

# Sharing, Collaborative Consumption and Web 2.0

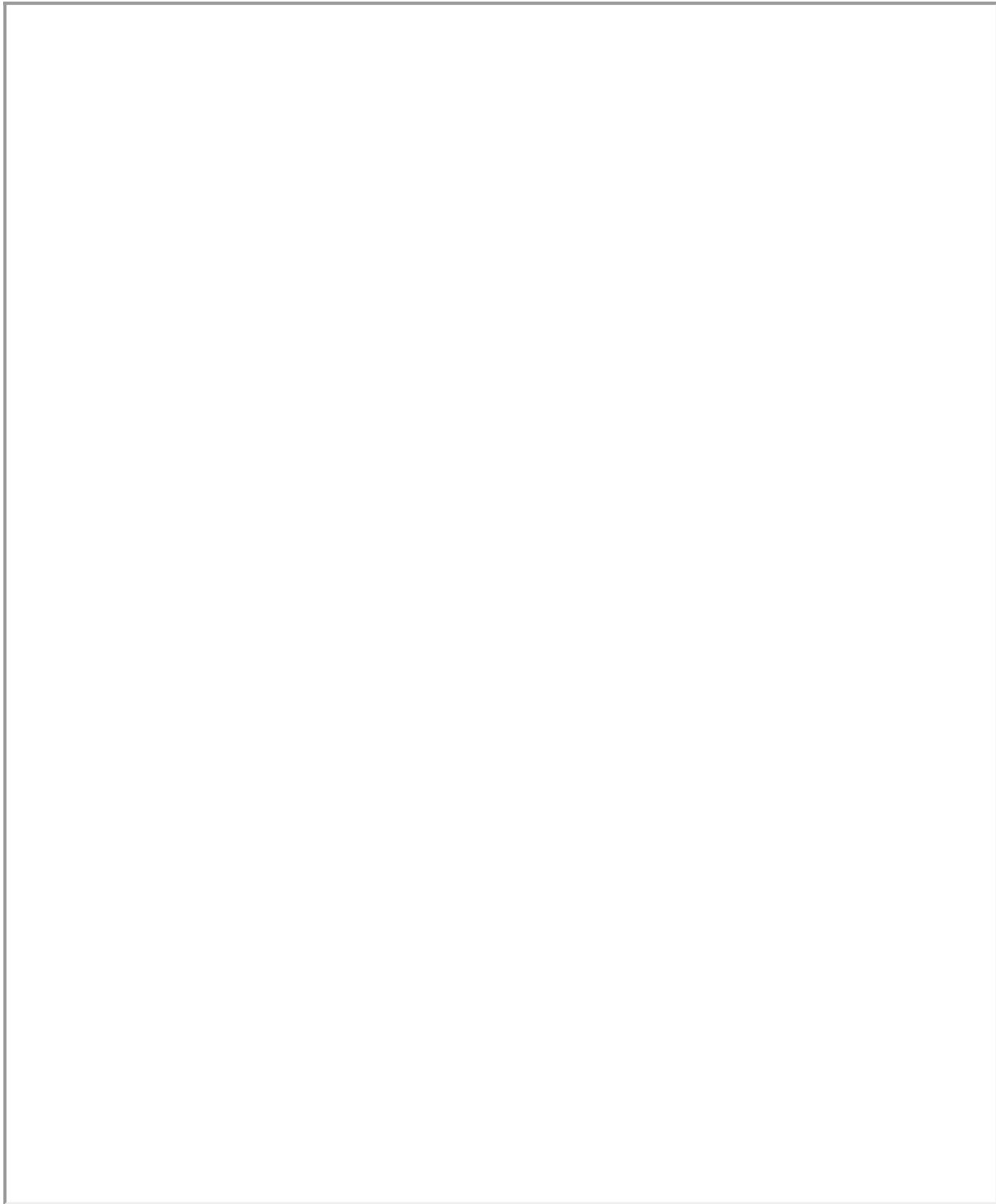
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## Why did we select this research?

This paper published by the London School of Economics explores the connection between collaborative consumption and technology. The author examines 63 newspaper articles about collaborative consumption and argues that collaborative consumption is constructed as a high-tech phenomenon in three main ways: technology enables collaborative consumption; technology drives offline sharing; and collaborative consumption and the world of tech start-ups have common terminology.



## Reference

John, N. A. (2013). Sharing, collaborative consumption and Web 2.0. Media@ LSE Working Paper, (26).

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