

# Community-Based Resource Sharing: Motivations and Spillover Effects

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# The Miracle Question

*If you woke up tomorrow in a sustainable world,  
what would it look like?*



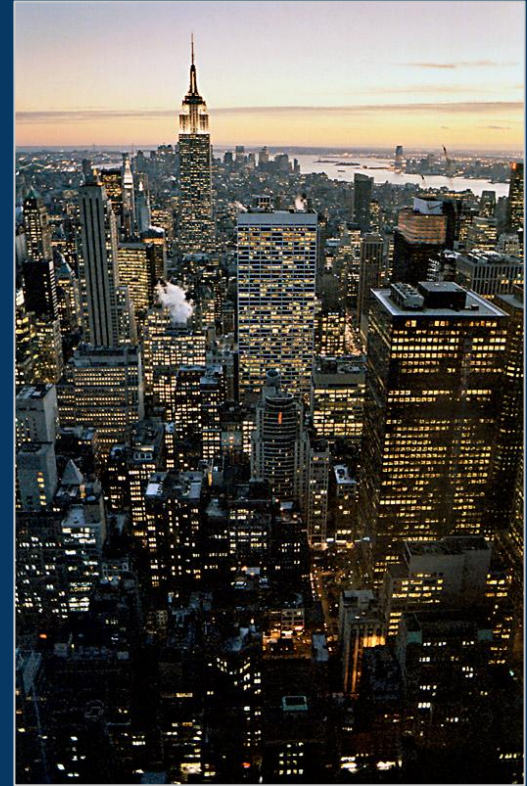
Community garden (Cleveland Water)

# Vision for the Future

*“We belong to a bundle of life. We say, ‘A person is a person through other people.’ ... I am human because I belong, I participate, I share.”*

- Desmond Tutu

- Reducing levels of consumption & waste
- Conserving resources for future generations
- Improving economic and social equity
- Fostering personal, community, and societal well-being



New York City skyline (emaze)

# Community-Based Resource Sharing

- Beyond common conception of contemporary “sharing economies”:
  - Resilience and skill building
  - Community engagement
  - Social capital and cohesion
  - Economic and social equity
  - Reduced levels of consumption
- Ease the transition to an energy-constrained future
- Build communities without compromising the needs of future generations



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# Intrinsic Satisfaction

- Intrinsic motivations are durable and self-maintaining<sup>1</sup>
- Human beings have an innate desire to:
  - Explore and understand our environments
  - Enhance our behavioral competence
  - Participate in meaningful action with other people<sup>2</sup>
- And are intrinsically motivated to:
  - Use resources efficiently
  - Develop skills
  - Be part of a thriving, affluent group<sup>3,4</sup>

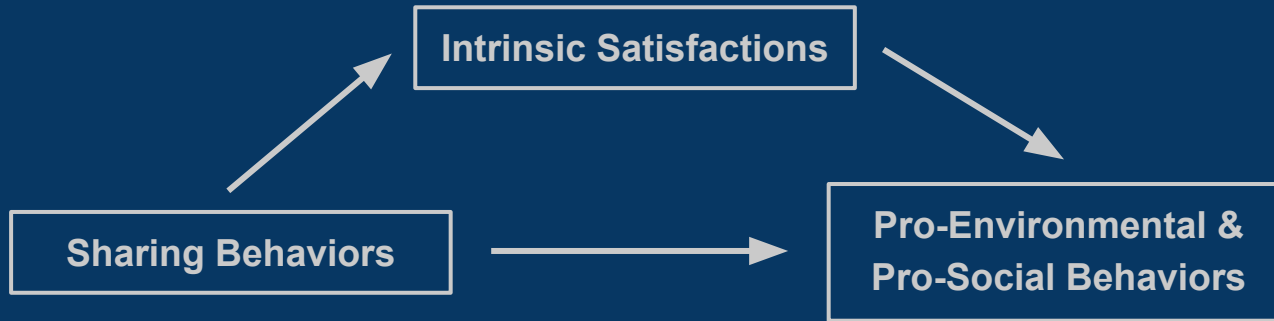


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# The Present Study

- What motivates community-based resource sharing?
- Do sharing behaviors and their associated intrinsic satisfactions lead to other pro-environmental and pro-social behaviors?

Figure 1. Behavioral Model





# Research Methods

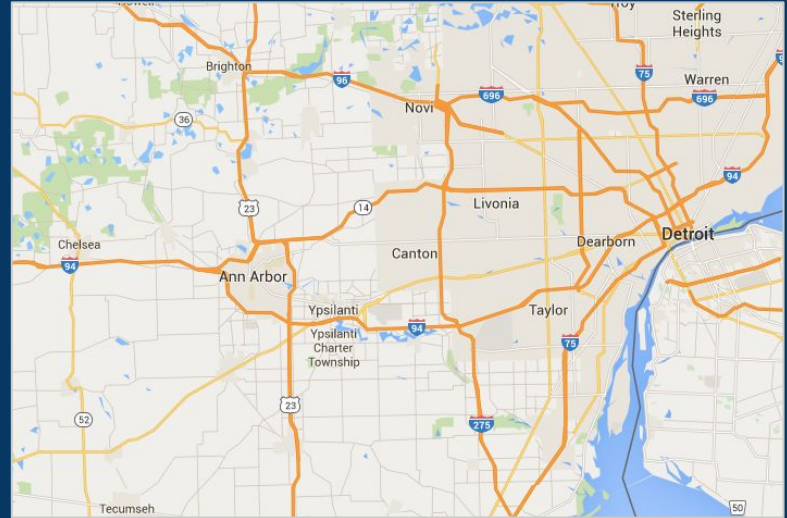


*Ponyride Detroit (PlaceMaking)*

- Mixed-methods design
  - Key informant interviews (N = 11)
  - Community survey (N = 274)
  - Sharing organizations, university, senior centers
  - Ann Arbor, Detroit, Chelsea, Dexter, Ypsilanti
- Online survey
  - Sharing behaviors, motivations for sharing, affordances, spillover behaviors, background

# Respondents

- Employed (37%), Student (33%), Retired (18%), Self-employed (24%)
- Urban (30%), Suburban (45%), Rural (25%)
- Southeastern Michigan (and beyond)
- Mean age 42 years; 67% female

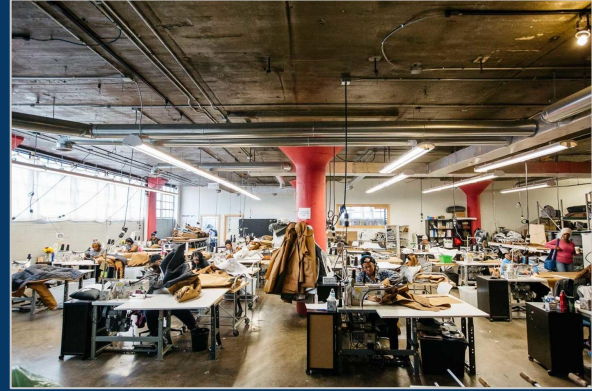


*Southeastern Michigan (Google Maps)*



# Sharing Behaviors

- Physical resources (borrowing, lending, renting, donating, buying used, selling used, co-owning)  $\alpha = .68$
- Non-physical resources (sharing skills or expertise, volunteering or exchanging time)  $\alpha = .69$
- Demonstrates there are unique concepts of resource sharing



*PonyRide Detroit (onthegrid.city)*



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# Motivations for Sharing

- Three categories of intrinsic satisfactions:
  - 1) Frugality ( $\alpha = .85$ )
    - Getting needed items, saving money, acquiring things conveniently
  - 2) Social participation ( $\alpha = .85$ )
    - Building relationships, interacting with others, improving skills
  - 3) Meaningful action ( $\alpha = .81$ )
    - Sustainable actions, reducing environmental impact, improving world



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# Affordances for Sharing

- Single category for conditions that support community sharing ( $\alpha = .86$ )
- Commonly-identified affordances include:
  - Convenience (3.91)
  - Information (3.89)
  - Contact with neighbors (3.65)
  - Community support for sharing (3.64)
  - Fun or enjoyment (3.62)



*Clothing swap (A2Share)*

# Spillover Behaviors

1. Pro-environmental behaviors ( $\alpha = .91$ )
  - Decrease purchases, use things past normal life, find ways to avoid waste



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2. Pro-social behaviors ( $\alpha = .80$ )
  - Aid the well-being of others, take action to improve one's community

# Motivations → Sharing → Spillover Effects

## Motivations

- Frugality → physical resource sharing
- Social participation → non-physical resource sharing

## Spillover

- Sharing physical goods → pro-environmental behaviors
  - Mediated by intrinsic satisfaction from *frugality* and *meaningful action*
- Sharing non-physical goods → pro-social behaviors
  - Mediated by satisfaction from *social participation* and *meaningful action*



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# Conclusions and Next Steps

1. Opportunities for resource sharing should align with intrinsic satisfactions
2. Potential for spillover to other behaviors - guided by these satisfactions
3. Conditions to facilitate resource sharing include convenience, support, and fun

## Future action:

- Pre-familiarization
- Prospection
- Small experiments



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