The promise of the Sharing Economy among Disadvantaged Communities

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Why did we select this research?

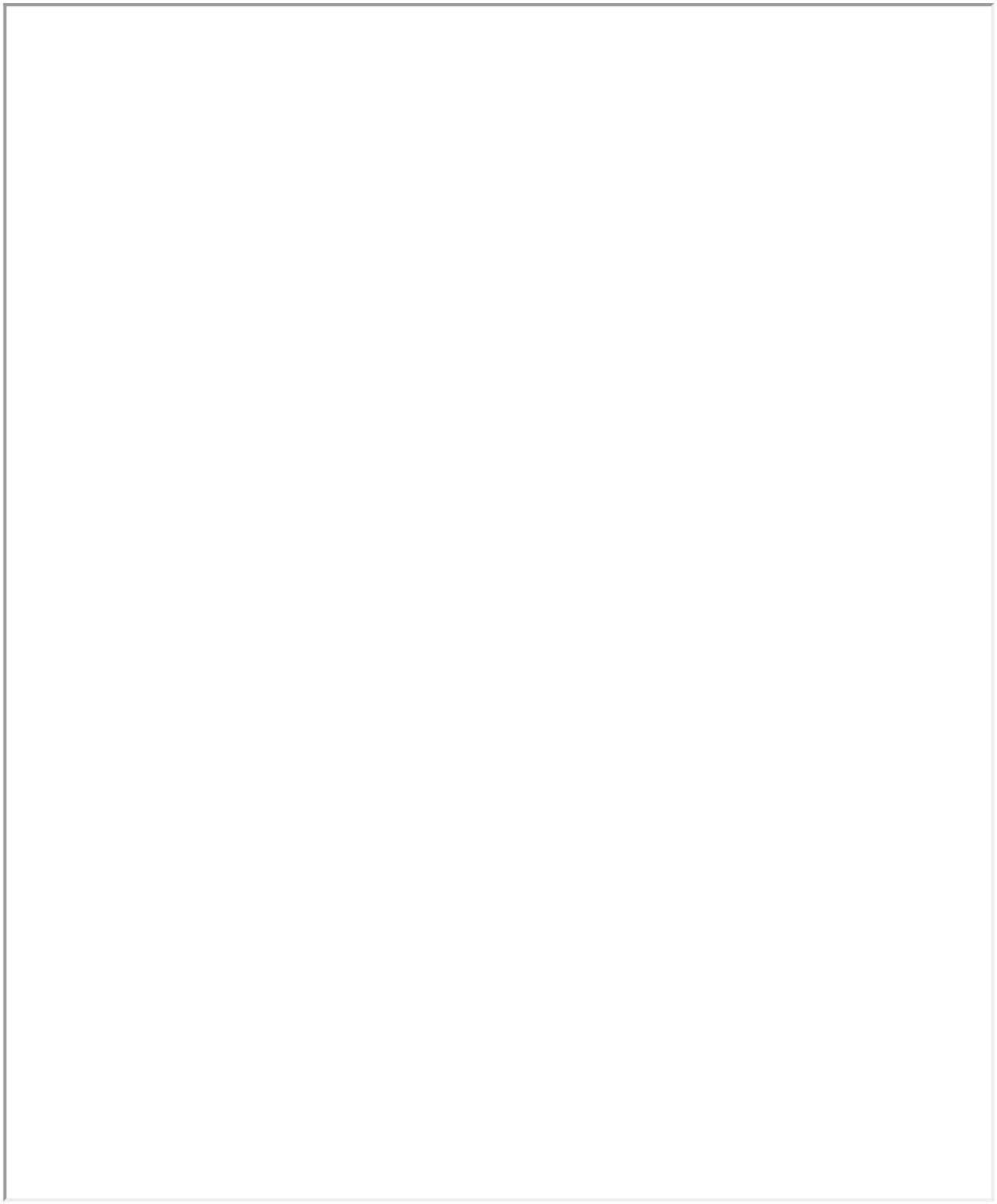
Past research states the importance of networking and having the right connections to find employment. However, in lower-income areas, individuals are often disconnected from outside communities and even experience distrust within their own communities. Considering these disconnections, lack of trust, unemployment, and low-income, the sharing economy could potentially play a positive role in the economic development of disadvantaged communities.

Key Findings

- Promise for potential benefits of the sharing economy in disadvantaged communities. All participants believed that the sharing economy applications could help with employment and/or saving money.
- Participants were aware of sharing economy applications
- Idling capacity or access to spare resources was not identified as a major concern
- A sharing economy is not new to disadvantaged communities, but what is new, is that they have trust in technology to support the sharing economy
- Participants distrusted aspects of the sharing economy related to monetary transactions and to sharing their personal data
- Participants described having more trust if a personal connection referred

them to the application or service

- A need for balanced reciprocity, collective efficacy and income generation for the sharing economy to work best among marginalized communities.
- Individuals in disadvantaged communities requested linking ties to foster economic development. The promotion of vertical associations and a link to financial capital could lead to economic growth.



Reference

Dillahunt, T. & Malone, A. (2015) The promise of the Sharing Economy among Disadvantaged Communities.

http://www.tawannadillahunt.com/wp-content/uploads/2012/12/pn0389-dillahuntv2.pdf