

## Understanding Mediation of Digital Platforms in Sharing Economy

### Compreendendo a Mediação das Plataformas Digitais na Economia Compartilhada

Alexandre Borba da Silveira<sup>1</sup>, Norberto Hoppen<sup>2</sup>

Submission: August 28, 2019

Approval: October 03, 2019

#### Abstract

One of the gaps in organizational studies on marketing and information systems is understanding how exchange and interaction relationships between consumers, service providers, and artifacts are represented in this context by digital technology platforms. In this sense, this study aims to propose a theoretical framework to understand how these relationships occur between individuals mediated by digital technology platforms in sharing economy. Thus, we used the Actor-Network Theory to better understand mediation and an empirical illustrative case to help exemplify the proposal. Finally, this study aims to offer a delimitation, reflection, and contribution related to the theme, pointing out relevant study paths for future research discussions for a be.

**Keywords:** Sharing Economy. Mediation. Platforms. Actor-Network Theory.

#### Resumo

Uma das lacunas nos estudos organizacionais sobre marketing e sistemas de informação consiste em compreender como ocorrem as relações de troca e interação entre os consumidores, prestadores de serviço e artefatos representados, neste contexto, pelas plataformas tecnológicas digitais. Neste sentido, este estudo tem como objetivo propor uma estrutura teórica para compreender como ocorrem essas relações entre os indivíduos mediados pelas plataformas tecnológicas digitais na economia compartilhada. Diante disso, utilizou-se a Teoria Ator-Rede para melhor entender a mediação e de um caso ilustrativo empírico para ajudar a exemplificar a proposta. Por fim, este estudo pretende oferecer uma delimitação, reflexão e contribuição relacionada à temática, apontando caminhos de estudos relevantes para discussões de pesquisas futuras para a melhor compreensão e difusão do fenômeno.

**Palavras-chave:** Economia Compartilhada. Mediação. Plataformas. Teoria Ator Rede.

---

<sup>1</sup> Visiting Ph.D. Student at Southern Denmark University, Ph. D. Student at Unisinos Business School, Master Business Administration from the Pontifical Catholic University of Rio Grande do Sul. Address: Dr. Nilo Peçanha Avenue, 1600, 91330-002, Boa Vista, Porto Alegre, RS, Brasil. E-mail: alexandre.silveirars@gmail.com

<sup>2</sup> Ph.D in Business Management - Information Systems at Université Pierre Mendès France, France. Undergraduate in Business Administration and Public Administration at Federal University of Rio Grande do Sul. Full Professor at the Unisinos Business School, working at the School of Management and Business, in the Postgraduate Programs in Administration (grade CAPES 6) and in Accounting Sciences (grade CAPES 5) and in the Undergraduate Course of Management for Innovation and Leadership. E-mail: norbertohoppen@gmail.com

## 1 Introduction

Understanding how exchange and interaction relationships occur between consumers, providers and digital technology artifacts are currently receiving great attention from the marketing, government and academic field. (Faraj, Kwon, & Watts, 2004; Harvey, Smith, & Golightly, 2014; Bradley & Pargman, 2017). In this sense, understanding the exchange actions and interactions used by organizations based on digital sharing platforms such as Airbnb, Uber, and Bike Poa become relevant.

In this context, there is a diversity of definitions and ways to understand this theme. For example, some researchers were concerned with delineating the field and explaining the basic concepts of the sharing economy, seeking to give ontological elements to the phenomenon. (Belk, 2013; Schor, 2014; Martin, 2016). On the other hand, Botsman and Rogers (2011) delimited the field as collaborative consumption or “sharing practices” and Bardhi and Eckhardt (2012) simply state that consumption and the sharing economy is based on the concept of access. Besides that, Richardson (2015), Cohen and Kietzmann (2014), Belk (2014) and Hamari, Sjöklint and Ukkonen (2016) mapped out the drivers of social and technical behaviors that can be shaped and mediated by the environment, social relations, and technologies, helping to better explain the reasons, advantages, and disadvantages of the sharing economy. In this way, Möhlmann (2015) justifies the need to understand the endogenous and hybrid interrelations and interdependencies of consumer behavior in the sharing economy, mediated by digital platforms.

In this sense, mediation stands out by assuming a position intermediary and integrating of human agents and technological artifacts. For Lamine (2017) technological artifacts assume a mediating role in dynamic relations and become a generator of meaning and integration, contemplating an associative debate between those involved in the socio-technical process. This confluence and dynamics may designate a network that weaves a new event or origin of a narrative, which may explain this tangle fabricated by facts and versions generated time by object matter, or time fabricated by society (Law, 2004; Latour, 2012). Therefore, given this perspective, it is necessary to understand how sharing processes and dynamics happen and to reflect the existence or not of these relationships between the individual's actions with digital technological platforms.

This study aimed to propose a theoretical framework to understand how relationships occur between individuals mediated by digital technology platforms in the sharing economy. These relationships can occur from mediations, inductions, and connections provided by these platforms. The research aims to contribute to the advancement of knowledge and give a better understanding of the existing assumptions between the human aspects of consumers and providers mediated by non-human aspects of digital platforms, as well as seek a contribution from the perspective of Actor-Network theory (Latour, 2012).

The second contribution is intrinsically involved in better explaining the processes of stakeholder involvement in networks, exploring the role of platforms in the processes of interaction, connection, induction, and mediation (Hamari, Sjöklint, & Ukkonen 2016; Breidbach & Brodie, 2017). The research also offered new avenues for advancing the field of the sharing economy and digital platforms.

After the introduction, the article followed with a presentation and review of the main theoretical concepts that were the basis of the research, followed by the proposed relational theoretical structure, illustrative case and, finally, the final considerations.

## 2 Literature Review

### 2.1 Sharing economy context

Sharing economy is a current phenomenon in studies of marketing, consumer behavior, digital platforms, and organizations. The phenomenon gained popularity due to the global economic crisis of 2008 and growing global concerns about the scarcity of natural and environmental resources. An estimated \$ 26 billion in the annual business generation is based on technology sharing platforms (Malhotra & Alstytne, 2014; Martin, Upham, & Klapper, 2017). The sharing economy movement or phenomenon is considered a socioeconomic system developed and supported through new business models and digital technology platforms. These organizations focus on *peer-to-peer* transactions, interactions, and connections that eliminate intermediaries in the process and encompass physical and human resource sharing, providing a new configuration of traditional economy business models for a circular or sharing context. (Schor, 2014; Bradley & Pargman, 2017).

For Belk (2010) sharing can be an alternative to the excess stock of private property, financial transactions, distribution of public goods for an exchange, donation and division actions where one or more people can enjoy the benefits and \ or costs of owning a good characterized by a shared product or service. Thus, Belk (2014) defines sharing as ours rather than distinguishing it as something that is mine or yours. However, the sharing economy can also be considered and represented as a form of connected consumption, which intends to interconnect products and services to a process dynamic, in which individuals, through digital platforms, take actions to accommodate the needs and wants of consumers more sustainable way, valuing the reuse and sharing (Breidbach & Brodie, 2017).

Similarly, various concepts and terms are used in the literature to characterize the practice of sharing. Sharing economy or Collaborative consumption (Botsman & Rogers, 2011), access-based consumption (Bardhi & Eckhardt, 2012), technological shared economy (Hamari et al., 2016), hybrid consumption (Scaraboto, 2016), political and sustainable collaborative consumption (Martin et al., 2017) and the sharing economy of engagement generated by platforms and individuals (Breidbach & Brodie, 2017).

In this sense, the concept and practice of the sharing economy lead to reflection on the way and actions that individuals communicate and transact their relationships, associated with the insertion of digital platforms in their daily lives. These individuals become consumers and suppliers within a more virtual-oriented universe, where they may be exposed to the most utilitarian and altruistic identities, lifestyles, and reasons economically and socially (Hartl, Hofmann, & Kirchler, 2016; Pera, Viglia, & Furlan, 2016). These motivations also allow us to share not only goods but also intangible knowledge and content from groups, communities, and collective through tools, platforms, and applications that moderate, shape and mediate this behavior seeking to deliver greater differentiation and identification in this new experience (Breidbach & Brodie, 2017). From this perspective, it is necessary to understand the role of digital platforms in the sharing economy.

### 2.2 Digital platforms in the sharing economy

Research and study the relationships of individuals and digital platforms with the sharing economy is an emerging theme (Breidbach & Brodie, 2017; Bradley & Pargman, 2017). In this sense, “the role and function of platforms lies in making connections and connections that can generate business in various locations, with varied and different partners and/or customers” (Evans & Schmalensee, 2016, p. 2). Besides, today's technologies are structured to deliver products and services as simply and transparently as possible, intensely form and

focusing on experience, personalization, relevance and added value (Admayicius & Tuzhilin, 2005). Therefore, it can be seen that the sharing economy and the agents that are or are part of this environment generate a disturbing innovation of transformation in the world market and economies (Martin, 2016; Martin et al., 2017). The innovations provided by these technologies are driving behavioral changes in society and business, developing a more balanced, collaborative and sustainable economy (Johnson & Neuhofer, 2017; Kung & Zhong, 2017).

Based on this logic, The role and strategy of the organizations that invested in the development of digital sharing platforms are combined to generate for individuals a context in which they can shape and promote the relationship simply and directly, generating experience from a hybrid dynamic where these consumers or providers do not feel the actions or mediations developed by the technological base (Bardhi & Eckhardt, 2012; Hamari et al., 2016; Breidbach & Brodie, 2017). Table 1 presents some concepts about the sharing economy platforms.

Table 1  
**The Sharing economy platforms definitions**

Author	Definition	Main features
Breidbach and Brodie (2017, p. 764)	The platform merely represents an intermediary for orchestrating and facilitating the exchange of resources between other actors in the sharing economy, rather than a separate service per se, it can coordinate the process.	Sharing economy, from the perspective of platforms as engaging.
De Rivera, Gordo, Cassidy, and Apesteguía, (2017, p. 15)	Online social and sharing interactions can be mediated, framed or entangled in technological contexts. Therefore, platform structures and content can stimulate a shared economy.	Sharing economy, from the perspective of platforms as mediators.
Johnson and Neuhofer, (2017, p. 2364)	Platforms and their operating resources provide an activity facilitated through an intangible "value proposition" that acts on the tangible resources of the individual operator - consumer or service provider.	Sharing economy, from the perspective of platforms as value integrators.
Hamari et al. (2016, p. 2047)	Peer-to-peer activity based on obtaining, giving or share access to goods and services, coordinated through online services or platforms.	Sharing economy, from the perspective of individual platform action.
Cusumano, (2015, p. 32)	Digital platforms connect individuals who have underutilized assets with people who want those assets in the short term.	Sharing economy, from the perspective of platforms.
Cannon and Summers (2014, p. 1)	A business model where peers can offer and buy each other's goods and services through a platform [...] Sharing economy companies are real middlemen, providing a platform for consumers rather than providing services directly.	Platforms and the sharing economy, from the intermediary perspective.

**Source:** elaborated by the author.

Following this context, the key question to answer this gap may lie in understanding the natures, functions, actions, inductions, and consequences that are delivered and supported by multi-sided digital platforms combined with human needs (Evans & Schmalensee, 2016). This behavior can be considered a hybrid or engaged action, where “objects and individuals” commune and generate new situations, actions, and facts within a social, market, economic or political phenomenon (Bardhi & Eckhardt, 2012; Castro, Gonçalves, & Figueiredo, 2017; Breidbach & Brodie, 2017). Thus, considering the economics of sharing combined with the action of digital platforms, Actor-Network Theory or ANT is presented as a theoretical framework, whose concepts and approaches may support the proposal of this study.

### 2.3 Actor-network theory in the sharing economy

Analyzing the context around the sharing economy combined with the action of individuals and digital platforms, it appears that the phenomenon analyzed is still far from a consolidated field of study in organizational studies and information management (Breidbach & Brodie, 2017). The field can be studied and deepened as a set of practices that go through a tangle or hybrid movement integrated and intertwined with a set of actions and functions that are in motion that molds as the process changes and is propagated through the network. of actors who are part of a collective (Bardhi & Eckhardt, 2012; Scaraboto & Fischer, 2016).

In this line of reasoning, understanding that this collective is composed of human and non-human actors who are represented by individuals (consumers and providers) and platforms (applications, devices, and techniques) that constantly shape and act in a moving flow of a single network (Latour, 2002). It is understood that the theoretical and methodological bases of ANT can help in understanding the sharing economy combined with the action of individuals, which are mediated by the action of platforms.

The objects or non-human assume in this proposal a behavior of "intermediaries", that is, mediators that eventually act with more meaning than humans themselves. In this sense, nonhumans (artifacts) can act and interfere in the general course of events mediating an action or even thought of the human (De Camillis & Antonello, 2016). This understanding involves understanding that these elements are in a two-dimensional network, with social and material dimensions, which need to be analyzed and studied uniquely and collectively (Lamine, 2017).

Following this logic, for Tonelli (2016) there is a symmetry between human and non-human agents, and social researchers who ignore this important fact are denying the roles of actants, who can alter and better portray events from analyzes of everyday reality.

For Lamine (2017, p. 626) "Networks are systems of action, including humans and nonhuman entities with the same level of importance given to subjects and objects". However, what can really associate, combine or bring together ideas, attitudes, and actions of individuals (consumers and providers) with objects (digital platforms) are actions geared towards this combination or association of network actors or hybrid actors. These actors interconnected by configurations and mediations of temporary material property elements come out to make room for individual actions, in a unique format by the dynamics established between them, creating engagement between them (Canniford & Badje, 2016; Breidbach & Brodie, 2017).

In this specific case, digital platforms mediate and make connections based on their characteristics, functionalities, design, relevance, and applications providing consumers, providers or business intermediaries with a market relationship of engagement and association. (Canniford & Badje, 2016; Breidbach & Brodie 2017).

For Canniford and Shankar (2016) there is a hybrid relational dynamic supported by the mediation of technological artifacts that generate a behavior like a cyborg or hybrid between men and machines. This relationship can be spread through processes and mediations generated by the characteristics, functions, data, colors, or information of digital artifacts or platforms that provide a strong influence on human consumption-related behavior and sharing practices. (Scaraboto & Fischer, 2016).

Thus, the fundamental basis proposed by the Actor Rede theory focuses on the understanding of how the social individual's daily practices occur, which coexists in networks and thus allows a better understanding of how the relationships and mediations between individuals and digital platforms occur within the sharing economy phenomenon. The next section presents a reflection that guides the proposal of a theoretical framework.

### **3 Proposed Relational Theoretical Framework**

The theoretical proposal invites an in-depth reflection on the concepts and relationships existing in the phenomenon through imperatives of human agency, represented by individuals, or non-human agency, of technological artifacts. Actor-network theory adds to this proposal, intending to assist in the broader understanding of the collective action of the actors involved and in the mediation that occurs in this process dynamics. These particularities are reinforced mainly by the existence of power mechanics between the actors and intermediaries that can coordinate and control the experience, meaning, usability, engagement and relationship within a collectivity or association (Law, 1992; Tonelli, 2016; Breidbach & Brodie, 2017).

In this line of reasoning, arguing that objects or artifacts can play a mediating role in dynamic relationships becomes a fact within a society with meanings and actions generated from associations (Lamine, 2017).

Canniford and Shankar (2016) also highlight the existence of mediation based on technological artifacts that can alter social or consumer behavior. For Bradley and Pargman (2017) and Martin et al. (2017) to explore the engagement and mediation functions and actions of artifacts and/or platforms is needed to better understand how procedural relationships between individuals and markets occur. In this line, it becomes relevant to verify how the processes, links, and mechanisms of mediation and control of platforms with consumers and service providers within the phenomenon of the sharing economy (Edbring, Lehner, & Mont, 2016; Castro et al., 2017). In addition, it becomes relevant to understand the benefits and resources used by platform systems to impact, structure and mediate social interaction within sharing practices (De Rivera, Gordo, Cassidy, & Apesteguía, 2017).

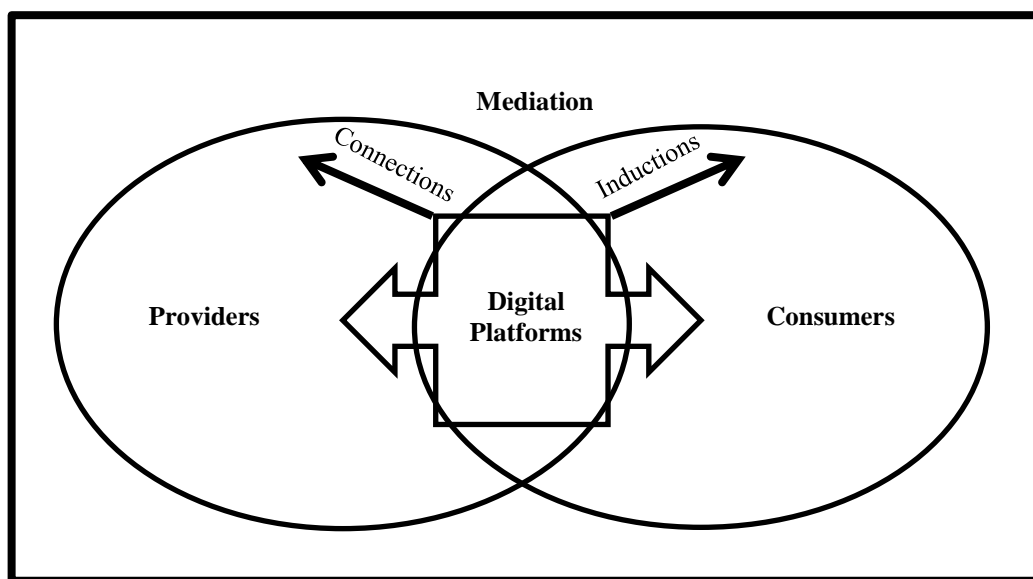
In this context, it can be seen that digital technology platforms can make sense and exert a strong influence on consumers 'and producers' decision to use and propagate sharing through their mediation, which induces and connects them with their characteristics, features, systems, and routines within a socio-technical behavior (Faraj et al., 2004). For Harvey, Smith and Golightly (2014) there is a ritual, where technologies and digital platforms help to mediate individual consumer behavior, but these do not explain in detail how the process and dynamics happen, leaving here a gap to be studied and explained. Thus, it is plausible in this specific case to consider Actor-network theory, which is concerned with supporting research into socio-technical phenomena within a process or relationship that can be developed by a contradiction and / or maintenance of networks that are always composed of agents, human and nonhuman (Latour, 2012; Lamine, 2017).

Thus, the answer to the objective proposed by this study may be to understand how these imbrications and processes that exist among the actors, which are and are part of this network and collectivity, occur.

Likewise, Canniford and Bajde (2016) make us think about a scenario where individuals and technological artifacts participate in a social world structured and interconnected by various forces that can be combined and, at the same time, in motion generating connections and inductions by both parties involved. In this line, Scaraboto and Fischer (2016) reinforce the existence of a hybrid relationship that can generate processes, mediations, and inductions within shared consumption. Recently, Martin et al. (2017) verified the existence of a strong influence of technological actions generated from the characteristics of specifications, functions, features, and data, which are provided by artifacts within this relational process, which involves individuals and providers in the economy and sharing consumption.

De Rivera et al. (2017) complement the issue and recognize that platforms from their technological framework (architecture, design, functionality, and user interfaces) can provide an inductive and connective relational production and consumption dynamic for business meaning.

In this view, this relational dynamic generated by the mediation of platforms through the connections and inductions that are provided to individuals can promote a more balanced and democratic behavior among the actors participating in the sharing economy (Breidbach & Brodie, 2017; Castro et al., 2017; Martin et al., 2017). Thus, the following question is suggested: RQ1: How can relationships between individuals (consumers and providers) be induced and connected through the mediation of sharing economy digital platforms? Given this, it is considered necessary to propose a relational theoretical structure that better explains these reflections presented.



**Figure 1** – Proposed relational theoretical framework

**Source:** elaborated by the author.

The presented framework (Figure 1) considers that design characteristics, functionalities of use, information systems can generate mediation from a relational dynamic that communicates in a transparent and particular way what individuals and providers expect from a digital perspective and technological. More directly, interactions and value creation occur in the structure from multiple processes that alter the way we view the world and make sense for our use (Faraj et al., 2004; Ostrom, Parasuraman, Bowen, Patricio, & Voss, 2015). However, the point is to propose that the action of the platforms can generate an enlistment that involves and creates a body of allies, both human and non-human, generating a homogeneous behavior that is of interest to all involved in this process (Callon, 2008).

In this logic, platforms can facilitate value co-creation and engagement in the context of sharing practices, where producers and consumers become prosumers, motivated by technological mediation that becomes convenient and transparent in this relational context (De Riveira et al., 2017; Breidbach & Brodie, 2017).

In this sense, some empirical examples may help to support a theoretical proposal (Orlikowski, 2007). Thus, to assist in understanding and advancing the proposed structure, an illustrative case is presented, where facts and artifacts allow, through their language and interaction, to explain this mediating relationship between the social and the material.

#### 4 Illustrative Case Bike Poa

The case chosen to illustrate this proposal was the bicycle sharing system in the city of Porto Alegre – Bike Poa. Bike Poa is a project of sustainability and mobility of the City Hall of Porto Alegre carried out by Tembici company in partnership with Itaú bank through a concession agreement (Eckert, 2013).

This system aims to increase the use of this mode of transport, as well as making healthy habits, humanizing the environment, as well as reducing congestion and environmental pollution (PMPA, 2017). The system has more than 40 stations distributed throughout the city, connected to a central via wireless, being supplied by solar energy with access by a mobile digital platform and with bikes of exclusive format and standard.

Drawing on information from an ongoing study conducted by the researcher since September 2017, 25 exploratory interviews were conducted with consumers/users of the service and one with an operation manager. The age range of the participants was 70% between 18 and 30 years old, being 70% male and 30% female indicating that consumers are millennials (Y, Z) born between 1980 and 1990.

For, Botsman and Rogers (2011) Millennials' values are not tied to and age-restricted, as both older and younger people share the same characteristics, common habits, communication, and contribution with a focus on more economical, collaborative, and sustainable lifestyles.

By analyzing the behavior of individuals/users of the platform, the motivations of engagement, induction, and connection related to the platform's proposal to make them share bicycles to promote traffic reduction, sustainability and sharing attitudes are highlighted and social welfare.

Following are some comments made by the respondents' users of Bike Poa, and then the comment from the Manager who contributed to the survey.

Since I was a little kid, then we set up this group Pedalegre, who started doing the night tours, using the application of shared bicycles and the points around the city that are many and with good options in the neighborhoods, where everyone can participate. From a touch on the smartphone without buying a bike, bringing more sustainability to the city and together we form a family. (Interviewee 1, 27 years old).

I use the system because it's easier, I live in Alvorada, so for me to bring my bike from Alvorada to Porto Alegre is a lot of work, you need a car, so shared bikes are easier [because] you already have the location of your point near bus stops and bike paths, I can access the app with a tap, connect to my credit card, have helmet and basket to put my things. (Interviewee 4, 19 years old).

I like Bike Poa because it's cheap, it's eco-friendly, easy to use and very practical with a touch of the phone I have everything, faster than car and bus, has several stations and the colors signal the points and the app, apart from the bike paths we have in all Poa. (Interviewee 10, 20 years old).

I think so, I think the system helps to have fewer people in traffic, less CO2 in the atmosphere, more sustainability. Connect people with the city. (Interviewee 18, 25 years old).

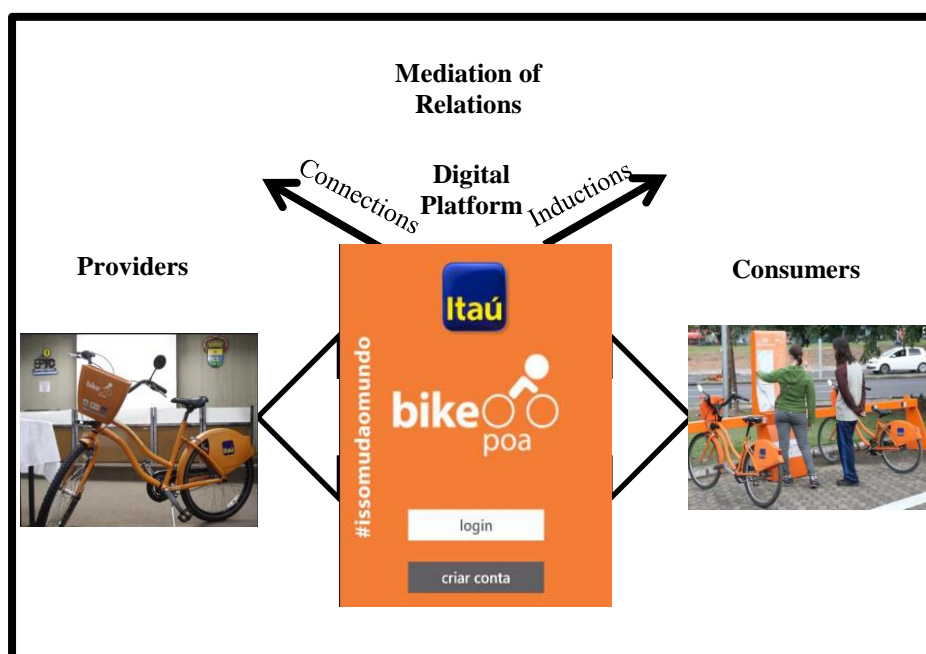


We decided to bring this Canadian system to Porto Alegre, combining technology with sustainability from the offer of bicycles at strategic points in the city, with access through the site and mainly through the mobile app, where we present a unique design and usability between the various platforms (site, app , pickup and payment stations) the idea is to make the interface casual and transparent for users by focusing on offering an innovative, sustainable and affordable service that can help urban mobility in big cities by reducing carbon dioxide emissions, reducing cars in cities, streets and making society more economically balanced. (Manager Bike Poa).

In sum, there is a change in individual behaviors from the offering of the bike-sharing platform in the southern city of Brazil where stakeholders, consumers, and providers are being mediated by this structure and rethinking many factors about are critical throughout the big city, such as mobility and sustainability. In this matter, the technological characteristics of the system and the sharing platform are involving and mediating everyone in new daily practices, thus emerging connections, inductions, actions, and reactions, making the group rethink its relationship with the environment, with the city and with the society they're part (Figure 2).

It is not just a matter of the technological system interacting with society, but rather mediating these in the constitution of actions and connections intensifying this Bike Poa bicycle-sharing context. It is clear from the illustrative case that the technological structure associated with transparent design, color, functionality, and interfaces can provide an inductive and integrated relational production and consumption dynamics.

In this proposal, the mediation of platforms is to generate connections and inductions, by promoting product, service and content offerings that are dynamic agents and mediators for the propagation of the sharing economy phenomenon (De Rivera et al., 2017; Breidbach & Brodie, 2017).



**Figure 2** – Structure applied in the illustrative case

Source: elaborated by the author.

## 5 Conclusions and Recommendations

Based on the relationship between individuals and digital platforms in the context of the sharing economy, it is appropriate to understand how interactions and this dynamic occur. In this sense, sharing platforms can play mediation roles and strategies for engaging and reducing transaction cost uncertainties (Abramova, Shavanova, Fuhrer, Krasnova, & Buxmann, 2015; Breidbach & Brodie, 2017). Thus, this study aimed to propose a theoretical framework to understand how relationships occur between individuals mediated by digital platforms in the sharing economy.

Like this, we sought from this proposal, to develop a new relational theoretical path, which tries to explain from a heterogeneous network of associations, the relations of inductions, connections and mediations that occur between the digital artifacts of sharing with individuals. The approach allowed us to delineate a new theoretical perspective within the socio-technical field from a lens in Actor-Network Theory (Latour, 2012; Lamine, 2017).

The second contribution sought to better explain the processes provided by the actors involved in the network, exploring the role of platforms in connecting and inducing individuals (consumers and providers). It was noted a mediation process where the features, functionalities, design, colors, and proposals spread by digital platforms can change the behaviors and ways of doing business consumption and production, which are inserted in this context of the sharing economy.

Finally, the main argument of this article was to contribute to the discussion of the convergences, divergences and contradictions still existing among the actors of this phenomenon, explaining better how these practices occur within this relationship from the connections, inductions, interactions, and mediations that can generate meaning, value and lessen the uncertainties and transaction costs between individuals and digital platforms. Given the problematized scenario and its relevance, the need to deepen the theme in future research stands out.

## References

- Abramova, O., Shavanova, T., Fuhrer, A., Krasnova, H., & Buxmann, P. (2015, April). *Understanding the Sharing Economy: The Role of Response to Negative Reviews in the Peer-to-peer Accommodation Sharing Network*. In ECIS.
- Admayicius, G., & Tuzhilin, A. (2005). Personalization technologies: A process-oriented perspective. *Communications of the ACM*, 48(10), 83-90.
- Bardhi, F., & Eckhardt, G. M. (2012). Access-based consumption: The case of car sharing. *Journal of consumer research*, 39(4), 881-898.
- Belk, R. (2010) Sharing. *Journal of Consumer Research*, 36(5), 715-734.
- Belk, R. (2013). You are what you can access: Sharing and collaborative consumption online. *Journal of Business Research*, 67(8), 1595-1600.
- Belk, R. (2014). Sharing versus pseudo-sharing in Web 2.0. *Anthropologist*, 18(1), 7-23.
- BikePoa (2017). Recuperado de <https://bikepoa.tembici.com.br/>
- Botsman, R., & Rogers, R. (2011). *O que é meu é seu: Como o consumo colaborativo vai mudar o nosso mundo*. Bookman Editora.

- Bradley, K., & Pargman, D. (2017). The sharing economy as the commons of the 21st century. *Cambridge Journal of Regions, Economy and Society*, rsx001.
- Breidbach, C. F., & Brodie, R. J. (2017). Engagement platforms in the sharing economy: Conceptual foundations and research directions. *Journal of Service Theory and Practice*, 27(4).
- Callon, M. (2008). Entrevista com Michel Callon: Dos estudos de laboratório aos estudos de coletivos heterogêneos, passando pelos gerenciamentos econômicos. *Sociologias*, (19),302-321.
- Canniford, R., & Badje, D. (2016). *Assembling consumption: Researching actors, networks and markets*. Ed. Routledge.
- Canniford, R., & Shankar, A. (2016). Post-dualistic consumer research: Nature-cultures and cyborg consumption. In *Assembling consumption: Researching actors, networks and markets*. Chapter 10, p. 135-151 Ed. Routledge.
- Cannon, S., & Summers, L. H. (2014). “How Uber and the sharing economy can win over regulators”. *Harvard Business Review*, 10, October, p. 1-4.
- Castro, F. G., Gonçalves, B. S., & Figueiredo, L. F. (2017). Mapeamento de características de sites de compartilhamento de refeições baseado no Modelo 3C de Colaboração. *Navus-Revista de Gestão e Tecnologia*, 7(1), 29-42.
- Cohen, B., & Kietzmann, J. (2014). Ride on! Mobility business models for the sharing economy. *Organization & Environment*, 27(3), 279-296.
- Cusumano, M. A. (2015). “How traditional firms must compete in the sharing economy”, *Communications of the ACM*, 58(1), p. 32-34.
- De Camillis, P. K., & Antonello, C. S. (2016). Da translação para o enactar: Contribuições da Teoria Ator-Rede para a abordagem processual das organizações. *Cadernos EBAPE. BR*, 14(1), 61.
- De Rivera, J., Gordo, Á., Cassidy, P., & Apesteguía, A. (2017). A netnographic study of P2P collaborative consumption platforms’ user interface and design. *Environmental Innovation and Societal Transitions*, 23, 11-27.
- Eckert, D. (2013). Identificação das políticas organizacionais de incentivo ao uso de bicicletas como meio de mobilidade urbana em Porto Alegre. RS, UFRGS.
- Edbring, E. G., Lehner, M., & Mont, O. (2016). Exploring consumer attitudes to alternative models of consumption: Motivations and barriers. *Journal of Cleaner Production*, 123, 5-15.
- Evans, D. S., & Schmalensee, R. (2016). Matchmakers: The new economics of multisided platforms. *Harvard Business Review Press*.
- Faraj, S., Kwon, D., & Watts, S. (2004). Contested artifact: Technology sensemaking, actor networks, and the shaping of the Web browser. *Information Technology & People*, 17(2), 186-209.

- Hamari, J., Sjöklint, M., & Ukkonen, A. (2016). The sharing economy: Why people participate in collaborative consumption. *Journal of the Association for Information Science and Technology*, 67(9), 2047-2059.
- Hartl, B., Hofmann, E., & Kirchler, E. (2016). Do we need rules for “what's mine is yours”? Governance in collaborative consumption communities. *Journal of Business Research*, 69(8), 2756-2763.
- Harvey, J., Smith, A., & Golightly, D. (2014). Giving and sharing in the computer-mediated economy. *Journal of Consumer Behaviour*.
- Johnson, A. G., & Neuhofer, B. (2017). Airbnb—an exploration of value co-creation experiences in Jamaica. *International Journal of Contemporary Hospitality Management*, 29(9), 2361-2376.
- Kung, L. C., & Zhong, G. Y. (2017). The optimal pricing strategy for two-sided platform delivery in the sharing economy. *Transportation Research Part E: Logistics and Transportation Review*, 101, 1-12.
- Lamine, W. (2017). The Social Network and Entrepreneurial Process: A Sociotechnical Approach. *Thunderbird International Business Review*.
- Latour, B. (2012). *Reagregando o social*. Salvador: Ed UFBA, 2012, Bauru. São Paulo.
- Law, J. (1992). Notes on the theory of the actor-network: Ordering, strategy, and heterogeneity. *Systemic practice and action research*, 5(4), 379-393.
- Law, J. (2004). *After method: Mess in social science research*. Routledge.
- Malhotra, A., & Alstyne van, M. (2014). The dark side of the sharing economy... and how to lighten it. *Communications of the ACM*, 57(11), 24-27.
- Martin, C. J. (2016). The sharing economy: A pathway to sustainability or a nightmarish form of neoliberal capitalism? *Ecological Economics*, 121, 149-159.
- Martin, C. J., Upham, P., & Klapper, R. (2017). Democratising platform governance in the sharing economy: An analytical framework and initial empirical insights. *Journal of Cleaner Production*, 166, 1395-1406.
- Möhlmann, M. (2015). Collaborative consumption: Determinants of satisfaction and the likelihood of using a sharing economy option again. *Journal of Consumer Behaviour*, 14(3), 193-207.
- Orlikowski, W. J. (2007). Sociomaterial practices: Exploring technology at work. *Organization Studies*, 28(9), 1435-1448.
- Ostrom, A. L., Parasuraman, A., Bowen, D. E., Patricio, L., & Voss, C. A. (2015). Service research priorities in a rapidly changing context. *Journal of Service Research*, 18(2), 127-159.
- Pera, R., Viglia, G., & Furlan, R. (2016). Who am I? How compelling self-storytelling builds digital personal reputation. *Journal of Interactive Marketing*, 35, 44-55.

PMPA – Prefeitura Municipal de Porto Alegre. (2017). Recuperado de [http://www2.portoalegre.rs.gov.br/portal\\_pmpa\\_turista/?p\\_secao=6](http://www2.portoalegre.rs.gov.br/portal_pmpa_turista/?p_secao=6)

Richardson, L. (2015). Performing the sharing economy. *Geoforum*, 67, 121-129.

Scaraboto, D. (2016). Selling, sharing, and everything in between: The hybrid economies of collaborative networks. *Journal of Consumer Research*, 42(1), 152-176.

Scaraboto, D., & Fischer, E. (2016). Triggers, Tensions and Trajectories: Towards of understanding of the dynamics of consumer enrolment in uneasily intersecting assemblages. In *Assembling consumption: Researching actors, networks and markets. Chapter 12*, p. 135-151 Ed. Routledge.

Schor, J. B. (2014) Debating the sharing economy. Recuperado de <http://www.greattransition.org/publication/debating-the-sharing-economy>

Tonelli, D. F. (2016). Origens e afiliações epistemológicas da Teoria Ator-Rede: Implicações para a análise organizacional. *Cadernos EBAPE. BR*, 14(2).

**Collaboration of each author to perform the article:**

- **Alexandre Borba da Silveira:** conducting the research with the use of interviews and Development of the article;
- **Norberto Hoppen:** review of the Literature and Conclusions; guidance on the Method and collection of research.