relations since their capability of drawing attention of clients by means of focused and member-generated content, involving clients with social interactions. In another way, social media afford opportunities for comprehending and acknowledge customers choices within tourism and hospitality companies (LEUNG et al., 2013).

Though previous researches have documented UGC and its functions in influencing tourist process of decision-making, this current study goes beyond that. It will analyze knowledge co-production via KS, in which travelers' knowledge of a certain destination and information and knowledge are assimilated from trips. These tourists could be considered as destination agents when contributing to one-to-one information services of certain destinations (EDWARDS et al., 2017). Given that studies of knowledge creation and sharing on Web 2.0 are quite modest, this dissertation will fill this knowledge gap and include Social Media affordances to analyze KS in the Airbnb.

In addition to that, in the beginning of years 2000, society began to use the Internet to boost productivity by connecting the offline world to the online one as a feedback to important natural resources constraints, and SE turned out to be one of these actions (CHENG, 2016). Another interesting data is that practitioners speculate that SE will grow from fifteen (15) billion dollars in 2015 to three hundred thirty-five (335) billion dollars in 2025 (CHENG, 2016).

Also, these social media affordances are helpful for exploring any distinct uses and limitations of Airbnb usage and KS within this SE platform. This affordance concept underlines how each technology or media, such as social media or Web 2.0 tools, affords users with unlike modes of reading, writing and utilizing several combinations of means (RANKER, 2015). Moreover, since Social Media affordances are useful in illustrating the reason why people use contrasting technology in similar ways or like technology in divergent ways, this work will provide some new insights on KS within SE platforms.

Subsequently, this dissertation project will bring some significant contributions for researchers and practitioners who want to increase existing literature and research on affordances for KS in the SE context. For certain types of SE's organizational factors and endeavors, the findings of this study might highlight: 1) how social media affordances could change the way SNS are being deployed in this context; 2) how they possibly will be managed

within tourism and hospitality companies; and 3) how they influence the way a social media or SNS tool may be used. One main concern of practitioners of SE environment should be how to develop and employ SNS and social media tools, which can assist and improve online knowledge sharing. Social media and SNS affordances could promote or even limit their use. These practitioners should consider some strategic affordances to improve their social media or SNS usage, thereby, attracting more tourists and their experiences and knowledge.

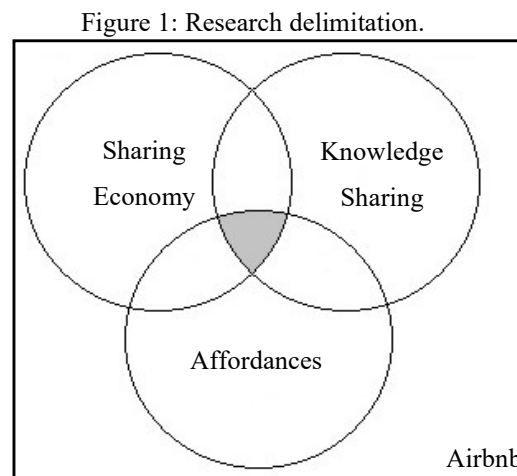
### 1.3 RESEARCH STRUCTURE

After this introductory section (**Introduction**), this work is structured as follows: Chapter 2 contains the **Theoretical Background** that supports this study. This chapter presents the main concepts of knowledge sharing, affordances and sharing economy concepts and the results of the literature review focus on identifying and analyzing the motivations and affordances that impact on knowledge sharing. Chapter 3 (**Research Design**) presents the research context and object of study – Airbnb platform. Moreover, the research design used for the development of this research along with its data collection techniques and the data analysis procedure. Chapter 4 is dedicated to the **Results** obtained from interview and survey data collection along with meta-analysis. Chapter 5 is about the **Discussion** of the results of data analysis along with literature review. Finally, Chapter 6 (**Conclusion**) handovers theoretical and practical contributions as well as the demonstration of the achievement of the established objective along with closure, limitations of this research and suggestions for further studies.

## 2 THEORETICAL BACKGROUND

In this section, three theoretical poles were considered. First, I present the concepts of KS and its standing in knowledge management field. Second, I present affordance concepts and its relationship within KS area based on a literature review. Finally, I present the concepts of SE context.

The delimitation scope of this research involves the study of affordances for KS in the context of SE as presented in Figure 1.



Source: Author

### 2.1 KNOWLEDGE SHARING

The aim of this theoretical pole is to present the most popular definition about KS, its characteristics and its main studies in the field. First, I present concepts about KS, with some focus on IT. Second, I present some studies on KS in the tourism and hospitality concept. Then, I introduce motivations for KS.

For centuries, family business owners have passed on their knowledge, their commercial wisdom, from generation to generation, which means that knowledge management (KM) is not new (HANSEN, NOHRIA and TIERNEY, 1999). It was only in the 1990s that executives began to speak in KM in the organizational environment, since the basis of the industrialized economy shifted from natural resources to intellectual assets (HANSEN, NOHRIA and TIERNEY, 1999), so KM involves the creation of value of the intangible assets of an organization (RUBENSTEIN-MONTANO et al., 2001). Since then, there has been a growing interest in treating knowledge as a significant organizational resource and asset, and thus the

management of this knowledge has been seen as a benefit to the organization (ALAVI and LEIDNER, 2001).

KM refers to identifying and leveraging collective knowledge (RUBENSTEIN-MONTANO et al., 2001) within an organization to help it compete in its marketplace, as well as to promote the innovation and response capabilities (idem reactivity) of (ALAVI and LEIDNER, 2001; VACA, 2017). Knowledge and KM are complex and multifaceted concepts, and the latter is widely considered a process that encompasses several activities (ALAVI and LEIDNER, 2001). Small divergences occur in the literature, particularly in terms of number and labeling of processes, because of the underlying concepts. At a minimum, Alavi and Leidner (2001) consider four basic processes of (1) creation, (2) storage, transfer (idem sharing and dissemination) and application of knowledge (also called utilization). In this same vein, these knowledge processes (or activities) reflects a structured methodical organization for managing knowledge successfully, and usually these processes comprise activities like creation, sharing, storage and usage (LEE and CHOI, 2003; BOCK, 2005).

Knowledge sharing (KS) is one of the most significant processes within knowledge management (HENDRICKS, 1999; SENTHIL VELMURUGAN, KOGILAH, and DEVINAGA, 2010; ISKOUJINA and ROBERTS, 2015; NODARI, OLIVEIRA and MAÇADA, 2016; OLIVEIRA et al., 2017) and can be understood as the situation in which individuals donate or collect tacit or explicit knowledge within a team, a group or a community (OLIVEIRA et al., 2017). Explicit knowledge refers to information that can be easily communicated between individuals and is therefore commonly encapsulated in formats such as text, language, operations manuals codes, or even guides (WILTSHIER and EDWARDS, 2014). While tacit knowledge - such as skills, competencies, and talents - is more difficult if communicated directly to another person, either verbal or symbolic (WILTSHIER and EDWARDS, 2014; YIU and LAW, 2014; HIGUCHI and YAMANAKA, 2017).

Furthermore, explicit knowledge is that on that has been formalized, documented and codified in visual artifacts, such as text, tables, and diagrams. Formalized standards, math formulas, instructions, manuals, or documented best practices are some simple examples of explicit knowledge. Otherwise, tacit knowledge is resultant from one's actions, values and experiences, so it cannot be totally articulated, expressed and codified with easiness (EDWARDS et al., 2017; PARK and GABBARD, 2018).

Else ways, KS can be a significant barrier to effective KM, as there is concern about what motivates knowledge workers to share their knowledge with others (HENDRICKS, 1999;



ALJUWAIBER, 2016). KS presupposes a relationship between at least two parts: one that has one knowledge and the other that acquires this knowledge (HENDRICKS, 1999). KS assumes an act of externalization (NONAKA and KONNO, 1998) - which occurs through the transfer of knowledge, either in a codified, demonstrated or written form - by those who hold the knowledge (owners of knowledge). Likewise, KS assumes an act of internalization (NONAKA and KONNO, 1998) - that is, absorption by means of interpretations, readings or learning-doing - by those seeking the acquisition of knowledge - rebuilders of knowledge (HENDRICKS, 1999).

Particularly in the tourism and hospitality sectors, where organizations find an extremely dynamic environment characterized by rapidly changing customer needs coupled with limited services and products, there is a need to manage the shared knowledge of these areas (LIU, 2017). Therefore, KM is a valid instrument to respond to the environment of rapid changes in tourism (WERNER, DICKSON and HYDE, 2015). Tourism and hospitality companies face this challenging situation and need to accumulate learning - knowledge - and social resources in order to continue to operate in their market and survive in this dynamic environment (LIU, 2017).

Moreover, in order to support knowledge dissemination, information technology (IT) can be considered as a critical and extremely necessary tool (HENDRICKS, 1999; LEE, KIM and KIM, 2006; OLIVEIRA et al., 2017), because it allows knowledge to be shared at anytime, anywhere, and in a safe and friendly way (LEE, KIM and KIM, 2006). Information and communication technology (ICT) can improve knowledge by reducing temporal and space barriers between knowledge workers, thus improving access to information about a specific knowledge (HENDRICKS, 1999). With his adoption of new ICT, especially those that work with networking, KS is ever more taking place virtually or online (SENTHIL VELMURUGAN, KOGILAH, and DEVINAGA, 2010). However, KM encompasses much more than technologies to facilitate knowledge sharing (RUBENSTEIN-MONTANO et al., 2001), since the latter provides a connection (idem articulation) between the individual level knowledge workers, where knowledge resides, and organizational level, in which knowledge "reaches" its value, whether economic or competitive (HENDRICKS, 1999).

Properly, in present online environment, KS is not concentrated anymore within groups of friends, co-workers, or teams, nevertheless KS is being widely dispersed across the globe with individuals, often strangers, in online communities (PARK and GABBARD, 2018). Accordingly, this settlement and propagation of Web 2.0 tools along with social media, as a

communication brand-new means, has changed the way people around the world share their everyday life issues, interests, information and, of course, knowledge (EDWARDS et al., 2017). UGC is a major feature of social media, for the reason that users are not just readers anymore, they become also producers and contributors in creating, generating, editing, rearranging, commenting, annotating, assessing and disseminating their tacit knowledge (EDWARDS et al., 2017).

According to Leonardi (2017), social media might be valuable for KS in order they are “leaky pipes for communication”, since the content and the way of a certain message becomes visible to individuals that are not involved directly with it. In other words, yet a message is sent to an expected public, other individuals beyond the intended public can also learn with this shared message. This “leakiness” and open content communication make social media to have some significant affordances comparable to vis-à-vis communication that gets lost when using more conventional computer-mediated communication tools (LEONARDI, 2017).

### **2.1.1 Knowledge Sharing in Tourism**

In tourism and hospitality background, travelers are particularly concerned in looking for, arranging and writing about their experiences during the travels, including setting up with online travel communities for sharing travel information and knowledge (EDWARDS et al., 2017). Social media UGC, which includes information and knowledge, are considered to be a valuable resource to many stakeholders, and consumers are more and more relying on this to make their decision (EDWARDS et al., 2017). Since social media is acknowledged as an extension and essential part of current life for practically everyone, Xiang and Gretzel (2010) look at social media as being an incredible actor in forging decision-making process of tourists. In essence, comprehending the knowledge-sharing practice through “the lens of an online travel forum can assist in gaining insights into contemporary tourist’s decision-making process” (Edwards et al., 2017, p. 702).

KS supports ongoing development processes by translating and translating individual enhancements into genuine learning (SIGALA and CHANLKITI, 2015). In recent years, there has been a growing upsurge in a new era of computer-mediated communication tools, called social media and SNS, both are results from Web 2.0 era. Since this type of media provides new features that promote knowledge sharing in an organization (MAJCHRZAK et al., 2013), they can also mediate and facilitate KS in the context of tourism. This section aims to

understand how social media, such as corporate social networks, wikis, blogs, weblogs, among others, in the context of tourism, were discussed during literature review processes.

Regards the role of social media in KS in the tourism environment, the study performed by Edwards et al. (2017) used as a research motivation the lack of studies about how KS structure and the co-production of knowledge are related in the context of online travel forums. The findings indicate that the knowledge structure is created by community residents who camouflage themselves as local experts and serve as ambassadors for a destination. The knowledge structure presents collective intelligence co-produced by residents of the studied community and tourists (EDWARDS et al., 2017).

Another study reports that social media is a source of support and awareness about the lives of people with disabilities, and that these tools propose an understanding about the issue of accessibility for these people in different aspects (ALTINAY, 2016). The objective of this research was to understand how people with disabilities perceive the role of social media in tourism services.

Equally, one research aimed to provide a better understanding of the Asian mode of online travel communication by examining weblogs from two Asian markets with Confucian heritage - China and South Korea (NG and LEE, 2014). The analysis revealed that travel bloggers share five different types of knowledge on websites: 1) information-based, 2) feeling-oriented, 3) related to the environment, 4) culture-oriented, and 5) related to the situation (NG and LEE, 2014).

In another vein, as the reading and analysis of the articles progressed, it was noticed that many articles cited tacit knowledge as the type of knowledge widely shared in the sector and context of tourism and hospitality. According to Edwards et al. (2017), the integration of tacit knowledge sharing during the pre-trip decision-making process may be important, as this may influence the decision-making process of tourists when choosing destinations. It is recognized the significant value for tacit knowledge management, however, it is clear that this field of research in hotel management is in its infancy (AVDIMIOTIS, 2016). It is also evident that tacit knowledge is strongly linked to the behavior, communication, influences and interactions of hotel employees (AVDIMIOTIS, 2016).

In the same way, Zhang et al. (2015) examine tacit exchange of knowledge between companies located in southern China in order to understand how this kind of knowledge has turned this location into a well-known holiday destination. Similarly, Buckley and Ollenburg (2013) conducted a study that shows how adventure tourism leads to tacit knowledge transfer

between international visitors and local residents in the development of destinations. Similarly, Higuchi and Yamanaka (2017) articulated a research on how knowledge sharing was possible between a university and a hotel in Japan, focusing on the importance of tacit knowledge and thus offering a greater understanding of how researchers and practitioners in the area can create partnerships or networks of activities to develop nature-based tourism in the future. Taken together, these results suggest a growing path for research between knowledge sharing in the tourism context.

### **2.1.2 Knowledge Sharing Motivations**

Given that KS is process of intense work and effort, it can be presumed that individual's attitudes towards KS is steered by motivational factor (PARK and GABBARD, 2018). Likewise, KS demands an effective one's commitment in the process of interacting and learning, and, therefore, know what motivates one in participating in KS is important to uphold KM successful strategies. Additionally, favorable circumstances and a collaborative environment to share knowledge is straightly related to an individual's behavior towards KS activity (ISKOUJINA and ROBERTS, 2015).

Moreover, regarding knowledge sharing in online communities like SNS, one's motivation is liable to define the quantity and quality just like the choice and alteration of contributions (RODE, 2016). Motivations can be classified in two: extrinsic and intrinsic. Extrinsic motivation makes individual to act in a certain way because it is expected to be an instrument to attain determined results that are different from the activity itself, like promotions or improved job performance. These factors are encompassed by financial benefit, peer recognition, reciprocity and reputation (RODE, 2016).

In another vein, intrinsic motivation relates to performing an action for personal satisfaction. In this sense, the development of a determined activity in a certain behavior is driven in itself since this conduct is satisfying, interesting, or personally challenging. These intrinsic motivational factors comprehend, enjoyment, altruism, internal satisfaction or even the self-competence feeling and autonomy (RODE, 2016).

Bock et al. (2005) identified three wide categories on motivational drivers that affect employee's willingness to share knowledge which are: economics, social psychology and sociology. The economic group is represented by the anticipated extrinsic rewards, since there are monetary incentives, dots toward promotion. The second group, social-psychological, is

embodied by anticipated reciprocal relations and awareness of self-worth, since the first one captures “employees' desires to maintain on going relationships with others, specifically with regard to knowledge provision and reception” (p. 91), while the latter catches “the extent to which employees see themselves as providing value to their organizations through their knowledge sharing” (p. 91). The final group, sociological, is pictured by fairness, innovation and affiliation. Table 1 comprises motivational factors that will be evaluated in this work.

Table 1: Motivational factors for knowledge sharing and definitions

<b>Factors</b>	<b>Definition and reference</b>
Reputation (Extrinsic)	The historic of one's actions towards others; in other words, how significant one has been to other in the same community system (RODE, 2016). The degree to which one expects to gain reputation by one's KS (PARK and GABBARD, 2018).
Reciprocity (Extrinsic)	Direct reciprocity is related to the principle of "I help you, and you help me", while generalized reciprocity is summed up by "I help you, and you help someone else" (RODE, 2016). The degree to which one conjectures to achieve mutual benefits from KS (PARK and GABBARD, 2018).
Enjoyment (Intrinsic)	When an activity is realized as enjoyable or pleasurable, besides any future consequences and rewards (PARK and GABBARD, 2018).
Self-efficacy (Intrinsic)	It leads to the satisfaction of one's psychological necessity for capacity (RODE, 2016).
Altruism (Intrinsic)	The degree to which one is willing to raise someone else's welfare expecting nothing in turn (PARK and GABBARD, 2018).

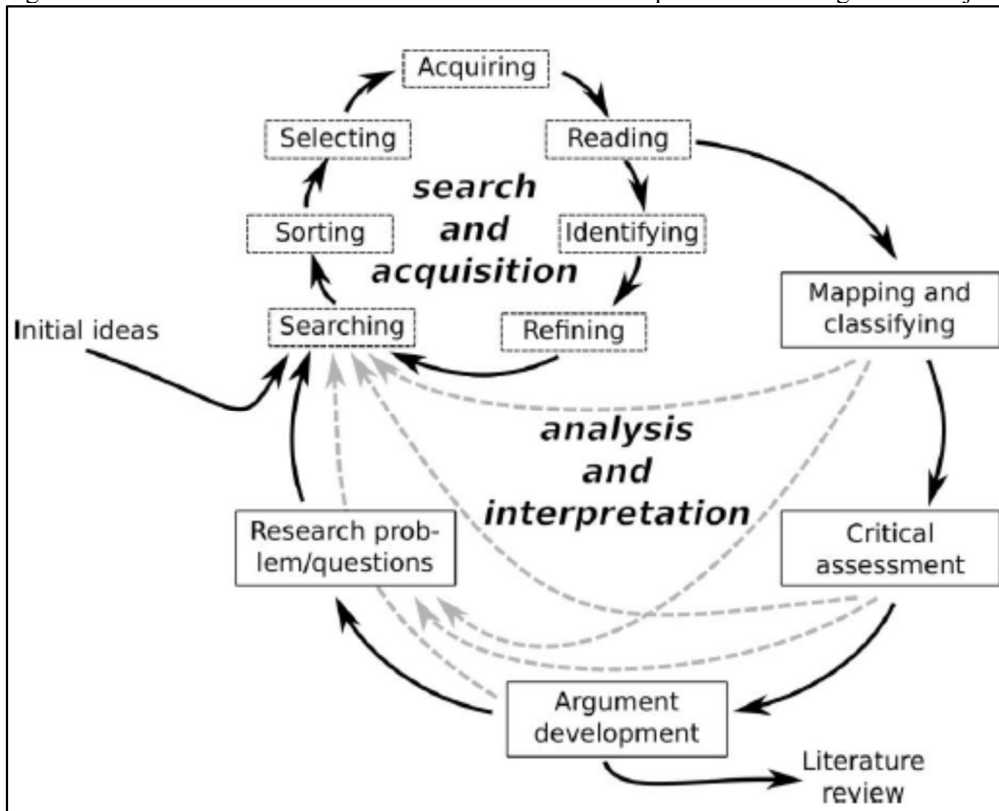
Source: author

## 2.2 AFFORDANCES

Regarding research on affordances, I adopted a hermeneutic approach (BOELL and CECEZ-KECMANOVIC, 2014) for reviewing the academic literature on knowledge sharing, affordances and social media. Through this hermeneutic literature review I found 48 articles embracing these three topics.

First of all, I explain this hermeneutic literature process. According to Boell and Cecez-Kecmanovic (2014), hermeneutics is implicated in the action of advancing and deepening understanding of the studied field. To better appreciate and comprehend the processes' essence of this type of literature review, Boell and Cecez- Kecmanovic (2014) introduced a hermeneutic framework for this kind of study that illustrate two major hermeneutic circles. Both circles ('search and acquisition' and 'analysis and interpretation') are jointly tangled, according to Figure 2.

Figure 2: A hermeneutic framework for the literature review process consisting of two major hermeneutic circles



Source: Boell and Cecez-Kecmanovic (2014)

This literature review accomplished two cycles of search and acquisition after initial ideas. The first one was made in Wiley Online Library database and the second in Google Scholar. Articles were selected according to these two criteria: 1) studies that specifically investigated IT affordances in a knowledge-sharing environment, which was also included collaborative learning; and 2) papers published in academic journals and conference papers wrote in English. Unpublished manuscripts, research abstracts, dissertations and thesis papers were excluded – although these publications are capable of offering well-documented research with supported data, findings, evidence and theories, academic journals and proceedings are supposed to satisfy higher quality papers.

To compile the study's corpus on the first cycle, in Wiley database, a research was conducted using the keywords "affordance" and "knowledge sharing". This process resulted in 51 articles from journals. Furthermore, to assess if these articles were suitable for the current research, before reading the whole text, an abstract analysis was taken. By the end of this process, 40 papers were considered from Wiley database, which means that 11 papers were discarded, because they did not have the sought content.

To perform the search and acquisition of the second cycle, which was performed in Google Scholar, a major research was managed using the keywords “affordance” and “knowledge sharing” and “information technology”. I added the “information technology” keyword to narrow the research broadness that appeared on the first cycle, and to attend to the objective of this study. This search resulted in 1300 papers. After this, I carried out a temporal cut, from 2007 to 2017, so the number of articles reduced to 1.190. To assess if these papers were suitable for the current research, an abstract analysis was performed. While performing the previous process, I established that after not finding any paper suitable for the current study during search on three consecutive pages of Google Scholar, the search had to stop. So, the search stopped on page 12 of Google Scholar, because no fitting and convenient article was found. The amount of publications collected for this study was 26, because it was excluded: the repeated ones from the previous cycle, the 12 book publications and those that did not fit our purpose. Adding Wiley’s (40) and Google’s papers (26), we have 66 articles for analysis.

Furthermore, during the reading and interpreting processes, I analyzed 66 papers according to the following guidelines: Author(s) and year of publication; Number of citations; Problem(s) and aim(s) of the study; Research design and methods – qualitative method, quantitative method, and mixed approach (which included also the collection techniques, sample size, unit of analysis, research country; Theories and concepts used in the study; Main findings; Limitations and Future Research; and Study’s area (education, IT, entrepreneurship, computer science, psychology, and sharing economy).

I filled into a worksheet these data from the publications. Moreover, I analyzed studies to find out whether they exploited affordances, and which affordances were exploited, in a knowledge sharing and collaborative learning environment. After reading and filling this worksheet, 18 articles were dropped out by the main reasons of not fulfilling the goals of this research which includes: It focused on the theory of absorptive capacity in knowledge management; The authors discussed the designing of asynchronous online discussion environments; The dynamic capacity in work e-learning was approached; Its goal was to understand the role of IT artifacts in the process of construction of meaning; It examined the impact of digitalization on entrepreneurship; Affordances and knowledge sharing rarely mentioned along the text.

By the end of these procedures and data analysis, the final number of articles considered to perform this hermeneutic literature review was 48 – like previously stated.

### 2.2.1 Defining Affordances

Gibson (1979) first coined the term affordance in ecological psychology. He characterized it as a “perceivable property of an object or of the environment that allows a particular individual opportunity for action” (ARAZY et al., 2016). In other words, Gibson intended affordance to represent an “action possibility available in the environment” (POZZI, PIGNI and VITARI., 2014; EVANS et al., 2017; RICE et al., 2017, p. 108). The affordances idea was popularized by Donald Arthur “Don” Norman in 1990, who brought it to the attention of researchers into human-computer interaction and information systems (ARAZY et al., 2016; EVANS et al., 2017; RICE et al., 2017).

Affordances are “perceived, not actual”, and can vary in extent or degree (RICE et al., 2017, p. 108). Some definitions argue that the structure of an object denotes how it is supposed to be used, but some scholars claim that affordances can arise by interacting directly with technologies, which leads to experimentation and adaptation shapes one’s action towards these technologies (EVANS et al., 2017). That is, although the materiality of a technology itself affects but does not determine the possibilities for users.

Since affordance means an opportunity for action or an interaction between users and tool, it can offer a look at technology from the user’s perspective (WOO, 2009). Affordance is understood as formative of the “phenomenal environment” instead of being totally dependent on observer’s perspective or on the sheer physical properties of an object/technology (LEONARDI, HUYSMAN and STEINFELD, 2013). Whereas it is the user, not the technology per se, who decides if the object/technology is beneficial or valuable for use, it is the users’ characteristics that determine the use of a technology in instructional design (Woo, 2009).

Affordances intrinsically comprise communication. From Donald Norman’s angle, one attempts to correspond with the capabilities of the artifact by both the affordances in it, and the “information in or on the artifact about the affordances” (RICE et al., 2017, p. 109). Furthermore, the literature on affordances is interdisciplinary (POZZI, PIGNI and VITARI, 2014), so organizational researchers have begun to apply the affordance concept in order to explain the uses, context, and implications of organizational media (RICE et al., 2017). Communication scholars are analyzing the affordances of social media, since they are a current novelty (GIBBS, ROZAIDI and EISENBERG, 2013).

Another affordance meaning is an interplay between Information Technology (IT) and organization (ZAMMUTO et al., 2007; AZAD et al., 2016)., any new combination of



technology and organizational features constantly creates possibilities that influence the form and function of an organization (ZAMMUTO et al., 2007). Organizational affordances are those that support the organizing of work and are determined in a collective way, as co-workers arrange meaning and build new structures for use (ZAMMUTO et al., 2007; ELLISON, GIBBS and WEBER, 2015; AZAD et al., 2016).

### **2.2.2 Affordances Lens**

The affordance lens is useful to explain the reason why individuals use disparate technologies in similar ways or the same technology in divergent ways (GIBBS, ROZAIDI and EISENBERG, 2013). Since the Majchrzak et al. (2013) research question was “how could knowledge sharing engagement in the workplace be changed with the use of social media?”, they used an affordance lens to examine the interplay between social media technologies and individuals in a context of how knowledge workers develop and engage in common knowledge conversations. As a result, they provide four affordances related to social media in knowledge sharing conversations. In a similar way, Azad et al. (2016) used the affordance perspective in order to investigate how smartphone technological affordances interact with work projects in time space and what their effects are. They argue that the affordance links a distinct feature to both actor(s) and usage environment, and they adopted a case study method to achieve that.

Zammuto et al. (2007) made use of an affordance lens to answer the following research question: “If the phenomena we study in the organization sciences are changing due to the ubiquitous adoption of IT by individuals and organizations, do not we run the risk of our theories and research becoming irrelevant unless they reflect the changes in those phenomena?” (p. 751). These authors argued that an affordance perspective admits that a technological object or device has some noticed functionality but also demands to be noticed as a social object. They performed this study through a theoretical article and claimed that such theorizing will benefit an advance in opening the “black boxes of IT and organization” at the same time.

Likewise, Oostervink, Agterberg and Huysman (2016) apply a case study method to answer the following question: “how does an institutional complexity influence the use of Enterprise Social Media for knowledge sharing?”. This study added an institutional perspective to the affordance lens, in order to extend it and it was also argued that “the larger institutional context in which actors are embedded also shapes an individuals’ behavior”. The affordances utilized in their analysis were associating, notified attention, selectivity, visibility and

persistence, along with institutional theory. Finally, Tim et al. (2017) employ the affordance perspective to find out how social media influence community-driven environmental sustainability. They performed a case study in Malaysia to understand the aforementioned problem and they identified three social media affordances facilitating this community-driven environmental sustainability.

### **2.2.3 Social Media and Social Network Sites Affordances**

This section aims to understand how social media, such as enterprise social networks, wikis, virtual worlds, among others, were approached within the articles. Many articles recognized that social media allow and alter online knowledge sharing in organizations (IANDOLI, QUINTO and DE LIDDO, 2012; FULK and YUAN, 2013; GIBBS, ROZAIDI and EISENBERG, 2013; MAJCHRZAK et al., 2013; CHIN, EVAN and CHOO, 2015; ELLISON, GIBBS and WEBER, 2015; OOSTERVINK, AGTERBERG and HUYSMAN, 2016) while others considered social media platforms affect the way people communicate within organizations (LEONARDI, HUYSMAN and STEINFELD, 2013; CHIN, EVAN and CHOO, 2015; WEBER and SHI, 2016) and in learning environments (McLOUGHLIN and LEE, 2008; RANKER, 2015; MANCA and RANIERI, 2016).

Marjchrzak et al. (2013, p. 40) acknowledge that social media allow and affect knowledge sharing processes to shift “from intermittent to continuous, as individuals can engage in ongoing conversations through organizational activity streams”. According to them, knowledge develops into “knowing” through being reused, re-contextualized and reconstituted by knowledge workers throughout the organization. In addition, they mentioned that some articles discussed how social media platforms, belonging to organizations or not, shape people’s communication. For instance, Leonardi, Huysman and Steinfield (2013) claim that it is important to understand how social media facilitate or constrain communication activities in which work is carried out in organizations.

Similarly, Gibbs, Rozaidi and Eisenberg (2013) argued that social media affordances could create tensions between openness and closedness in knowledge sharing. Their goal was to explain this dialectical tension and the ways to manage it communicatively and strategically. These authors identified three dialectical tensions: visibility versus invisibility, engagement versus non-engagement, and sharing versus controlling. Likewise, Arazy et al. (2016) investigated different motivations to share knowledge in an organization by those who perceive

knowledge sharing as an in-role activity and those who perceived it as an extra-role activity. They proposed that the likelihood of employees engaging in knowledge sharing tasks depends on whether they perceive it as being an in-role or extra-role behavior. In that same study, Arazy et al. (2016) presented a model where the definitions of the perceived roles moderate the relationship between autonomous and controlled motivations in knowledge sharing. Similarly, Vuori and Okkonen (2012) discussed motivational factors affecting knowledge sharing within an intra-organizational social media platform. According to their findings, the respondents see value in knowledge sharing and organization knowledge sharing is shaped by organizational culture.

On the other hand, Oostervink, Agterberg and Huysman (2016) asserted that social media platforms are ever more implemented and deployed by organizations as knowledge management systems to enhance knowledge sharing for organizational production efficiency. However, Enterprise Social Media role in organizational life and routine is still in its infancy (LEONARDI, HUYSMAN and STEINFELD, 2013). Thereafter, it is necessary to understand how Enterprise Social Media form connections, how Enterprise Social Media could manage knowledge and communication between teams – internal – or beyond organizational limits – external (WEBER and SHI, 2016).

A few issues related to environmental and learning issues were reported. The first one could be illustrated by a case study in Malaysian communities mainly engaged on Facebook, Twitter and YouTube – three popular social media platforms – to improve collective environmental actions (TIM et al., 2017). That study demonstrated the social media's power to foster the cultivation of environmental awareness and empower communities to set up initiatives for a sustainable environment. In this same vein, Ranker (2015) and Manca and Ranieri (2016) presented studies to analyze blogs and Facebook as a learning environment. The first examined what is afforded by a blog and digital video platforms and how these affordances affected the student's exploration of fast food issues; whereas the second explored how previous studies used Facebook as an environment for informal or formal learning.

Another reported result was about theorizing on social aspects of virtual worlds (VW), and how such aspects predict their future use (GOEL et al., 2013). In that research, the authors applied a questionnaire to 166 students enrolled on an introductory information systems course in a university in the United States. The survey was about a VW named Second Life, and the authors reported that VWs afford a modern way for users to interact. Furthermore, they proposed that social perception and social awareness in VWs can influence the “degree to which

an individual experiences flow such that one is cognitively immersed and loses track of time” (GOEL et al., 2013, p. 24). A recurrent theme in knowledge management, which is Nonaka’s SECI model, was mentioned and studied (WAGNER, VOLLMAR and WAGNER, 2014). Their goal was to understand how social media and their affordances affect the SECI model and thus, the process of knowledge creation. They assert that behaviors afforded by social media have implications on the knowledge creation process: a) Socialization is supported by association and reviewability affordances; b) Externalization is upheld by authoring and editability affordances; c) Combination is supported by editability and recombination affordances; and d) Internalization is underpinned by reviewability and experimentation affordances.

In another way, Iandoli, Quinto and De Liddo (2012) aimed to present a Debate Dashboard – an online collaborative platform supporting dispersed knowledge management and decision making. That platform combined an argument-mapping tool with visual widgets. Their focus was on a kind of web-based collective mapping platform identified as Argument Mapping Tools, which delivers a web-based user interface that allows them to co-create, navigate and edit argument maps.

#### **2.2.4 Affordances for Knowledge Sharing**

By examining the affordance literature development within the previous cited hermeneutic literature review, I used three different perspectives to evaluate 48 articles selected to carry out this study. The first perspective was an affordance lens, the second, social media, and the third, affordances during analysis. In this article, it has been argued that an affordance perspective forces researchers to consider the symbiotic relationship between the capability of a certain technology and the action to be taken in a stated context (MAJCHRZAK et al., 2013). Since this affordance perspective can forge the potential actions of technologies and provide a solid insight into technological artifact uses and the related association and implications on individual behavior, it is likely that this lens is valuable and informative for researches that want to approach the affordance topic in a more structured way (EVANS et al., 2017).

Moreover, a small number of articles used an affordance to carry out research. This small number of articles could be due to the ambiguity of use of the term affordance and its recent insertion in the Information Systems field (EVANS et al., 2017). Likewise, this equivocal of use of the term affordance and its blurred terminology led to researches to use it

indiscriminately (EVANS et al., 2017), and this could be seen as the reason why some articles were eliminated from this study, which we described in research design. One reason for that was that some articles only mentioned the term affordances once or twice and did not explain its meaning or its use in the study. Another interesting fact is that the affordance literature related to knowledge sharing is being developed in the social media context. A likely explanation for that is social media technologies “are becoming pervasive in today’s organization, and are functioning as a platform through which internal communication occurs” (LEONARDI, HUYSMAN and STEINFELD, 2013), and in consequence leads to an expected increase in knowledge sharing (GIBBS, ROZAIDI and EISENBERG, 2013). In this same vein, results show that many different platforms were mentioned (e.g. Facebook, YouTube, wikis and blogs), and a collection of distinct social media affordances came up during analysis.

In addition, acknowledging the multidimensionality and interactive and relational nature of affordances could encourage scholars to equilibrate issues related to both likely social and material influences on technology use and diagnose the existence of deterministic logic (EVANS et al., 2017). This multidimensionality demonstrates that affordances are an issue of Psychology, Education, Pedagogy, besides Management Information Systems. In the Education area, social media affordances like Facebook’s (MANCA and RANIERI, 2016) or blogs and digital video’s (RANKER, 2015) studied in order to understand how they facilitate and foster a collaborative learning environment. In Pedagogy, social media affordances along “with a paradigm of learning focused on knowledge creation and networking” (McLOUGHLIN and LEE, 2008, p. 19), provides a likely shift in learning processes and teaching. Psychology approached collaborative tools affordance in relation to an individual’s behavior towards information sharing on online platforms (BĂLĂU and UTZ, 2016).

Another interesting finding was reported by Zheng and Yu (2016), which explores what the social media affordances were in a collective action of FL4C (Free Lunch for Children) and how these affordances facilitated its success - FL4C is a non-governmental organization in China. The most stimulating aspect of this study is that it was performed in a collective action environment, which is very different from previously cited articles. In an alternative perspective, only one literature review was found dealing specifically with the term affordance, which signifies a lack of comprehension concerning the field of affordances and knowledge sharing.

Furthermore, a classification criterion of affordances for KS followed the categorization proposed by each author included in this literature review (Table 2). There was an assortment

of functional affordances that is described as “possibilities for goal-oriented action afforded by a technical object to a specified user group by technical objects” (ZHENG and YU, 2016, p. 291). Sixteen identified affordances are labeled as functional affordances directly related to knowledge sharing because their authors clearly assigned these affordances to knowledge sharing behavior. For instance, social media affordances Metavoicing, triggered attending, network-informed associating and generative role-taking (MAJCHRZAK et al., 2013) embody diverse ways of supporting knowledge-sharing conversations.

Table 2: Affordances directly related to KS Script (to be continued)

Affordance	References	Definitions
Association	TREEM and LEONARDI (2013); WAGNER, VOLLMAR and WAGNER (2014); CHIN, EVANS and CHOO (2015); ELLISON, GIBBS and WEBER. (2015); OOSTERVINK, AGTERBERG and HUYSMAN (2016)	The ability to form linkages between people or between people and information.
Connectivity	WEBER and SHI (2016); ZHENG and YU (2016)	Aid in the enactment of clockwork coordination practices, and it gives rise to a dualistic pattern in the time space.
Editability	TREEM and LEONARDI (2013); WAGNER, VOLLMAR and WAGNER. (2014); CHIN, EVANS and CHOO (2015); ZHENG and YU (2016)	Make it possible for social media or SNS users to amend, add to, revise and change collaboratively content published on the Internet.
Generative role-taking	MAJCHRZAK et al. (2013)	Generative role-taking is engaging in the online knowledge conversation by enacting patterned actions and taking on community-sustaining roles in order to maintain a productive dialogue among participants.
Interactivity	CHOI and STVILIA (2015); ZHENG and YU (2016)	It involves both concepts, interaction and activity, which are the characteristics usually lacking in most traditional media.
Metavoicing	MAJCHRZAK et al. (2013)	It can be defined as participating in the enduring online knowledge conversation (sharing) by responding online to others' presence, profiles, content and activities. It is more than voicing, since one is not simply voicing one's opinion, but adding metaknowledge to the content that is already online. Metavoicing can take many forms including retweeting, voting on a posting, commenting on someone's post, voting on the comment, and “liking” a profile.
Multimodality	HENNESSY (2011)	It assists further in understanding the complexity of classroom interaction through focusing attention on its multiple communicative modes. The fact of being multimodal in classroom

Table 2: Affordances directly related to KS Script (conclusion)

Affordance	References	Definitions
Network-informed associating	MAJCHRZAK et al. (2013)	It can be defined as the act of engaging in the online knowledge conversation learned from relational and content ties. It relates to the capabilities of seeing how people are connected to other people, how other people are connected to content, and how content is connected to other content
Notified attention	OOSTERVINK, AGTERBERG and HUYSMAN (2016)	It is when users are notified when updates on new comments, posts, and the like are available and demand users' attention
Reviewability	IANDOLI, QUINTO and DE LIDDO (2012); WAGNER, VOLLMAR and WAGNER (2014)	It refers to the enactment of technology enabled new forms of working in which participants are better able to view and manage the content of front and back narratives over time.
Selectivity	OOSTERVINK, AGTERBERG and HUYSMAN (2016)	Possibility to subscribe to a specific person, group, or other source of information.
Tagging	WAGNER, VOLLMAR and WAGNER (2014); WEBER and SHI (2016)	Social tagging is used within SNS in order to make others more visible, and to make information more visible and available to others. Hence, social tagging systems are a key feature for enabling the formation of connections, as are directories and search functions.
Triggered attending	MAJCHRZAK et al. (2013)	It refers to engaging in the online knowledge conversation by remaining uninvolved in content production or the conversation until a timely automated alert informs the individual of a change to the specific content of interest

Source: author

## 2.3 SHARING ECONOMY

The aim of this theoretical pole is to present the most popular definition about SE, its characteristics and its main studies in the field. "Sharing is a phenomenon as old as human kind, while collaborative consumption and the sharing economy are phenomena born of the Internet age" (BELK, 2014, p. 1595). In the last few years, the fast progress and development of sharing economy (SE) and its disruptive effects on manifold aspects of nowadays' social economic

structure have become research objects as accelerated public interest (CHENG, 2016). Uber and Airbnb are examples of a number of altogether brand-new and various businesses that have come forth. These business models core underlies on the fact that they perform in sharing economies of collaborative consumption (BOTSCHAN and ROGERS, 2010), where people can provide and share underutilized resources, such as goods or services, in ingenious, innovative, and creative new ways (COHEN and KIETZMANN, 2014).

This fast progress of SE during the last decade is absolutely related to social-economic conditions in seeking for reduction of the ecological impacts, greater distribution of value of the supply chain, technology upgrading and lately users' altering behavior towards product ownership and the necessity of social connection (CHENG, 2016). People's awareness of shared goods has been significantly transformed and altered in the last years. While the idea of co-owning properties has been commonly acknowledged, the idea of sharing, cars, bikes, or even houses based on demand is just starting to gain popularity (COHEN and KIETZMANN, 2014).

As stated previously, the act of sharing can be considered as old as humanity, since it was common between close kin family members and friends back to ancient times (BELK, 2014), so this exchange of goods and services between individuals is not new, unlike SE which has recently become a prominent rumble in public media on the upsurge of collaborative consumption (CHENG, 2016; HEO, 2016). The terms peer-to-peer (P2P), collaborative consumption and SE are those popular ones most designated to outline the phenomenon of P2P sharing and exchange of access and connection with underutilized goods or services, that prioritize accessibility and usage over possession of it (CHENG, 2016).

In this vein, SE businesses shake existent organizations because it derives fewer acquisitions of goods and services or enable a modification from one's ownership to shared ownership or short run rental (BELK, 2014). This access to common resources and assets, being public or private, can be considered to have benefits and lower impact on nature since people live in a world with finite resources (RICHARDSON, 2015; HAMARI, SJÖKLINT and UKKONEN, 2016). Therefore, SE changes the paradigm from possession to using and access to services and goods (OSKAM and BOSWIJK, 2016; PUSCHMANN and ALT, 2016).

Richardson (2015) defines SE as "online platforms that help people share access to assets, resources, time and skills" (p. 122). Schor et al. (2015) in Richardson (2015) implies that SE is made up by "economic activity that is P2P or person to person, facilitated by digital platform" (p. 122). Cohen and Kietzmann (2014) state that SE is an economic configuration



based on sharing underutilized assets “from spaces to skills to stuff for monetary or non-monetary benefits” (p. 280).

In a common sense, SE nature is interested in sharing as an alternative practice and action of consumption (CHENG, 2016). Consequently, SE is intrinsically related to themes and conceptualization of collaborative consumption such as: usage, use, accessibility, openness, ownership, possession, internet-facilitating and resources management topics (CHENG, 2016). Sharing is seen as a “non-mutual prosocial behavior” (BENKLER, 2004). Another definition for sharing is provided by Belk (2007) who defines it as the action, conduct and process of allocating what belongs to one to others for use, or the act of receiving something from others for one’s use. Heinrichs (2013) suggests that SE is “making use of market intelligence to foster a more collaborative and sustainable society” (p. 229). In other words, SE activities include four main groups: elevated usage of enduring assets and resources, recirculation of goods, services swapping, and sharing of fruitful assets (SCHOR, 2016).

This concept of SE enrolled in public discussion between the years of 2011 and 2012 with two remarkable success stories from Silicon Valley: Airbnb and Uber (CHENG, 2016; HAMARI, SJÖKLINT and UKKONEN, 2016). These sharing business models are a result from a necessity of saving after the recession of 2008, and their success was also guided by an increasing environmental consciousness joint with Internet ubiquity and associated information and communication technologies that turn sharing thinkable at scale (HEINRICHS, 2013; COHEN and KIETZMANN, 2014). In a suitable way, the SE emerging is mainly fascinating on the context of cities struggling with overpopulation and growing demographic density (COHEN and KIETZMANN, 2014).

SE hands over the chance to transform how individuals make sense of what is going on in rethinking nowadays business models design, and so daily decision making, which could be considered both as a challenge or an opportunity (GUTTENTAG, 2015; CHENG, 2016). Collaborative consumption ( is likely to mitigate society issues like pollution, frenetic consumption, and even poverty through lowering cost within communities (ERT, FLEISCHER and MAGEN, 2016; HAMARI, SJÖKLINT and UKKONEN, 2016). Namely, the sense of a similar awareness of community is what permeates SE (RICHARDSON, 2015). Stephany (2015) advocates SE is systematized by “the value in taking underutilized assets and making them accessible online to a community, leading to a reduced need for ownership” (p. 205) whereas Belk (2014) considers consumers as collaborators by emphasizing that SE is “people

coordinating the acquisition and distribution of a resource for a fee or other compensation” (p. 1597). (RICHARDSON, 2015; CHENG, 2016).

Scholars, practitioners, and policy makers assume that SE has started to change a lot of characteristics of the up-to-date social economic system by permitting that individuals, organizations, communities and even policy makers to reexamine how we live, connect with each other and sustain (CHENG, 2016; HAMARI, SJÖKLINT and UKKONEN, 2016). So, the developments allowed by SE started to challenge traditional thinking about how resources are being offered and consumed towards sustainability (COHEN and KIETZMANN, 2014). These feasible benefits related with SE are interesting from an environmental and organizational perspective, especially in the situations of increasing of urbanization that a lot of countries face today (COHEN and KIETZMANN, 2014). Meanwhile, authorities and policy makers are worried about how SE start-ups could circumvent laws or regulations and that might have serious impacts on safety and quality standards as well on consumer rights (CHENG, 2016; GOBBLE, 2017). Despite that, SE business models are also challenging existing social structures (GOBBLE, 2017).

In another sense, online P2P marketplaces are increasing at a rapid rate, particularly in travel and tourism services (ERT, FLEISCHER and MAGEN, 2016). SE alters the hospitality and tourism industry dynamics. (GUTTENTAG, 2015; SIGALA and CHANLKITI, 2015, CHENG, 2016). Since SE beginning, hospitality and tourism have emerged as the groundbreaking for its development as SE lets tourists and locals to share their cars, meals, and homes as well as deft local knowledge (CHENG, 2016). For example, when SE offers alternative and different tourism facilities, it allows that destinations react better to peak by demand (CHENG, 2016). SE business configuration appeared in key sectors such as goods, professional services, transportation, space and even money (COHEN and KIETZMANN, 2014, GOBBLE, 2017).

SE rise is due the growth of innumerable non-profit and for-profit businesses (BELK, 2014). SE introduces to forms of exchanging goods and services enabled by online platforms, enfolding many for-profit and non-profit activities with the purpose of open access to underutilized assets over sharing (RICHARDSON, 2015). SE can be considered as authentically collaborative and mutual as, at the same time, impetuously competitive and driven by profit (RICHARDSON, 2015). SE organizations goes from start-ups to multinational corporations (COHEN and KIETZMANN, 2014).

Consequently, SE assembles about activities and operations promoted by digital platforms that allow P2P access to services and goods (RICHARDSON, 2015; ZERVAS, PROSERPIO and BYERS, 2017). Richardson (2015) considers SE to be a paradox, because it is arranged “as both part of the capitalist economy and as an alternative” (p. 121). This paradox could be represented by great names like Uber and Airbnb, which were built of private organizations founded and funded by capitalists, favoring strengthening imbalance with ownership (RICHARDSON, 2015; SCHOR, 2016; GOBBLE, 2017). SE performs alternative economic activities for as much as deconstruct current dominance practices. At some point, SE could be considered as a mainstream of cyber culture, since the networked, interactive connected space is transformative and emancipatory.

Conversely, the online platforms empower SE start-ups by permitting that customers, clients, consumers access lots of goods and services cheaper and more affordable than their traditional corresponding items (CHENG, 2016, FANG, YE and LAW, 2016; HAMARI, SJÖKLINT and UKKONEN, 2016). SE platforms assert to be exactly a “staging for connection or a marketplace that is definitely not an employer” (RICHARDSON, 2015, p. 127). SE is a rising as both economic and technological phenomenon of cooperative web groups besides social sharing or commerce (HAMARI, SJÖKLINT and UKKONEN, 2016).

New communication technologies afford a total and complete connectivity and P2P networks (OSKAM and BOSWIJK, 2016). Belk (2014) considers that the use of the Internet is the great booster of SE, since it can be accessed by anyone at any time and due Web 2.0, which refers to websites that allows users to generate and contribute to content as well as connect with each other. The development of information technologies (IT) along with the increase of Web 2.0 tools that have empowered the progress of online platforms which improve UGC, collaboration, and above all, sharing (KAPLAN and HAENLEIN, 2010; HAMARI, SJÖKLINT and UKKONEN, 2016). Some examples of these online platforms are collaborative online encyclopedias (e. g., Wikipedia), content sharing sites (e. g., YouTube), P2P file sharing (e. g., The Pirate Bay) and repositories of open source software (e. g., GitHub).

In this social media and Web 2.0 era, the Internet has matured from a dissemination mean to a cooperative and sharing platform that permits individuals to turn into the “media” themselves by collaborating and sharing information and knowledge (LEUNG et al., 2013). In tourism sector, social media have been broadly embraced by travelers to find, search, organize, adjust, and record travel stories and experiences via microblogs and blogs, online communities, media sharing sites, social bookmarking sites, social knowledge sharing sites, and others

(LEUNG et al., 2013). This digital dimension of SE spreads the likelihood of new arrivals and practices of economy, and it encompasses new articulations that illustrate through the multifaceted rapport among the virtual and the material (RICHARDSON, 2015). This dimension comprises new services and products that are made or offered, circulated and consumed by digital means.

To sum up, Richardson (2015) says that the first performance of SE is in playacting around community, for the reason that both marketing and technological language of SE platforms are aligned over community. SE platforms have the capability of shaping communities of individuals with interest in same and progressive causes. Participation is an essential part upon this community in SE. SE platforms allow this participation by providing brand-new forms of connections among individuals to happen through space. This continuous connectivity enabled by these platforms “is more than a function facilitating being in one place and connected to an elsewhere” (RICHARDSON, 2015, p. 124). This persistent connection amid the online and the offline worlds smooth closeness among strangers, by this means nurturing involvement in a community slanted towards a specific service or resource. The second performance of SE is through access (RICHARDSON, 2015) as it plays in the opportunity of access as both practice and an ideal, and the latency tension between private and public. And the final performance of SE, according to Richardson (2015), is by means of collaboration where people collaborate and operate in order to generate something bigger than themselves.

However, the terms sharing and collaboration are not enough to explain the intricate cluster of variables of digital media like storage, replicability, mobility, and interactivity that are altering normal economic transactions (RICHARDSON, 2015). In a sense, some SE platforms create mechanisms for reputation and trust such as rating and feedback and afford payments functions that guarantee reliable compensation for using these services (PUSCHMANN and ALT, 2016). This information posting on users via ratings and feedbacks could reduce risks to consumers (SCHOR, 2016).

Through another point of view, Hamari, Sjöklint and Ukkonen (2016) adopt the lens of extrinsic and intrinsic motivations in attitude formation and intentions of use related to KS. Participation in SE online platform is influenced by factors such as reputation and enjoyment. In this context, Hamari, Sjöklint and Ukkonen (2016) found that unlike ideological and common bias, like the feeling of anti-establishment, freedom of information, and in the context of KS, particularly the greenness of the movement, are significant internalized drives for

behavior. In this same vein, Tussyadiah (2015) identified social interaction as one key aspect motivating consumers to use P2P accommodations rentals.

By other means, some examples of SE businesses are: Airbnb, Uber, Zipcar, Wikipedia, YouTube, Flickr, Facebook and Twitter (BELK, 2014). In fact, according to Gobble (2017) companies are part of the SE as they say they are, in other words, it is a self-labeling, not a classification given by others.

Airbnb allows people to rent out parts or an entire home for a short period of time. In this sense, a growing number of individuals that have not thought of ridesharing or renting a room in private residence during vacation a few years ago, now could make use of these sharing models as alternatives to do so (COHEN and KIETZMANN, 2014; FANG, YE and LAW, 2016; HEO, 2016). These new players of SE, such as Airbnb, recast the manner people perceive this phenomenon, as through quite few years of enhancement and development, this platform has topped the world principal classic hotel chains and is growing effortlessly. (CHENG, 2016; OSKAM and BOSWIJK, 2016).

### 3 RESEARCH DESIGN

This chapter describes the methodological procedures used in each stage of this dissertation. First, I introduce Airbnb (subsection 3.1), which will be the scenario of this study. Second, I present (subsection 3.2) the methodological characteristics of this study along with the description of the ways of data evaluation the methods. Finally, I elucidate this research phases in subsection 3.3.

#### 3.1 AIRBNB

The SE platform so called Airbnb is widely acknowledged as a disruptive innovation and modernization of the industry of tourism (ERT, FLEISCHER and MAGEN, 2016; SO, OH and MIN 2018). It was founded in 2008 as nothing more than just an unpretentious scheme of getting economic benefits for travelers and for locals that inhabit tourist areas (HEO, 2016; OSKAM AND BOSWIJK, 2016). It began with two recently graduated changing their home into and “Air Bed & Breakfast” when offering it to temporary abode in 2007 (GUTTENTAG, 2015), then Airbnb was created: a web-based platform for room sharers and travelers (OSKAM and BOSWIJK, 2016).

Airbnb evolved from an initiative of web-based platform of “social travel” embedded in selfless and daring trips to a networked hospitality model revolved into a concept of for-profit company (OSKAM and BOSWIJK, 2016). In consequence, it has become a great competitor and a disruptor for the traditional tourism and hospitality industry. Another important data it that over 200 million guests have already used Airbnb, and “the company has 10 million bookings and is used by more than 50.000 renter per night” (SO, OH and MIN, 2018, p. 224). Table 3 comprised Airbnb key features.

Airbnb affords alternative forms and way of leasing a place, being it a room or an entire house, by an online community marketplace (SO, OH and MIN, 2018). This business model is about an individual that cannot afford one’s home and need some extra money, then one rent out it (OSKAM and BOSWIJK, 2016). In this sense, Airbnb deals with the idea of strangers meeting and staying in each other’s homes. Hosts are considered authentic by guests, because they provide a shelter and local knowledge, which in turn, creates a feeling of unique experience, belonging and familiarity (RICHARDSON, 2015).

Table 3: Airbnb key features

Characteristic	Definition and reference
Rating/Reputation	After the guest completes a stay, the host and guest have the option of leaving references for each other and reviews of their stay, which are posted publicly, providing for a reputation (usually with stars and/or by public reviews).
Commenting	It is basically the public reviews that guests leave after ending up their trip. Generally, these comments and reviews describes guests' experiences. Hosts can reply to these public reviews.
Posting photos and/or videos	Airbnb demands that each member complete a profile and upload photos and/or videos so that other members and user can learn about their hosts and guests ahead of time.
Description of the place, room, area, or activity	Airbnb gives a description about the space (or even an activity), amenities, rules on the house, neighborhood and some other observations.
"Talk to the host"	Airbnb provides a logged private messaging system as a channel for users to message one another privately before booking and accepting reservations.
Users' verification/Profile	It means that any Airbnb host can require their future guests to obtain "Verified IDs" before booking, meaning that they are required to scan a government-issued ID to verify their identity. And every Airbnb account can be linked to accounts on social networking services such as Facebook or Google, in order to provide the host with data and information on common friends and interests.

Source: author

Beyond these opportunities of interacting with local community and accommodations with lower prices (SO, OH and MIN, 2018), this SE platform's success could be related to its secondary effects like: a fascinating experience value proposition ("living as a local"); the power of networks, bringing to growing scale advantages; leveraged assets and resources and; easy access to and the settlement of a market place worth of trust, by compromise and community (P2P) (OSKAM and BOSWIJK, 2016). As exposed above, the economic feature is vital to Airbnb business model, since it is mainly a low-priced possibility for guests, and, for hosts, it is an opportunity to improve family income (OSKAM and BOSWIJK, 2016). Likewise, Richardson (2015) asserts that this match of good location and price offered by Airbnb is better value than authenticity.

Furthermore, despite different motivations for using Airbnb – which will be discussed later –, it requires that both parties (guests and hosts) be friendly and hospitable with strangers (RICHARDSON, 2015), and that is where technology perform an important part as a structure for safety and assurance. The platform operates as the intermediary of the financial transaction. According to Puschmann and Alt (2016), intermediaries' role is built upon three processes: attaining market transparency, "the use of services via a shared transaction infrastructure (service contracting, billing, and fulfillment), and regulation (service rating as a form of self-

regulation; in addition, governmental regulation rules could be part of contracting, billing, and fulfillment processes)” (p. 96).

Therefore, SE performance through community is facilitated by the economies of trust built within the Airbnb, which can function as an obstacle to participation in this community. On one hand, this capability of participating in community is based on a user’s ability to validate if this individual is worthy of trust, which demands a previous sharing of information or knowledge (RICHARDSON, 2015). Similarly, Ert, Fleischer and Magen (2016) verify if “perceived trustworthiness of sellers from their photos can affect consumers' choices in sharing economy markets” (p. 63) in the Airbnb context, and the authors argue that in Airbnb, the consumer’s trust is affected by the seller’s personal photo. Their results show that the level of host’s trustworthiness, mainly personal photos, influences price and likelihood of being chosen.

In another vein within motivations for using Airbnb, a research present by So, Oh and Min (2018) shows that community, home feeling, sustainability, and price value are key factors, while efficacy, distrust, unpredictability, and lack of cost savings represent constraints for using this SE platform. These factors affecting the users’ attitudes towards Airbnb adoption are summarized in Table 4.

Table 4: Motivations for Airbnb usage (to be continued)

<b>Factors</b>	<b>Definitions</b>
Price value/Economic benefits	The cognitive tradeoff between the perceived benefits of the offering and the monetary cost for using it.
Authenticity/Local authenticity	The perceptions of Airbnb consumer's cognitive recognition of "real" experiences of staying at an Airbnb place.
Novelty	The degree to which a consumer desires to obtain information or experiences about new products.
Enjoyment/hedonic motivations	The fun or pleasure a consumer derives from using a product.
Social influence/social value	The degree to which a consumer’s important others (friends, family, etc.) believe he or she should use the product.
Home benefits	Functional attributes of a home - "household amenities", "homely feel" and "large space".
Sustainability	The beliefs that KS reduces the development of new products and the consumption of raw materials as well as supports local residents and local economy.
Electronic word-of-mouth	Personal conversations among consumers about products/services.
Sharing economy ethos	The ethos of the SE is money spent to locals, environment friendliness, and philosophy of Airbnb.



Table 4: Motivations for Airbnb usage (conclusion)

Factors	Definitions
Familiarity/unfamiliarity	A person's feeling about an entity and is often based on previous interactions, experience and learning regarding the what, who, how and when of what is occurring.
Perceived risk	The felt uncertainty regarding possible negative consequences of using a product or service.
Distrust/lack of trust	Lack of interpersonal trust (guest-host), lack of trust toward technology, lack of trust toward the company.

Source: So, Oh and Min (2018)

### 3.2 METHODOLOGICAL ASPECTS

This subsection compiles methodological aspects of this study. First, I present the research design (Figure 3) along with a summary of the methodological aspects of this study (Table 5). Then I describe the ways of data evaluation methods.

Table 5: Methodological aspects of the study

Characteristic		Definitions	References
Philosophy of Research	Ontology	Critical Realism	GUBA and LINCOLN (1994); BARAD (2007) SCOTT and ORLIKOWSKI (2013)
	Epistemology	Post-positivist	GUBA and LINCOLN (1994)
Research Methodology		Mixed methods (Partially mixed concurrent dominant status design)	JOHNSON and ONWUEGBUZIE (2004); LEECH and ONWUEGBUZIE, 2009); ONWUEGBUZIE and COLLINS (2007); VENKATESH, BROWN and BALA (2013)
Research Nature		Qualitative	PATTON (2015)
Methodological Approaches		Explanatory	RITCHIE et al. (2013)
Unity of Analysis		Airbnb affordances	-
Scientific Approaches		Inductive and Deductive	PATTON (2015)
Temporary Clipping		Cross-sectional	-
Data Collection Techniques		Interviews and survey	PATTON (2015)
Data Analysis		Content Analysis; Descriptive Statistics, Triangulation; Meta-inferences	ONWUEGBUZIE and COLLINS (2007); BARDIN (2010); VENKATESH, BROWN and BALA (2013)

Source: Author

As for the research philosophy, this study is characterized as post-positivist. In accordance with Guba and Lincoln (1994), within post-positivism paradigm, ontology is seen as a critical realism, where reality is assumed to exist, however, to be only badly

comprehensible since human intellectual mechanisms are faulty and the ultimately difficult nature of phenomena. The ontology is defined as critical realism on account of “the posture of proponents to the widest possible critical examination to facilitate apprehending as closely as possible – but never perfectly” (GUBA and LINCOLN, 1994, p. 110). Post-positivism changed objectivist and dualist suppositions that is possible to come close to (but never fully realize) reality.

As stated by Sayer (1992) there are eight fundamental assumptions of critical realism which fits with this research as follows:

1. The world exists independently of our knowledge of it. The world in this research is Airbnb and it exists despite our knowledge and information about it.
2. Our knowledge of the world is fallible and theory-laden. Concepts of truth and falsity fail to provide a coherent view of the relationship between knowledge and its object. Nevertheless, knowledge is not immune to empirical check and its effectiveness in informing and explaining successful material practice is not mere accident. Besides an extensive literature review, I performed an empirical study – by means of interview and survey – and from these data, I was able to get a better understanding of Airbnb.
3. Knowledge develops neither wholly continuously, as the steady accumulation of facts within a stable conceptual framework, nor discontinuously, through simultaneous and universal changes in concepts. In this study, I considered the dynamics for knowledge sharing, by considering this process as being both continuous and discontinuous throughout the platform.
4. There is necessity in the world; objects — whether natural or social — necessarily have particular powers or ways of acting and particular susceptibilities. I looked up to KS in Airbnb through motivations and affordances.
5. The world is differentiated and stratified, consisting not only of events, but objects, including structures, which have powers and liabilities capable of generating events. These structures may be present even where, as in the social world and much of the natural world, they do not generate regular patterns of events. Airbnb is constructed by its users, hosts and so many other features, therefore, it is important to understand its structure in order to comprehend how motivations and affordances for KS affect its usage.

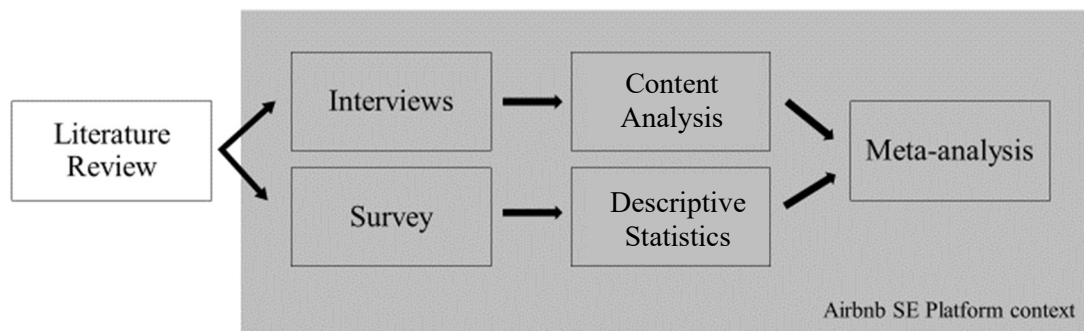
6. Social phenomena such as actions, texts and institutions are concept-dependent. We not only have to explain their production and material effects but to understand, read or interpret what they mean. Although they have to be interpreted by starting from the researcher's own frames of meaning, by and large they exist regardless of researchers' interpretation of them. A qualified version of 1 therefore applies to the social world. In view of 4–6, the methods of social science and natural science have both differences and similarities. By means of investigating motivations and affordances for KS, this study able to provide a better understanding of Airbnb usage as well as about decision-making process on Airbnb regards my interpretation of data.
7. Science or the production of any kind of knowledge is a social practice. For better or worse (not just worse) the conditions and social relations of the production of knowledge influence its content. Knowledge is also largely — though not exclusively — linguistic, and the nature of language and the way we communicate are not incidental to what is known and communicated. Awareness of these relationships is vital in evaluating knowledge. Airbnb nature in KS influences how KS permeates and flows throughout the platform.
8. Social science must be critical of its object. In order to be able to explain and understand social phenomena, we have to evaluate them critically” (in EASTON, 2010, p.119-120). Airbnb and KS within this platform are understood and assessed by motivations and affordances.

Similarly, Barad (2007) argues that reality “is the phenomenon, not some presumably preexisting, determinately bounded and propertied object” (p. 202). This phenomenon is an intra-action of an object and measuring agencies. A certain object is not raw itself; it is produced by these intra-actions that constitute and comprise the phenomena (BARAD, 2007; MUTCH, 2013). Critical realism implies that people live in a “stratified world, where what is real at a particular level is the product of tendencies which it is the task of the analyst to explore, always with the imperfect and provisional tools to hand” (MUTCH, 2013, p. 38). Hence, it is important to investigate information systems and organizations through critical realism (SCOTT and ORLIKOWSKI, 2013).

In another vein, this study is classified as explanatory research. This type of research goals to support examining the reasons for, or associations between, what exists within a certain phenomenon. Moreover, explanatory research is implicated in comprehend why phenomena

happen and the influences and forces that motivate their occurrence (RITCHIE et al., 2013). Furthermore, qualitative research provides an exclusive and powerful “tool for studying what lies behind, or underpins, a decision, attitude, behavior or other phenomena” (RITCHIE et al., 2013, p. 28). This enables associations among people's acting and / or thinking to be identified. Explanatory research also sets up with uncovering the factors or influences that underlie a particular attitude, belief or perception; the motivations that lead to decisions, actions or non-actions; the origins or formation of events, experiences or occurrences and; the contexts in which phenomena occur (RITCHIE et al., 2013). This research question “What are users’ motivations and affordances that impact knowledge sharing in Airbnb?” highlights this study’s explanatory nature in order it seeks to identify and analyze motivations and affordances for KS within Airbnb.

Figure 3: Research framework using partially mixed concurrent dominant status design.



Source: Author

As for scientific approaches, this research is treated as both inductive and deductive. An inductive approach presents the tendency of letting the data to conduct to emergence of concepts while a deductive approach tends to let the concepts (in way of initial categories) to attend to a definition of relevant data that need to be collected (YIN, 2011). In this study, motivational factors for adopting Airbnb and for sharing knowledge along with affordances for KS were brought up by the literature review, thus these research concepts will give rise to the emergence of data. However, during data collection, new concepts, information and knowledge could emerge. For this reason, both inductive and deductive scientific approaches were chosen.

As for the research nature, this study is qualitative. The goal of a qualitative study is to understand a phenomenon (GIDEON, 2012). Qualitative research aims to afford an in-depth comprehension of one’s perspectives, experiences and stories within the context of one’s personal circumstances or settings (SPENCER et al, 2003). According to Figure 3, I used two distinct data collection techniques, one is the interview and the other survey (which are better

discussed in the next subsection). Hence, this study is having as a research methodology “mixed methods - partially mixed concurrent dominant status design” using qualitative approach.

“In general, mixed methods research represents research that involves collecting, analyzing, and interpreting quantitative and qualitative data in a single study or in a series of studies that investigate the same underlying phenomenon” (LEECH and ONWUEGBUZIE, 2009, p. 267). Mixed methods approach is considered as a third research paradigm and its goal is not to replace initial paradigms, but to minimize the weaknesses and maximize the strengths of these initial paradigms when used uniquely in research (JOHNSON and ONWUEGBUZIE, 2004). Mixed methods research can develop a deeper and holistic understanding of the phenomenon of interest (VENKATESH, BROWN and BALA, 2013).

In this research, within time orientation, both interview and surveys are concurrent (i.e. they will occur at approximately at the same point in time) and triangulated. Still, this study emphasizes on the qualitative approach (e. g. interview) with respect to addressing the research question (LEECH and ONWUEGBUZIE, 2009; VENKATESH, BROWN and BALA, 2013). In other words, results from survey are for supporting interviewing data.

### 3.3 RESEARCH PHASES

The dissertation phases are elucidated in this subsection. They are: preparation of the study, data collection and data analysis.

#### 3.3.1 Preparation of the study

The first stage undertaken in the preparation of this dissertation was the construction of theoretical background, which was grounded in a bibliographic research performed with the objective of identifying relevant studies for the subjects SE, KS and affordances. This way, it was sought to consolidate what has been done so far about these themes, the lens and main concepts utilized and, of course, the research gap, organizing and evaluating critically it (FLICK, 2012). Theoretical background has the pretension to promote the creation of the interview protocol and questionnaires along with supporting the sample selection of the research. Besides, this theoretical background will provide aids to further data analysis and reports conclusion, giving support to arguments structuration.

Through the definition of the research problem, it was possible to develop protocols for data collecting and analysis – for both interview and survey. These protocols are documents and procedures registered in this study that support choices made during the research process, by clarifying further techniques adopted in data collection and analysis (GIL, 2010). Hence, next phases undertaken in this dissertation were guided and set by these protocols, which was also be constantly revised, readapted and updated as needed.

In this developing phase, both interview and questionnaires scripts were elaborated. These documents (APPENDIX A – Interview Instrument; APPENDIX B – Survey Instrument). These documents guided the researcher when conducting interview and survey application, during data collection and further analysis (OLSEN, 2015). Both interview and survey instruments were organized and based on a structure which embraces the three identified dimensions (SE, KS and Affordances) in the literature and the authors that found investigated concepts, as presented in Table 6 (interview) and Table 7 (survey).

Table 6 – Interview Script

(to be continued)

#	Interview Questions	References
I6	When you visualize a question or question from another user, are you motivated to respond? Why?	-
I7	Do you often share your experiences and knowledge about the places you visited and activities you performed on the Airbnb? Why (not)? How often do you engage in conversations or comments on the platform?	-
I8	Do you feel pleasure or fun when you share your experiences or knowledge with others through commenting feature of Airbnb? Explain.	RODE (2016)
I9	When you share your experiences and knowledge on the Airbnb, do you feel satisfied with yourself? Even though you have no rewards for that? Do you do it just to help others?	RODE (2016); PARK and GABBARD (2018)
I10	Do you think if people shared their experiences or knowledge on the Airbnb, everyone would benefit from it? Why?	PARK and GABBARD (2018)
I11	Do you consider that people who share your experiences and knowledge gain reputation?	RODE (2016)
I12	Do you consider that people share their experiences and knowledge on this platform by social influence or by social values? Would you do it if it were important to others?	SO, OH and MIN (2018)
I13	Do other user's comments and conversations on the Airbnb about their experiences, opinions, information and knowledge about certain activities or places visited influence your decision-making?	SO, OH and MIN (2018)

Table 6 – Interview Script

(conclusion)

#	Interview Questions	References
I14	Do you believe in others user comments on experiences and knowledge?	SO, OH and MIN (2018)
I15	Do you feel comfortable and safe when sharing your experiences and knowledge with other strangers on this platform?	SO, OH and MIN (2018)
I16	How do you use the platform to share your experiences and knowledge?	-
I17	Do you consider it important to associate a place or activity with a host? Is it important for you to associate a note (stars and public reviews) about a host, activity, or location? Is it relevant to you that the Airbnb has stars of reputation, public reviews, comments, and user connections visible to everyone?	IANDOLI, QUINTO and DE LIDDO (2012); TREEM and LEONARDI (2013); WAGNER, VOLLMAR and WAGNER (2014); CHIN, EVANS and CHOO (2015); ELLISON, GIBBS and WEBER. (2015); OOSTERVINK, AGTERBERG and HUYSMAN (2016); WEBER and SHI (2016); ZHENG and YU (2016)
I18	What do you think of other users' comments and reviews, regarding their experiences while traveling, that are available and stored on the platform for all to see? Do you consider editing and reviewing previously published public reviews and reviews important?	IANDOLI, QUINTO and DE LIDDO (2012); TREEM and LEONARDI (2013); WAGNER, VOLLMAR and WAGNER (2014); CHIN, EVANS and CHOO (2015); ELLISON, GIBBS and WEBER (2015); OOSTERVINK, AGTERBERG and HUYSMAN (2016); ZHENG and YU (2016)
I19	How do you evaluate the Airbnb content editing interface? Do you consider it important to share your experiences and knowledge that Airbnb has a space for comments in which you can add, review and collaboratively change the published content? In this space you can talk to strangers and add your knowledge, is this relevant to you?	MAJCHRZAK et al. (2013); TREEM and LEONARDI (2013); WAGNER, VOLLMAR and WAGNER (2014); CHIN, EVANS and CHOO (2015); ZHENG and YU (2016)
I20	When you read comments and reviews from other users you can see how they are related to the content and to a network of their own; is this important to you? Knowing people's profile, who have already visited a certain place or already carried out activities, influence their travelling decision making?	MAJCHRZAK et al. (2013)
I21	Does having a photo or video about a particular experience or place influence your choice? Does this connection between a host and the place with photos and videos affect your choices? And do the comments left by other users on host pages also affect your decision making?	TREEM and LEONARDI (2013); WAGNER, VOLLMAR and WAGNER (2014); CHIN, EVANS and CHOO (2015); ELLISON, GIBBS and WEBER. (2015); OOSTERVINK, AGTERBERG and HUYSMAN (2016)
I22	Do you think Airbnb's private messaging system provides greater connection and interaction with the host?	CHOI and STVILIA (2015); WEBER and SHI (2016); ZHENG and YU (2016)

Source: Author.

Another stage was undertaken during this protocol development phase was the composing of the Free and Informed Statement of Consent (APPENDIX C - Interview Consent term), which is the document that formalizes the acceptance of the interviewee to participate in the interviews. This form registers the interviewee consent, explaining the research goals and

procedures, which must be signed. This the way of guaranteeing ethics and respect during the contact with interviewees (FLICK, 2009; GIBBS, 2009).

Table 7 – Survey Instrument

(to be continued)

#	Items	References
S10	When you visualize a question or a comment from another user, do you feel motivated to respond to it? Why?	-
S11	Do you often share your experiences, or information or knowledge about performed activities and places visited on the Airbnb? Why (not)?	-
S12	How often do you engage in conversations or comments on the platform?	-
S13	I feel pleasure when sharing my experiences and knowledge on the Airbnb.	Adapted from RODE (2016)
S14	I enjoy helping others by sharing my experience and knowledge on the Airbnb.	
S15	It feels good to me help other by sharing my experience and knowledge on the Airbnb.	
S16	I have confidence in my ability to provide knowledge to the Airbnb that other consider valuable.	Adapted from RODE (2016)
S17	I doesn't really make any difference whether I add to the knowledge others are likely to share through Airbnb.	
S18	When I share my experiences and knowledge through Airbnb people respect me.	Adapted from RODE (2016)
S19	Sharing my knowledge through Airbnb improves others recognition of me.	
S20	When sharing knowledge and experience on the Airbnb, I expect somebody to respond when I'm in need.	Adapted from PARK and GABBARD (2018)
S21	I believe that sharing my experiences and knowledge on the Airbnb can help others with similar issues and situations.	
S22	My friends and peers would expect me to share experiences and knowledge on the Airbnb.	Adapted from SO, OH and MIN (2018)
S23	People like me would share their experiences and knowledge on the Airbnb.	
S24	Others' comments and conversation on the Airbnb about their experiences and their shared knowledge about a certain activity or place would influence your decision-making process.	Adapted from SO, OH and MIN (2018)
S25	I believe in every comment regarding others experience and knowledge on the Airbnb.	Adapted from SO, OH and MIN (2018)
S26	I feel comfortable and safe when sharing my experiences and knowledge with strangers on the Airbnb.	



Table 7 – Survey Instrument

(conclusion)

#	Items	References
S27	I consider it important to connect a place/activity to a host on the Airbnb.	IANDOLI, QUINTO and DE LIDDO (2012); TREEM and LEONARDI (2013); WAGNER, VOLLMAR and WAGNER (2014); CHIN, EVANS and CHOO (2015); ELLISON, GIBBS and WEBER. (2015); OOSTERVINK, AGTERBERG and HUYSMAN (2016); WEBER and SHI (2016); ZHENG and YU (2016)
S28	I consider it important to rate a place/activity or a host with stars and public reviews (comments) on the Airbnb.	
S29	I believe it is important that others' comments and reviews are available and stored on the Airbnb for all to see.	IANDOLI, QUINTO and DE LIDDO (2012); TREEM and LEONARDI (2013); WAGNER, VOLLMAR and WAGNER (2014); CHIN, EVANS and CHOO (2015); ELLISON, GIBBS and WEBER (2015); OOSTERVINK, AGTERBERG and HUYSMAN (2016); ZHENG and YU (2016)
S30	I consider it important when I can edit and review previously published reviews.	
S31	How do you evaluate the Airbnb content editing interface?	MAJCHRZAK et al. (2013); TREEM and LEONARDI (2013); WAGNER, VOLLMAR and WAGNER (2014); CHIN, EVANS and CHOO (2015); ZHENG and YU (2016)
S32	I believe it is important that Airbnb has a space for commenting, adding reviews and collaboratively change the published content.	
S33	I think it is important to share my knowledge and experiences with strangers through this channel.	
S34	When I see others' comments and reviews, I can see how they are related to a certain content and to a certain network.	MAJCHRZAK et al. (2013)
S35	Others' comments (shared experiences and knowledge) about a particular experience affect my decision-making process.	TREEM and LEONARDI (2013); WAGNER, VOLLMAR and WAGNER (2014); CHIN, EVANS and CHOO (2015); ELLISON, GIBBS and WEBER. (2015); OOSTERVINK, AGTERBERG and HUYSMAN (2016)
S36	Does this connection between a host and the place with photos and videos affect your decision-making process?	
S37	I think Airbnb private message system provides greater connection and interactivity with the host.	CHOI and STVILIA (2015); WEBER and SHI (2016); ZHENG and YU (2016)

Source: Author.

### 3.3.2 Interview data collection and analysis

As previously stated, both interview and survey were the data collection techniques employed in this study. This subsection describes interview data collection and analysis. The interview script, presented in Appendix B, was forwarded to potential informants through social media, e. g. travelers that have utilized Airbnb services. The sample was non-probabilistic

snowball (AAKER, KUMAR and DAY, 2009). The interviews were semi-structured, that is, I conducted them with the use of a script, but with freedom for adding new questionings if necessary. The interviews occurred in person or by Skype – software that allows communication through the Internet by video or voice connections (MARTINS and THEÓPHILO, 2009). The interview script (APPENDIX A) was used in the field research. Authorization prior to audio recording was requested along with the signature of Free and Informed Statement of Consent (APPENDIX C). The interviews were fulfilled in Portuguese.

Aligned with this study's goals, two interviews were made as a pre-test to verify if there any adjustment to make. These pre-test interviews were made in September 2018 and practically no corrections were made in the interview instrument. Consequently, these two interviews were added to another twelve (12) that were made between February and July 2019. All interviews were face-to-face, lasting between 11 and 25 minutes, which generated three to five pages of transcribed texts per interview.

The choice of respondents considered as a prerequisite that they had used Airbnb at least once and had made reviews and comments about their either location or experience. This research comprised fourteen (14) interviews. The number of respondents was obtained considering the reach of the theoretical saturation point, that is, when no new information relevant to the research appears (YIN, 2005). Table 8 contains the detailed profile of respondents.

Table 8: Interviewees profile

Code	Gender	Age	Educational level	Number of Airbnb usage	Reason for using Airbnb
IN1	Female	46	postgraduate	2	Vacation
IN2	Male	33	postgraduate	1	Vacation
IN3	Female	30	postgraduate	3	Vacation
IN4	Female	29	graduated	1	Vacation
IN5	Female	28	graduated	2	Vacation and Work
IN6	Male	23	graduating	3	Vacation
IN7	Male	27	postgraduate	1	Work
IN8	Female	45	postgraduate	2	Vacation
IN9	Female	24	graduated	2	Vacation
IN10	Female	39	graduated	1	Vacation
IN11	Female	25	graduating	1	Vacation
IN12	Male	24	graduated	1	Vacation
IN13	Male	36	postgraduate	5	Vacation
IN14	Female	26	graduating	1	Vacation

Source: Author

To summarize, interviewees are on average 31 years old and have used Airbnb around twice practically for vacation. All interviews followed Interview Protocol as well as were recorded for content analysis. The data analysis of the interviews used the technique of content analysis from the transcription of the interview recording authorized by the interviewees. According to Bardin (2010), Content Analysis encompasses the phases of pre-analysis, material exploration and treatment of results.

### **3.3.3 Survey data collection and analysis**

The survey was available in the online platform Qualtrics (<https://pucrs.qualtrics.com/>), which is a tool for creating questionnaires – and it has followed Survey Instrument (APPENDIX B). This survey (presented some questions in Likert and its variations (importance scale, evaluation scale) when measuring individuals' attitudes and their discrepancies (MARTINS and THEÓPHILO, 2009), as well as open questions. This survey was released in Portuguese. Like interviews data collection, the survey instrument link (created in Qualtrics) was forwarded to potential informants through social media, e. g. travelers that have utilized Airbnb services. The sample was non-probabilistic snowball (AAKER, KUMAR and DAY, 2009).

Aligned with this study's goals, nine questionnaires were made as a pre-test to verify if there any adjustments to make. These pre-test questionnaires were made in December 2018 and some corrections were made in the survey instrument. Consequently, these nine respondents were discarded after alterations occurred in the instrument. The survey final instrument was released from February up to July 2019.

Alike interviews, the choice of respondents considered as a prerequisite that they were have used Airbnb at least one time and have made reviews and comments about their either location or experience. Furthermore, this research comprised 106 questionnaires, however, five were discarded because respondents claimed they did not use Airbnb. Consequently, there were 101 questionnaires left for analysis.

To summarize, 60% of respondents are male and the age average is 29 years old. Moreover, 52% of respondents have used Airbnb two times while 30% have used it only once. Furthermore, 89% used the platform for vacation reasons. Finally, the questionnaires from the survey will be analyzed by means of descriptive statistics.

### **3.3.4 Meta-analysis**

After performing both interview and survey analysis, I performed a meta-analysis in order to triangulate data – e.g., seeking for convergence and divergence of findings (ONWUEGBUZIE and COLLINS, 2007). Meta-inferences or meta-analysis embody an integrative, unifying view of findings from both quantitative and qualitative strands of mixed method approach and can be considered as critical mechanisms of mixed method research (VENKATESH, BROWN, and BALA, 2013).

To sum-up: this research adopts a concurrent mixed methods approach with a partially mixed concurrent dominant status design. Even though the interviews and the survey were fulfilled at practically the same time, their analysis were made separately in the first moment. Then, they both were analyzed through meta-inference or meta-analysis.

## 4 RESULTS

This section hands over the results and the data analysis. Section 4.1 presents the results from interview data collection on the motivations for KS. Likewise, Section 4.2 describes the outcomes from interview data collection on the affordances for KS. Sections 4.3 and 4.4 present the results from survey data collection on the motivations for KS and on the affordances for KS, respectively. Finally, Section 4.5 presents the outcomes through meta-analysis and the propositions of this work.

### 4.1 MOTIVATIONS FOR KNOWLEDGE SHARING IN AIRBNB ACCORDING TO INTERVIEWS' RESULTS

According to the literature review, some of the motivational factors are Reputation, Reciprocity, Enjoyment, Self-efficacy and Altruism. Aligned with this work the specific objective “a”, the interviews were analyzed through motivations for KS in the Airbnb. The first introductory questions demonstrated that motivations for sharing knowledge are related to previous information and knowledge about the activity, or the place, or even the host. IN2 explained that he would only respond to a question or commentary when and if it was about a place he visited: “Only if it's from the place I visited, because I have a previous experience. I have experience, right? So, I am able to comment something. If I have never been on that location, I would not comment at all”.

Likewise, IN5 said that sharing her knowledge would depend on the fact of what she had experienced:

It depends on the subject, if it is something that I am aware of, if I have ever experienced it [been to that location], I would answer it. If I have no knowledge, or have not been through that experience, I have not got what the person asked, I do not answer.

Another interviewee (IN6) enhanced it would depend on the type of question made, and he also highlighted:

If I were the one who visited the place and then one person asked about it, then yes. Moreover, I would like to be in that person's shoes when I am looking for a location and I would like to ask if the host was attentive when recaptioning guests. If I already participated in this, it would be great if I answered, right?

IN10 stated that she would answer a question or comment since it would help others in the decision-making process: “Yes, if I know the place, right? If I really know the answer, yes.

Because I think it helps others a lot, comments help a lot when someone is choosing a place to stay”.

Also, IN12 enhanced that during his process of choosing a place to stay, he considered other’s comments, so he would be motivated to help the others the same way:

Oh, it depends. If it was the location I have been at, I considered the comments very much, right? The ones that already had on the location. If it's something I know and that differs from what it really is, I'd bother to answer. If it is something I disagree with, I would answer, otherwise no.

To add to that, IN14 said she feels motivated to comment on the platform in order to help its growth and its credibility: “Yes, I feel motivated, because it is even a way to help the platform, right? [Help it] to have more credibility about the locations. I think it's important to give your opinion there, so that other people will know how my experience was like”.

In the same way, IN13 affirmed that the Airbnb was born with this disruptive concept of collaboration, so it cherishes for evaluations on the hosts and the places, so it is practically an obligation to share my knowledge. In addition, Airbnb’ guarantee and assurance are intrinsically related to users’ comments:

I think it depends on my interest in the place. It depends if it's a place I've been to and the person [other user] is saying something that doesn't make much sense, then, I feel motivated to respond to it. Because most of the time, Airbnb people try to provide a better experience than a hotel, right? So, everyone who goes [travel] through Airbnb, goes to the comments, the ratings and if it does not fit, often ends up disturbing the host. And there basically this concept, this concept of disruptive hotel, or let's take other examples that we have, for example, Uber, for transportation at last. This disruptive concept goes a long way, he values public reviews and comments very much, so, of course ratings change according to the customer's experience, right? But if something is too far from what was offered, for example, I would feel motivated to share my opinion, whether it is different from what is there. And so, I use it a lot when I travel, to know that I will find it on the other side, because that is something you are not guaranteed as a hotel, for example. The guarantee of Airbnb is provided by the users who have been to that location.

In another vein, IN8 told she would not respond to a comment or any question, because she is not used to it, and she also thinks it is more like a responsibility of the host to do this task: “I would not answer. I don't have this habit. I think it's more a responsibility of the location owner [host]. I think it's a vision of each person”. Others such as IN7 and IN9 explained they did not have the right orientation or the time to share their knowledge and experiences: “No, because usually I'm on the rush and I could not stop to answer and make the evaluation” (IN9).

In addition, most interviewees engage in sharing their experiences through hosts’ public revisions and comments on the place or activity they have experienced. However, some of them did not share their experiences always they used the platform. IN2, for example, said he made a good evaluation on his host because she was a really nice person and they had some affinities:

My host was very present, a very nice person, and she already worked with hotels before having her hostel. This made me closer in conversations with her, even because she likes this area of strategy and so [...] I liked the person, I liked the place and I felt very encouraged to collaborate with her to improve [her renting]. Because I think it's nice for others to know she's a good hostess.

On the other hand, IN13 stated that he did not share one experience, because it was badly awful, so he did not know if it was only with him and did not impair the host. To sum-up this first introductory part, most of interviewees are motivated to share when they have a previous experience or knowledge on that activity or place and it also depends on their level of satisfaction about the service.

Henceforth, this subsection compiles motivations for using the Airbnb, which include Electronic word-of-mouth and Distrust and lack of trust – both related to KS. First, Electronic word-of-mouth was measured within interviewees to understand their decision-making process within the platform. It was practically unanimous among interviewees that others' comments on previous experiences influence their choices, especially when they have never been in a place before. In this way, IN13 cited on trip to Rio de Janeiro (Brazil), when he was going to a place he has never been before and was not sure about security issues. He (IN13) searched on the platform about comments on other users' experiences and he was totally influenced by them:

I can cite an example that I went to Rio de Janeiro and, well, I had never been there - it was about two years ago - I have never been to the lakes region there - and then when you do not know about the place and you stay at the mercy of the material you find on the internet, especially information from other people, travelers. When I travel, I usually do it without a guide, or without a tour company - so I rely heavily on comments - and those comments about the place I stayed in, influenced me very positively. Since I don't know much about the region - for me, it was state of security, the place itself was very safe - so there was a lady who stayed all day at the house. I think it has influenced a lot in this experience there on the coast of Rio. I think this is one is an example, but, like the others, I also always rely on the comments.

Alike, IN2 said that other users' comments influenced his decision, since he believes in a network concept – the more others comment about that, he would have a greater volume of information to make his decision:

I believe in the concept of the network, right? The more everyone comments on that, the more [information] I'll have – it is not data triangulation – but I'll have more volume, got it? More volume of information for decision making. For me, the comments really make a difference when choosing a location.

In addition to that, IN9 was worried about a specific residence she was looking for, in order she wanted a quiet one, so she looked up for comments related to that:

I was looking for a quieter place, like, so I read the comments and it was a residence with several rooms. So, each family would go to one and I was worried if there was a lot of frenzy, like children running down the hall, things like this. I wanted to see if I could identify comments from the people on that place being a quiet one. Hence, it was these comments that I considered in my decision making.

In the decision-making process of IN6, he was searching for a place – with good pictures – and made his decision after reading some great positive comments about it:

Like I mentioned before, you look at a place and see that there are several positive comments, right? So, you understand that place is a reliable one. And if there are no comments or more negative ones on a specific, I would not have quite sure of how good that place might be or not.

In addition to that, IN14 affirmed she, when choosing a place to stay, always evaluate the comments and reviews on the hosts, especially; she also tried to catch information on the commenting section on the house, location, among other stuff to make the best decision based on that: “I analyzed the comments that mostly spoke about the hosts, about the house, in order I could know more or less if it was near the places where I wanted to go, and if others have had problems at that very same location”.

Adding to that, IN12 described his decision-making process as it follows: first, he was looking locations on Airbnb in Rio de Janeiro for an event; then, he was in doubt between three places and he chose the one with the best comments and evaluations on cleaning, location, and everything he needed for a quiet stay.

Another interesting fact was cited by IN10, she said that she and her family was looking for a place in Torres (Brazil) and there were great pictures some locations; but her biggest influences were the comments of previous users – since one starts describing some details that cannot be perceived through pictures. Some of the type of details – one could pay attention are lighting, cleaning, organization and size: “When I was looking for a place to stay, I look up to location comments, how the environment was like, whether it was light and dark, and whether it had a good room size or not, if it was clean and organized, so was the value” (IN11).

Going the other way, trust or lack of trust were also evaluated on this research. Among most respondents, people generally trust other user’s comments on previous experiences and they also feel comfortable and safe while sharing their experiences with strangers. In accordance to that, IN11 claimed – on these trust issues – that she believes on other’s comments, but not 100%, as she tries to filter out look for consistence among them: “I think it is important to know if that place really exists. If it is not just for deceiving others” (IN11). Corroborating it, IN10 stated that one could distort one’s experience, so it would be better to look the overall:

It was through the tips, others’ comments, in Airbnb that I decided not to go to certain places. Because, even though there were great pictures on that location, comments were bad. In some comments, I even read that the service was bad, it lacked water, structure was not so good, among others. I think it helps a lot when deciding which location to rent.



In addition to that, IN6 also tries to considerate one's writing. Likewise, one should considerate all comments, but always narrowing them down, because one's requirement level of a person is probably not the same of others: "I try to consider how a person wrote a comment, for example".

Moreover, IN9 claimed she would not consider choosing a place based only in one comment, so she preferred locations with lots of other users' experiences. On the other hand, IN8 stated that she believes in other's comments for the reason that Airbnb is a platform with respect: "I think Airbnb is a platform that has respect among people. These people who use it and make comments are responsible and they want to share what they went through in that place".

Likewise, IN2 unconsciously believes that other users think like him, so he concludes others are telling the truth when commenting – even if it is "their version of the truth". To conclude this trust and lack of trust part, IN13 states that users' "comments are generally pertinent; they mostly make sense, being positive or negative".

Otherwise, when evaluating safeness and comfortableness within Airbnb, interviewees generally would share their knowledge. IN13, for example, said he feels comfortable and safe to share his knowledge, since he would be assessing his staying in some specific location, he would not be sharing his personal data; he also claimed that he is doing it to reflect his experience, in order to help users that might possibly go there.

Regardless of what I read to be in that place, I'm going to be evaluating my stay there right, when ... there's no way I cannot feel safe putting my experience - so usually I'll put what my experience reflected in order to help who will eventually go to that very same destination.

Furthermore, IN8 claimed she felt safe and comfortable to share all negatives and positives ratings and to provide a feedback to the host. Similarly, IN6 defends that one is not exposing oneself by making a comment on one's experience. In addition, IN12 affirmed that Airbnb is a platform built on trust: "For the reason Airbnb is a new platform. I think it builds a lot to this kind of service, right? I felt very comfortable and useful when sharing my experience".

To compile, these motivations – Electronic word-of-mouth and trust / lack of trust – towards Airbnb usage are strongly related to KS issues. In general, users' comments and public reviews affect practically every decision-making process, since all interviewees stated that they read them before choosing a location or activity and they always looked for consistence between these comments. On the other hand, interviewees usually feel comfortable and safe when sharing experience and knowledge within the platform since Airbnb was built on trust.

#### 4.1.1 Intrinsic Motivations for Knowledge Sharing in Airbnb

This subsection embraces enjoyment (hedonic) motivations and self-efficacy, reciprocity and altruism within the collected data analysis. First, pleasure and fun are explicitly related to a good experience; in other words, they were only felt as motivations to share knowledge whenever interviewees had a positive experience. Like IN13, who stated that he felt pleasure and fun while writing his public review because when doing it, he was reminded of how good that experience had been: “Yes, because I ended up remembering, right? Remembering the moments that I was there in that place. It was amusing to "revisit" the place in my mind when writing the comments”.

In this same vein, IN14 declared that she felt pleasure because she was able to help her hosts, so they had been nice people and treated her well. She felt happy to contribute to them (hosts) and to tell other users that it had been a great place to be:

I felt pleasure, because they [my hosts] were such nice people and they treated us, like, very nice, like friends. Then, I was happy to be able to contribute and to share with more people. [To share with] people like me, who had never used the platform, [to help them to] feel confident when choosing a room in that very same location.

Furthermore, IN12 said he felt pleasure to help his host, because he was provided with a good stay and service by the host. IN12 appended that a host rents his/her house maybe for a necessity or for a specific reason, so there is no reason for not recommending it to other travelers: “It felt good, I felt pleasure since I was very well received. Everything was okay with the payment, the keys reception [...]. Everything was 100% okay. I had nothing to complain about.”

Moreover, IN10 asserted that she felt gratitude and pleasure when writing a public review, because her host welcomed her well and made her feel comfortable: “I felt pleasure when I wrote because I felt good, I felt grateful. Grateful to have been well received, well welcomed. Anyway, I had a good experience there”. Similarly, IN8 affirmed she felt pleasure because it was kind of a responsibility with the platform and the host: “Pleasure. Because... so, it is your responsibility to even use the platform and a place that a person makes available for it. I think it is the responsibility of the person who used it to complete this step in this way”. In the same way, IN5 said she felt fun while commenting on the platform. She felt obligated to show her contentment and satisfaction because she felt grateful to the host; she also felt pleasure, because she was able to enjoy everything she was promised:

I felt fun. I showed that I was very happy and that I felt very, I would not be happy, but nice, I felt accomplished with the help of the host. And I felt pleasure because I could feel pleasure because I was able to enjoy everything the place had to give to me.

I had no problem with the positive experience, while in the negative one, I felt neither pleasure nor fun.

Finally, IN6 explained he felt pleasure while he was able to be part of something (bigger), to participate and to be inside of a business: “You kind of feel part of something, right? You feel that you are participating, you are inside a business. So, I felt a little pleasure and fun since I was able to have contact with the service provider and even relating to other people”.

Second, reciprocity and altruism motivations for sharing knowledge were notably associated to help other users to have a good experience or prevent them of having a bad one. In this way, IN5 affirmed she felt satisfied with herself when sharing and informing other users, so no one would have a bad experience for lack of information. She also said she did it to help other users even without reward for doing this: “Yes, because I informed other users what was advantageous that was not advantageous; for anyone not to have the bad experience or to have the same good experience. I did it to help others even though I gained nothing in return”.

Likewise, IN2 stated he felt satisfied with himself because it was helpful to make public what it good (place and/or host), and he felt a belonging feeling (to the platform) as well. In his point of view Airbnb is a “give and take” system, so it was kind of a feedback:

Yes, I think so. Fun or pleasure would not be the word. Helping. Helping to spread the word about what is good. A sense belonging within the platform. Even without receiving anything in return, you know. Well, since I'm paying for the service, while I'm getting a good service in return. I think it's about giving and receiving. To resume, I pay for what is good, and it makes sense that I contribute to it, to feedback.

In this same way, IN9 said she felt satisfied with herself in helping others, specially the hosts, even if there were no rewards for that: “I would do it to help the local people (host). Even without rewards for it. Just knowing that this is important for the person who is responsible for the place, then I would”.

Similarly, IN10 stated that she felt satisfied and happy when helping her host, by enhancing the latter treatment with her; in other words, she did this to improve the treatment received and to let other users know more details:

I felt satisfied and happy. Even having no rewards for it. I did it to help other people [the host] by improving the location commenting section, in order to share my good experience. The host already had a good score, but I did it anyway to help, in order other people would know more details.

In addition, IN13 supposed the reward from commenting in the platform – in a figurative way – was the lower cost (when compared to hotels); he also claimed he felt satisfied with himself, because, when he shared his knowledge, he could provide other users with information on what this activity or place was like:

Because, the reward, I think we already have it in low cost, so we pay really, really cheap, in comparison to hotels or inns, so I think that is the reward. So, when you

travel, you like to know what you will find on the other side, it is nice to try to pass it the most enjoyable way possible, so that the next person who travels to that destination knows what they will find over there, right? Then I think it's pleasurable at the time of writing, as long as you have time. So, this would be great.

Third, interviewees brought the vision that everyone (users and hosts of Airbnb) would benefit if all users shared their experiences and knowledge. Likewise, IN13 affirmed not to know the percentage of people who evaluate and comment in the platform today, but if everyone did, the platform would be as trustworthy as possible – in other words, the Airbnb would present a global vision. IN13 also conjectured an obligation to evaluate and comment, but he, instantly said it would go against the purpose of the platform – of being collaboratively constructed. In general, if all users put their opinion it would be an ideal world:

Yes, I don't know what the rate of people who put their evaluation in Airbnb today, but if everyone would rate it would, maybe, become the most reliable possible, because you're getting the right and whole overview, right? As I said, sometimes I didn't put evaluation, so when you don't do it, often it may be to not speaking very badly of the place, of the host. I did not do it this one time, so I would prejudice the host. But it kind of ends up damaging Airbnb system, right? On the other hand, there is no way of forcing someone to put a comment. I think it would be valid that everyone to put one's opinion, then it would be more correct, a lot more assertive - so when you rate a place you will know the real percentage of positive percentage, neutral and negative - and the reasons I think this would be an ideal world.

Besides, IN9 affirmed that everybody, including herself, reads the evaluations on the hosts and the comments about a specific place, so if every person shared their experience and knowledge it would represent a place as a whole (complete).

Likewise, IN8 said if everyone shared their experience and knowledge, this search would be more accurate; she also considered public reviews and comments an obligation after the stay, as a completion stage:

I think that when you look for a place, you end up looking at the public reviews, comments, the ratings, and I think if everyone answered, one could measure it better. I think it's very important that everyone comment on Airbnb. I think it should even be a mandatory step of completion.

IN2 mentioned about the information asymmetry – the more you know about something, the more you can make better decisions; he also stated that it is a matter of natural selection, since he is selecting those who are most fit in the market and excluding those that are not. In other words, if others share and evaluate their experience, it would be good for everyone, since it is a matter community, of helping a network (IN2).

Because it is a matter of information asymmetry: the more you know about something, the better you can make your decisions, whether to rent it, to go, or not to go. And for me, it's also like a natural selection, let's say that. Because I'm selecting the ones that are most fit in the market and I exclude those that are bad. That is, if others rate it, it's good for me; because it's a community issue. It is not only about belonging but helping the network (of Airbnb). So, this network feeds on something better and better (IN2).

In this same way, IN5 believes that there are some people who do not share their experiences when they do not like it; so, it would be detrimental to the system. One of the facts that affect one's decision is the recommendations and comments:

Because there are so many people who use it (Airbnb) and don't like it, and they don't comment, so we don't know that paradise is really paradise. There are also a lot of people who like it and have very good things nearby that they can warn and don't warn. This could further help in choosing the location. If you're in doubt, it helps a lot. I mainly look at the ratings not only in this app but on others. And what makes me choose, some of the main factors, are the recommendations and or the comments (IN5).

In this same line, IN7 said that if everyone comments on their experiences, this evaluation would help other users to feel more comfortable about making a decision. IN14 added that it would help even the inexperienced ones. To epitomize, these intrinsic motivations – like fun, pleasure, altruism, and specially reciprocity – influence and alter the way and why people share their knowledge in the Airbnb. People are really concerned about sharing their experiences to benefit other users and the hosts. It was perceived a common sense of belonging, community and improving the Airbnb.

#### **4.1.2 Extrinsic motivations for Knowledge Sharing in Airbnb**

This subsection embraces reputation and social influence within the collected data analysis. While asking interviewees if they consider that when one shares experiences and knowledge throughout the platform one would gain reputation, it was practically unanimous “no”. Most of interviewees said they were indifferent to that, because when they were looking for a place of activity, they just read the comment, they would not attribute a status for the person who made that comment.

Likewise, IN7 stated that it was hard to get this information in the platform, since users' opinions are not measured: “It is difficult to get this kind of information [from Airbnb]. There is no way to measure this within the platform. It would be nice if you had something to attach that there is a greater confidence in that person”. In this same vein, IN2 cited that other users would not give one a greater status or would not see one in a greater position only if one had made a comment.

Correspondingly, social value was not perceived as an important motivation for KS in the Airbnb. IN5, IN7, IN10 e IN11 affirmed that the process of sharing their experiences was something of them and it was independent from others: “I wouldn't do it for others. It was something of mine. felt like commenting because the experience was really good for me”

(IN10). Likewise, IN11 mentioned: “I would not do for others. I think I am very independent from others’ opinions”. Likewise, IN12 stated that sharing one’s experience was a really personal process, and he would not give his opinion influenced by others’. IN14 even asked a rhetorical question: “It was my experience, why others would influence my opinion?”.

To summarize, these extrinsic motivations – such as reputation and social influence – do not affect the way people share their experiences and knowledge. As a matter of fact, interviewees show indifference when questioned about it.

## 4.2 AFFORDANCES FOR KNOWLEDGE SHARING IN AIRBNB ACCORDING TO INTERVIEWS’ RESULTS

According to the literature review, some of the affordances for KS are: Association, Visibility, Persistence, Reviewability, Metavoicing, Editability, Generative-role taking, Network-informed association and Connectivity. Aligned with this work the specific objective “b”, the interviews were analyzed through the above cited affordances for KS in Airbnb.

### 4.2.1 Association

This subsection compiles the analysis of the affordance Association within interviews. As stated by the literature review, this affordance is defined as the capability of making linkages, correlations or connections between people or between people and information. In this research, the association between people and information is analyzed. Likewise, IN10 stated that this linkage between the host and his/her place in order to evaluate both together while the decision-making process:

I think this association is very important, in order the place could be very good, but the person there, the host, in this case, does not have such a good service. I think it's important that you link one thing to another, because as good as the place might be, if you are not treated well, you will not feel happy.

Similarly, IN13 claimed one must associate both profiles – host and location, since the first owns the latter; plus, one has to understand host’ profile in order to make a better decision:

I think you must associate, that you must understand the profile of the person (host), the people, the family who reside in the place. So, you can make the most assertive decision. So, I think it is very valid to make this association of profiles - both host and local.

At the same time, IN8 believes it is important the association between a host and a place for a security matter: “Whenever I am searching for a new location, I try to look at the host

profile as well. I think I do for the safety”. Mutually, IN5, when looking for a location, she primarily filters out the “super hosts” profiles and from that she will analyze the location: “When I am looking for a place, I first filter out the super hosts – with the best punctuation and reviews. From these profiles, I search for the location”.

In another vein, IN7 thinks it is important to associate both profiles, since, for instance, a host could happen to be an extremely annoying person, and it end up ruining one’s experience: “It happened to me something really similar to that. The guy (host) is kind of an annoying person, so I’ve felt cornered since the moment I arrived. Because he associated the place with him. The place is an extension of his house”.

Moreover, IN6 affirmed that he looks up to the person (host) that owns one location; he also says he tries to make a “prejudgment” on the host’s profile, and to compare all comments.

Otherwise, now related to photos and videos association, interviewees stated that it is an extremely important feature of the platform. IN9 and IN6 explained that associating pictures to a location profile could show details sometimes hidden or not even considered in commenting section: “When I am looking at a picture, I can see details that are often not described in the comments. Sometimes, things that are important to me” (IN9).

Likewise, IN13 argued that pictures influence a lot during his decision-making process, and it is reinforced by the fact that one cannot visit the location first, i.e., one has to choose aloof:

A picture is worth a thousand words, right? I think this association of the photo with the location and comments works very well. Even more so that you are far from the place, that is, you cannot visit the place before you go, right? Therefore, it makes perfect sense and helps a lot in the decision-making process.

In addition to that, an association between a picture and a location profile is important so one can know the place, and even realize it exists in fact (IN11). To sum-up, Association is perceived by users as an important affordance for KS that interferes on the decision-making process and KS .

#### **4.2.2 Visibility and Persistence**

This subsection compiles the analysis of the affordances Visibility and Persistence within interviews. As stated by the literature review, Visibility affordance is defined as the capability of SNS to make users behaviors, knowledge, preferences, and communication network connections visible to others. While, Persistence is the sense that an SNS created and stored content remains accessible until its intentional deletion. Furthermore, IN13 mentioned

he tries to filter out what other users' have written in order to know the location and the host; because after all, all one knows is the information shared by others, so it is important that everything is visible and attainable to everyone:

I try to filter out by the way the person writes. So that's a point, as you don't know anything, you don't know the place, the host, all you know is information that is written there. So, my assessment goes through other users' writing. You must trust those words, right?

Likewise, IN12 stated that when one is looking for a location, one would want as much of information as possible; he also thinks Airbnb concept is all about sharing houses, activities as well as experiences and knowledge, then, it is important to keep everything visible to everyone:

I think that when you are looking for something to benefit you, you will want as much information as possible; and I think sometimes it's kind of boring, it's but if you want to after a location, you will want as much information as possible. I think that makes you choose between locations: the amount of information.

Similarly, IN10 affirmed that visibility is precisely for everyone to have access to all comments, experiences and knowledge, being it positive or not. In addition to that, IN6 said that it is important that other users' comments stay visible so one would an idea of the location and how the host is: "I think it is good that everyone's comments are available. I think it is a matter of access, right? Access to all kinds of comments, being it positive and negative".

Likewise, IN11 visibility is a matter of information access, so one could choose better a location to stay or activity to perform. Plus, IN14 mentioned as it was her fist time using the platform, she needed as much information as possible, and being able to see everything that was posted on the location and host profile was really helpful in her decision-making process: "As I said before, I had never used the platform before. So, I didn't know much. What led me to believe if the location was good or bad were the comments. And the more quality information I had, the safer I felt to take my decision".

Moreover, IN7 stated that if the platform selected comments or even only let the last ones available, for example, it could cause distortions and negatively affect one's choice; in other words, it would not represent the reality, as some information would be somehow hidden:

I think there could be distortions if everything was not always visible. Like, for example, if the last five comments were always left - which in one case were good; and the sixth of the tenth were bad comments. In this case, the user would get a different impression of reality.

In different circumstances, IN5 stated that visibility help others to see a problem in a place, namely, one could see if a problem of a specific location persists in many comments: "I find it interesting that if something is bad at that location, you see that the problem persists in several comments. Then you can verify a real problem at that location".



Consequently, one could also perceive if that a specific problem was solved through the commenting section. Additionally, IN9 visibility is important during decision-making process, since one would not be able to know if that place is good or not. Along with that, IN8 mentioned that visibility is a matter of transparency: “I think it's a matter of transparency. I also think it is something practically mandatory for the platform keep everything in order to make other users' lives easier”.

Finally, IN2 stated that visibility is about the community sense that permeates Airbnb; he said it is also a way of managing a network to generate information in order to perform a natural selection of the best locations and hosts: “Look, I think it's a community issue, right? From being able, inside a network, to generate information to make a natural selection of the best [places and hosts]”.

To summarize, Visibility and Persistence are perceived as mandatory affordances to decision making process, trust and transparency of the Airbnb.

### **4.2.3 Reviewability and Editability**

This subsection compiles the analysis of the affordances of Reviewability and Editability within interviews. As stated by the literature review, this affordance is what makes possible for SNS users to amend, add to, revise and change collaboratively content published on the Internet. Reviewability refers to the enactment of technology enabled new forms of working in which participants are better able to view and manage the content of front and back narratives over time. In this research, I looked for how user's feel about editing previous comments on their experiences and knowledge and about how interviewees evaluated Airbnb content editing interface.

First, IN10 classified his opinion as indifferent for reviewing and editing previous comments. Opposing to that, IN11 affirmed that reviewing previous comments is not good, since commenting part is supposed to for one to describe one's experience:

I don't find it interesting to be able to edit previously posted comments, because it should reflect a person experience. We must be mature, of course, when making a comment, whether it was good or bad, trying not to use feelings to talk. You should say what you really know. But editing, I don't think it's relevant.

Likewise, IN14 mentioned if reviewing previous comments was available for users, some could use this functionality acting in bad faith – only to prejudice a host: “I guess it wouldn't be cool to edit previous comments. When I think of people reediting, I don't know, they can do it in bad faith too”. Additionally, IN5 mentioned she was indifferent to reviewing

previous comments, since one's analysis is supposed to be at that time: "It is indifferent to me, because my analysis is about that moment, and if I reedit, I would not be true to my evaluation".

Furthermore, IN13 stated that this reviewing feature would put the whole Airbnb model in discredit. Moreover, IN12 shared that when one comments, one is supposed to have an opinion about one's experience: "I don't think editing previously posted comments is a correct thing. Because, I think, you have to have the perception of the whole, at first. You cannot let yourself be led by any specific event. I don't think it's ideal".

On the other hand, when analyzing Airbnb editability, most interviewees evaluated as it being easy and intuitive. IN6 even classified it as better than others he used before. Likewise, IN13 stated it was really accessible when sharing his experiences through commenting and host public review part; he also classified it as being obvious and intuitive, and in his overall view, Airbnb is a 'really intelligent' when it comes to editability:

For me, like, it was pretty easy on how you create comments and public reviews., It was really easy to work on, and I also think it goes straight to the point. So, there are some items that are standard in the evaluating and there are comments free, right. So, I think it's fine, in a smart way, actually.

To wrap-up this subsection, interviewees understood that Reviewability in the Airbnb is seen as an unnecessary affordance, since it can distort one's opinion and perception about other user's previous experiences. Diversely, Airbnb Editability is recognized as being intuitive and intelligent, when talking about its collaboratively created content.

#### **4.2.4 Network-informed association**

This subsection presents the analysis of the affordance Network-informed association based on interviews data. As previous stated by literature review, this affordance is related to the capabilities of seeing how people are connected to other people, how other people are connected to content, and how content is connected to other content.

Likewise, IN10 affirmed this association of how people are connected to each other is irrelevant when sharing her experience and knowledge. Additionally, IN11 asserted her decision was based on her opinion of what her liked, and it is not relevant to her to see other user's profiles that had been in the same place she wants to locate: "It is indifferent to me. Well, actually, I'll make my decision based on what I like, right? And not in the opinion of others. So, for me it doesn't change anything, it doesn't interfere with anything". Likewise, IN8 and IN6 stated to see how other users are connected to a specific "tribe" or network is not relevant to them: "Until then, I had not thought about it. But anyway, it would be indifferent to me" (IN8).

On the other hand, IN7 thought it would be good to the this kind of network association, since one can make an analogy among the location and the public who goes there; in other words, one can make associations and a bigger understanding of a place according to what kind people is commenting about it:

According to the audience that is commenting about a specific location, you can make an analogy of how this audience will find a place good or bad. Like, for example, imagine a location that is usually rented for carnival and has only young people commenting – the chance of that place not being a big deal is great for a family trip, right? I think it is important, since we make associations according to people that go to that place.

In addition to that, IN2 and IN12 thinks it is interesting to look at another point of view – from a totally different type of person – on a place:

It is interesting to think about this point of view. When I used Airbnb, I didn't stop to think about it, but it's interesting, somehow. Because sometimes looking at the profile of other people who went to that place [location I want to rent], well, this could influence my decision-making process from now on.

To summarize, network-informed association is not relevant to other users unless if it is to look for what kind of person locates a place or an activity. Subsequently, according to interviewees, this affordance does not affect users' motivations and dynamics of KS.

#### **4.2.5 Connectivity and Interactivity**

This subsection compiles the analysis of the affordances Connectivity and Interactivity within interviews. As previously stated by the literature review, Connectivity affordance is Aid in the enactment of clockwork coordination practices, and it gives rise to a dualistic pattern in the time space. While Interactivity involves both concepts, interaction and activity, which are the characteristics usually lacking in most traditional media. In this research, I have applied both of the above affordances into understanding about “Talk to the host” Airbnb feature.

First, this Airbnb feature as nice and easy to use for talking to the host while asking questions on location details and values. In this vein, IN10 affirmed: “Airbnb chat was really okay and easygoing. I also thought it was really private as well”. Likewise, IN11 asserted: I used Airbnb chat to talk to the host to look for more information on values and what was nearby”.

Additionally, IN7 argued this chat provides good interaction with the host, while IN13 used this feature to close the deal on the location with more details. Likewise, IN8 believe Airbnb chat is secure in order it provides a reserved contact with the host along with saving

conversation history. Subsequently, it can be assured, these affordances affect dynamics of KS within Airbnb.

#### 4.3 MOTIVATIONS FOR KNOWLEDGE SHARING IN AIRBNB ACCORDING TO SURVEY'S RESULTS

According to the literature review, some of the motivational factors for KS are Reputation, Reciprocity, Enjoyment, Self-efficacy and Altruism. Aligned with the specific objective “a” in this research, I analyzed the results from the survey through motivations for KS in the Airbnb. The first (S10) introductory question demonstrated that motivations for sharing knowledge are related to previous information and knowledge about the activity, or the place, or even the host. Furthermore, as S10 was an open question, here are some of the citations by respondents:

Yes, as long as I have been to that place. So, I can help others that want to go the that very same location.

Yes, but that will depend on what kind of information I have. If I don't have it, I will not bother to answer that.

Many times, yes! Because I think the goal here is to share my experience, my information. I would like if others did the same for me.

Yes, but only when I am sure of what I going to answer.

Yes. If I have been to that location and could help another user, why not?

Moreover, regarding S11 question – if users shared their knowledge and experience in Airbnb – most respondents explained they often shared by means of public review of the host and public comments on the location.

Only objectively and when the experience is striking, either positively or negatively.

Yes, I share my experience in order to help others with my previous experiences on that location.

Yes. Because I think it helps the usage of the platform and other users.

Yes, on host evaluation. Because I think it is important to give him/her feedback.

Yes, on host evaluation and public comments. I think it is a good way of building knowledge in a collaborative way and helping to improve the platform.

Yes, but only on host evaluation. And only when the location is really nice, and the experience was really good is when I make a public comment.

In addition, more than 80% of respondents affirmed they often or always engage in sharing their experiences through public reviews and commenting. To sum-up this first introductory part, most of respondents are motivated to share when they have a previous

experience or knowledge on that activity or location. It also depends on their level of satisfaction about the service and it is related to helping others as well.

Furthermore, this subsection compiles motivations for using the Airbnb, which include Electronic word-of-mouth and Distrust and lack of trust – both related to KS. Electronic word-of-mouth was assessed through assertion S24 with an average of 4.57, which indicates others' comments on Airbnb about their previous experiences influences positively one decision-making process. Likewise, respondents believe in others' comments regarding experience and knowledge (S25) with an average of 4.45; while (S25) users seemed to be comfortable and safe when sharing their experience and knowledge (average = 3.8). To compile, these motivations – Electronic word-of-mouth and trust / lack of trust – towards Airbnb usage are positively related to KS issues. In general, users' comments and public reviews affect almost all decision-making process while, on the other hand, users feel comfortable and safe when sharing experience and knowledge within Airbnb.

#### **4.3.1 Intrinsic Motivations for Knowledge Sharing in Airbnb**

This subsection embraces enjoyment (hedonic) motivations and self-efficacy, reciprocity and altruism within the collected survey data analysis. First, I used three assertions (S13, S14 and S15) to analyze enjoyment through a 5-point Likert Scale (explained in Appendix B) and the averages were, respectively: 4.08; 4.22; and 4.19. This reveals a high tendency of respondents towards feeling pleasure and fun, enjoying in help others and liking to help others. Moreover, this demonstrates that enjoyment motivations affect positively the way users share their knowledge within Airbnb.

Likewise, self-efficacy was evaluated through S16 and S17 assertions. S16 showed respondents have confidence on their capacity of providing knowledge (average 4.03) while S17 revealed that (average of 2.17) users believe the knowledge they add really make a difference to others. Resuming, self-efficacy is affects in a positive way KS within Airbnb.

Additionally, S19 and S21 assertions measured reciprocity and altruism motivations. S19 present and average of 4.42, which demonstrates that users share expecting mutual benefits later. As well, S21 with average of 4.61, revealed most users believe sharing their experiences and knowledge will help others in the same situation, issues and distress. To epitomize, these intrinsic motivations – such as fun, pleasure, altruism, and specially reciprocity – influence and affect positively the way and why users share their knowledge in Airbnb.

### 4.3.2 Extrinsic Motivations for Knowledge Sharing in Airbnb

This subsection embraces reputation and social influence within the collected survey data analysis. First, I evaluate reputation through S18 and S19 assertions. S18 (average 2.45) showed respondents disagree that others respect them when they share their experiences and knowledge. Likewise, S19 (average 2.46) revealed users do not see others improve recognition on them only by KS throughout Airbnb.

Furthermore, users indicated social influence is indifferent or it has no effect on how and why people share knowledge and experiences. Since S22 presented an average of 2.57 while S23 an average of 3.77, this shows others' opinions (which includes friends and colleagues) are indifferent on how one should share knowledge in Airbnb. To summarize, these extrinsic motivations – as reputation and social influence – do not affect the way people share their experiences and knowledge.

## 4.4 AFFORDANCES FOR KNOWLEDGE SHARING IN AIRBNB ACCORDING TO SURVEY' RESULTS

According to the literature review, some of the affordances for KS are: Association, Visibility, Persistence, Reviewability, Metavoicing, Editability, Generative-role taking, Network-informed association and Connectivity. Aligned with the specific objective “b” proposed in this work, the interviews were analyzed through the above cited affordances for KS in Airbnb.

Association affordance was first undertaken through assertions S27 and S28, which presented averages of 4.32 and 4.35, respectively. Thus, users acknowledge it is important to connect a location to a host and they also consider it important to rate a host and/or place with stars and public review on Airbnb. Further, this affordance was also evaluated by S35 and S36. S35, with an average of 4.68 revealed others' comments on locations and hosts pages affect their decision-making process; this is, this association between comments and locations influences one's decision. Moreover, S36 was an open question and demonstrated that the association among a picture or a video alters users' decision-making process. In this way, Association influences the manner users share their knowledge in a positive way. Here are some of the citations by respondents:

Yes. Because I like to be well informed about the location that I am interested in.

Yes. By reason of, when I make my decision, I try to assess host's profile, photos and videos about the location. I do that to see if there are any discrepancies and if there is transparency.

Yes. Because it is good to have several sources to make a better decision.

Yes. For the reason I like to look everything before choosing a place to stay.

Yes. And beyond that, I look up comments as well.

Yes. Because I do not stay [in a place] without seeing a picture of the place mainly to see the its cleanliness.

Furthermore, Persistence and Visibility affordance were assessed by assertion S29 with an average of 4.6. This reveals that users believe it is important that everything, such as comments and public reviews, stays visible to everyone in Airbnb as well as this content remains accessible until it is deliberately deleted. Therefore, Persistence and Visibility affordances affect in a positive way KS through Airbnb.

Otherwise, Reviewability affordance did not have a positive impact on KS in Airbnb, since assertion S30 average was 2.46. That is, users disagree at most that editing and revising previous comments are important within Airbnb.

On the other hand, Editability was measured through assertions S31 and S32. S31 was open question on how users evaluated Airbnb content editing interface regards commenting section and public reviews. Here are some of the citations by respondents:

Practical and objective.

Good, cool, easy to navigate and very intuitive.

Good. It was quite easy to use it.

Similarly, S32 with average of 4.52 revealed the importance of Airbnb having a space for commenting, adding and collaboratively construct published content. On the other hand, regarding Generative role-taking, it was measured by S33 (average 3.31) and it demonstrated that users do not think it is important to share their knowledge in Airbnb with strangers.

Finally, Connectivity and Interactivity affordances were evaluated by assertion S37. With an average of 4.09 it showed Airbnb chat ("Talk to the host") is an important feature to provide interaction and connection with the host.

To sum-up, these previous sections (from 4.1 to 4.3) contributed to a better understanding of the identified motivation and affordances for KS within Airbnb. Therefore, in the next subsection it will be performed a meta-analysis comparing both results – from interviews and survey – as well as handing over propositions.

#### 4.5 META-ANALYSIS RESULTS AND FORMULATION OF THE PROPOSITIONS

As previously seen, this study used a mixed-method approach: interview (qualitative) and survey (quantitative). Results analysis from both methods were taken separately in previous subsections. This subsection presents a meta-analysis, which unifies views from the qualitative and quantitative analysis. Meta-analysis are theoretical statements, narratives, or stories inferred from an integration of quantitative and qualitative results in mixed-method research.

For instance, quantitative data can bring width by showing different aspects of the phenomenon from a great number of participants, while qualitative data can help to understand the phenomenon in depth. Together this data collection can help the researcher make more accurate inferences - the meta-inferences (VENKATESH, BROWN and BALA, 2013). In this study, meta-inferences were developed by making comparisons of findings for each study axis, finding points of bridging among them (VENKATESH, BROWN and BALA, 2013).

First, through both qualitative and quantitative results, I analyze intrinsic motivations. As in interviews analysis, all intrinsic motivations studied (Enjoyment, Self-efficacy, Reciprocity and Altruism) were perceived as an important mechanism to share knowledge and experience through Airbnb. These intrinsic motivations influence and alter the way and why people share knowledge in this platform. Likewise, survey results showed these kinds of motivations affect positively the reason and the way users share their experience in Airbnb. Therefore, I built the following propositions – that can be tested in other contexts:

- P1: Enjoyment motivations have a positive impact on knowledge sharing in Airbnb.
- P2: Self-efficacy is positively related to knowledge sharing in Airbnb.
- P3: Reciprocity and Altruism are positively associated to knowledge sharing in Airbnb.

Otherwise, extrinsic motivations (Reputation and Social Influence) were evaluated as having no effect on knowledge sharing from both analysis (quantitative and qualitative) as shown in result analysis. Hence, regarding extrinsic motivations, the following propositions were made:

- P4: Reputation does not impact on knowledge sharing in Airbnb.
- P5: Social influence does not affect knowledge sharing in Airbnb.



Furthermore, motivations for Airbnb usage (Electronic word-of-mouth and trust / lack of trust) were also evaluated as having a positive impact on decision-making process by both source of data – qualitative and quantitative. Therefore, two other propositions were drafted:

- P6: Electronic word-of-mouth positively affects one’s decision making process.
- P7: People usually trust others’ comments on their experiences and knowledge and they also feel comfortable when sharing their own experiences and knowledge on Airbnb.

Besides motivations for KS, this study analyzed affordances for KS as well. Association was seen as – by both analysis (quantitative and qualitative) – an important affordance that affects KS throughout Airbnb, and it is also recognized as an important factor concerning decision-making process. Likewise, Visibility, Persistence, Editability, Connectivity and Interactivity were also perceived as having a positive effect on KS upon Airbnb. Based on that, the following propositions were constructed:

- P8: Association affordance is positively related to knowledge sharing in Airbnb.
- P9: Visibility affordance positively relates to knowledge sharing in Airbnb.
- P10: Persistence affordance is positively related to knowledge sharing in Airbnb.
- P11: Editability affordance is related in a positive way to knowledge sharing in Airbnb.
- P12: Connectivity affordance is positively related to knowledge sharing in Airbnb.
- P13: Interactivity affordance positively relates to knowledge sharing in Airbnb.

On the other hand, both result analysis (interviews and survey) show that Reviewability, Network-informed association and Generative role-tanking affordances have practically no effect on knowledge sharing dynamics upon Airbnb. Based on these results, I build the subsequent propositions:

- P14: Reviewability affordance has no significant impact on knowledge sharing in Airbnb.
- P15: Network-informed association affordance is not positively related to knowledge sharing in Airbnb.
- P16: Generative role-tanking affordance does not have a positive impact on knowledge sharing in Airbnb.

To epitomize, practically all qualitative results were corroborated by quantitative data. Therefore, this study meta-inferences, when making comparisons of findings for each study

axis, found points of bridging among them. To summarize, this meta-analysis presents 16 propositions – comprised in Table 9.

Table 9: Propositions generated by meta-analysis

Propositions	Related Concepts
P1: Enjoyment motivations have a positive impact on knowledge sharing in Airbnb.	Motivations for KS in Airbnb
P2: Self-efficacy is positively related to knowledge sharing in Airbnb.	
P3: Reciprocity and Altruism are positively associated to knowledge sharing in Airbnb.	
P4: Reputation does not have a positive impact on knowledge sharing in Airbnb.	
P5: Social influence does not affect knowledge sharing in Airbnb.	
P6: Electronic word-of-mouth positively affects one's decision making process.	
P7: People usually trust others' comments on their experiences and knowledge and they also feel comfortable when sharing their own experiences and knowledge on Airbnb.	
P8: Association affordance is positively related to knowledge sharing in Airbnb.	Affordances for KS in Airbnb
P9: Visibility affordance positively relates to knowledge sharing in Airbnb.	
P10: Persistence affordance is positively related to knowledge sharing in Airbnb.	
P11: Editability affordance is related in a positive way to knowledge sharing in Airbnb.	
P12: Connectivity affordance is positively related to knowledge sharing in Airbnb.	
P13: Interactivity affordance positively relates to knowledge sharing in Airbnb.	
P14: Reviewability affordance has no significant impact on knowledge sharing in Airbnb.	
P15: Network-informed association affordance is not positively related to knowledge sharing in Airbnb.	
P16: Generative role-tanking affordance does not have a positive impact on knowledge sharing upon Airbnb.	

Source: Author

## 5 DISCUSSION

By examining the motivations and affordance literature for knowledge sharing, I used these two different perspectives to look up to KS throughout Airbnb. I choose carefully seven types of motivations – being it three intrinsic, two extrinsic and two more for Airbnb usage – along with nine affordances to comprehend KS.

Regards motivations for knowledge sharing, results showed intrinsic motivations have a strong influence on why and how users share their experiences and knowledge, while extrinsic motivations do not. Intrinsic motivations are related to performing an action of personal satisfaction. The first intrinsic motivation undertaken in this study was Enjoyment and results from its analysis revealed pleasure and fun are particularly associated to a good experience; in other words, according to the collected data from both interviews and survey, if one had a bad experience, one would not feel pleasure and/or fun when sharing experience and knowledge. Likewise, Self-efficacy was mostly recognized when a user has previous either knowledge or experience on that location or activity.

Furthermore, Altruism and Reciprocity revealed users share their knowledge and experience in order to help a bigger ecosystem, but not expecting something in return; that is, there a sense of community and trust that permeates Airbnb. Else ways, Reputation and Social Influence – both extrinsic motivations – were seen as not influencing KS . Regards, Reputation, most users did not see a link between commenting and having one reputation improve. Similarly, Social Influence seemed indifferent to users, since most stated that sharing knowledge is a more about a personal impression and opinion on a location or a host than the influence of others, being it friends or family.

On the other hand, by examining motivations for Airbnb usage towards one's decision-making process, results show users are more collectors than donators of knowledge and experience. KS consists of two processes: (1) donation - which is the communication, requested or not, of knowledge; and (2) collection - defined as the act of consulting with other units and having them share their knowledge (NODARI, OLIVEIRA and MAÇADA, 2016). By bringing to Airbnb and making an analogy, most respondents on interview and survey affirmed they all look up to previous comments and evaluation before choosing a location, but they also admitted not to comment and make public reviews all the times they used Airbnb for traveling. Another interesting result was the fact that most respondents stated they share their knowledge by most public reviews on the host than public comments on location page.

As another perspective to look up to KS through Airbnb, affordances provided some interesting findings as well. Association proved to be an extremely important affordance for KS in Airbnb since it can allow one to make a better decision on which place to go or for a better understanding of the host and his/her environment. Likewise, Visibility and Persistence were found to be positively related to KS in order they can provide information access and transparency through Airbnb.

Furthermore, while Editability has a positive impact on KS in Airbnb, Reviewability does not. This is explained by the two facts: 1. Airbnb editing interface is considered to be intuitive and 'intelligent' while users are collaboratively creating and sharing content; and 2. users considered as unnecessary the review and reedit previous comments feature of the platform. Like the latter mentioned, Network-informed association was considered by respondents as not having an impact on KS and decision-making process. Moreover, Connectivity and Interactivity affordances provide a bigger interaction and connectivity between users and hosts through "Talk to the host" Airbnb feature. Despite previous hermeneutic literature on affordances for KS, not all these listed affordances had a positive impact on KS in Airbnb. This could be explained by the nature of Airbnb, which is born as a disruptive way of consuming goods and services.

Alternatively, regards motivations and affordances for knowledge sharing throughout Airbnb, other interesting findings were that these KS can provide a natural selection of the best locations and host. It was also found a great trust on other users' comments, because, as many respondents said, they make their decision based mainly on that and photos. Similarly, empathy was cited by many respondents as an endeavor in helping others by sharing their experiences and knowledge. This meets the study of Ert, Fleischer and Magen (2016), that found that host's personal photos play a key role along with host's reputation on decision making, proving that visual (photos of hosts) and non-visual (reviews and comments) has an impact on building trust.

In this same vein, Chatterjee (2001) stated that UGC writers do not have anything to lose when sharing personal experiences on comments, as well as in this study. So, there is a greater standard of perceived reliability and trustworthiness of UGC when in contrast with traditional tourism sites. Given that a growing number of tourists have adopted social media as a new means of communicating, collaborating and cooperating, it is supposed that more reliable and trustworthy information and knowledge on experiences will be shared (YE et al., 2011; LEUNG et al., 2013; EDWARDS et al., 2017) and this study reached that same conclusion. Additionally, Guided by UGC (embracing the capability of sharing photos, videos and

comments with other users), scholars have observed social media ability in supporting hospitality and tourism organizations to absorb likely guests, develop their online presence and so increase online incomes (LEUNG et al., 2013), this result was also reached in this research.

Subsequently, Airbnb platform is considered by some of the respondents as a system of collective knowledge creation and sharing as well as an ongoing feedback system. Accordingly, Airbnb is not only about the listing's information, but it is also about the host's information to plan and decide (ERT, FLEISCHER and MAGEN; 2016). Afterwards, finally, by analyzing both perspectives – motivations and affordances for KS –, meta-analysis provided a deeper insight into the results and enabled the formulation of 16 propositions.

## 6 CONCLUSION

The purpose of this study was to understand how motivations and affordances were developing for knowledge sharing throughout Airbnb. To the best of authors' acknowledgment, this study was the first basic research undertaken on motivations and affordances for knowledge sharing in Airbnb. It reveals that, despite social media tools being recognized as a facilitator in knowledge sharing (GIBBS et al., 2013; OOSTERVINK et al., 2016; MALHOTRA and MAJCHRZAK; 2012), social media affordances directly related to knowledge sharing are an under-researched topic in this area.

The main goal of this research was to answer the aforementioned research question, the objective of this research is to identify and analyze users' motivations and affordances that impact knowledge sharing in Airbnb. In order to approach this, I interviewed fourteen Airbnb users and made a survey with one hundred Airbnb users. Results show Enjoyment, Self-efficacy, Reciprocity and Altruism – all intrinsic motivations – have a positive impact on knowledge sharing in Airbnb, while Reputation and Social Influence – both extrinsic motivations – are not meaningful related to knowledge sharing in the platform studied. It was also investigated motivations for Airbnb usage, such as Electronic word-of-mouth and trust / lack of trust, and they were also positively associated with KS throughout Airbnb as well as to users' decision-making processes. Moreover, Association, Visibility, Persistence, Editability, Connectivity, Interactivity affordances were found to have a positive impact on KS while Reviewability, Network-informed association and Generative role-tanking were not meaningful to KS within Airbnb. Furthermore, by meta-analysis, I built sixteen propositions that can be analyzed and tested on future studies. These propositions are direct to Airbnb platform, but they could also be addressed to other SE platforms.

### 6.1 THEORETICAL AND PRACTICAL CONTRIBUTIONS

A dissertation conducted in the Administration area has the challenge of reaching both the academic and professional audiences (CORLEY and GIOIA, 2011). This study makes three contributions to the current literature: 1) It adds to the literature sixteen propositions as a result of the meta-analysis that can guide further investigations using Airbnb or similar platforms; 2) it applied an empirical study on the interchange of SE, KS and affordances and; 3) it presented an analysis of the affordances for KS in Airbnb.

An academic research contribution could be arranged into two dimensions: originality and utility (CORLEY and GIOIA, 2011). Regards originality, this study presented new theoretical insights that further existing knowledge on KS motivations and affordances. This dissertation manages to be sorted as original and scientific utility. Affordances approach is a relatively new field; however, many authors have published within, including more additional research on the theme (AZAD et al., 2016; MAJCHRZAK et al., 2013; POZZI, PIGNI and VITARI, 2014; TREE and LEONARDI, 2012; ZAMMUTO et al., 2007). In this same vein, motivations for KS have been widely research on many fields, including in social media and sharing economy background (RODE, 2016; PARK and GABBARD, 2018; ISKOUJINA and ROBERTS; BOCK et al., 2005). This research aggregates on existing literature since it is one of the first to embrace both motivations and affordances for KS within sharing economy – in this case, Airbnb.

To reinforce this study's originality, when examining the affordance literature development for knowledge sharing and its emergent themes, it was found that an affordance perspective forces researchers to consider the symbiotic relationship between the capability of a certain technology and the action to be taken in a stated context (MAJCHRZAK et al., 2013). Since this affordance perspective can forge the potential actions of technologies and provide a solid insight on technological artifact uses and the related association and implications on individual's behavior, it is likely this lens is valuable and informative for researches that want to approach affordances topic in a more structured way (EVANS et al., 2017). Hence, this study aggregated motivations towards KS as an individual behavior.

In addition, acknowledging the multidimensionality and interactive and relational nature of affordances could encourage scholars to equilibrate issues related to both likely social and material influences on technology use and diagnose the existence of deterministic logic (EVANS et al., 2017). This multidimensionality evidences that affordances are an issue of Psychology, Education, Pedagogy, besides Management Information Systems. In Education area, social media affordances like Facebook (MANCA and RANIERI, 2016) or blogs and digital video (RANKER, 2015) studied in order to understand how they facilitate and foster a collaborative learning environment. In Pedagogy, social media affordances along “with a paradigm of learning focused on knowledge creation and networking” (MLOUGHLIN and LEE, 2008, p. 19), provides a likely shift in learning processes and teaching. Psychology approached collaborative tools affordance in relation to an individual's behavior towards information sharing on online platforms (BĂLĂU and UTZ, 2016).

Regards motivations for KS, it has already been clarified in the previous sections that social media can facilitate knowledge sharing in the tourism context. In the tourism literature, studies on knowledge creation and sharing on Web 2.0 are relatively modest (EDWARDS, 2017). Consequently, as social media and SNS are becoming increasingly ubiquitous, there is a demand for empirical studies investigating these tools in KS in a tourist environment.

The findings of this study have three important implications for future practice. Since for certain types of organizational factors and endeavors in sharing economy, the findings of this study have highlighted: 1) SE managers can improve their SNS by comprehending why users engage in KS ; 2) researchers on administration area, specifically in information management and tourism field as well as tourism practitioners, not only in SE field and; 3) IT developers can learn from affordances that enhance and affect KS in order to apply them when creating apps or SNS. One main concern of practitioners should be how to develop and employ social media tools, in SE context, regards motivations and affordances for KS within it. Since, social media affordances and motivations could promote or even constraint its use, then ,practitioners should consider some strategic affordances to improve social media or SNS usage within SE background.

## 6.2 LIMITATIONS AND FUTURE WORKS

Notwithstanding, this study has limitations that need to be listed. First, Airbnb was the selected SE platform since is the its worldwide reach, whereas results cannot be extended to other social media. Still, there are other SE platforms such as CouchsSurfing, Uber, Vrbo, HomeExchange, eBay, among others. Therefore, future research should cover these other platforms of KS, in order to seek to identify and analyze the motivations and affordances for knowledge sharing towards their usage.

Besides, regards data collection instruments, this research used a mixed-method approach using interviews and descriptive statistics. Interviews can provide deeper insights on comprehending certain phenomena, however there are other qualitative methods that could have been approached, like netnography, for example. Future research could perform a study on some specific locations or host comments and keep up with them for a certain period. In addition to that, interviewee's and survey respondents' profile was focused on users that have already used the platform. Future agenda should concern about investigating KS through hosts point of view.



In addition to that, a case study could be applied to understand KS within Airbnb and other platforms. In this same vein, this work utilized descriptive statistics in order to enhance interview data, even though, there are other quantitative data analysis. Future research could analyze motivations and affordances for KS by means of regression modeling and even experiments, for example. Regards this study's 16 propositions, future research can empirically test them through another qualitative study, like interviews and study cases, for example; as well as testing them by means of regression, for example. These propositions may be adapted to other SE platforms as well.

Analysis of the results suggested that affordances and motivations for knowledge sharing, are important within decision-making process throughout Airbnb and they also build the platform relationship, in a certain way. Therefore, it is recommended for future work to deepen the literature on affordances and motivations seeking to identify these characteristics, as well as study other social media affordances and motivations different from those researched in this paper, aiming empirical research that analyze their relationship with KS .

Nevertheless, future research could analyze motivations and affordances for KS through collection and donation constructs and try to deepen KS throughout Airbnb and other SE platforms. On the other hand, this study did not apply the affordance to understand KS phenomenon in Airbnb. Therefore, future research can be addressed in investigating affordance lens since it will be useful to comprehend the reason why individuals use disparate technologies, in this case, an SE platform, in similar ways or the same technology in divergent ways.

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## APPENDIX A – Interview Instrument

Metadata and guidance	
<b>Interviewee name:</b>	_____
<b>Name of the researchers present:</b>	_____
<b>Date:</b> /    /	<b>Local or Channel:</b> _____

### Initial contact:

- Thank for the availability to receive the researcher(s).
- Briefly present the research objectives.
- Explain the information contained in the interview consent form.
- Request the signing of the interview consent form.
- Deliver a signed road for the interviewee.

### Initial procedures:

- Prepare the recorder.
- Start recording.

### Interview questions:

#	Context	Interview Questions	References
I1	Interviewee data	What is your age?	-
I2	Interviewee data	Where are you from? Where do you live nowadays?	-
I3	Interviewee data	What is your educational level?	-
I4	Interviewee data	Where do you work? What do you do for a living?	-
I5	Interviewee data	Have you ever used Airbnb? How many times? For what reasons?	-
#	Motivations for sharing knowledge in Airbnb (specific goal "a")		References
I6	Introductory	When you visualize a question or question from another user, are you motivated to respond? Why?	-
I7	Introductory	Do you often share your experiences and knowledge about the places you visited and activities you performed on the Airbnb? Why (not)? How often do you engage in conversations or comments on the platform?	-
I8	Enjoyment / hedonic motivations	Do you feel pleasure or fun when you share your experiences or knowledge with others through commenting feature of Airbnb? Explain.	RODE (2016)
I9	Self-efficacy / Reciprocity / Altruism	When you share your experiences and knowledge on the Airbnb, do you feel satisfied with yourself? Even though you have no rewards for that? Do you do it just to help others?	RODE (2016); PARK and GABBARD (2018)
I10	Reciprocity	Do you think if people shared their experiences or knowledge on the Airbnb, everyone would benefit from it? Why?	PARK and GABBARD (2018)
I11	Reputation	Do you consider that people who share your experiences and knowledge gain reputation?	RODE (2016)

I12	Social influence / social value	Do you consider that people share their experiences and knowledge on this platform by social influence or by social values? Would you do it if it were important to others?	SO, OH and MIN (2018)
I13	Electronic word-of-mouth	Do other user's comments and conversations on the Airbnb about their experiences, opinions, information and knowledge about certain activities or places visited influence your decision-making?	SO, OH and MIN (2018)
I14	Distrust / lack of trust	Do you believe in others user comments on experiences and knowledge?	SO, OH and MIN (2018)
I15	Distrust / lack of trust	Do you feel comfortable and safe when sharing your experiences and knowledge with other strangers on this platform?	SO, OH and MIN (2018)
#	<b>Affordances for KS x Airbnb Features (specific goal "b")</b>		<b>References</b>
I16	Introductory	How do you use the platform to share your experiences and knowledge?	-
I17	Association	Do you consider it important to associate a place or activity with a host? Is it important for you to associate a note (stars and public reviews) about a host, activity, or location? Is it relevant to you that the Airbnb has stars of reputation, public reviews, comments, and user connections visible to everyone?	IANDOLI, QUINTO and DE LIDDO (2012); TREEM and LEONARDI (2013); WAGNER, VOLLMAR and WAGNER (2014); CHIN, EVANS and CHOO (2015); ELLISON, GIBBS and WEBER. (2015); OOSTERVINK, AGTERBERG and HUYSMAN (2016); WEBER and SHI (2016); ZHENG and YU (2016)
I18	Persistence / Visibility / Reviewability	What do you think of other users' comments and reviews, regarding their experiences while traveling, that are available and stored on the platform for all to see? Do you consider editing and reviewing previously published public reviews and reviews important?	IANDOLI, QUINTO and DE LIDDO (2012); TREEM and LEONARDI (2013); WAGNER, VOLLMAR and WAGNER (2014); CHIN, EVANS and CHOO (2015); ELLISON, GIBBS and WEBER (2015); OOSTERVINK, AGTERBERG and HUYSMAN (2016); ZHENG and YU (2016)
I19	Editability / Generative role-taking	How do you evaluate the Airbnb content editing interface? Do you consider it important to share your experiences and knowledge that Airbnb has a space for comments in which you can add, review and collaboratively change the published content? In this space you can talk to strangers and add your knowledge, is this relevant to you?	MAJCHRZAK et al. (2013); TREEM and LEONARDI (2013); WAGNER, VOLLMAR and WAGNER (2014); CHIN, EVANS and CHOO (2015); ZHENG and YU (2016)

I20	Network-informed association	When you read comments and reviews from other users you can see how they are related to the content and to a network of their own; is this important to you? Knowing people's profile, who have already visited a certain place or already carried out activities, influence their travelling decision making?	MAJCHRZAK et al. (2013)
I21	Association	Does having a photo or video about a particular experience or place influence your choice? Does this connection between a host and the place with photos and videos affect your choices? And do the comments left by other users on host pages also affect your decision making?	TREEM and LEONARDI (2013); WAGNER, VOLLMAR and WAGNER (2014); CHIN, EVANS and CHOO (2015); ELLISON, GIBBS and WEBER. (2015); OOSTERVINK, AGTERBERG and HUYSMAN (2016)
I22	Connectivity / Interactivity	Do you think Airbnb's private messaging system provides greater connection and interaction with the host?	CHOI and STVILIA (2015); WEBER and SHI (2016); ZHENG and YU (2016)

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**Final considerations:**

- Ask the interviewee if there is any additional information that I would like to add regarding the subjects covered during the interview.
- Ask if the interviewee had any questions.

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**Finalization and thanks:**

- Thank the availability of the interviewee in providing the information.
- Emphasize that the results of the research will be available to him or her and, if he/she has an interest, he/she should contact the researcher.

## APPENDIX B – Survey Instrument

This questionnaire aims to understand and get information about motivations for sharing knowledge on the Airbnb and analyze how affordances affect the KS dynamic. Final questions deal with respondent's information, so that the profile can be identified. All items that have an asterisk (*) will use a 5-point Likert scale for answers: (1) Strongly Disagree; (2) Partially Disagree; (3) Indifferent; (4) I agree partially; and (5) I totally agree. The questionnaire is confidential and no identification of the respondents is made.			
Concept	#	Items	References
Motivations	S10	When you visualize a question or a comment from another user, do you feel motivated to respond to it? Why?	-
	S11	Do you often share your experiences, or information or knowledge about performed activities and places visited on the Airbnb? Why (not)?	-
	S12	How often do you engage in conversations or comments on the platform?	-
Enjoyment / hedonic motivations	S13 *	I feel pleasure when sharing my experiences and knowledge on the Airbnb.	Adapted from RODE (2016)
	S14 *	I enjoy helping others by sharing my experience and knowledge on the Airbnb.	
	S15 *	It feels good to me help other by sharing my experience and knowledge on the Airbnb.	
Self-efficacy	S16 *	I have confidence in my ability to provide knowledge to the Airbnb that other consider valuable.	Adapted from RODE (2016)
	S17 *	I doesn't really make any difference whether I add to the knowledge others are likely to share through Airbnb.	
Reputation	S18 *	When I share my experiences and knowledge through Airbnb people respect me.	Adapted from RODE (2016)
	S19 *	Sharing my knowledge through Airbnb improves others recognition of me.	
Reciprocity and Altruism	S20 *	When sharing knowledge and experience on the Airbnb, I expect somebody to respond when I'm in need.	Adapted from PARK and GABBARD (2018)
	S21 *	I believe that sharing my experiences and knowledge on the Airbnb can help others with similar issues and situations.	
Social influence / social value	S22 *	My friends and peers would expect me to share experiences and knowledge on the Airbnb.	Adapted from SO, OH and MIN (2018)
	S23 *	People like me would share their experiences and knowledge on the Airbnb.	

Electronic word-of-mouth	S24	*	Others' comments and conversation on the Airbnb about their experiences and their shared knowledge about a certain activity or place would influence your decision-making process.	Adapted from SO, OH and MIN (2018)
Distrust	S25	*	I believe in every comment regarding others experience and knowledge on the Airbnb.	Adapted from SO, OH and MIN (2018)
	S26	*	I feel comfortable and safe when sharing my experiences and knowledge with strangers on the Airbnb.	
Association	S27	*	I consider it important to connect a place/activity to a host on the Airbnb.	IANDOLI, QUINTO and DE LIDDO (2012); TREEM and LEONARDI (2013); WAGNER, VOLLMAR and WAGNER (2014); CHIN, EVANS and CHOO (2015); ELLISON, GIBBS and WEBER. (2015); OOSTERVINK, AGTERBERG and HUYSMAN (2016); WEBER and SHI (2016); ZHENG and YU (2016)
	S28	*	I consider it important to rate a place/activity or a host with stars and public reviews (comments) on the Airbnb.	
Persistence / Visibility / Reviewability	S29	*	I believe it is important that others' comments and reviews are available and stored on the Airbnb for all to see.	IANDOLI, QUINTO and DE LIDDO (2012); TREEM and LEONARDI (2013); WAGNER, VOLLMAR and WAGNER (2014); CHIN, EVANS and CHOO (2015); ELLISON, GIBBS and WEBER (2015); OOSTERVINK, AGTERBERG and HUYSMAN (2016); ZHENG and YU (2016)
	S30	*	I consider it important when I can edit and review previously published reviews.	
Editability	S31		How do you evaluate the Airbnb content editing interface?	MAJCHRZAK et al. (2013); TREEM and LEONARDI (2013); WAGNER, VOLLMAR and WAGNER (2014); CHIN, EVANS and CHOO (2015); ZHENG and YU (2016)
	S32	*	I believe it is important that Airbnb has a space for commenting, adding reviews and collaboratively change the published content.	
Generative role-taking	S33	*	I think it is important to share my knowledge and experiences with strangers through this channel.	
Network-informed association	S34	*	When I see others' comments and reviews, I can see how they are related to a certain content and to a certain network.	MAJCHRZAK et al. (2013)
Association	S35	*	Others' comments (shared experiences and knowledge) about a particular experience affect my decision-making process.	TREEM and LEONARDI (2013); WAGNER, VOLLMAR and WAGNER (2014); CHIN, EVANS and CHOO (2015); ELLISON, GIBBS and WEBER. (2015); OOSTERVINK, AGTERBERG and HUYSMAN (2016)
	S36		Does this connection between a host and the place with photos and videos affect your decision-making process?	
Connectivity / Interactivity	S37	*	I think Airbnb private message system provides greater connection and interactivity with the host.	CHOI and STVILIA (2015); WEBER and SHI (2016); ZHENG and YU (2016)



Respondent data	S4	What is your gender?	
Respondent data	S5	What is your age?	
Respondent data	S6	Where are you from? Where do you live nowadays?	
Respondent data	S7	Where do you live nowadays?	
Respondent data	S8	What is your educational level?	
Respondent data	S9	Where do you work? What do you do for a living?	
Respondent data	S1	Have you ever used Airbnb?	
Respondent data	S2	How many times?	
Respondent data	S3	For what reasons?	

## APPENDIX C – Interview Consent Term



Pontifícia Universidade Católica do Rio Grande do Sul  
Business School  
Graduate Program in Administration

### INTERVIEW CONSENT TERM

**Research Project: AN ANALYSIS OF MOTIVATIONS AND AFFORDANCES FOR KNOWLEDGE SHARING ON AIRBNB:** Final Dissertation

**Researcher:** Gabriela Ester Godoy Vaz (gabi.godoyvaz@gmail.com).

**Advisor:** Professor Marcirio Silveira Chaves, PhD (mschaves@gmail.com).

Dear Sir / Madam,

This document is an interview consent form. Therefore, Mr.(s). is being invited to participate as an informant of a scientific research on a voluntary basis. Any questions you have will be clarified by the researcher and you have the right to quit from participating in the interview at any time, without any charge. All information provided by the participant will be analyzed impersonally, remaining confidential.

We thank you in advance for your willingness to contribute to this study and we remain at your disposal to clarify any present or future questions. Also, if you are interested in the result of the research, please send an e-mail to the researcher mentioned above.

I, \_\_\_\_\_, declare that I have been informed of all the investigation procedures and all my doubts have been clarified. I further declare that I am aware that the data collected will be used as survey data. Therefore, I sign the present document in two ways of equal content and form, remaining a route in my possession.

I authorize recording interviews.

I do not authorize recordings of any kind.

City, \_\_\_\_\_ de \_\_\_\_\_ de 2018/2019.

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Responsible Researcher

---

Research Participant



**PUCRS**

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