



UNIVERSITAT
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STUDY OF THE CONFLUENCE BETWEEN CIRCULAR ECONOMY, SHARING ECONOMY AND SOCIAL AND SOLIDARITY ECONOMY

AN EMPIRICAL APPLICATION TO THE DEVELOPMENT OF A NEW PRODUCT
MODEL IN VALENCIA



MASTER IN BUSINESS, PRODUCT AND SERVICES MANAGEMENT

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1. INTRODUCTION

Recent global occurrences have made us remember that we as human beings are, at the beginning of it all, social beings. We are in need of a society, a group to be able to survive and conquer every challenge that life gives us day after day. It is important to see yourself in your peers and know that your experiences and urges are well understood at a personal level, based on having lived through similar paths.

The global pandemic we have been confronted to in the past few months, the new living conditions, the establishment of new limits and customs, as well as the non-script agreements have all made me think and design a new way of communicating, getting in touch with all the other persons that are really close to my own experience, that are experimenting the same new living conditions as I am, and that lives between the same grounds as me: my neighbors. It is true that it is difficult to find another one with the same shared life experiences as your own, but when you live life under similar conditions, it is easy to imagine others having gone through similar paths as yours, creating an instant openness to meet them and to support them.

Taking this into consideration, as well as the expected and unexpected consequences of life stopping and the so-called “new reality” that we are about to experience, it dawns on me that we need a new, more systematic way to be able to support and care for our community, to share for those who are able to share, and for the ones in need to feel free and comfortable in raising a hand and know that their peers will be there to lend a helping hand.

1.1 OBJECTIVES

The aim for this paper is first of all, to understand the new and recent economy theories that are becoming stronger as the world mentality changes: Circular Economy, Solidarity Economy and Sharing economy. To understand what their views, objectives and methods are, and how this can be translated to a useful application into the current situation in Valencia.

By understanding the action mechanisms and how they intertwine with one another, I will be able to submit a new product proposal; which aims to aid people in Valencia to help and

connect with each other, promoting social development, communication, trust and at the end a better relationship within the individuals that interact within the same geographic region.

Then it is needed to understand which is the possible market and market share. To understand expected behaviors predicted by different studies and academic research. Reviewing current offers in the market and how they work, pros and cons. By doing so, I would be able to take into consideration learnings regarding design and way of working.

Next, is to survey the population I'm targeting, Valencia. By means of different platforms and a survey, I intend to collect sufficient information about the perception of specific important trades from the economic theories that are or not currently present in the people living in Valencia. As well as to identify the need – or not-, to be able to connect and create a more trusting society. This will provide as well, necessary information regarding the perception and usage of the different offers currently available.

The final and most important objective is to present a finished product design, taking into consideration the information gathered from the survey and the mix of the economic theories. This will include a final proposition on how to approach a possible implementation.

1.2 JUSTIFICATION

After the emergency state was established in Spain, most economic activities around the country had to stop for at least a couple of months. Its gross domestic product has yet to reach pre-financial crisis levels, and unemployment is a staggering rate, particularly among youth. Accordingly to Spain National Bank, the strict measures undertaken to fight the pandemic might cause the economy to contract up to 12% as stated by Neumann (2020) what in turns might translate to an outstanding 21% of unemployment, a bump of 7% for one of the highest unemployment rates in the developed world as it is.

For the Valencian community the impact is greater, registering a 9% increase in unemployment from the month before, and a 21% increase in relation to the same period the year before. The city of Valencia, being the biggest province, accounting on its own for 5% of the total population in Spain (around 2.6 Million people) (INE, 2020); is the one taking on the worst hit with almost

a 10% increase from previous month and almost 20% when compared with previous year.(VP Confidential, 2020; Ed,2020)

Being 14% as for the first trimester of 2020, April reflected a 24% unemployment rate, about 600k people without a job for the time being. These are times to go back to basics and share. (INE, 2020)

Sharing enables us to look and obtain cheaper options for goods or services needed for a specific timeframe. It can help us mitigate inequalities generated by the economical restraints by sharing costs or avoiding them in totality, as well as a reminder of our sense of belonging to a community. "When confronted with financial hardship, human beings would reassess their consumption patterns and how they value ownership" (Gansky,2010).

Hence this is going to be the foundation for this study: Sharing. By studying the Circular economy and its application through the principles of Social and Solidarity Economy and Sharing economy, highlighting their social component in order to be able to create a new model for a web sharing application.

The Sharing Economy was originally regarded as a result of economic decline following the financial crisis in 2008/09 (Heinrichs & Gruenberg, 2012). Some years later Walsh, (2011) in Time magazine suggested collaborative consumption as one of the "10 ideas that will change the world" (Barnes, 2016). Today, Sharing Economy platforms are expected to reach around 335 billion dollars by the year 2025 (PWC, 2015).

The tradition of sharing is long present in the European culture; particularly in Spain which is so popular among the European people due to their ability of showing closeness and friendliness, has around 400 enterprises under the Sharing Economy principles; making this country a front-runner between the European Union.

Sharing Economy in Spain appeared as part of the society in 2012, making it a relatively new phenomenon. Even so, according to data obtained in 2017 by the CNMV (Comisión Nacional de los Mercados y la Competencia), around 25% of Spaniards had participated in one of these platforms at least once that year. Even more so, more than half the population is willing to

share goods and services with each other. This behavior, once induced by the financial crisis, is probable to arise again due to the last events.

Although Spain's main motives are financial, environmental and social motives come close second. So, with this paper I intend to create a SE platform based on the principles of CE, sharing and solidarity to provide economical gains but focusing on establishing new social relationships; i.e. aiming at social development.

2 STATE OF THE ART

The following chapter is focused on understanding the main characteristics and way of working from the three selected economic theories: Circular Economy, Sharing Economy and Solidarity Economy. In order to do so, I have reviewed several papers on its application and utilization, and have extracted their main ideas so we can understand each of them as well as took into consideration some of the findings addressed by such studies.

2.1 THE CURRENT CSS MODEL

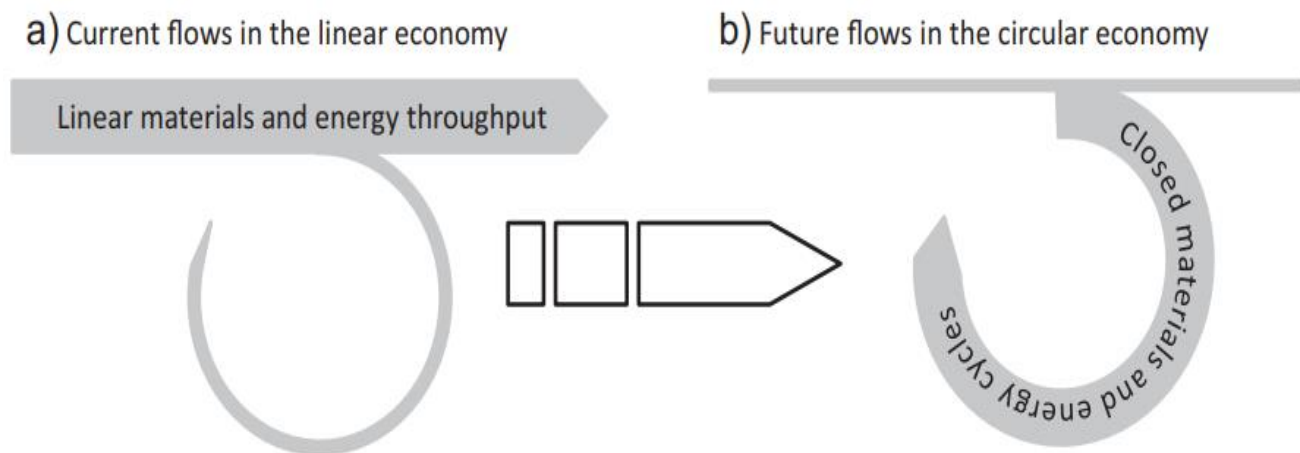
In today's framework we can't find a model which compiles these 3 theories together. Although they are somehow compared together and mentioned regarding some shared similarities, I wasn't able to find any studies that would compare or merge shared objectives or principles. Because of this, I will discuss each one separately, mentioning their core principles and objectives in order to later be able to match characteristics and propose a compound model: The CSS Model.

2.1.1 CIRCULAR ECONOMY

The economy as far as we understand it today, is based on a lineal exemplification. The usual way of working is to be: take-make-acquire-use-dispose, turning the goods into waste as well as whatever it is, we invested in them (MacArthur Foundation, 2013). This way of working is a less sustainable approach when the economic environment of a society faces great distress

and the power acquisition from the members is reduced, as you no longer get to ‘waste’ your income.

So, using grammar as logic, the Circular Economy concept was introduced as an antithesis of the linear economy, as well as self-explanatory according to Murray, Skene & Haynes (2017). As a main idea, Circular economy is considered a process where the production of goods and services leads to no waste, maximizing the utilization of both inputs and outputs from the system. The circular economic system avoids waste and tries to preserve the inherent value of products as long as it is feasible (European Commission, 2014; in Geissdoerfer, Morioka, et al., 2018).



*Figure 1 Moving from a linear to a circular economy
by Moreau et al., (2017)*

The idea came up with the intention for ecological sustainability, and to promote economic development based on the ecologic use of raw materials – limited earth’s resources-, in order to fight environmental impacts while creating benefits.

The CE might be defined as “a regenerative system in which resource input and waste, emission, and energy leakage are minimized by slowing, closing, and narrowing material and energy loops. This can be achieved through long-lasting design, maintenance, repair, reuse, remanufacturing, refurbishing, and recycling” (Geissdoerfer et al., 2017)

Another definition is “A circular economy describes an economic system that is based on business models which replace the ‘end-of-life’ concept with reducing, alternatively reusing, recycling and recovering materials in production/distribution and consumption processes, thus operating at the micro level (products, companies, consumers), meso level (eco-industrial parks) and macro level (city, region, nation and beyond), with the aim to accomplish sustainable development, which implies creating environmental quality, economic prosperity and social equity, to the benefit of current and future generations.” (Kirchherr et al.,2017)

In plain words, CE is characterized for believing that one system’s waste could be recovered and used as raw material or input for another loop instead of disposing of it. (Ritzén & Sandström, 2017)

As mentioned before, CE is based on the premises of: Reuse, Recycle, Redesign, Remanufacture, Reduce, Recover; ideas once related to poverty or scarcity, which are today considered signs of good planning and sustainability. (Winans et al., 2017). According to the Ellen McArthur Foundation (2013), these premises become the following principles:

- Design out waste; closing loops
- Build resilience through diversity; versatility and adaptability
- Use removable energy
- Think in systems; closed loops and interconnections

At the end, this approach makes this structure a more collaborative one between producers and consumers. Consumers become part of the process instead of the desiring destination, making the shift from consumer to user to participant. (MacArthur Foundation, 2013).

Ghisellini et al. (2016, p.19), noted that “the promotion of consumer responsibility is crucial for [CE]” As they are who would ultimately decide the life of any product and will be responsible for the return of them to a new cycle. This responsibility will face us with the idea of a social development, regarding our active participation. This implies a societal change and collaboration through participation.

Economic growth will be achieved by the creation of better and more lasting products, making it possible to be functional for longer and provide a longer utility life, matching the services it would require to keep it available and productive; therefore, minimizing the need for a new resources system and creating opportunities for such services to develop. (Ellen MacArthur Foundation, 2013).

A successful application of the CE contributes to all three dimensions of sustainable development: economic, environmental and social (Korhonen et al., 2018). CE is appealing to all as it promotes a critical integration between sustainability issues and business development

Nevertheless, we need to be aware that a change in any status quo takes time, effort and willingness, alongside some bravery (Korhonen et al., 2018). When speaking about transitioning to a circular economy, even at micro levels, we need to face the fact that some walls will be lifted:

1. Financial; you must obtain benefits from going from Linear to Circular Economy
2. Structural; having to redesign the way all participants relate to each other
3. Operational;
4. Attitudes; willingness of the participants
5. Technological; design, tools, communication tech.

In today's framework, we have enough evidence for CE to stand up tall against most of such claims. We know it is profitable when applied correctly, and the technology is here to support it. More than anything, we need to work harder regarding the attitude field (social), as we need the society engaged in order to CE to work out at any level. "Social innovations that allow for community involvement, wider public education, and broader media coverage are essential to the success of an initiative that applies the CE concept" according to Winans et al., (2017).

Even though that the application of closed loops is not realistic by itself because of entropy (as thermodynamics explains); it is expected that CE can ultimately provide multiple value creation opportunities, with the intentions of getting away from the consumption of finite resources and the creation of wastes and environmental consequences; in this manner performing as a

gateway towards a more sustainable and prosperous economy (Jackson, 2009; UNEP, 2011; in Kirchherr et al., 2017).

Although the concept of CE in Europe is mainly attached to waste management, CE provides multiple value creation outlooks, therefore new business models are being created based on its principles (Winans, et al.,2017).

Economic and environmental development through a Circular economy can be understood even with the basic definition; assuming no waste and re integration into new loops can be achieved. It would logically prevent us from increased usage of natural resources and, at a more advanced stage, lowering production or usage costs. These two mentioned dimensions have been already proven to work out between the CE (Miller Plc, S. 2013); social development within CE has not been promoted accordingly.

Now, we have to consider that the implementation of a new economy cannot be done at the same time at different levels. We need to consider the implementation on a macro, meso and micro system. Being the micro system usually focus on products, individual enterprises and what needs to happen to increase their circularity as well as consumers (Jackson et al., 2014; Sakr et al., 2011 in Kirchherr, et al., 2017), i.e. among peers, this would be our targeted system.

Being focused on social development through the CE at a micro system means to promote the creation of true sharing between participants or peers, which can be translated as the creation of loops of usage, prompting the connection between those involved and increasing the sense of closeness, sharing knowledge and abilities (work opportunities); it can be as well promoting the increased usage of goods and services while reducing consumption and waste while enhancing social participation between a community. (Korhonen et al., 2018).

At the end of the day the application and development of the CE becomes much more than just another option; it will be inevitable if we aim for a continued economic prosperity within ecological and social balance, it challenges us to evolve and question the way things work today, and aims into remake ideas, business models, production systems in order to reduce over consumption involving all sectors of the economy.

2.1.2 SHARING ECONOMY

The Oxford dictionary mentions three main ideas as concepts to understand Sharing: To have, use or experience something at the same time as somebody else; to divide between people, have a part of something while another person or other people also have a part; and to give some of yours to somebody else or to let somebody use something that is yours. The action of sharing is an inherent part of the human being and its cultural development since always. It has been a part of every society.

In the context of the Sharing Economy, the dictionary explains it as follows: “An economic system in which assets or services are shared between private individuals by means of technology”.

The last sentence is of great importance. The concept of Sharing Economy is born throughout the disruption of the internet to the traditional economy; by means of creating new ways of communication and the opportunity to create channels to get in contact with others that have the same interests, feelings, experiences or needs as you. As the definition in the dictionary talks about private individuals, we are going to talk about peers, as we understand such individuals are going to behave as equals; and technology will be focused on the internet and web applications usage. We see this being an important part of every definition found, since technology is the main platform of the Sharing Economy.

Therefore, we will define Sharing Economy as: “A method to create participation and peer involvement (users) through the experience of something or executing the activities of renting, lending, trading or swapping goods (mainly under-utilized), services, space or money; making what is yours available to others and what others have available to you in a convenient way by means of the use of internet and web applications gaining some kind of compensation (not necessarily economic) because of the transaction”, (Möhlmann, 2015; in Heo, 2016).

This gives us a picture of a different market sectors in where peers are brought together by the use of digital platforms in order to transact the redistribution or access to idle goods and services in several types of ways removing the need of ownership and involving different kinds of compensations, and in the end changing the way of why, what and how we consume. In

time, the Sharing Economy could help us face the overconsumption, overproduction and income inequality. (Mair & Reischauer, 2017; Gruszka, 2017).

As stated in the definitions, the main ideas identified for the Sharing economy are peer involvement and making users more aware, social networking or electronic markets and the technologies (mobile devices and electronic services) which consequently translate to a better allocation of the resources in demand (Botsman 2014, p. 24; Hamari et al. 2015, pp. 5 ff.; mentioned in Puschmann & Alt, 2016). It is aimed to attract a large number of participants in order to create sufficient perceived value (Rogers, 2003; in Andersson, Hjalmarsson & Avital, 2013). Making this a perfect way to target the micro system mentioned in the CE definition.

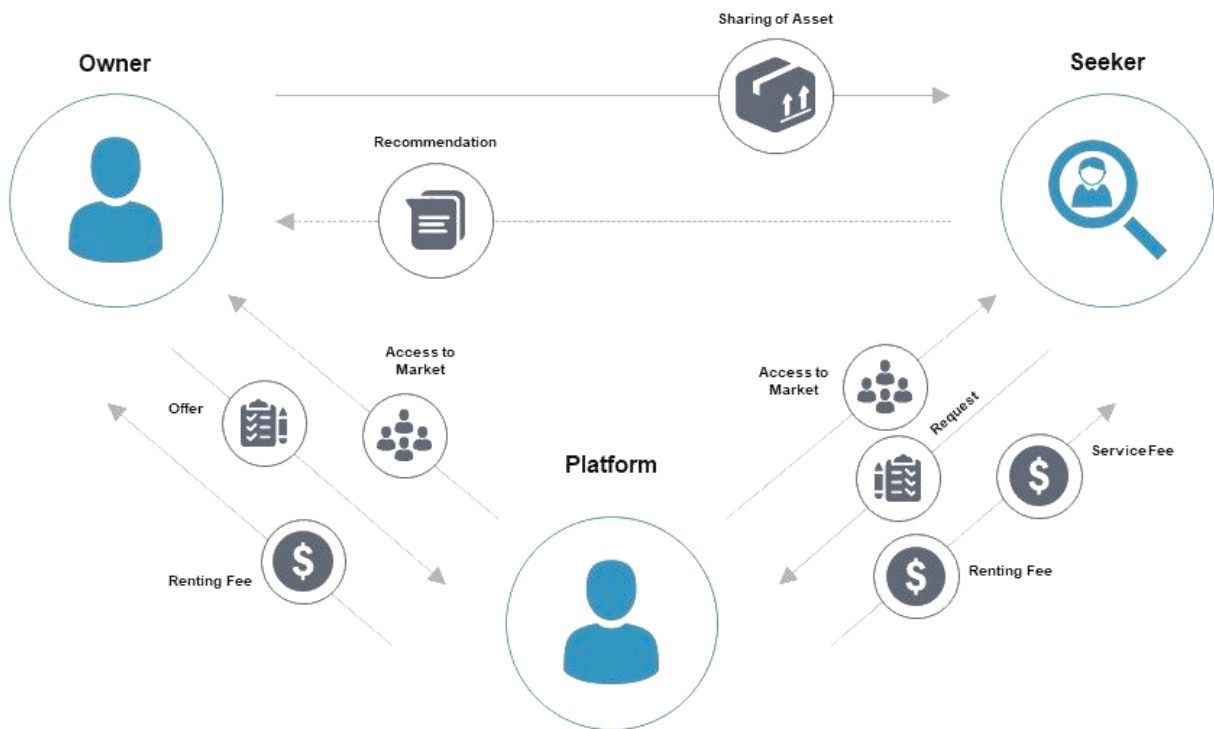


Figure 2 General model Sharing Economy

We are taking the concept of Sharing Economy as a way to create a Circular Economy, being an implementation methodology, by enabling consumers to become users and generate new usage loops. It aligns perfectly as it provides the potential for waste reduction through reducing consumption by making the individual less dependent on ownership; and so, for the production of goods and services. It also promotes market change and dissolves the line between production and consumption, focusing on usage and it leaves behind the concepts of sellers/consumers by adopting or preferring the word users.

For this micro system or the peer to peer interaction as stated in several studies, it is important to keep in mind that some specific strategies exist in order for SE to be successfully implemented: focus on temporary usage not ownership; promote re-ownership or recirculation of goods (avoid waste); be aware and exploit unused resources and capacities; be available for all kinds of users under peer to peer principles (community based); keep the existence of compensation in all its forms; leverage the use of information or crowd; finally create new business models to be able to satisfy different types of needs and delivering several rewards to those who use it.

As well as in any other economic methodology, we can identify economic, environmental, social and technological drivers for the implementation and development of the Sharing Economy. Environmental drive, as mentioned before, is the aim to reduce production and resources consumption so we can transition to a more sustainable economy; this is most seen in ridesharing (transportation platforms). Economic drive refers mainly to the profits or cost avoidance due to sharing; it is usually considered as the main driver the more valuable the good/service shared is. Technological drive, which is in fact also an enabler: without it, SE would not be possible and thanks to the use of it, we create new ways of implementing it.

For the most part, what makes people most interested and attracted to participate in the Sharing Economy are the financial gains or benefits they might obtain added to the convenience - understanding this as the perceived time and energy one uses in order to complete a task - and amount of choices it brings (self-interest and opportunistic behavior), (Eurobarometer, 2016 & Deloitte, 2015; in Andreotti et al., 2017). Making the intention and fulfillment of the task easier; the easier the better.

Nevertheless, ecological or environmental gains and social/cultural development and interaction in particular are motives rapidly growing in user's minds. Due to the peer to peer interaction, the Sharing Economy is a convenient way to boost social interaction and development within a society. According to Belk, (2009): "The Sharing Economy reproduces social relations and solidifies cultural practices".

The desire of social connection and/or social transformation are known to be important motivators, and this will become the participation needed as a principle for a successful implementation. The Sharing Economy is able to use the collective opinions of the participants and bring strangers together, by ways of sharing ideas, thoughts, connections, and experiences through an online environment.

These interactions could end in gratification for those who experience them; the models used in the Sharing Economy can take us to create a sense of connection and belonging, as well as self-presentation and the gains of attention or even affection, directly given by other users. (Andreotti et al., 2017). It is supported by literature that participation in the Sharing Economy has the potential to create a sense of community and belonging both as a driver as well as an outcome of being a part of it. (Albinsson, Perera, 2012; in Andreotti et al.,2017)

According to Tussyadiah (2015) we are shown how the intention of getting to know local people and interacting with them are important participation drivers. As evidence from this statement, several papers show that in accommodation services within the Sharing Economy, social interaction is the second most important driver for those participating; just behind the financial savings. Most sharing platforms stimulate face to face meetings after an initial online contact, which in turn could lead us to the thought of new social ties able to emerge.

We need to keep in mind that as the participation on the SE continues and evolves, the motives for being a part of it change and modify. One can start using any given platform due to the utilitarian or financial gains and by being a part of its discovery, appreciate and value the social networking and connection sharing might offer, and the other way around. Either way, this allows the Sharing Economy to move forward and evolve with its users.

On the other hand, the attitudes and behaviors of users appear to be the biggest barriers or fear in order to achieve a prosperous utilization. Featherman et al. (2003) identified six

dimensions of perceived risk for using e-services, “namely (1) performance risk, (2) privacy risk, (3) social risk, (4) financial risk, (5) time risk, and (6) psychological risk”, as stated by Zhang, Yan, Zhao, (2016).

In order to be able to fight this and accomplish true participation, the Sharing Economy must have the objective of building trust among those interacting. Trust as defined in the dictionary is: “the belief that somebody/something is good, sincere, honest, etc. and will not try to harm or trick you”; hence overcoming the suspicion that you might be exposed by being a part of something new.

For the perspective of the Sharing Economy, Coleman (1990) tells us that trust is the readiness of users to take a given amount of risk or exposure in any social interaction because the perception from the counterpart is seen as reliable; a conclusion that comes from a previous history of other interactions. This is what comes to be “trust between strangers”, relying not on the user himself, but on the history of his activity and the platform they are a part of. (Botsman and Rogers, 2010; in Andreotti et al.,2017).

For this purpose, was needed the creation and utilization of a rating or reputational feedback system. These are the most popular amongst the peer to peer platforms. This allows us to rely on reviews of past experiences among the members. In a peer to peer transaction both parties desire and attempt to collect as much information as possible about each other before engaging in any real transaction. Such mechanisms focus on providing a clear identity for those involved, increasing real communication and subsequently helping in reducing the fear factor. (Thierer et al., 2015)

Finally, it is necessary to say that the Sharing Economy is mainly an urban phenomenon. Urbanized areas are for the most part, areas with higher population density in which sharing assets and services makes the most sense: there are many more opportunities to ask and offer (availability) in much more nearby areas; adding those two factors gives us the convenience and feasibility, factors being the more influential in making it the more attractive.

And in contrast, despite being highly populated areas, cities tend to make us isolated, being more frequently anonymous environments, which in turn create the desire for socialization and connection, and the need for platforms and reputation mechanisms to act as intermediary.

At the end of the day, for the implementation and adherence to actively participate in a sharing economy, it is needed to build up the perception of convenience and targeting the recognized concerns of users and tackling them.

2.1.3 SOCIAL AND SOLIDARITY ECONOMY

The functionality or ideas behind the Solidarity Economy have been present around the globe since humans have been a part of a society; which is why we can also call it Social Economy. For this paper, I've chosen to focus on the term solidarity as it gets closer to what I will attempt to create, as will be shown on the following paragraphs.

As I did before, I'm going to start explaining the Solidarity Economy through the definition of the main word, Solidarity. According to the Oxford dictionary, solidarity is "support by one person or group of people for another because they share feelings, opinions, aims, etc."; and "Unity or agreement of feeling or action, especially among individuals with a common interest; mutual support within a group".

Defining what Solidarity Economy is today, is still in the works due to the fact that it is a broad umbrella and covers a variety of practices. Nevertheless, we will find that, although several different definitions are at work, all of them are based on practically the same human principles and aim to the fulfillment of basic human needs.

To begin explaining, we can see the Solidarity Economy as a pathway, not an established set of rules for an alternative type of economy. It brings out spaces for different practices and relationships. (Allard & Matthaei 2008). Particularly relationships established by individuals. Solidarity Economy centers its focus on the individuals and the belief that peoples are able to create a broad range of solutions on their own to face any economic problems, and are willing to rely on their communities to sort things out. (Ould Ahmed, 2015)

Today's attraction to the Solidarity Economy is rising due to the financial crisis the world has been facing. The wealth gap is widening and some individuals are being left behind by the traditional ways of the economy. In order to try and fight this, people are organizing and

creating new ways of obtaining what they need without, necessarily, including money into the transactions; i.e. the creation of new forms of trade.

Social Economy might aid in reducing the social gap and in doing so help to forge a broader middle class (Pazaitis et al. 2017; in Saiz-Álvarez, Palma-Ruiz, 2019); which should be of major interest for any society. Montoya (2012), believes that Solidarity Economy is a new way for those “excluded and impoverished by the capitalist system” to solve income and labor issues. (Koumparou, 2018)

This is not to say that the Solidarity Economy is in any way against capitalist economy as we know it, but adds to it; addressing those gaps that are not being fulfilled. Better explained by Razeto, (1990; in Saiz-Álvarez, Palma-Ruiz, 2019): “Solidarity Economy is a form of production complementary, rather than alternative, to capitalism that is based on the conjunction of cooperation, self-management, consumption, and distribution of wealth”. It combines social and economic objectives, targeting the first one.

This economy is driven by the basic human principles of wellbeing, cooperation, reciprocity, mutuality and equity; focusing above it all in gaining community development and union. The standard definitions are shown as follow (Oxford dictionary):

- Wellbeing: The state of being comfortable, healthy or happy
- Reciprocity: The practice of exchanging things with others for mutual benefit
- Cooperation: The process of working together to the same end
- Mutuality: The sharing of a feeling, action, or relationship between two or more parties.
- Equity: The quality of being fair and impartial

As we can see and translate by the shared attributes of these definitions and the relationship between them, it can be said that Solidarity Economy looks forward for the wellbeing of their participants (focus on individuals) by encouraging them to be a part of it and work together instead of competing against each other in order to achieve mutual benefits (regardless if they are same type of benefit for each participant, and not necessarily economic benefits), choosing to form new networks of peers or equal participants (commitment to their community).

Even though sustainability is not, for the most part, considered as one of the driver principles, it is tightly related to the aspect of wellbeing. We need to consider that in order for the individual and society to develop (prime social purpose), it is of greater importance to achieve a better relationship with the usage of resources and the environmental impacts of the economy. Solidarity Economy demands new ways of trade, and the creation of better, more respectful interactions between individuals, communities and environment. (Ould Ahmed,2015)

Although the combination of principles is what makes Solidarity Economy work, Reciprocity is considered as the prime principle. It comes from the voluntary will of the individual to freely commit and participate on a basis of equality with others, and became a way of social protection and needs provisioning (Laville 2010). It is reciprocity what eventually allows better integration and participation. As put by Polanyi, (2001; in Ridley-duff & Bull, 2018): “Reciprocity is grounded in the logic of mutual aid cultivating a willingness amongst people with familial, kinship or community ties”.

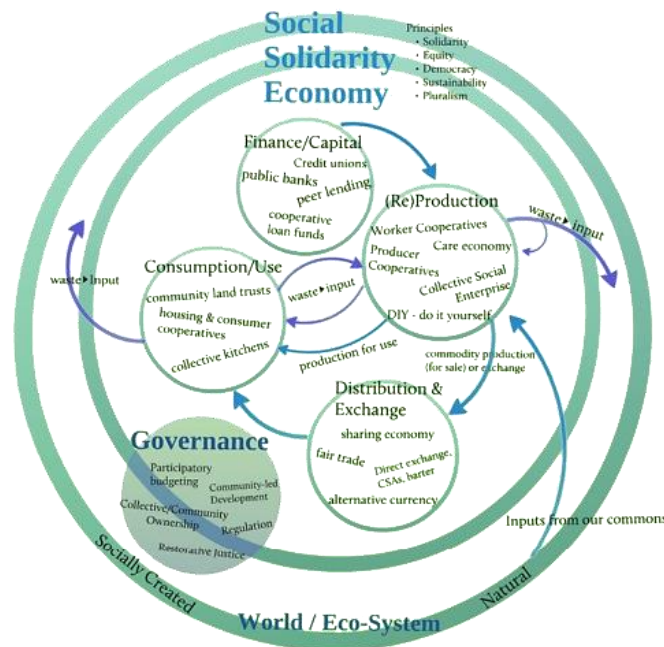


Figure 3 Social Solidarity Economy Model by U.S. Solidarity Economy Network / Centre for Popular Economics (RIPESS Réseau Intercontinental de Promotion de l'Économie Sociale Solidaire (Intercontinental Network for the Promotion of Social Solidarity Economy), 2015)

It is important to point out that solidarity must not be confused with charity. Charity tends to establish some type of superiority (mostly financial) between the one who gives and the one who receives, while solidarity establishes a fair relationship between peers who can each gain something of the relationship, without any power imbalance.

Participation in a Solidarity Economy must be from the “bottom-up” and horizontal. This comes from the established idea that its main focus is on the individual; it is the task of the individual to adopt it and make it grow by the creation of new networks, cooperatives and institutions to serve their shared needs; it needs to create a desire of being engaged in diverse relationships (communities), that will support and challenge us to be solidary. It is for the best aiming to have a mix of members, as long as they have common interests. Partnerships and networks are a key success factor for the development of the SSE. (Fonteneau et al., 2011; cap.1,4)

Individual gains must not be the primary motivation to do so, even though they might get them. According to Parnell, (2011: 8; cited by Ridley-duff & Bull, 2018), the “desire to work with others can be motivated by a desire for individualized benefits”; once you’re there, these considerations of benefits might shift and evolve, valuing more the solidarity principles. Creating a cooperative behavior, where benefits are meant to be shared, not to keep them all or to give them all up. Altruism, heroism and/or status is proven to be powerful motivators in order to participate. (Davidson et al., 2008)

Solidarity Economy tries to overcome the perception of consuming goods or material accumulation as the exemplification of wellbeing. As a Zapotec saying tells us: “He who is richer is not who has more, but who needs less”. It is a facing reality that new generations are becoming more aware of the necessity to reduce consumption due to the great impact it has over the world. Millennials and Centennials, tend to have a more globalized view due to their utilization of communication technologies, which we will address in a further chapter. And women in particular between these groups are being named to be the ones more actively willing to participate. This tends to be attributed to women’s history of caring and procuring the wellbeing of their own. (Ofreneo & Hega, 2016).

Such communication technologies are today an important part to the diversification and expansion of the implementation of Solidarity Economy principles and ideas. They allowed the formation of communities that share similar perceptions, values and ideas and not only

geographic location. It provides the means to create new forms of social enterprises and self-organized groups. They allowed us to be more open to the idea of communal growth, and let us see individual, community and environmental benefits.

We need to conclude this chapter by reinforcing the idea that Solidarity Economy develops equally from necessity as much from aspiration (Levesque, 2003; in Fonteneau, et al.,2011); it needs to come from an active willingness to participate in it. It might be borned as a way to fulfill social necessities, but it has the potential to shift to a desire to have a more sustainable social economic relationship. A wish to have the economy work for the human being and not the other way around. It aims to promote an inclusive and fair economic growth – both between individuals, and individuals and the earth – while nesting social relationships and development.

2.2 RELATIONSHIP

After having reviewed what Circular, Sharing and Solidarity Economy are considered today, how they work and what do they aim for; it is necessary to simplify the main concepts in order to obtain their main working ideas so we are able to appreciate what they have in common, and how those principles connect and sustain each other, making possible the conception of a business proposition that works through the use of them.

From the Circular Economy we've learned that its main objective is to create a more sustainable economy, complete recycling of waste to lessen the use of resources. It aims at reducing usage, production, consumption and waste by the creation of loops or circular production and process. To do so it establishes the necessity of making the transition from consumers to users, in order to create a more conscious customer, and in doing so, a more participant one. With such participation we will be better equipped in trying to close those loops. The main ideas of the 6 R's (Reuse, Recycle, Redesign, Remanufacture, Reduce, Recover) could and should be applied from the bottom up. Environmental and economic benefits are proved to exist within the Circular Economy; nevertheless, its main principles and ideas can be applied to a social context as well.

Sharing Economy is the intention change from consumption to usage. It values the access to goods and services instead of the acquisition. It focuses on establishing peer to peer

interaction and achieves benefits from both parties involved. It can be understood as a way to implement Circular Economy, but taking into consideration our target micro system, I will argue that it aids the Circular Economy by extending the life of idle products, and closing loops by helping in waste reduction. Information technologies are key for the correct implementation and participation, due to the fact that they promote the formation of social networks and peer interaction.

Solidarity Economy, as reviewed, could be interpreted as part of the sharing economy, with a change in intent and benefits focus. It grows from the intention and self-motivation of sharing, corporatism, solidarity and equity between you and others. It looks forward to achieving well-being and changing the consumerism type of reward, aiming for a social connection and social development between communities as the overall goal. Even when economical gains are possible, the focus is to establish networks that are willing to help each other; opening the door to different types of transactions, not necessarily financial, and benefits.

In order to understand which characteristics are shared, we can explain as follow:

- CE = Circular Economy
- ShE= Sharing Economy
- SE= Solidarity Economy

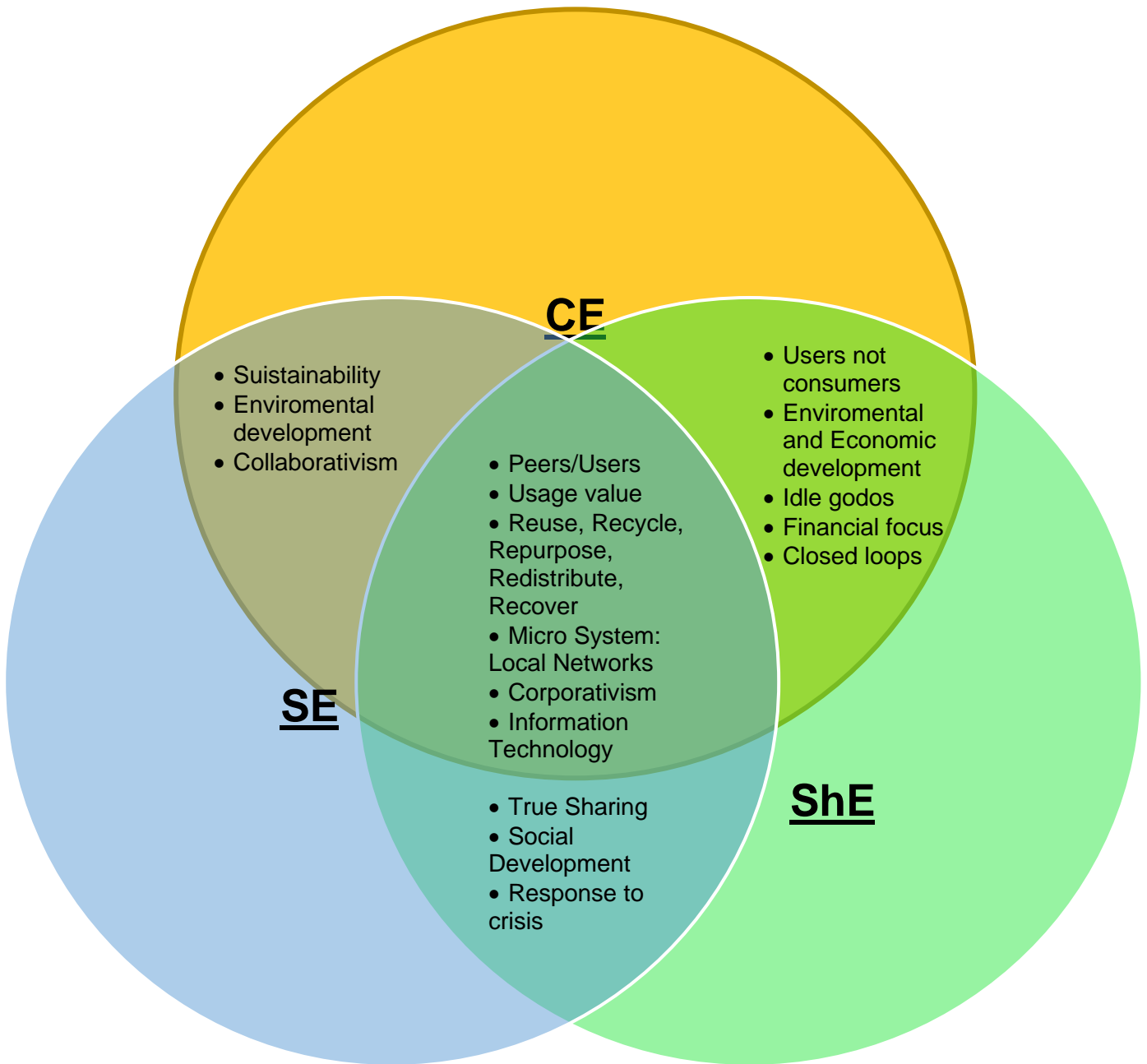


Figure 4.- Self-compose. Relationship between theories.

These intersections will be the most important into consideration for the development of the future proposal, mainly the one including the 3 theories.

From this image we understand that what joins these theories together are the focus of their participants: peer to peer connection. They all benefit from making the shift from consumers to users in order to promote participation, which in time will make the bottom-up effect of implementation.

Even though Circular Economy and Sharing Economy aim for a more sustainable development, their shared focus is on environmental and economic benefits; by adding the principles of solidarity economy, we can shift that focus to a more sustainable social development which will be the base for the environment and economical sustainability.

Solidarity Economy is broader than Sharing and Circular economy, and we can see this by the fact that its principles can be applied in any type of organization in helping to organize the individuals into achieving a common goal. It transforms the economy, humanizing it. This is why both Sharing and Solidarity economies are better welcomed in times of crisis, as a tool to face several hardships and get to a basic wellbeing state. Nonetheless, this principle could help to achieve environmental and financial as well as social gains in times of recession if their practices are mostly adopted.

By combining the principles of Solidarity Economy to the functionality methods – information technologies and/or sharing platforms -, of Sharing Economy, we can contribute to a certain degree of implementation of the Circular Economy into our communities, or at least begin to understand and appreciate the necessity of it. Understand the loops and find better ways to consume and dispose. Social and solidarity principles fill the gap toward CE opportunities that would otherwise be cost-ineffective, as stated in Moreau, et al., (2017).

2.3 MODEL AS A MAP

With all this information in mind, I believe that we can take what we've learned from each theory and apply it to a new model which aims to show us how the objectives, tools and byproducts interact with each other. This model came up from taking into consideration the

basic principles of each theory studied. Merging what I believe are the core ideas, and those that complement and work well together. This model can be understood as follow:

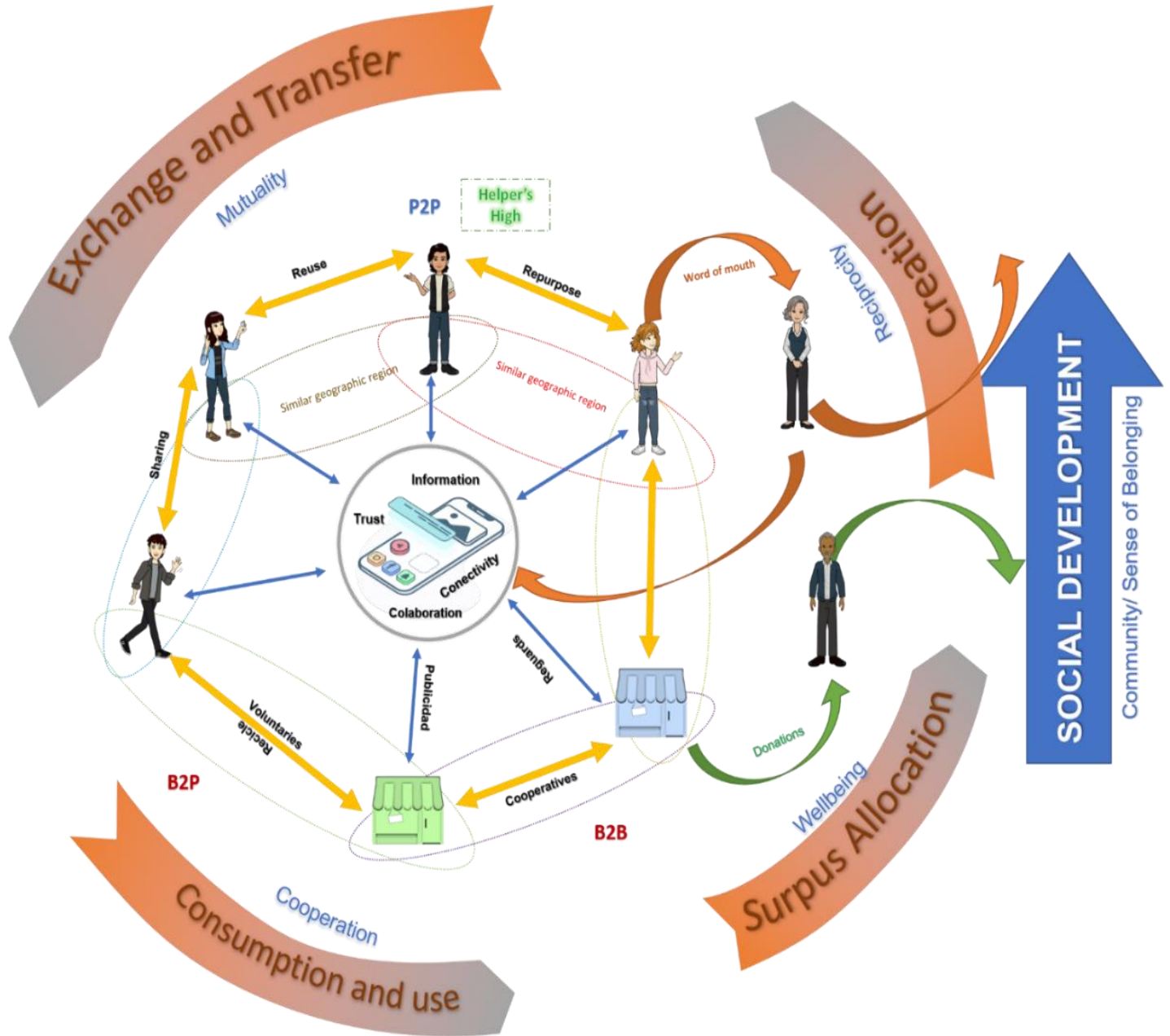


Figure 5. Self-compose: CSS Model.

As a main tool a web platform/app has been chosen, following the teachings from the sharing economy, in order to promote participation and connection (P2P/B2P and perhaps B2B). The app is meant to collect peer information and generate trust among individuals located in similar geographic regions. With increased trust, the goal is to generate participation in order to share, reuse, repurpose items among the participants of different communities.

All of these under the main idea of the solidarity economy, helping each other in order to help ourselves, creating in this way a sense of wellbeing and cooperation – Helper's High-. And it is my hope that this feeling and intention of giving (Solidarity Economy) will transfer to others even if they are out of the app, creating new loops of cooperation.

At the end, the CSS model aims to generate social development and increase the sense of belonging or community. To stop being strangers in our surroundings, and in such a way, promoting a better society by increasing the loops and participants.

3 VALUE PROPOSITION: REAL LIFE APPLICATION

As stated in the introduction, we are living through a time of crisis. But, even when thinking about a crisis might result in stress, it is true that this promotes change. We are on the verge of creating a “New Normality” for our social interaction as well as our core values and principles. Nevertheless, the exchange of social experiences and material products are a fundamental part of human interactions, which is to say, it is something that always will be.

As mentioned in the theoretical framework, both Sharing Economy and Solidarity Economy practices are boosted by times of crisis. Considering this statement as an advantage, is that I present a proposal for a new Business Model that will allow us to combine the most functional parts of each theory in order to make them attractive to foreseen and unforeseen users.

Based on the studies found, for participating in the Sharing economy, it is most efficient doing it by the means of technology. My proposal is the creation of a Web Application/App that is capable of filling the gap between the individual and the willing to participate in True Sharing, supported on the values and ideas from the Solidarity Economy. And by doing so, helping with the basic principles of the Circular Economy.

The objective being the creation of a network of peers -Peer to Peer application -, with the will and desire of helping each other to achieve wellbeing by means of sharing. Easing the path by taking advantage of information and technology to propitiate initial communication between individuals, acknowledging and rewarding supporting participation while creating, feeding and using a database for trusting behaviors.

It is aimed to be a sharing platform with True Sharing intent at heart. Constructs under the Solidarity Economy believe that humans are intrinsically good and willing. From empirical knowledge and personal experience I can state that the new way of living have proved to myself, my peers' intentions of share and my own; and often we were not able to do so due to a lack of connection with our surrounding community, the fact of not being able to commute and not having a local network which could put in contact those who need help with those who want and can provide it.

From simple things like sharing some extra food or lending a helping hand, to establishing social relationships which in time can and might produce bigger intersections in sharing; I propose a Web Application that would help create the path to do so.

3.1 VALUE PROPOSITION CANVAS

In order to be able to show my value proposition in an easy way, the Value Proposition Canvas by Osterwalder et al., (2014) comes in handy. Originally it was developed following the design of the Business Model Canvas, although today has become helpful in order to identify possible pains and gaps for new proposals or missed opportunities. It allows you to give some structure to the idea and see if it is tackling any missing needs, before trying to develop a business model.

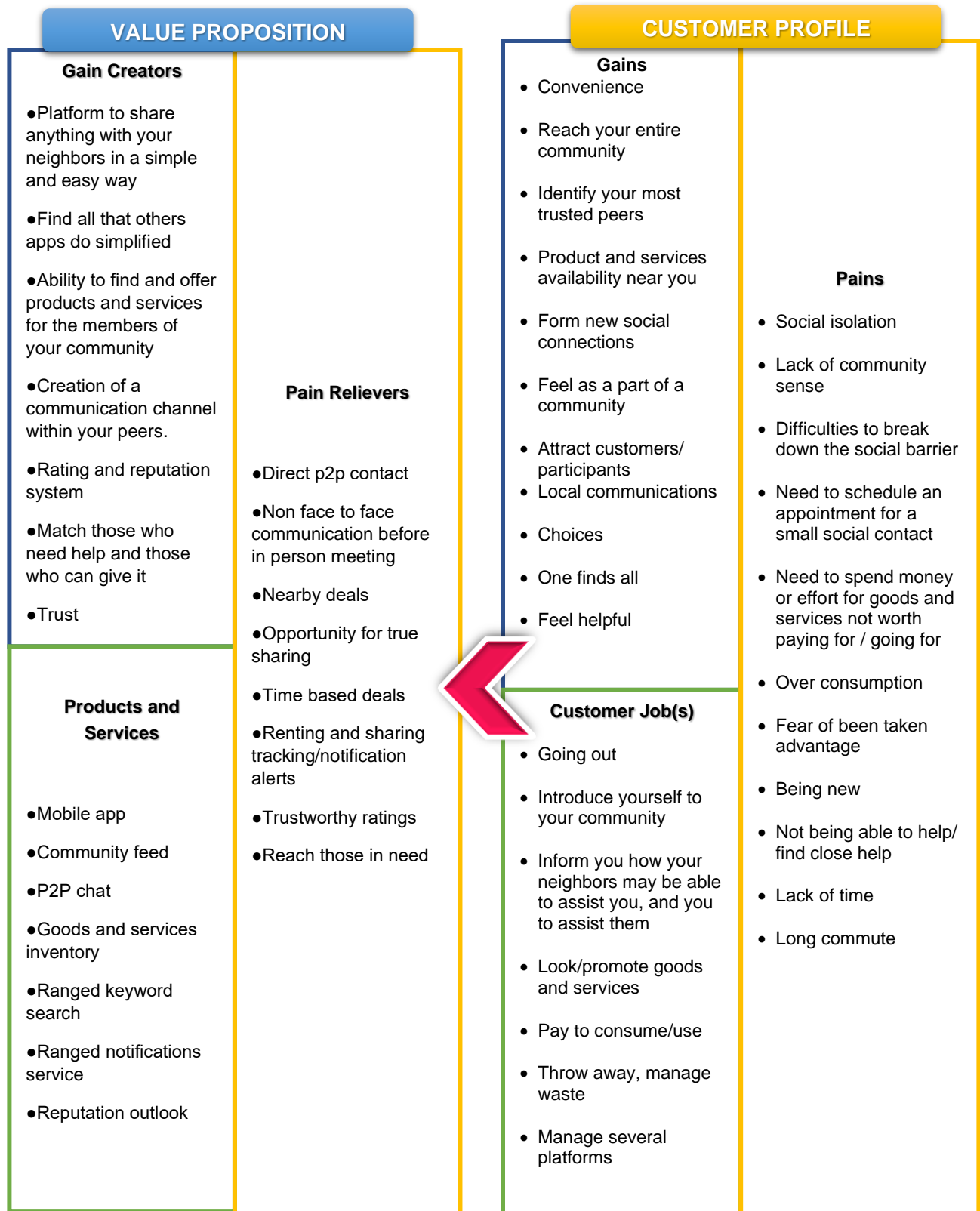
It is really simple and shows us the two main participants in a business idea: customers and value generated. It helps us by matching those needs or pains with the created value proposal. It shows what it is to be gain by possible new customers from your proposed services and/or products (Osterwalder et al.,2014).

We will find the following information:

Table 1.- Value Proposition Canvas information (Osterwalder et al.,2014)

	VALUE PROPOSAL (Features of the idea)	CUSTOMER PROFILE (Customer segment)
GAINS	Creators: How you create customer's gains	What customers wish to get or what are they looking for
PRODUCTS&SERVICES /JOBS	All your ideas proposal of what to offer	What are they doing or need to do
PAIN	Relievers: how the proposal match and solve customers needs or pains	Risks or obstacles

Applied to my value proposition, the canvas can read as follow:



Product
Web App

Ideal Customer
Gen X, Y, Z

Substitutes
Wallpop, FB, Couchsurfing, Tienes Sal

3.2 SIMILAR PLATFORMS: COMPETITORS REVIEW

Once established our purpose: a Web Application/App meant to be a Sharing platform, we looked for similar ones currently active on the Spanish market in order to analyze them; in this way we can identify what it is that makes them work, how are they maintaining their development and how are they able to reach more and more individuals. At the same time, this could shed a light on the ultimate question: Is this worth it? Is there still a hole to fill up?

As our ultimate goal is to be a connective platform or matching service, allowing close range individuals to reach each other and communicate directly, with a little more trust than without the platform, that is why we searched for this type of App. We identify three really similar ways of working. For this study we chose to analyze:

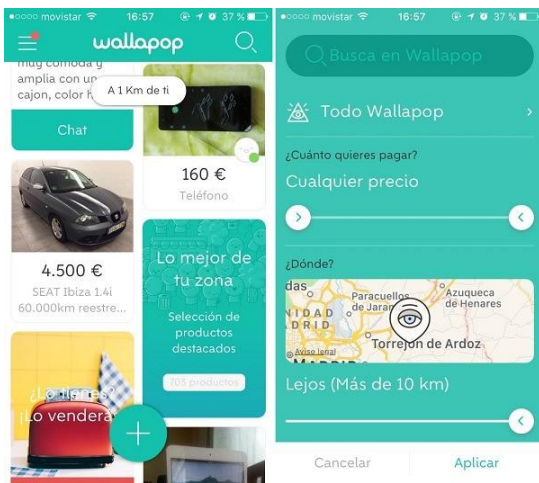
1. Wallapop: it connects individuals for economic transactions (sell and purchase) only. Deals are arranged between the peers; the main job of the platform is to connect the individuals and to provide a behavior history (reviews) in order to surpass the trust barriers.
2. Facebook groups: Inside the popular social network we can find today several groups which help similar kinds of people get in contact with each other.
3. Tienes Sal: it is a social network Facebook like, that allows you to get in touch with your neighbors. It's needed to provide an initial address in order to register into the app. There you can surf like you do on FB and interact with others.
4. CouchSurfing: Sharing platform which matches travelers to hosts in order to find free accommodation services.

All these 5 examples are part of the sharing economy, taking part in similar ways but at the end providing different gains. Generally speaking, we can say that with Wallapop you obtain mainly economic gains by selling or purchasing items and that is the main reason to participate. For the FB groups, the usual purpose is to contact those in similar situations as you even if they are not close. Tienes Sal is focused on creating relationships between neighbors while MeetUp aims to create friendships from strangers. Finally, Couchsurfing is a sharing platform

in which you can share your home hosting travelers without the expectation for financial gains rather than the social experience of doing so.

One of the main reasons to choose these examples is that they are all free platforms. You can access them and use them without paying for the service: matching or connecting with peers. Once there you might end up making financial deals, but those have to be carried out in the real life, face to face.

3.2.1 WALLAPOP



As introduced above, Wallapop is originally a second hand goods sales platform, connecting peers from those who sell and those who buy. It is free of charge. It is at its core a matching platform; its advantages are the financial gains and the convenience to find what you're looking for. It is based on local transactions and real-life interaction for deliveries/pickups.

The basic function usage for Wallapop is free of charge. Nevertheless, they have introduced some features in order to get profits. Among these we can mention the selling of advertising space and the paid service for feature listing, which gives more visibility to any given listing/products during a concrete period of time. (Peris et al., 2016)

One may interact as a provider or as a consumer according to each and every one's respective needs, all in the same profile/account. It is an easy register being able to link the app to our previous Facebook or Google account. (Peris et al., 2016)

The match occurs by needs, what you need to buy and who's selling. You are able to limit your search by a distance filter and see in a Map, by regions, where the suitable suppliers are located; this allows the user to determine its convenience parameter. You can filter by price,

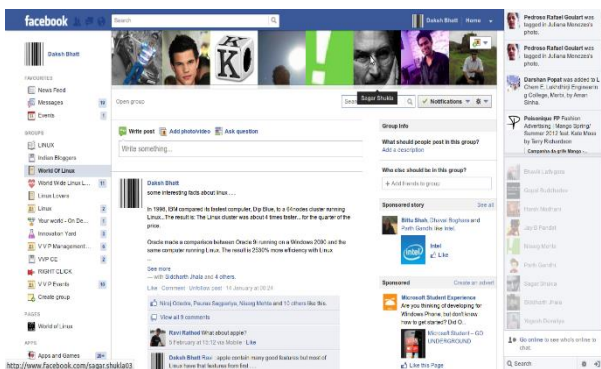
category, time listing, etc. as well. The initial interaction is made through the app's messaging feature and users do not need to exchange any other personal information if they don't feel like it. The final interaction is made offline, and payments and deliveries are made if both parties are happy with the outcome. Wallapop does not take any responsibility for the transactions between peers. (Hausemer et al., 2017)

This app allows users to find cheaper several options for their needs in close locations, making the transactions faster and easier to do. And after the fact, the app has implemented a rating review system and a rating star system.

As a business model, Wallapop started by gaining funding. Focusing on user development rather than profit. They have included the for-profit features once their user base had grown enough. On next steps is the development of the payment platform as well, clearing the way for users to make the transactions online instead. (Hausemer et al., 2017)

Immediacy, mobile format and local factor are the main characteristics tied to the app success story. Additionally, it aims to create value by increasing trust among peers due to their rating systems, a two-sided review mechanism. On the bad side of this, you might be able to identify the location of any user by the map provided in the app; being this location an approximation, not an exact fixed one. (Die, 2016)

3.2.2 FACEBOOK GROUPS

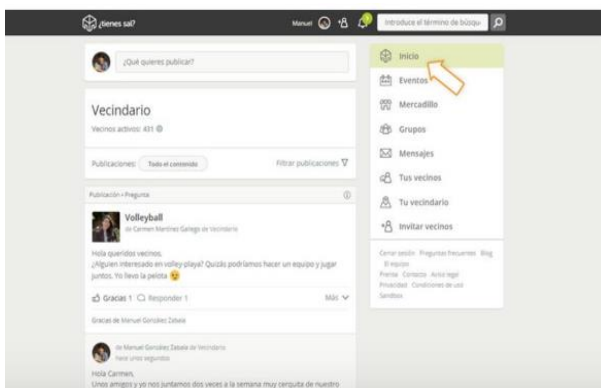


The importance of Facebook regarding to this proposal, is to exemplify that one may be a part of several groups – communities-, and would like to get in touch with every one of them depending on the circumstances.

Facebook groups are online communities that use the social network in order to find each other and communicate. As a single individual you might be a part of different groups. This is the lesson to be taken from this.

As a business model we identify Facebook as a whole. Being advertising their core business. These adverts are used to target specific groups.

3.2.3 TIENES SAL



Tienes Sal is a social network which aims to unite neighborhoods and bring them back to their social history. This is to make friends among strangers, neighbors (Vales, 2019). Been able to contact, help and meet each other. Its platform look is really similar to Facebook, having a market, groups, events and a wall (Resola, 2019).

It was developed in 2018 in Barcelona, and today it can be found in some neighborhoods of Barcelona, Madrid and recently in Valencia. They are in the growing phase, working through and thanks to investors, aiming all efforts on adding more and more users (¿tienes sal?, s.f.).

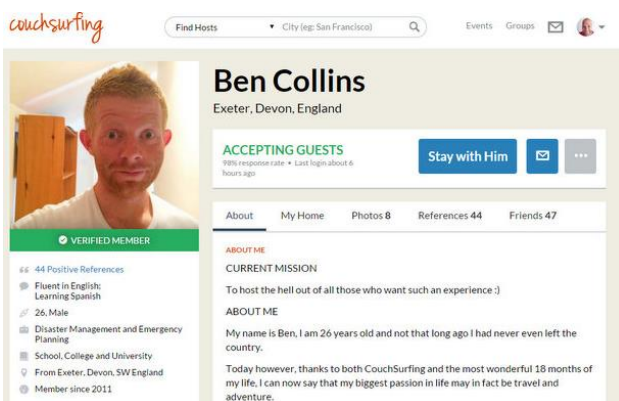
The working method is as follows. You can create a profile after being invited by another member. Then you need to subscribe your postal code so you are assigned to a neighborhood. This is verified by the company using 4 methods: by a postcard with an activation code; by way of the user, leaving the responsibility on them to send a photograph holding an official identification as proof of the address; by invitation, in which another neighbor is your sponsor; and finally, by geo localization. With the downside of having to disclose all the personal data (Rodriguez, 2018).

They have a rating system, based on the reviews left by the users. And a classification system, called "Supervecinos" (Super Neighbors), as a way to promote participation. As a reward they

offer direct link with the company. Gaining help from them for the creation of events or other projects. Also, getting invited to exclusive events (¿tienes sal?, s.f.).

As mentioned above, right now they are living thanks to investments and are planning to move forward to be self-sufficient by the creation of business profiles for the local small businesses. At the end, selling advertising.

3.2.4 COUCHSURFING



Couchsurfing is a sharing platform and matching app, created in 2003 in order to coordinate peer to peer short term free accommodation. Matching travelers with hosts. It focuses on promoting an alternative to traditional tourism, aiming for a more “real experience” or “local experience”. Based on trust among its members. Its platform is

similar to any other social network, showing an individual profile of each member and information about them: description, photographs, other friends, etc.

The basic principle for the app is to create social connections between strangers, or “friends you haven't met yet” as they state on their webpage. They try to boost participation with a review rating system that works both ways: you get evaluated as a host and as a guest. And it is hoped that every user is willing to share their home as well as to be invited to others’. You can find plans, friends, hosts and start conversations with locals by means of the app.

At the beginning they created revenues by the donation of their users. Making it a one-time only payment, when members voluntarily agreed to verify their information and identity. From 2011, after a series of mishaps, they got the first investors involved (Marton et al., 2017). Next steps were adding third party advertisements to the platform. By May 2020, and directly as a result of the pandemic, they established a new monthly or annual fee program (Florian, 2020; Couchsurfing, 2020).

3.2.5 WHAT TO LEARN

As we are able to notice, each and every one of these platforms have some teachings of which we can and should take advantage. By selecting the most favorable characteristics of each one, and trying to convert them into one new platform, I believe we would be able to achieve a place in today's framework economy.

We have learned, and it is a proven fact from the experience with Wallapop, that convenience is a strong factor when aiming to acquire users. People tend to be more interested about the things that are going to make their lives easier. The local factor, the immediacy and the increased options adds to the ability to connect and negotiate with a direct supplier; these being the main attractive characteristics. Additionally, the easy to use design and the rating systems allows to break, somewhat, the initial barriers and have translated into a mix of users.

From our approach to Facebooks groups we might excerpt that there is a constant necessity, human wise, for connection. We are constantly looking for people who share our beliefs, have the same necessities as we do, or that might help us through some of the problems we might be facing. We are designed to be part of different communities, as we are in fact complex individuals. It is easy to use due to it being a feature from the main App.

Couchsurfing shows that a free platform is able to be desired and self-sufficient if its benefits translate towards users and suppliers among the network. People like to have the option to help each other, not necessarily due to a financial gain; and we are able to look out for each other through the use of two-way reviews systems and ratings, and develop trust throughout an online network community. It is a social network, with similar design to the ones we know, designed to show a better description of its members, so they are able to trust one another.

I have left Tienes Sal to the end because this is the one that I would consider a direct competitor. It embraces the ideas of social development, social networking, communal help as well as reuse and disposition of goods. It is made to be a way to go back to that neighborly feeling of years before when we had more strong roots within our living community. The design is based on the traditional layout of Facebook, with the same features, and you have to give proof of your residency before being completely active on the network: achieving trust.

3.2.5.1 HOW TO BE DIFFERENT

In order to establish how this new product intends to differentiate itself from what is already being offered in the market, the next table is presented to point out which characteristic is at fault according to the research. This will allow me to present a better proposal in terms of design and what to expect from a web platform/app.

Table 2 Self-compose: Characteristics with room for improvement

CHARACTERISTIC	WALLAPOP	FACEBOOK GROUPS	TIENES SAL	COUCHSURFING
DESIGN	Just a search layout. Able to review location on a map.	Secondary section from a main App.	FB imitation.	Little confusing design.
CONVENIENCE		Not necessarily a reachable community.		
EASE		Too many functions.		
TRUST		Without peer review.		
INFORMATION			Have to give out a lot of	

			personal information.	
COMMUNITY ACCESS			Complicated subscription.	Paid subscription.

Having identified the areas with room for improvement from our competitors, these are taken into consideration -adding as well what was learned in the last segment regarding what is good or functions well within them- in order to take them and disregard what is not working and in conjunction apply them to the proposal.

As main learnings are distinctly identified, it is clear that the new web platform/ app must be:

- ✓ *Have a simple design and an intuitive nature. Identifiable functions and clear contents. Not a social media design.*
- ✓ Request as less personal information as possible. Keep the information for functioning and not available for everyone (i.e., location)
- ✓ *Easy access and connectivity.*
- ✓ *Free application.*
- ✓ Aim on generating trust through peer rating. Forced two-way reviews.
- ✓ *Act on a reachable community or closed geographic region. (Convenience and immediacy)*
- ✓ Provide direct communication with those near you. Peer to peer and as an announcement to such a community.

The aforementioned ideas are the base point in the creation of the new product. They are non-negotiables and the final objective of social development would be hardly achievable if not met with.

3.3 DISCUSSING CUSTOMER TARGET

This idea, initially, is generated from a Millennial and for Millennials. But it is fair to say that it hopes to make an impression both in the generation before or X and the ones following, Z gen. In the following paragraphs I will explain the characteristics of such generations, their relationship to sharing and solidarity as encountered in different papers, reports and articles; and finally support the decision of why focusing on such groups and the final conclusion about which would be our main target group.

3.3.1 GENERATIONAL COHORTS

Through the research I've found that generational cohorts are a pretty good initial step in order to determine whom your product or service must be designed for. A generational cohort is a period of time (years) that a certain group of people has been born through. Basically, given us groups of people segmented by ages. Even though in the literature not everyone agrees on the beginning or ending of every cohort, the discrepancies between years are minor. So, why are they a good starting point?

The main value from the generational cohorts are the shared living experiences certain groups experiment at similar faces of life. Such experiences or events shape the values, ideas and beliefs of the individuals in different ways depending on their age – similar effects between cohorts-, and such characteristics are reflected into the issue each generation finds concerning: jobs, money, tolerance, etc. (Inglehart, 1977; Strauss & Howe, 1991; Severo, Guimarães & Dellarmelin; in Theilen & Schröder, 2019).

As Ryder, (1985) said: “When impactful changes occurred, the impacts of those events followed the individuals of each cohort for the rest of their life in similar ways to others in that cohort”. This is confirmed by Bernardi, (2018) which tells us that important historical, social or cultural events affect personal development and lead to common characteristics, behaviors or/and consumption patterns among a generation.

For this study we will focus our attention to the 3 more active generational cohorts economically speaking: Gen X, Gen Y or Millennials, and Gen Z or Centennials. We will discuss and define

their particular characteristics and expectations as antecedents of participation; finally how these correlate to the ideas of Circular Economy, Sharing Economy and Solidarity Economy that are the basis of this study.

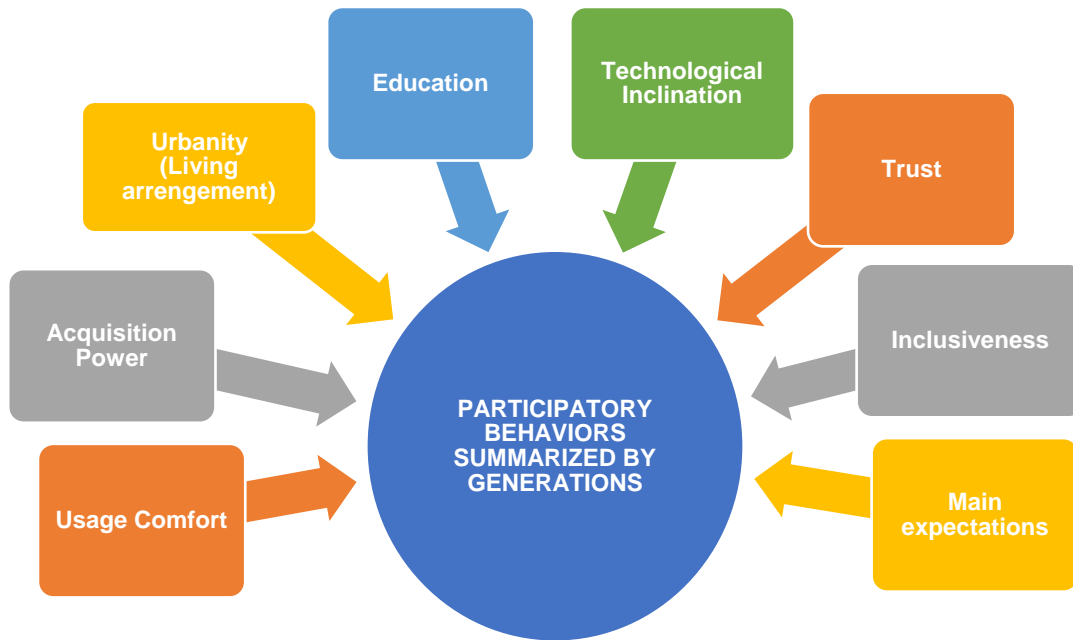


Figure 6 Self-compose: Antecedents of participation per cohort

With this in mind we would be able to identify how much they might relate to each other and the established ideas; and we would be able to make an educated decision of which one of these cohorts should be our main focus to implement, which one follows and how to attract them all. Nevertheless, keep in mind that this application is meant to be used by everyone once adopted.

3.3.2 GENERATION X

We will start by defining their birth range between 1965 and 1980 according to Gursoy & Karadag, (2013; in Wagner, 2019), which make them of ages between 55 and 40 years old by 2020, so we might consider them middle aged. Mostly employed and part of the workforce for at least 15 years and some even thinking about retirement.

For Spain's framework, we find that a total of 12.2 million people is a part of this generation, making it roughly 26% of all its habitants, with the higher concentrations of this population (around 3.2 million people, 28% of this cohort) being in their mid-forties. These numbers translate in the same proportions to the numbers of Valencia, making this generation a total of 0.67 Million individuals in the city, with almost 0.17 million being in their mid-forties. (INE,2020)

They have experienced several important historical occurrences (Oil crises, recession, end of the cold war, new government implementation, etc.) (SNC-Lavalin ,2018). They are perceived to be skeptical, hard workers – career focused-, and peer oriented. They are concerned about quality of life, financial issues and economic stability (Severo et al., 2017 in Theilen & Schröder, 2019). Being comfortable with their surroundings is important and value Family (Theilen & Schröder, 2019).

Being from a generation before the full introduction of technology, they are a little behind in usage and familiarity with all the web applications; but they have, for the most part, caught up with the younger generations and adopted the basic web applications and have learned how to use the new appliances. This by being influenced by those nearby. They are becoming the first generation of connected parents and grandparents.

Their skepticism translates to the digital platforms with trust issues regarding social media platforms and sharing personal information online (privacy concerns). Their trust is mostly gained by established companies.

Related to the Sharing Economy, as of 2019 Generation X showed to be the most reluctant one to use Sharing platforms or services according to Allianz Partners; which is directly related to trust issues. This issue is heightened the older the individual gets. But they are still willing to participate if they consider that the platform is trustworthy, see their younger relatives/friends using one or feel in control of how much they're truly sharing. (Allianz Global Assistance, 2019)

To resume, this are the main important characteristics to have in mind when considering Generation X:

- They have Purchasing-Power. They have been part of the workforce for a long period of time and should be able to purchase what they need as well as have several possessions already.
- Worries about financials and the future.
- They look for comfortableness or convenience.
- Not so comfortable with the digital world but determined to be a part of it.
- Look for trust in guaranteed company information, mostly.
- Participation by Proxy in technologies. Influenced by the 'young-ones'.

3.3.3 GENERATION Y: Millennials

We will consider this generation's interval for all those born between 1981 and 1996 (even though not all literature agrees on those exact years, the gross of the time period is the same, and this way we maintain the cohorts aligned). Considering this, we can establish they are between the ages of 39 to 24 years old. The younger ones at the beginning of their working years, still becoming independent. (Gursoy & Karadag, 2013; in Wagner, 2019)

For Spain this cohort represents the 19% of the total population with an estimate of 9.12 Million individuals being a part of it. In the same proportion, in Valencia live 0.48 Million people belonging to this generation. The most representative ages are at the end of the spectrum, being those in their late 30's a little more than those in their late 20's. But all the ages have a similar proportion of representation. (INE,2020)

Most of this generation came of age in a complicated economic situation worldwide, facing an economic recession at the beginning of their working years. This shocking reality shaped the way this generation looks at spending and valuing consumption (Dimock, 2019). They are considered the generation with the mentality of "Access over Ownership" due to lack of money or space (living in cities), they want to have the experience of 'having' something, even if it is not for good. They are used to share, for the majority of them currently living with roommates, or with family. (Williams, 2018)

They are referred to as diverse, better educated and optimistic, in spite of their upbringing. They show interest in teamwork or group achievement, and good social conduct (Jeandean et

al., 2019). And they are shown to be a little bit more empathetic and less materialistic. (Hwang & Griffiths, 2017)

These individuals are considered as the first technological natives. Being born just before the explosion of the internet, and raised with the ability to form part and take advantage of all new technologies, they are the early adopters by excellence. They are considered to be tech-driven looking for everyday solutions online, using their mobiles an average of 2.12 hours a day (Turkcan, 2018).

In relationship with sharing platforms specifically, Millennials are considered to be a little selfish; being financial gains or cost-avoidance the main factors to participate. In second place are convenience and social relationships, making their lives a little bit easier and flexible. But it is necessary to add that a big part of this generation is, and is becoming more and more environmentally conscious, and are seeing the Sharing Economy as a means to reducing waste (SURVEYMONKEY, 2019).

They are described as well as the “born to share” generation; this is because several sharing economy platforms had been created by millennials and for millennials: peer to peer (Bernardi, 2018, p.45 in Koss & Müller, 2019). They integrate mostly as users, gradually becoming suppliers as well; they lead the way percentage wise when asked if they have or will be participating in a sharing platform (Coen, 2018).

Regarding trust, being grown during the technological boom and experiencing the first creation of social networks and participating in them, they are a little more willing to share their information (Allain, 2008). This group values strangers’ reviews in social platforms as a whole a little more than those of their family and friends, giving some weight to the rating systems; but they need to be persuaded to leave a review themselves. (PowerReviews, 2015)

Even though they consider these reviews as a valid source of information, they take it cautiously, being aware of the different ways this information can be manipulated. They are more adept and willing to participate, but still exists the concern for privacy, which is only growing the older they get.

From all of this, we can extract the following statements:

- Interested more on experiences over ownership
- Social and environmentally interested
- Need to be persuaded: Financial gains, convenience, acknowledgment
- Better adapted to share
- Medium acquisition power; In the financial growing years.
- Tech savvy and curious
- Value peer information as a whole
- Trust issues regarding privacy
- Socially open

3.3.4 GENERATION Z: Centennials

Called this way because they are considered to have been born either at the end or the beginning of a century, the Centennials are the younger generation to be addressed in this paper. Considering for this cohort all those individuals born between the years of 1997 and 2012, they are by 2020 of ages between 23 to 8 years of age. Making them all, or at least most of them, still dependent on their families and in formative years pursuing academic degrees. Much as their predecessors, they are used to living in a shared environment.

In Spain we found that 7.78 million individuals are a part of this generation making it a 16% of the total. Valencia is in line with 17% of their inhabitants enclosed into this cohort, making them around 0.43 million people. Of this number, just 0.15 million are considered young adults (18 and older). (INE,2020).

They are so far, the most diverse and multicultural generation, they embrace inclusion and equality. They are likely to be flexible and adaptive and have a wistfulness on being entrepreneurs (Patel, 2017). Have a really strong sense of social responsibility, and want to have a positive impact on the world. They are able to organize and mobilize themselves for causes they believe in, most of all, environmental issues; they are highly motivated in volunteering and sharing (SNC-Lavalin, 2018).

They are the true digital natives. Being born into a world which already was experiencing the boom of technology, and instant world. They have known the internet and web platforms since always, and are used to handle diverse platforms. They communicate through social media and online messaging and spend most of their time with their devices (Business Insider, 2020). For the most part they don't differentiate between their online and offline life, and value their online communities because of the differences between members (Theilen & Schröder, 2019).

With access to unlimited sources of information, they tend to inform themselves, making them to be analytical and pragmatic; considered good decision makers (Francis & Hoefel, 2018). On the other hand, this makes them not too patient, with an attention span of 8 second on average. They tend to be connected at all times and spend an average of 2.4 hours daily looking at their phones, which is their favorite device (Turkcan, 2018).

They identify consumption as access rather than possession, which is in accordance to the influence of the sharing economy they have grown up with. They are used to seeing P2P platforms. They were raised during a time of economic stress and are capable of analyzing their consumption accordingly. Even when today they are not still an economic force, they do have high influence with their families and friends regarding their consumption or participation decisions (Francis & Hoefel, 2018).

As well as their predecessors, centennials trust in peer produced information. They tend to read reviews before making a decision regarding their online activities; but they feel the need to have an incentive in order to give a review themselves. They are really protective of their own information, and tend to give out as little as possible (Fontein, 2019).

From all this information, we can resume the following:

- True technological natives
- Intelligent and informed
- Value all the communities they belong to, online and offline
- Environmentally conscious
- Value peer to peer connectivity
- Identify consumption as access
- Influential

- Aware of their personal information sharing
- Trust in peer generated information
- Look for easy access
- Without acquisition power
- Engaged and connected

3.3.5 CONCLUSION CUSTOMERS

The reasoning behind choosing these 3 generational cohorts is that they are the ones who have become better equipped and adapt in handling such technological devices and have an active online presence. Some more than others.

Millennials and Centennials share several traits, and their differences are not confronted. They both have lived in a connected world most of the time and value the access and convenience of digital services. They are willing to show their lives (centennials more honestly than millennials), and share it with others. The main similarity they have is that both value more the experience part of ownership, so they prefer access to something mostly.

They are both economically aware and try to not overspend in things they don't truly need. They trust in their peers and take reviews and opinions into consideration before making any consumption decision. Both are more concerned regarding the future but Centennials tend to be more proactive in contrast to the selfishness of millennials.

Generation X and Millennials are today's economic forces. They are the ones in working years but they perceive consumption differently. Even so, they both value greatly convenience and things that make their life easier. They both are looking for some economical gains from their participation if possible, which is a huge motivator for both to take part and to be included.

Now, Centennials have no real acquisition power yet, but they are the main influencers with their close relatives and friends; which makes them highly relevant. Millennials have low to medium acquisition power but they prefer not to own if possible, as they see this as less convenient. For Generation X they are supposed to already have all the things they need and when not, they have the ability and capacity to get them.

In contrast, it is educational to see that all people share the same concerns regarding online activity: Trust and information sharing.

These 3 generational cohorts account for the 53% of the Valencian population, considering taking into account those 15 y.o. and older, which equals to approximately 1.37 Mio people (not counting temporary individuals such as Erasmus students or long stay tourists). The use of a Web Application/App as mentioned in the proposal is aligned with those with access and actively using similar platforms today: Gen X, Millennials and Centennials.

It is proposed to be a Sharing Platform which is understood and used by Millennials and Centennials, with an approach to sharing, and in doing helping to create new social connections which tend to attract those older ones in Generation X – older users tend to be less economically motivated and appreciative of social interaction-. It is meant to attract them all by appealing to their different interests and addressing their shared concerns: trust and sharing personal information. (Böcker & Meelen, 2017)

For Centennials it is reinforcing the idea of solidarity, true sharing with peers and the ability to help and get gains without the need of money. They can get in touch with peers of their surroundings, find new circles and interchange belongings, making a trust network of their own. At the same time, the idea of no waste is to be pursued with this app, making a second life to everyday objects by sharing them. They are probably the most important group to develop as participants, as they are the newcomers economically speaking, and the influencers today regarding day to day participation within their groups.

For millennials the convenience, access to information and the possibility to get financial gains will be the main appeal. This application is being designed with the intention of achieve true sharing at heart, but their main contribution is to get us in contact with others; by no means dictating the arrangement they can establish between peers. So, even when we may access the Application selfishly, it is our hope that once trust is acquired, true sharing opportunities will develop. Younger Millennials alongside the older Centennials will be our main focus as customers developing, followed immediately by the rest of the Generation Y cohort.

With Generation X, being the ones expected to have the most possessions, we see them participating as suppliers. Aware that they will be looking to have financial gains for the most part, it is hoped that the expectation of social interaction will be another strong appeal. And hopefully the fact that the older a person gets the more generous he becomes, will be shown to be truthful as the interaction develops. (Urbain et al., 2013)

At the same time, this proposal might present unintentional financial gains for those who are business owners, giving them a platform in which to interact within their neighborhood.

In the following table we can see in a summarized way the main selected characteristics, in order to create a product that might be attractive for each cohort in some specific way.

Table 3 Self-composed: Summarized characteristics by cohort





MAIN CHARACTERISTICS	GENERATION X	GENERATION Y	GENERATION Z
Education	Mostly self-taught	Well educated with access to high education. Most universities graduate. Group oriented.	Most educated and with the most access to information which allowed them to make important and educated decisions.
Acquisition Power	In their peak earning years. Mostly own everything they need.	At the beginning of their careers and starting their main earning years. Still	Living out of their parents for the most part. They are influential on the other hand.

		need some additional income	
Living arrangement	Mostly house owners or living on their own.	Usually living with roommates. Shared expenses.	Living with their parents or sharing with roommates.
Technological Inclination	Learners. Need to be influenced. Not so tech savvy.	The originally called 'technological natives'. Early adopters and regular users.	The true technological natives. Complete technological, borned and raised with technological access. It is something given for them.
Usage Comfort	Not too attracted to use online platforms. Need to be seduced.	Tech savvy, and early adopters. Are used to online platforms and are the first to adopt the sharing platforms.	Live their life through their phones. Are used to use several different platforms. Are mindful about which ones they are a part of.
Trust	Not trusting in sharing platforms unless they seemed it as trustworthy.	Value peer review and are comfortable participating in	Trust in peer to peer generated information.

		platforms and sharing information. Have issues with the amount of personal information requested.	Preferred to give as little personal information as possible.
Inclusiveness		Inclusive but maintain a separation between their online and offline persona.	Most inclusive and diverse generation. Value to the same extent their online and offline relationships. World generation.
Main expectation	Comfortability and convenience. They want to make their lives easier.	Financial gains, follow up for convenience and social interaction. To gain options and opportunities to connect.	Access and opportunity. Shared knowledge and to feel they have a direct impact on their community.

3.4 BUSINESS MODEL CANVAS

Finally, after reviewing all the possible participants and learning about the desired customer targets and competitors. I'm able to elaborate the first attempt at a business model using the Business Model Canvas created by Osterwalder in 2010, (Strategyzer, N/A); with this we have a starting point for the development of the application and where it aims to go.

KEY PARTENERS 	KEY ACTIVITIES 	VALUE PROPOSITION 	RELATIONSHIP W/CUSTOMERS 	CUSTOMER SEGMENT 
<ul style="list-style-type: none"> • Investors • Sharers/locals • Local businesses • Social Media Platforms 	<ul style="list-style-type: none"> • Social growth • Customer Service • Network Building • Website and Web Platform management • Marketing 	<ul style="list-style-type: none"> • Convenience, choose your range. • Sharing Platform for establishing local Networks with true Sharing intent • Local business announcements • Real time alerts and Real time Chat • Facilitate integration or exiting from and into a new community: Neighborhood, School, etc. • Helping you help your community • Trust Building and Behavior history; awards • New life to products, better usage of idle items. • Capability to agree on different types of trading 	<ul style="list-style-type: none"> • Online Community • Social solidarity • Reach • Peer to Peer • Co-Creation • Awards 	<ul style="list-style-type: none"> • Gen Y: Millennials Locals Immigrants/Expats Women • Gen Z University Students • Early adopters Gen X Locals Small business owners
COST STRUCTURE  <ul style="list-style-type: none"> • Technology: Platform development • Staff • Marketing 		SOURCE OF REVENUE  <ul style="list-style-type: none"> • Verified Members • Adverts/Investments 		

3.5 ADDITIONAL CONSIDERATIONS

In addition to the research, it seems important to me to add some other influential considerations to this proposition. As mentioned in the introduction, my main objective is to be able to create a tool that will help people connect and help each other promoting social development and a sense of belonging.

The theories chosen have shown that they need an active participation of the individuals for them to work, but if engaged, they could lead to great results with benefits both as an individual level and a society level. We need to engage with others. This is where the following concept comes into play. The act of helping -sharing or giving-, through any kind of platform, can promote participation if it is pursued correctly.

3.5.1 THE HELPERS HIGH

The present situation of the world has brought to our attention a neuroscience theory developed in the 80's by Allan Luks referred to as "Helper's High", a wellness feeling we get after a good deed. (Dossey, 2018)

The Helper's High is the body's reaction to the action of helping others. It is a neurochemical response that, according to diverse studies, is eerily similar to the response one gets from antidepressants, exercise or even sex; you get a rush of dopamine and endorphins. (Wilson, 2015)

Several studies had shown that having an objective goal is the best in order to achieve this rush. It is when we are aware of how our participation has a direct effect that our neurological reaction gets an increased response. (Dossey, 2018)

It is theorized that most human action is driven by dopamine response, and giving or helping does not have to be different. Giving or helping goes with the evolved social nature of humans, it is an action required in order to ensure our species survival (Kruger, 2019). The action of giving creates positive emotions and displaces those negatives, which promotes it to be repeated (Post, 2009). Curious as well, this rush or pleasant feeling can be repeated with just

the memory of the good deed (Dossey, 2018). As well as with other rushes, this one can be addictive as well; but in greater contrast, this addiction would end up proving beneficial for all parts involved as well as the society.

Barnett, as mentioned by Wilson (2015), suggests that: “giving is related to a person’s membership of a network, society or group”. This might create a subconscious competition: once one individual sees other sharing or helping a cause, this relates to them so they decide to contribute as well, in a way that they might be seen as well as a team player.

Sander Van Der Lind (in Wilson, 2015), states that givers were 42% more likely to report happiness and 25% more likely to report a healthy life. This is directly linked to the hormones released when doing so. This was first supported by the survey realized by Luks, who took thousands of volunteers from around the USA and they constantly stated that their overall health improved once they started volunteering; i.e. helping (Post, 2009). And, something that is rarely promoted, the action of caring for others ends up providing greater overall happiness to those who do it. (CoronadoSAFE, 2016)

As a final thought, and in accordance with today’s world situation, I’ll leave a statement made by Adam Grant: “The great thing about showing up for other people is that it doesn’t have to cost a whole lot or anything at all, and it ends up being beneficial to the giver.” (Parker-Pope, 2020)

4 DELIVERABLE

After analyzing and reviewing the answers and the learnings gained from the state of the art, the competitors, the study of possible market segments and the needs and wants from expected customers, I can present a first approach as how the product proposed is expected to look and function once introduced into the market.

In order to do this in a more self-explanatory way, I have created a first mockup so we can see the expected outcome and be able to start getting feedback in regards to its use and plan future steps of the research. This product is expected to be carried all the way out, as to make this project the first step into the complete development of a Web application/App.

4.1 MOCKUP

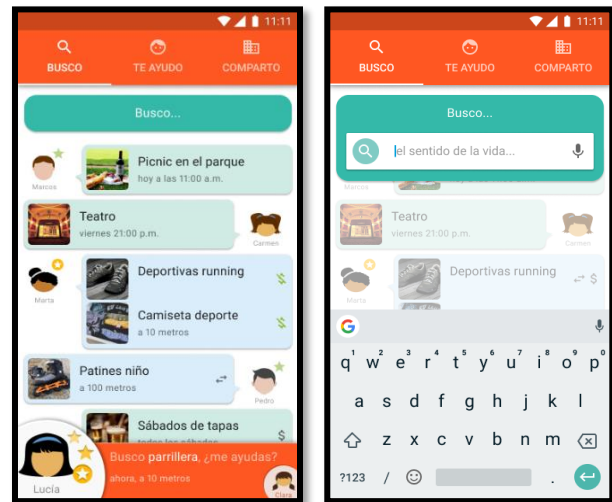
Our final Mockup is -as of today-, presented as follows:

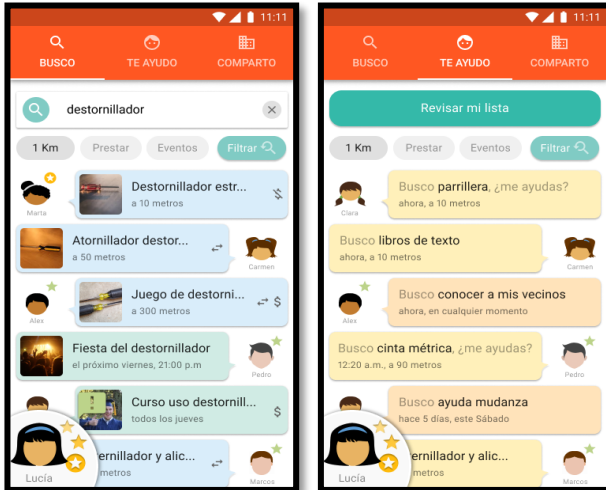


First: Has to be easy to access without requesting too much personal information. Using an account from one of the major sites is today a well used option.

The proposed layout includes 3 initial pages: Busco, Te ayudo and Comparto. Each one is meant for a specific purpose. Each one has the ability to look for.

You can see as well your own avatar, and everyone else's.

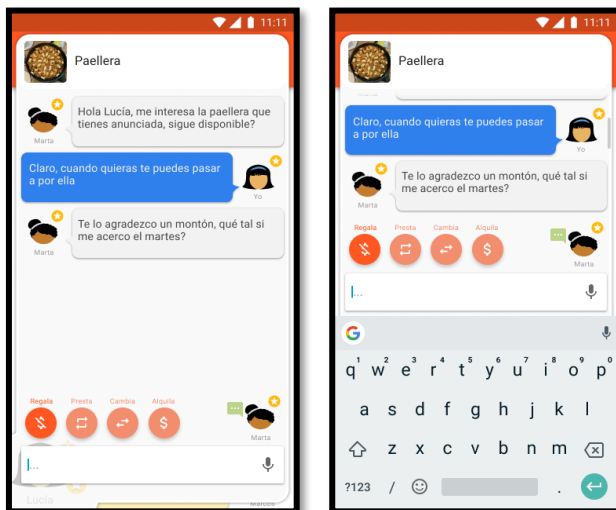
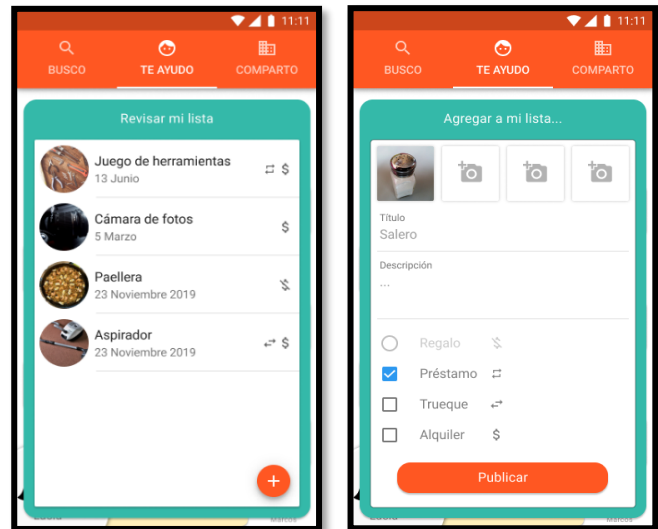




The difference between each page is essentially what would you be able to find in there:

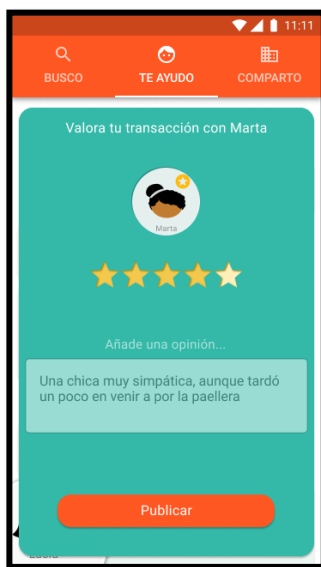
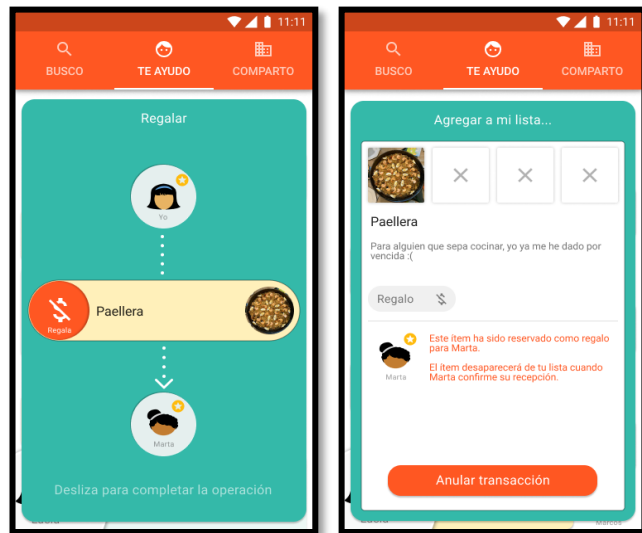
- Busco: Seeking Help
- Te ayudo: Helping others/give away
- Comparto: Send out a message for anyone in range. This option produces an alert for the other users.

It is planned to allow the user to have a listing on their profile regarding any things, services or events they are offering to others. The option of 'renting' is there but the app is meant to be pushed as a true sharing platform.



It has a peer to peer chat so individuals are able to get in contact with each other giving them the opportunity to interact and chat. Individuals then have the option to decide if they break the online barrier or not.

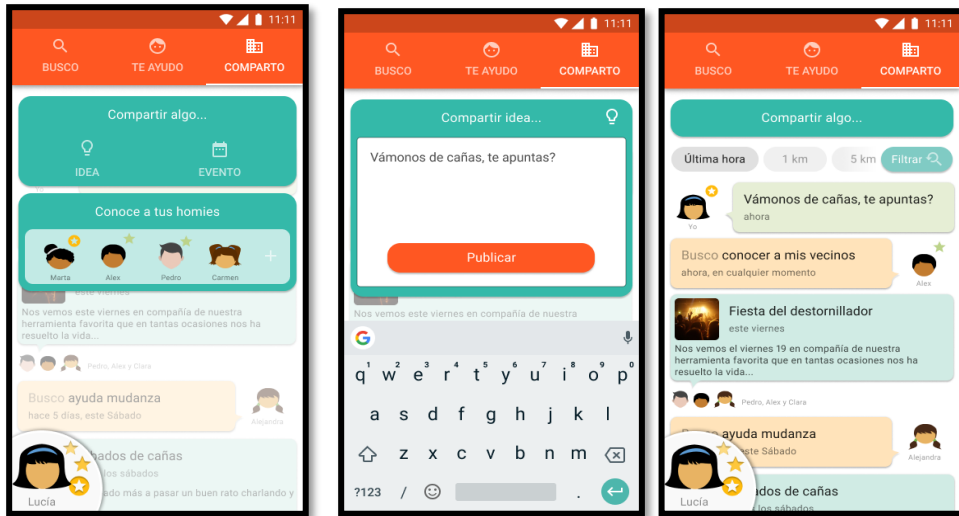
When lending an item, it is shown on your profile. And would be released once the item has been returned to its owner. The transaction must be validated by the 2 parts, increasing the sense of commitment and dependability.



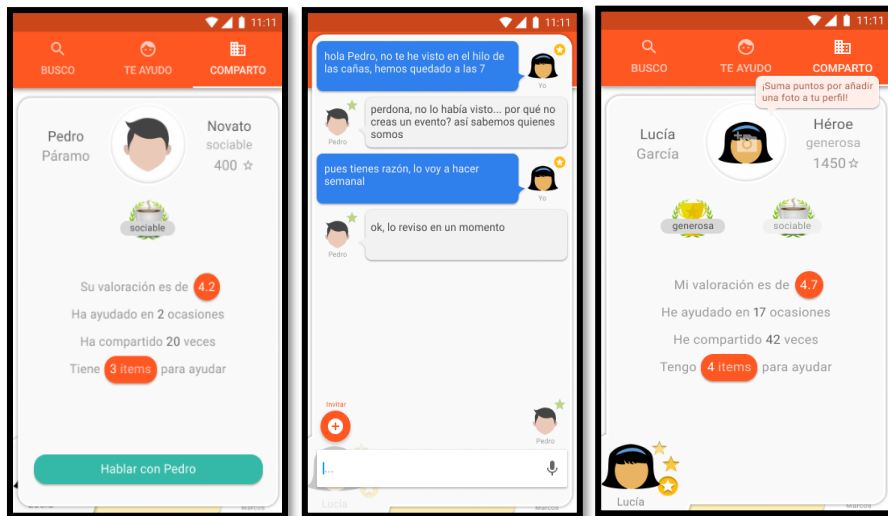
The two-way rating and review system will produce a database of trusted individuals. Easing participation and increasing trust. There will be a 'Badge System', which purpose is to assign points based on how many participations you have on the app, creating a sort of rating of helpfulness or solidarity. Based on the competitive mentality of helping: when you see someone helping, it provokes others to try and match it. This is considered to be the main value of the app. Promoting this feedback will ensure to gain trust among users and create a better network, a more trustable one.

The option Comparto has been included so individuals might share good news, ask for references, make events or announce anything they want to share with those around them.

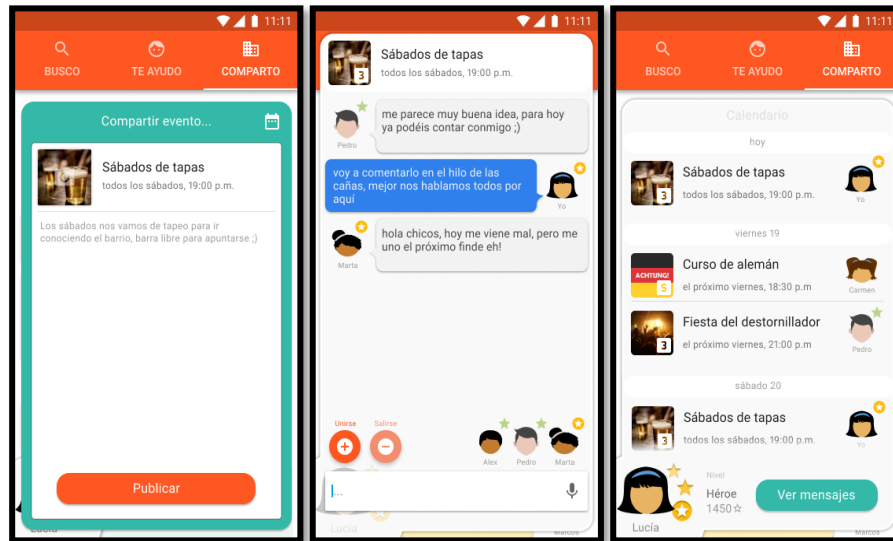
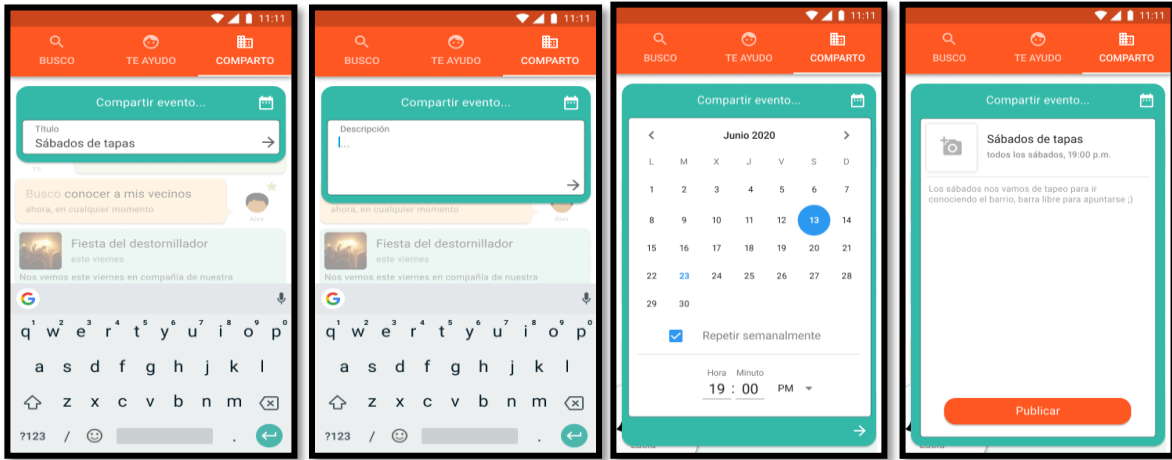
Making it easy to get to know each other, share with one another or even find out about possible events nearby.



You might be able to get directly in touch with those who are available and see their historical participation. By seeing their points, reviews, and badges you might have a better sense of the kind of person he/she is and if would be compatible with what you're looking for or offering.



Creating events! Just as in the other apps, you might create events and program invitations by date and have a group or people for it.



This is just one example for the Comparto feature, it can be used for something as simple as to say good night to everybody or even made a neighborly request for some quiet time.

5 EMPIRICAL APPLICATIONS

As mentioned throughout this paper, the final objective for this new product is to advocate for social interaction, solidarity and finally development within all the communities we are a part of.

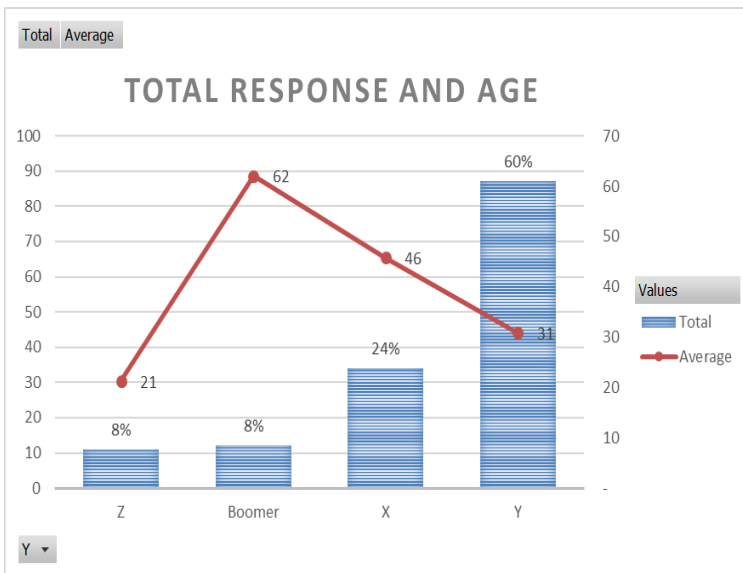
This product is intended to exist as a bridge between the individuals helping to surpass the initial fear about addressing those strangers around us, or the lack of knowledge regarding who might be able to help us and to whom we might be of assistance. It is meant to bring us closer as a community and strengthen our ties to our city.

From saying hello to our neighbors, acknowledge the good deeds made by others, letting everyone know you can help or in need of some assistance, as well as gathering knowledge about your local businesses or neighborly offers; this web platform/App might come in handy whenever when confronted to any situation in which having 'not-yet meet' friends will be useful.

From the business standpoint, this platform intends on being a new partner for the local small businesses. The objective is to form collaborations between the individuals, platform and business owners in order to form a solidarity network. Local businesses can offer rewards to those with different kinds of badges, get volunteer workers for specific tasks and use the platform as a bulletin board to gain customers. Trade of goods and services might result as a final goal in the intent of keeping the money aspect out of the equation between individuals and local businesses.

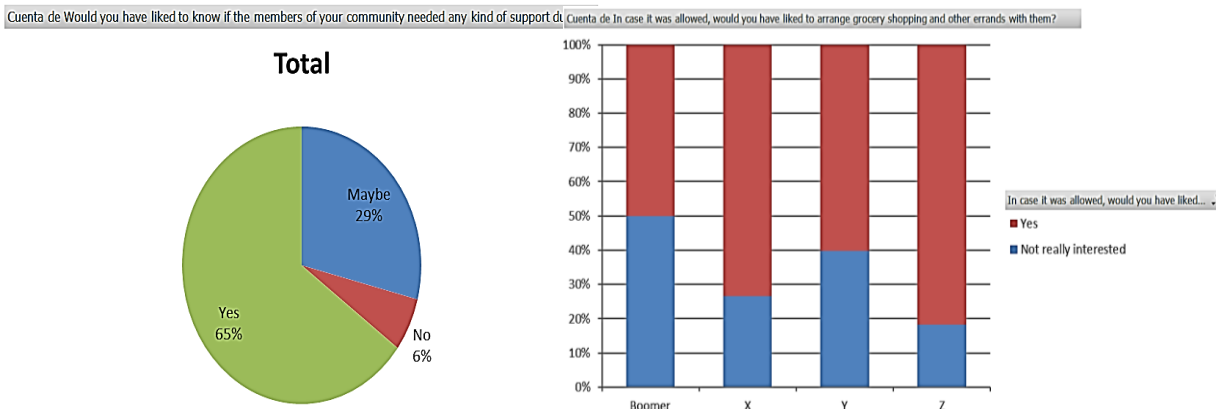
5.1 TESTING THE THEORY: EMPIRICAL SURVEY

Once identified the generational cohorts, it is needed to test if this idea is something that might be welcome by the Valencian inhabitants. In order to do so, I developed and launched an initial survey to try identifying the current behaviors of the participants and perhaps the missing opportunities in today's market. The complete list of questions can be seen in Appendix A. The main learnings from it are mentioned below.



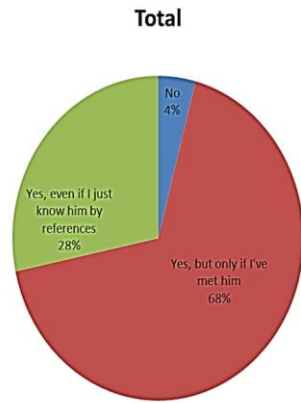
As viewed in the left graph, out of a total of 144 responses, the Millennials were the generation most participative as expected by the theoretical framework, representing the 60% of all responses with an average age of 31 years old. As this generation is meant to be the target demographic, this will help us review expected behavior.

Taking the previous alarm state as context, we discovered that even though most people are not in direct communication with their neighbors, they would like to be able to do so. This means that there is a need that isn't being fulfilled, as 64% of answers were favorable in the desire of doing so.



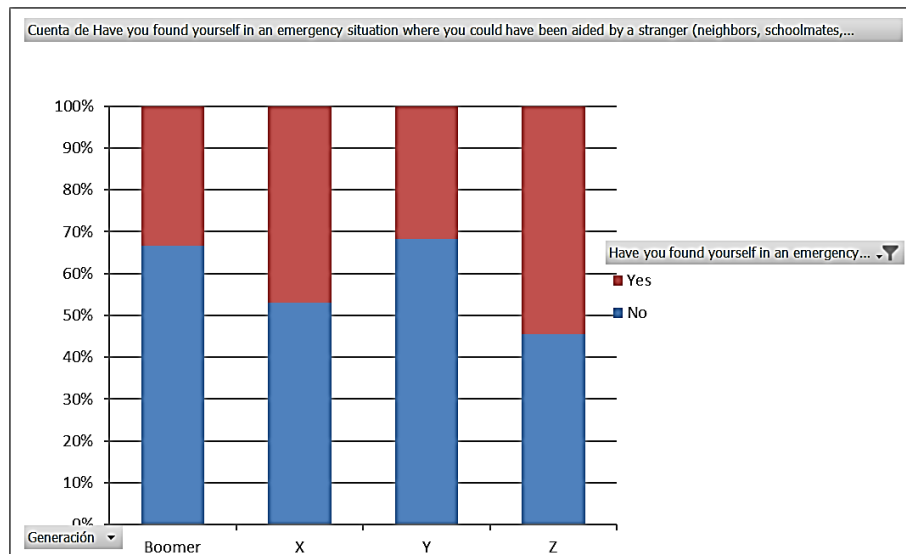
This shows that a tool that helps getting in touch with people around you might be helpful and result in a created need.

Cuenta de Imagine you need to retrieve something personal, from someone who cannot wait for you. Would you trust someone else to get it for you?



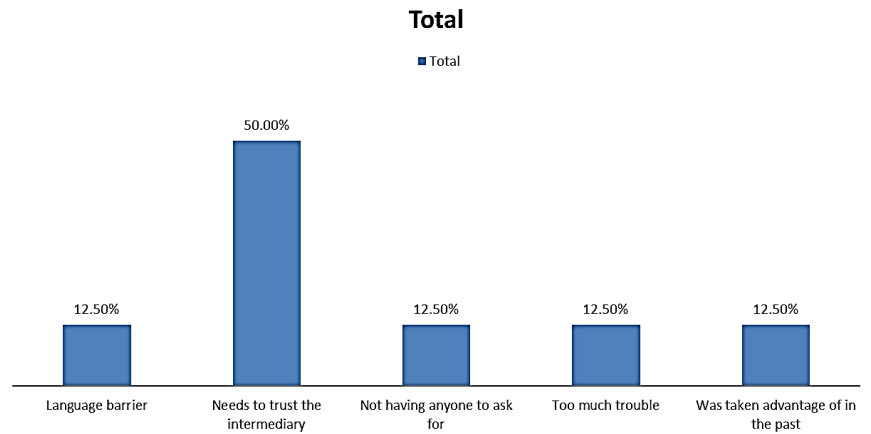
Most people today are comfortable by depending only on those closed to them, i.e. family and friends. But there is a scope of them which are open to the possibility of helping each other even if they haven't met the other first hand.

The survey shows that there is a good percentage of participants that would have benefited or needed some "stranger" aid at least one time.

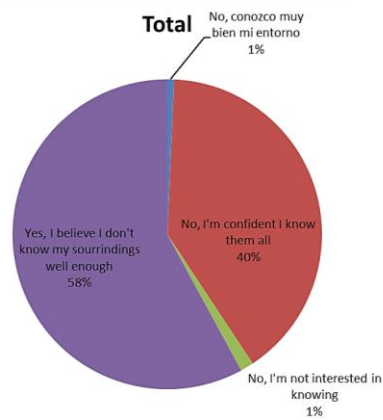


The main issue for this to happen is: trust, as mentioned in the theoretical framework. This tool might become handy if we achieve having a large set of users feeding it information and promoting trust.

Cuenta de In case you answered "No", please, could you give some reason you wouldn't trust the task to anyone else



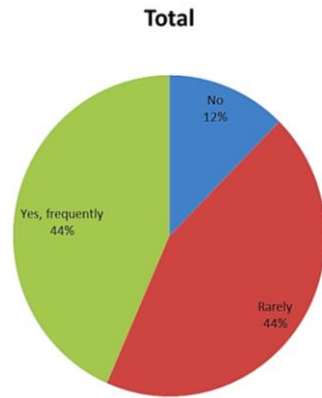
Cuenta de Do you miss knowing exactly what small business exist around you? (i.e.: neighborhood, school, office...)



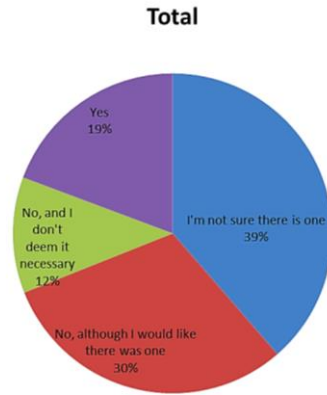
From the business standpoint, we can see that this application might work as a source of information regarding local and small businesses. Most of us are not completely aware of all the small businesses near us.

This lack of surroundings information translates as well to all other offers: services, businesses, activities or even housing. This app might close the informational gap by allowing you and others to transmit a message directly to those nearby that might be able to respond to it.

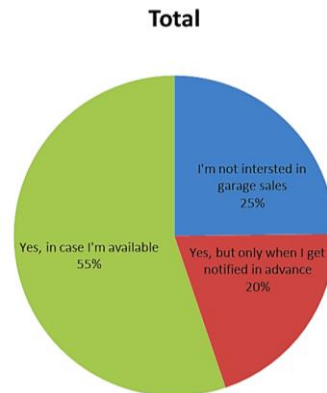
Cuenta de Do you pay attention to the adverts you find posted on streetlights or poles?



Cuenta de Is there some kind of bulletin board in your neighborhood?



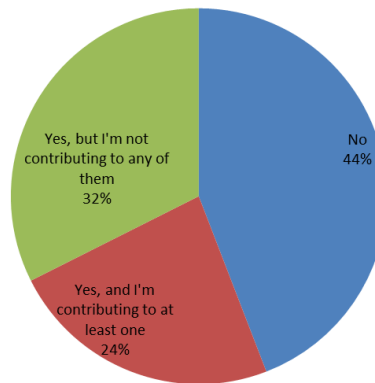
Cuenta de In case someone from a social network you belong to, makes a garage sale, would you like to go and take a peek?



Regarding solidarity, this tool might help to make it more fun and accessible to others. As well as tempting our competitors' strain by giving us a measure of our good deeds. This, according to the literature, might prompt people who are not much of a giver to participate in order to not be the one that doesn't.

Cuenta de Do you know any solidarity program in your city?

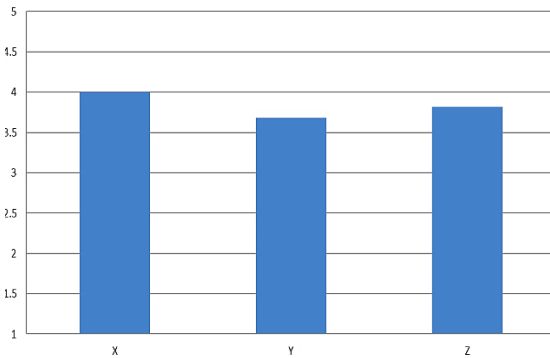
Total



Even though in general, people consider themselves quite generous or willing to help, the fact to have a tool measuring it and the ability to earn some acknowledgement from that is a good participation persuader.

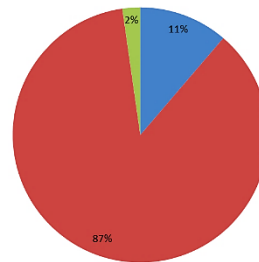
Promedio de In a scale from 1 to 5, how generous do you consider yourself?

Total



Cuenta de What of the following sentences do you think describes you better?

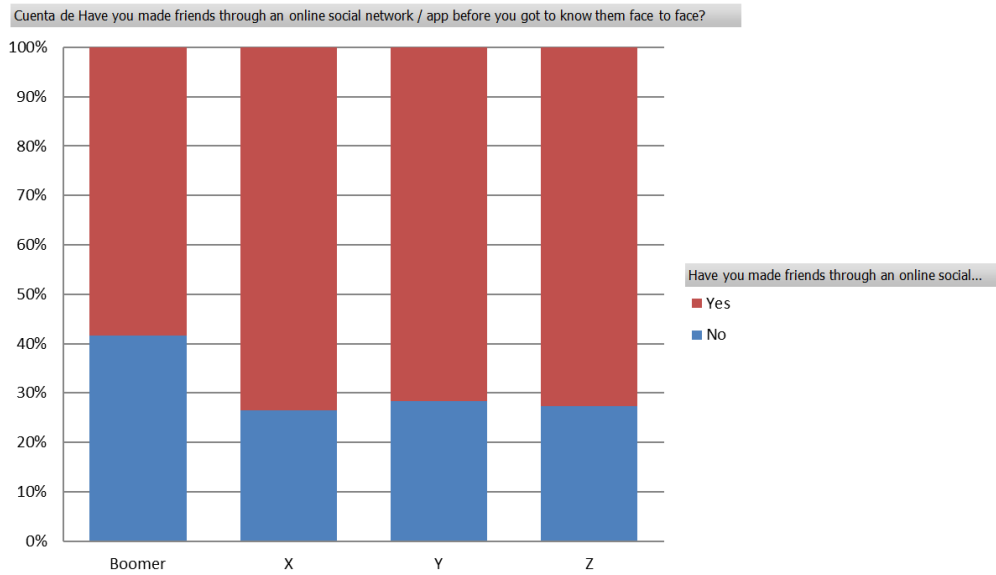
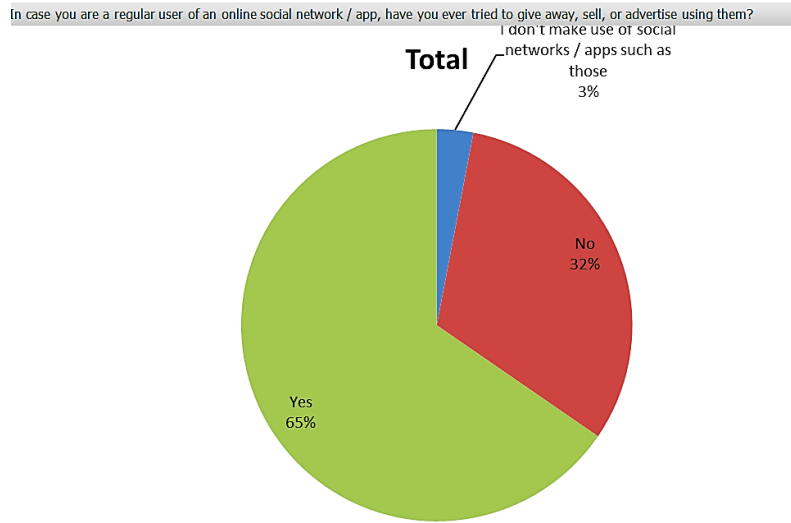
Total



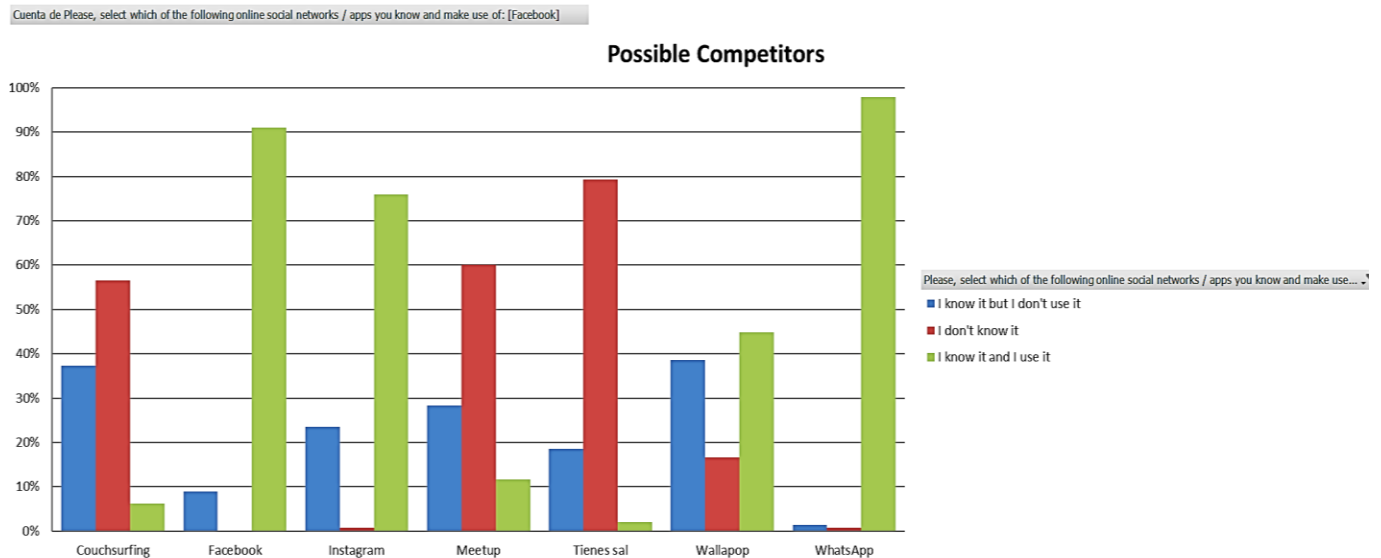
What of the following sentences do you think...

- I help whenever I deem necessary, but it feels good when it's acknowledged
- I help whenever I deem necessary, even if it's not acknowledged
- I usually only help to people that also help me
- (blank)

And, about the use of similar platforms, as expected most of the answers were positive as far as usage goes.



Finally, for the competitors review, we see that our direct competitor Tienes Sal (as far as main features and aim goes), is not really well known in Valencia. Which gives us hope that there is still space to work and needs to be fulfilled.



6 FINAL CONCLUSIONS

After researching, reading and analyzing the current state of art of our 3 start point theories: Circular Economy, Sharing Economy and Social and Solidarity Economy, it seems to me that further research alongside shared or mixed implementation and shared characteristics is possible and needed. The characteristics found and the experienced or expected ways of working among the individuals or the industry have shown to be compatible at least in paper.

From my stand point, it is my theory that one of the main reasons this is not being pursued is the lack of focus into financial gains. Mainly addressing the teachings from Solidarity Economy, it is clear that an economy focused around the individual might not be too appealing to the big participants and for those capable to promote change at a faster pace. However, these 3 theories share a very important characteristic which needs to be -or already is- key in future developments: sustainability. If this is taken into account on the initial returns expectations, at the end it will result beneficial.

Nevertheless, the use of the internet and information technologies have put the individual in a position where he can affect the economy more directly and be a modifying agent in a more direct way than ever. We are now in power, if we chose to take it. Create a new way of working and get an economy that works for us, not us for it.

This paper has focused particularly in the way these theories might converge when applied to an App used by individuals. After the world's recent events, I've found that the most part of those around me wish there was a way to help even a little more, and I believe it is time to promote it. It doesn't need to be something too great, but it needs to be something that convince us of the fact that we are making a difference. Once someone is doing it, little by little it spreads.

Adding to this is the fact that Valencia is a city with an important flux of new inhabitants. This research shows that there is a need for trust among strangers in order to get back that neighborly feeling. And trust only can be created by shared experiences or by recommendations, and what better recommendations than those of your peers. Not only that, to gain trust is to gain access to whole new experiences and a new set of opportunities.

I believe there is an opportunity and a need to be fulfilled regarding the anonymity a big city can produce. It is possible for everyone to recognize themselves as a part of several communities depending the "hat" they have wore for the day: student, son, parent, friend, athlete, etc.; it's just a matter of breaking the silence barrier.

7 NEXT STEPS AND FURTHER RESEARCH

Following steps for this proposal is to develop the code for the website as well as to the cell phone applications. Once developed a functioning site and App, it is meant to start tryouts groups in order to establish if what was learned from this research matches the reality and, if needed to, improve or modify the features and design.

Further research into this proposal includes reviewing the state of the art regarding marketing approaches by means of social media used, and how to attract, maintain and develop new users, particularly the youngest generation. Followed by research on how to get funding and working to grow. As well as how promoting to businesses and establishing partnerships so this product might become self-sufficient.

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APENDIX A: SURVEY

Marca temporal	How old are you?	Generación	How many people are living in your home?	How many neighbors do you know?	Have you spoken with your neighbors during the COVID-19 lockdown? What about?	Would you have liked to know if the members of your community needed any kind of support during the lockdown?	In case it was allowed, would you have liked to arrange grocery shopping and other errands with them?	Have you ever found yourself in a situation where you needed to communicate with your neighbors and you didn't have the means to do it?
7/29/2020 19:55:44	30	Y	2	0	I did not speak with any neighbor	Yes	Yes	No
7/29/2020 20:00:09	39	Y	3	3	I did not speak with any neighbor	Yes	Not really interested	No
7/29/2020 20:09:41	26	Y	2	2	To ask if they needed assistance	Yes	Yes	No
7/29/2020 20:13:20	33	Y	3	4	To keep up to date about the situation with the COVID-19 pandemic and lockdown	Maybe	Yes	No
7/29/2020 20:17:55	50	X	3	3	To ask about their family	Yes	Yes	Yes
7/29/2020 20:22:04	20	Z	7	0	I did not speak with any neighbor	Yes	Yes	No
7/29/2020 20:26:57	65	Boomer	5	2	I did not speak with any neighbor	Yes	Not really interested	Yes
7/29/2020 20:29:07	65	Boomer	2	8	To ask about their family	Maybe	Yes	No
7/29/2020 20:33:57	38	Y	1	3	I did not speak with any neighbor	Maybe	Not really interested	No
7/29/2020 21:00:36	33	Y	3	15	To ask if they needed assistance	Yes	Yes	No
7/29/2020 21:08:29	27	Y	4	0	I did not speak with any neighbor	Maybe	Not really interested	Yes
7/29/2020 22:16:01	29	Y	2	0	I did not speak with any neighbor	Yes	Not really interested	No
7/29/2020 22:18:38	34	Y	3	0	I did not speak with any neighbor	Yes	Yes	Yes
7/29/2020 22:20:11	23	Z	4	0	To ask if they needed assistance	Yes	Yes	Yes
7/29/2020 22:49:32	35	Y	4	0	I did not speak with any neighbor	Maybe	Not really interested	No
7/29/2020 23:22:28	31	Z	2	2	To ask if they needed assistance	Yes	Yes	No
7/29/2020 23:33:20	43	X	2	8	I did not speak with any neighbor	Yes	Yes	No
7/30/2020 00:03:28	48	X	2	10	To ask about their family	Yes	Yes	No
7/30/2020 01:31:03	37	Y	4	2	To ask if they needed assistance	Yes	Yes	No
7/30/2020 01:48:17	31	Y	2	17	I did not speak with any neighbor	Maybe	Not really interested	No
7/30/2020 07:25:43	38	Y	1	3	I did not speak with any neighbor	Maybe	Yes	No
7/30/2020 08:34:36	45	X	4	4	I did not speak with any neighbor	Yes	Yes	No
7/30/2020 09:50:21	69	Boomer	12	2	To ask if they needed assistance	Maybe	Not really interested	Yes
7/30/2020 10:09:14	46	X	2	5	To ask about their family	Yes	Yes	No
7/30/2020 11:56:17	33	Y	2	1	I did not speak with any neighbor	Yes	Not really interested	Yes
7/30/2020 14:28:56	59	Boomer	2	30	To ask about their family	Yes	Not really interested	Yes
7/30/2020 16:16:55	29	Y	5	9	To ask about their family	Yes	Yes	No
7/30/2020 21:18:43	29	Y	2	2	I did not speak with any neighbor	Yes	Yes	Yes
7/31/2020 12:11:11	26	Y	3	1	I did not speak with any neighbor	Yes	Not really interested	No
8/1/2020 14:43:28	57	Boomer	2	0	To ask about their family	Yes	Yes	No
8/2/2020 15:27:39	44	X	4	4	To ask if they needed assistance	Yes	Yes	No
7/29/2020 18:53:59	36	Y	3	4	I did not speak with any neighbor	Maybe	Not really interested	No
7/29/2020 19:03:14	43	X	4	8	To ask if they needed assistance	Yes	Yes	No
7/29/2020 19:04:58	30	Y	2	1	To ask if they needed assistance	Yes	Yes	No
7/29/2020 19:23:56	26	Y	3	30	I did not speak with any neighbor	Maybe	Not really interested	No
7/29/2020 19:39:48	26	Y	4	4	I did not speak with any neighbor	Maybe	Yes	No
7/29/2020 19:59:38	27	Y	4	0	I did not speak with any neighbor	Yes	Yes	No
7/29/2020 20:07:44	24	Y	2	7	Neighbor community arrangements	Maybe	Not really interested	No
7/29/2020 20:08:14	27	Y	4	2	To ask if they needed assistance	Yes	Yes	No
7/29/2020 20:11:15	26	Y	5	3	To ask if they needed assistance	Yes	Yes	Yes
7/29/2020 20:12:48	28	Y	2	2	To ask if they needed assistance	Yes	Yes	Yes
7/29/2020 20:12:52	28	Y	2	0	I did not speak with any neighbor	Yes	Yes	No
7/29/2020 20:13:17	32	Y	2	2	To ask if they needed assistance	Yes	Yes	No
7/29/2020 20:14:00	30	Y	2	8	Small talk	No	Not really interested	No
7/29/2020 20:14:12	44	X	3	2	To ask if they needed assistance	Yes	Yes	No
7/29/2020 20:14:30	23	Z	4	0	I did not speak with any neighbor	No	Yes	No
7/29/2020 20:14:51	38	Y	2	1	I did not speak with any neighbor	Yes	Yes	No
7/29/2020 20:15:50	34	Y	3	50	To ask if they needed assistance	Yes	Yes	No
7/29/2020 20:16:20	40	X	3	3	To ask if they needed assistance	Maybe	Yes	No
7/29/2020 20:19:48	32	Y	2	6	To ask if they needed assistance	Yes	Yes	No
7/29/2020 20:23:51	30	Y	3	1	I did not speak with any neighbor	Yes	Yes	Yes
7/29/2020 20:24:46	0	Y	0	0	I did not speak with any neighbor	Yes	Yes	Yes
7/29/2020 20:26:00	33	Y	3	10	To keep up to date about the situation with the COVID-19 pandemic and lockdown	Small talk	No	Not really interested
7/29/2020 20:29:10	29	Y	3	8	I did not speak with any neighbor	Maybe	Not really interested	No
7/29/2020 20:29:19	38	Y	4	3	I did not speak with any neighbor	Maybe	Not really interested	No
7/29/2020 20:29:21	51	X	3	19	To ask about their family	Yes	Yes	No
7/29/2020 20:29:38	38	Y	3	1	To ask if they needed assistance	Yes	Yes	No
7/29/2020 20:37:49	21	Z	4	10	I did not speak with any neighbor	Maybe	Not really interested	No
7/29/2020 20:39:22	28	Y	5	0	I did not speak with any neighbor	No	Not really interested	No
7/29/2020 20:41:48	61	Boomer	5	5	To ask if they needed assistance	Yes	Not really interested	No
7/29/2020 20:52:11	34	Y	3	5	Neighbor community arrangements	Maybe	Not really interested	No
7/29/2020 20:54:45	38	Y	3	0	I did not speak with any neighbor	Yes	Yes	No
7/29/2020 21:11:35	42	X	2	8	To ask about their family	Maybe	Not really interested	No
7/29/2020 21:12:14	28	Y	3	5	To keep up to date about the situation with the COVID-19 pandemic and lockdown	Yes	Not really interested	Maybe
7/29/2020 21:14:15	24	Y	1	10	I did not speak with any neighbor	Yes	Not really interested	No
7/29/2020 21:16:51	27	Y	3	15	To ask about their family	Maybe	Yes	No
7/29/2020 21:18:33	42	X	3	3	I did not speak with any neighbor	Yes	Yes	No
7/29/2020 21:30:55	23	Z	4	8	I did not speak with any neighbor	Yes	Not really interested	No
7/29/2020 21:52:01	23	Z	4	10	To ask if they needed assistance	Yes	Yes	Yes
7/29/2020 21:52:36	72	Boomer	2	43	I did not speak with any neighbor	No	Not really interested	No
7/29/2020 21:58:38	31	Y	2	2	I did not speak with any neighbor	Maybe	Not really interested	Yes
7/29/2020 22:00:09	28	Y	3	10	To keep up to date about the situation with the COVID-19 pandemic and lockdown	Yes	Yes	Yes
7/29/2020 22:06:41	49	X	3	60	To ask if they needed assistance	Yes	Yes	No
7/29/2020 22:29:26	50	Boomer	4	14	To ask if they needed assistance	No	Yes	No
7/29/2020 22:38:41	43	X	1	86	To ask about their family	Yes	Not really interested	No
7/29/2020 22:44:58	30	Y	4	5	I did not speak with any neighbor	Maybe	Not really interested	Yes
7/29/2020 22:47:14	40	X	3	25	To ask if they needed assistance	Yes	Yes	Yes
7/29/2020 22:53:16	28	Y	35	2	To keep up to date about the situation with the COVID-19 pandemic and lockdown	Yes	Yes	Yes
7/29/2020 22:53:18	43	X	3	11	I did not speak with any neighbor	Yes	Not really interested	No
7/29/2020 22:56:02	47	X	3	6	To keep up to date about the situation with the COVID-19 pandemic and lockdown	Maybe	Not really interested	No
7/29/2020 22:56:44	29	Y	2	0	I did not speak with any neighbor	Yes	Yes	No
7/29/2020 23:00:11	37	Y	3	10	I did not speak with any neighbor	Yes	Yes	No
7/29/2020 23:03:33	35	Y	3	7	To ask about their family	Yes	Not really interested	No
7/29/2020 23:06:48	35	Y	3	5	To ask about their family	Maybe	Not really interested	No
7/29/2020 23:11:13	33	Y	2	16	To ask if they needed assistance	Yes	Yes	No
7/29/2020 23:11:18	37	Y	2	4	To ask if they needed assistance	Yes	Yes	No
7/29/2020 23:18:39	44	X	4	6	Small talk	Maybe	Not really interested	No
7/29/2020 23:19:34	38	Y	3	10	To keep up to date about the situation with the COVID-19 pandemic and lockdown	Yes	Not really interested	No
7/29/2020 23:22:23	40	X	3	5	To ask if they needed assistance	Yes	Maybe	Yes
7/29/2020 23:44:31	51	X	2	5	To ask if they needed assistance	Yes	Yes	No
7/29/2020 23:49:16	46	X	3	50	To ask if they needed assistance	Yes	Not really interested	No
7/29/2020 23:53:04	34	Y	3	5	To keep up to date about the situation with the COVID-19 pandemic and lockdown	Yes	Not really interested	No
7/30/2020 00:05:32	38	Y	5	26	To ask if they needed assistance	Yes	Yes	Yes
7/30/2020 00:10:27	34	Y	2	1	Neighbor community arrangements	Maybe	Yes	No
7/30/2020 00:10:52	38	Y	3	4	To ask if they needed assistance	Yes	Yes	No
7/30/2020 00:12:04	66	Boomer	1	2	To ask about their family	Maybe	Yes	Yes
7/30/2020 00:17:14	52	Y	5	4	To ask about their family	Yes	Yes	No
7/30/2020 00:19:52	31	Y	4	6	To ask if they needed assistance	Maybe	Yes	No
7/30/2020 00:24:31	40	X	3	2	To ask if they needed assistance	Yes	Yes	No
7/30/2020 00:39:04	52	X	3	6	Neighbor community arrangements	Maybe	Yes	No
7/30/2020 01:25:04	25	Y	2	22	To ask if they needed assistance	Yes	Not really interested	Yes
7/30/2020 01:33:11	31	Y	3	15	To keep up to date about the situation with the COVID-19 pandemic and lockdown	Yes	Yes	No
7/30/2020 02:38:13	31	Y	3	10	I did not speak with any neighbor	Yes	Not really interested	No
7/30/2020 05:24:33	37	Y	5	4	To keep up to date about the situation with the COVID-19 pandemic and lockdown	Yes	Not really interested	No
7/30/2020 05:36:13	25	Y	8	8	I did not speak with any neighbor	Maybe	Not really interested	No
7/30/2020 06:08:57	40	X	3	100	To ask if they needed assistance	Yes	Yes	No
7/30/2020 06:25:51	17	Z	4	5	To keep up to date about the situation with the COVID-19 pandemic and lockdown	Yes	Yes	No
7/30/2020 07:33:48	49	X	5	0	I did not speak with any neighbor	Yes	Yes	No
7/30/2020 08:35:12	48	X	3	10	To ask if they needed assistance	Yes	Yes	No
7/30/2020 08:40:19	33	Y	4	6	To ask if they needed assistance	Yes	Yes	Yes
7/30/2020 08:50:22	26	Y	5	3	To ask if they needed assistance	Yes	Yes	Yes
7/30/2020 08:57:05	36	Y	3	25	I did not speak with any neighbor	Yes	Yes	No
7/30/2020 09:13:17	54	X	4	23	To ask if they needed assistance	Yes	Yes	No
7/30/2020 09:23:31	25	Y	4	20	I did not speak with any neighbor	Yes	Yes	No
7/30/2020 11:04:48	23	Z	5	10	I did not speak with any neighbor	Yes	Yes	No
7/30/2020 11:35:19	24	Y	2	6	I did not speak with any neighbor	Yes	Yes	Yes
7/30/2020 11:40:57	38	Y	2	3	To ask about their family	Yes	Yes	Yes
7/30/2020 12:14:52	33	Y	2	3	I did not speak with any neighbor	Yes	Yes	No
7/30/2020 13:34:49	58	Boomer	2	2	To ask if they needed assistance	Maybe	Not really interested	No
7/30/2020 14:35:06	35	Y	2	6	To ask if they needed assistance	Yes	Yes	No
7/30/2020 15:18:47	24	Y	1	3	To ask if they needed assistance	Yes	Yes	No
7/30/2020 16:31:34	19	Z	6	3	I did not speak with any neighbor	Maybe	Yes	No
7/30/2020 17:31:14	21	Z	2	2	I did not speak with any neighbor	Yes	Yes	No
7/30/2020 18:31:46	25	Y	3	2	I did not speak with any neighbor	Yes	Not really interested	No
7/30/2020 18:38:00	42	X	1	8	To keep up to date about the situation with the COVID-19 pandemic and lockdown	Yes	Not really interested	No
7/30/2020 19:45:13	53	X	5	29	To ask about their family	Maybe	Yes	No
7/30/2020 19:48:58	29	Y	4	0	I did not speak with any neighbor	Yes	Yes	No
7/30/2020 19:49:22	26	Y	4	4	To keep up to date about the situation with the COVID-19 pandemic and lockdown	Yes	Not really interested	No
7/30/2020 19:58:30	24	Y	5	2	Neighbor community arrangements	Maybe	Not really interested	No
7/30/2020 23:38:07	58	Boomer	2	6	To ask if they needed assistance	Yes	Yes	No
7/31/2020 09:18:31	33	Y	2	3	To ask if they needed assistance	Maybe	Not really interested	Yes
7/31/2020 13:08:54	28	Y	3	3	To ask about their family	Yes	Yes	No
7/31/2020 18:04:36	24	Y	3	19	To ask if they needed assistance	Maybe	Not really interested	No
8/1/2020 10:58:01	24	Y	5	0	I did not speak with any neighbor	No	Not really interested	No

7/30/2020 19:48:58		Only my family and friends	To a member of my family or friend, even when they are far away	To a store
7/30/2020 19:49:22		Only my family and friends	To a store	To a store
7/30/2020 19:58:30		Only my family and friends	To a member of my family or friend, even when they are far away	To a store
7/30/2020 20:06:07		I consider myself part of all the social network I interact with: family, friends, neighborhood, school... etc.	To a store	To a store
7/31/2020 09:18:31	Wanting to assist neighbor	Lack of means to contact neighbors	To a member of my family or friend, even when they are far away	To a store
7/31/2020 13:08:54		I consider myself part of all the social network I interact with: family, friends, neighborhood, school... etc.	To a member of my family or friend, even when they are far away	To a store
7/31/2020 18:04:36		Only my family and friends	To someone I haven't met but is closely and willing to help me	To a store
8/1/2020 10:58:01		Only my family and friends	To a member of my family or friend, even when they are far away	To a store
8/2/2020 19:10:38		Only my family and friends	To a member of my family or friend, even when they are far away	To a store
8/2/2020 20:48:25		Only my family and friends	To a member of my family or friend, even when they are far away	To a store
8/2/2020 21:17:04		Only my family and friends	To a member of my family or friend, even when they are far away	To a store
8/3/2020 11:47:15		Only my family and friends	To a member of my family or friend, even when they are far away	To a store
8/3/2020 14:52:28		I consider myself part of all the social network I interact with: family, friends, neighborhood, school... etc.	To a member of my family or friend, even when they are far away	To a store
8/4/2020 19:01:16		Only my family and friends	To a member of my family or friend, even when they are far away	To a store
8/5/2020 08:52:38		I consider myself part of all the social network I interact with: family, friends, neighborhood, school... etc.	To a member of my family or friend, even when they are far away	To a store
8/7/2020 15:17:21		I consider myself part of all the social network I interact with: family, friends, neighborhood, school... etc.	To a member of my family or friend, even when they are far away	To a store
8/14/2020 18:57:58		My family and friends, but I also consider myself part of my neighborhood	To someone I haven't met but is closely and willing to help me	To a store
8/15/2020 03:39:54		I consider myself part of all the social network I interact with: family, friends, neighborhood, school... etc.	To a member of my family or friend, even when they are far away	To a store

Marca temporal	Imagine you need to retrieve some personal item from someone who cannot wait for you. Would you trust someone else to get it for you?	In case you answered "No", please, could you give some reason you wouldn't trust the task to anyone else?	Have you found yourself in an emergency situation where you could have been aided by a stranger (neighbors, schoolmates, someone in the gym...)?	In case you answered "Yes", please tell us, what was the specific situation?	Do you miss knowing exactly what small business exist around you? (i.e.: neighborhood, school, office...)
7/29/2020 19:55:44	Yes, even if I just know him by references	No	No	-	No, I'm confident I know them all
7/29/2020 20:00:09	Yes, but only if I've met him	Yes	Yes	Package delivery	Yes, I believe I don't know my surroundings well enough
7/29/2020 20:02:41	Yes, even if I just know him by references	No	No	-	No, I'm confident I know them all
7/29/2020 20:13:20	Yes, but only if I've met him	No	No	Locked in/out of a building	Yes, I believe I don't know my surroundings well enough
7/29/2020 20:17:55	Yes, but only if I've met him	Yes	Yes	Health emergency	Yes, I believe I don't know my surroundings well enough
7/29/2020 20:22:04	Yes, even if I just know him by references	No	No	Other kind of assistance	No, I'm not interested in knowing
7/29/2020 20:26:57	Yes, but only if I've met him	Yes	Yes	-	Yes, I believe I don't know my surroundings well enough
7/29/2020 20:29:07	Yes, but only if I've met him	No	No	-	No, I'm confident I know them all
7/29/2020 20:29:37	Yes, even if I just know him by references	No	No	Locked in/out of a building	No, I'm confident I know them all
7/29/2020 20:53:57	Yes, even if I just know him by references	Yes	Yes	Transportation emergency	Yes, I believe I don't know my surroundings well enough
7/29/2020 21:00:38	Yes, but only if I've met him	No	No	-	Yes, I believe I don't know my surroundings well enough
7/29/2020 21:39:39	Yes, but only if I've met him	No	No	-	Yes, I believe I don't know my surroundings well enough
7/29/2020 22:16:01	Yes, but only if I've met him	Yes	Yes	-	Yes, I believe I don't know my surroundings well enough
7/29/2020 22:16:38	Yes, even if I just know him by references	No	No	Safety emergency	Yes, I believe I don't know my surroundings well enough
7/29/2020 22:20:11	No	Needs to trust the intermediary	Language barrier	Yes	Yes, I believe I don't know my surroundings well enough
7/29/2020 22:49:32	Yes, but only if I've met him	No	No	-	Yes, I believe I don't know my surroundings well enough
7/29/2020 23:22:28	Yes, even if I just know him by references	No	No	-	Yes, I believe I don't know my surroundings well enough
7/29/2020 23:33:20	Yes, even if I just know him by references	No	No	-	No, I'm confident I know them all
7/30/2020 00:03:28	Yes, but only if I've met him	No	No	-	Yes, I believe I don't know my surroundings well enough
7/30/2020 01:31:03	Yes, but only if I've met him	No	No	Transportation emergency/assistance	No, I'm confident I know them all
7/30/2020 01:48:17	Yes, but only if I've met him	No	No	-	No, I'm confident I know them all
7/30/2020 07:25:43	Yes, even if I just know him by references	No	No	-	Yes, I believe I don't know my surroundings well enough
7/30/2020 08:34:38	No	Not having anyone to ask for	-	-	No, I'm confident I know them all
7/30/2020 09:50:21	Yes, but only if I've met him	No	No	Transportation emergency/assistance	Yes, I believe I don't know my surroundings well enough
7/30/2020 10:09:14	Yes, but only if I've met him	Yes	Yes	-	Yes, I believe I don't know my surroundings well enough
7/30/2020 11:06:17	Yes, but only if I've met him	No	No	-	Yes, I believe I don't know my surroundings well enough
7/30/2020 14:26:55	Yes, but only if I've met him	No	No	-	No, I'm confident I know them all
7/30/2020 16:45:55	Yes, but only if I've met him	No	No	-	No, I'm confident I know them all
7/30/2020 21:18:43	Yes, even if I just know him by references	Yes	Yes	Health emergency	No, I'm confident I know them all
7/31/2020 12:11:11	Yes, but only if I've met him	No	No	Transportation emergency	Yes, I believe I don't know my surroundings well enough
8/1/2020 14:43:28	Yes, even if I just know him by references	No	No	-	No, I'm confident I know them all
8/2/2020 15:27:39	Yes, even if I just know him by references	No	No	Health emergency	Yes, I believe I don't know my surroundings well enough
7/29/2020 18:53:59	Yes, even if I just know him by references	Yes	Yes	-	No, I'm confident I know them all
7/29/2020 19:03:14	Yes, even if I just know him by references	No	No	-	Yes, I believe I don't know my surroundings well enough
7/29/2020 19:04:58	Yes, but only if I've met him	No	No	-	Yes, I believe I don't know my surroundings well enough
7/29/2020 19:23:58	Yes, but only if I've met him	No	No	-	Yes, I believe I don't know my surroundings well enough
7/29/2020 19:39:49	Yes, but only if I've met him	No	No	-	No, I'm confident I know them all
7/29/2020 19:59:36	Yes, but only if I've met him	No	No	-	Yes, I believe I don't know my surroundings well enough
7/29/2020 20:07:41	Yes, even if I just know him by references	No	No	-	No, I'm confident I know them all
7/29/2020 20:08:14	Yes, but only if I've met him	No	No	-	Yes, I believe I don't know my surroundings well enough
7/29/2020 20:11:16	Yes, but only if I've met him	No	No	-	Yes, I believe I don't know my surroundings well enough
7/29/2020 20:12:48	Yes, but only if I've met him	No	No	-	No, I'm confident I know them all
7/29/2020 20:12:52	No	No	No	-	No, I'm confident I know them all
7/29/2020 20:13:17	Yes, but only if I've met him	No	No	Transportation emergency/assistance	Yes, I believe I don't know my surroundings well enough
7/29/2020 20:14:00	Yes, but only if I've met him	No	No	-	No, I'm confident I know them all
7/29/2020 20:14:12	Yes, but only if I've met him	Yes	Yes	-	Yes, I believe I don't know my surroundings well enough
7/29/2020 20:14:20	Yes, even if I just know him by references	No	No	-	Yes, I believe I don't know my surroundings well enough
7/29/2020 20:14:51	Yes, but only if I've met him	No	No	-	No, I'm confident I know them all
7/29/2020 20:15:50	Yes, but only if I've met him	No	No	-	No, I'm confident I know them all
7/29/2020 20:16:20	Yes, but only if I've met him	No	No	-	No, I'm confident I know them all
7/29/2020 20:19:48	Yes, but only if I've met him	No	No	Other kind of assistance	Yes, I believe I don't know my surroundings well enough
7/29/2020 20:23:51	Yes, even if I just know him by references	Yes	Yes	-	Yes, I believe I don't know my surroundings well enough
7/29/2020 20:24:46	Yes, but only if I've met him	No	No	-	Yes, I believe I don't know my surroundings well enough
7/29/2020 20:26:09	Yes, but only if I've met him	No	No	Safety emergency	No, I'm confident I know them all
7/29/2020 20:26:19	Yes, but only if I've met him	No	No	-	Yes, I believe I don't know my surroundings well enough
7/29/2020 20:28:19	Yes, even if I just know him by references	No	No	-	Yes, I believe I don't know my surroundings well enough
7/29/2020 20:29:21	Yes, but only if I've met him	No	No	Take care of son/daughter	No, I'm confident I know them all
7/29/2020 20:29:24	Yes, but only if I've met him	Yes	Yes	-	Yes, I believe I don't know my surroundings well enough
7/29/2020 20:37:49	Yes, but only if I've met him	Yes	Yes	-	Yes, I believe I don't know my surroundings well enough
7/29/2020 20:39:22	Yes, but only if I've met him	No	No	-	No, I'm confident I know them all
7/29/2020 20:41:48	Yes, but only if I've met him	Yes	Yes	Health emergency	No, I'm confident I know them all
7/29/2020 20:52:11	Yes, even if I just know him by references	Yes	Yes	Other kind of assistance	Yes, I believe I don't know my surroundings well enough
7/29/2020 20:54:46	Yes, but only if I've met him	No	No	-	Yes, I believe I don't know my surroundings well enough
7/29/2020 21:11:35	Yes, but only if I've met him	Yes	Yes	Locked in/out of a building	No, I'm confident I know them all
7/29/2020 21:12:14	Yes, but only if I've met him	No	No	-	Yes, I believe I don't know my surroundings well enough
7/29/2020 21:14:15	Yes, even if I just know him by references	No	No	-	No, I'm confident I know them all
7/29/2020 21:16:51	Yes, but only if I've met him	No	No	-	No, I'm confident I know them all
7/29/2020 21:18:33	Yes, but only if I've met him	No	No	-	Yes, I believe I don't know my surroundings well enough
7/29/2020 21:30:55	Yes, even if I just know him by references	No	No	-	Yes, I believe I don't know my surroundings well enough
7/29/2020 21:52:01	Yes, but only if I've met him	Yes	Yes	Needing directions	Yes, I believe I don't know my surroundings well enough
7/29/2020 21:52:38	Yes, but only if I've met him	No	No	-	No, I'm confident I know them all
7/29/2020 21:58:38	Yes, but only if I've met him	Yes	Yes	Needing directions	Yes, I believe I don't know my surroundings well enough
7/29/2020 22:00:08	Yes, but only if I've met him	No	No	-	Yes, I believe I don't know my surroundings well enough
7/29/2020 22:06:41	Yes, but only if I've met him	No	No	Health emergency	No, I'm confident I know them all
7/29/2020 22:29:26	Yes, but only if I've met him	Yes	Yes	-	Yes, I believe I don't know my surroundings well enough
7/29/2020 22:39:41	Yes, but only if I've met him	No	No	-	Yes, I believe I don't know my surroundings well enough
7/29/2020 22:44:58	Yes, but only if I've met him	No	No	-	Yes, I believe I don't know my surroundings well enough
7/29/2020 22:47:14	Yes, even if I just know him by references	No	No	-	No, I'm confident I know them all
7/29/2020 22:53:15	Yes, but only if I've met him	No	No	Vehicle accident	Health emergency
7/29/2020 22:53:18	Yes, but only if I've met him	Yes	Yes	-	Yes, I believe I don't know my surroundings well enough
7/29/2020 22:56:02	Yes, but only if I've met him	No	No	-	No, I'm confident I know them all
7/29/2020 22:56:44	No	Needs to trust the intermediary	Yes	Health emergency	No, I'm confident I know them all
7/29/2020 23:00:11	Yes, but only if I've met him	Yes	Yes	Health emergency	Yes, I believe I don't know my surroundings well enough
7/29/2020 23:05:13	Yes, even if I just know him by references	Yes	Yes	Health emergency	Yes, I believe I don't know my surroundings well enough
7/29/2020 23:06:48	Yes, but only if I've met him	Yes	Yes	Vehicle accident	No, I'm confident I know them all
7/29/2020 23:11:13	Yes, but only if I've met him	No	No	-	Yes, I believe I don't know my surroundings well enough
7/29/2020 23:11:18	Yes, but only if I've met him	No	No	-	Yes, I believe I don't know my surroundings well enough
7/29/2020 23:18:39	Yes, even if I just know him by references	No	No	Transportation emergency/assistance	Yes, I believe I don't know my surroundings well enough
7/29/2020 23:19:34	Yes, but only if I've met him	Yes	Yes	-	Yes, I believe I don't know my surroundings well enough
7/29/2020 23:22:23	Yes, even if I just know him by references	Yes	Yes	-	Yes, I believe I don't know my surroundings well enough
7/29/2020 23:44:31	Yes, but only if I've met him	No	No	Health emergency	No, I'm confident I know them all
7/29/2020 23:49:18	Yes, even if I just know him by references	Yes	Yes	-	No, I'm confident I know them all
7/29/2020 23:53:04	Yes, but only if I've met him	No	No	-	No, I'm confident I know them all
7/30/2020 00:05:32	Yes, but only if I've met him	Yes	Yes	Take care of son/daughter	Yes, I believe I don't know my surroundings well enough
7/30/2020 00:10:27	Yes, but only if I've met him	No	No	Transportation emergency/assistance	No, I'm confident I know them all
7/30/2020 00:10:52	Yes, but only if I've met him	Yes	Yes	-	Yes, I believe I don't know my surroundings well enough
7/30/2020 00:12:04	Yes, but only if I've met him	No	No	Take care of son/daughter	Yes, I believe I don't know my surroundings well enough
7/30/2020 00:17:14	Yes, but only if I've met him by references	Yes	Yes	-	No, I'm confident I know them all
7/30/2020 00:19:52	Yes, but only if I've met him	No	No	Locked in/out of a building	No, I'm confident I know them all
7/30/2020 00:24:31	Yes, but only if I've met him	Yes	Yes	Package delivery	Transportation emergency/assistance
7/30/2020 00:39:04	Yes, even if I just know him by references	Yes	Yes	Vehicle accident	No, I'm confident I know them all
7/30/2020 01:25:04	Yes, but only if I've met him	Yes	Yes	-	Yes, I believe I don't know my surroundings well enough
7/30/2020 01:33:11	Yes, but only if I've met him	No	No	Package delivery	No, I'm confident I know them all
7/30/2020 02:09:19	Yes, but only if I've met him	Yes	Yes	-	Yes, I believe I don't know my surroundings well enough
7/30/2020 05:24:33	Yes, even if I just know him by references	Yes	Yes	Other kind of assistance	Yes, I believe I don't know my surroundings well enough
7/30/2020 05:36:13	Yes, even if I just know him by references	No	No	-	Yes, I believe I don't know my surroundings well enough
7/30/2020 06:08:57	Yes, but only if I've met him	No	No	-	No, I'm confident I know them all
7/30/2020 06:25:31	Yes, but only if I've met him	No	No	Other kind of assistance	Yes, I believe I don't know my surroundings well enough
7/30/2020 07:33:48	Yes, even if I just know him by references	Yes	Yes	-	Yes, I believe I don't know my surroundings well enough
7/30/2020 08:35:12	Yes, but only if I've met him	Yes	Yes	Locked in/out of a building	Yes, I believe I don't know my surroundings well enough
7/30/2020 08:40:19	Yes, but only if I've met him	Yes	Yes	-	Yes, I believe I don't know my surroundings well enough
7/30/2020 08:50:22	Yes, but only if I've met him	No	No	-	Yes, I believe I don't know my surroundings well enough
7/30/2020 08:57:05	Yes, but only if I've met him	No	No	Safety emergency	No, conazzo mio ben m'entono
7/30/2020 09:13:17	Yes, but only if I've met him	Yes	Yes	-	No, I'm confident I know them all
7/30/2020 09:23:31	Yes, but only if I've met him	No	No	-	Yes, I believe I don't know my surroundings well enough
7/30/2020 11:34:48	Yes, but only if I've met him	No	No	Other kind of assistance	Yes, I believe I don't know my surroundings well enough
7/30/2020 11:35:19	Yes, even if I just know him by references	Yes	Yes	-	Yes, I believe I don't know my surroundings well enough
7/30/2020 12:14:32	Yes, but only if I've met him	No	No	-	No, I'm confident I know them all
7/30/2020 13:34:48	Yes, even if I just know him by references	No	No	-	No, I'm confident I know them all
7/30/2020 14:35:06	Yes, but only if I've met him	No	No	-	Yes, I believe I don't know my surroundings well enough
7/30/2020 15:18:47	Yes, but only if I've met him	Yes	Yes	Needing directions	Yes, I believe I don't know my surroundings well enough
7/30/2020 16:31:34	Yes, but only if I've met him	No	No	Vehicle accident	Health emergency
7/30/2020 17:31:14	Yes, even if I just know him by references	No	No	-	Yes, I believe I don't know my surroundings well enough
7/30/2020 18:31:46	Yes, but only if I've met him	No	No	-	Yes, I believe I don't know my surroundings well enough
7/30/2020 18:38:00	Yes, but only if I've met him	No	No	-	No, I'm confident I know them all
7/30/2020 19:45:13	Yes, but only if I've met him	Yes	Yes	Other kind of assistance	No, I'm confident I know them all
7/30/2020 19:48:58	Yes, but only if I've met him	Yes	Yes	-	No, I'm confident I know them all
7/30/2020 19:49:22	Yes, but only if I've met him	No	No	-	No, I'm not interested in knowing
7/30/2020 19:58:30	Yes, but only if I've met him	No	No	-	Yes, I believe I don't know my surroundings well enough
7/30/2020 23:01:07	Yes, even if I just know him by references	No	No	-	No, I'm confident I know them all
7/31/2020 09:18:31	Yes, but only if I've met				

7/31/2020 09:18:31	Rarely	I'm not sure there is one	Yes, but only when I get notified in advance	No	I give it away	I give it to charity	No
7/31/2020 13:08:54	Yes, frequently	No, although I would like there was one	I'm not interested in garage sales	Yes, frequently	I give it away	I give it to charity	No
7/31/2020 18:04:36	Yes, frequently	I'm not sure there is one	I'm not interested in garage sales	Yes, frequently	I give it to charity	I keep it	Yes, and I'm contributing to at least one
8/1/2020 10:58:01	Yes, frequently	No, and I don't deem it necessary	Yes, but only when I get notified in advance	Yes, frequently	I give it to charity	I give it to charity	Yes, and I'm contributing to at least one
8/2/2020 19:10:38	Yes, frequently	No, although I would like there was one	Yes, but only when I get notified in advance	Sometimes	I give it away	I give it to charity	Yes, and I'm contributing to at least one
8/2/2020 20:48:25	No	No, and I don't deem it necessary	I'm not interested in garage sales	Sometimes	I give it away	I give it to charity	Yes, and I'm contributing to at least one
8/2/2020 21:17:04	Yes, frequently	Yes	I'm not interested in garage sales	Yes, frequently	I keep it	I give it to charity	No
8/3/2020 11:47:15	No	I'm not sure there is one	I'm not interested in garage sales	Yes, frequently	I give it away	I give it to charity	Yes, but I'm not contributing to any of them
8/3/2020 14:02:29	Yes, frequently	No, although I would like there was one	Yes, in case I'm available	Yes, frequently	I give it away	I keep it	Yes, and I'm contributing to at least one
8/4/2020 19:01:16	Rarely	No, although I would like there was one	Yes, in case I'm available	Sometimes	I give it away	I give it to charity	No
8/5/2020 08:52:08	Rarely	I'm not sure there is one	Yes, in case I'm available	Sometimes	I give it away	I keep it	Yes, but I'm not contributing to any of them
8/7/2020 15:17:21	Yes, frequently	No, although I would like there was one	Yes, but only when I get notified in advance	Sometimes	I sell it	I give it to charity	Yes, and I'm contributing to at least one
8/14/2020 18:57:56	Rarely	I'm not sure there is one	Yes, in case I'm available	Sometimes	I throw it out	I give it to charity	No
8/15/2020 03:39:54	Rarely	No, and I don't deem it necessary	Yes, but only when I get notified in advance	No	I give it away	I give it to charity	No

Marca temporal	In a scale from 1 to 5, how generous do you consider yourself?	What of the following sentences do you think describes you better?	In case you are a regular user of an online social network / app, have you ever tried to give away, sell, or advertise using them?	Have you made friends through an online social network / app before you got to know them face to face?
7/29/2020 19:55:44	4	I help whenever I deem necessary, even if it's not acknowledged	No	No
7/29/2020 20:00:09	5	I help whenever I deem necessary, even if it's not acknowledged	No	No
7/29/2020 20:09:41	3	I help whenever I deem necessary, even if it's not acknowledged	Yes	I don't make use of social networks / apps such as those
7/29/2020 20:13:20	4	I help whenever I deem necessary, even if it's not acknowledged	Yes	No
7/29/2020 20:17:55	4	I help whenever I deem necessary, even if it's not acknowledged	Yes	Yes
7/29/2020 20:22:04	4	I help whenever I deem necessary, even if it's not acknowledged	No	Yes
7/29/2020 20:26:57	4	I help whenever I deem necessary, even if it's not acknowledged	No	No
7/29/2020 20:29:28	3	I help whenever I deem necessary, even if it's not acknowledged	Yes	No
7/29/2020 20:29:37	3	I help whenever I deem necessary, but it feels good when it's acknowledged	No	No
7/29/2020 20:33:57	4	I help whenever I deem necessary, but it feels good when it's acknowledged	No	No
7/29/2020 21:00:36	3	I help whenever I deem necessary, even if it's not acknowledged	Yes	Yes
7/29/2020 21:39:39	5	I help whenever I deem necessary, even if it's not acknowledged	Yes	Yes
7/29/2020 22:16:01	3	I help whenever I deem necessary, even if it's not acknowledged	Yes	Yes
7/29/2020 22:16:38	5	I help whenever I deem necessary, but it feels good when it's acknowledged	No	No
7/29/2020 22:20:11	4	I help whenever I deem necessary, even if it's not acknowledged	No	No
7/29/2020 22:49:32	4	I help whenever I deem necessary, even if it's not acknowledged	Yes	Yes
7/29/2020 23:22:28	4	I help whenever I deem necessary, even if it's not acknowledged	Yes	Yes
7/29/2020 23:33:20	4	I help whenever I deem necessary, even if it's not acknowledged	Yes	Yes
7/30/2020 00:03:28	4	I help whenever I deem necessary, even if it's not acknowledged	No	No
7/30/2020 01:31:03	3	I help whenever I deem necessary, even if it's not acknowledged	Yes	Yes
7/30/2020 01:48:17	4	I help whenever I deem necessary, even if it's not acknowledged	No	Yes
7/30/2020 07:25:43	4	I help whenever I deem necessary, but it feels good when it's acknowledged	No	Yes
7/30/2020 08:34:36	4	I help whenever I deem necessary, even if it's not acknowledged	Yes	Yes
7/30/2020 09:50:21	4	I help whenever I deem necessary, even if it's not acknowledged	Yes	Yes
7/30/2020 10:09:14	4	I help whenever I deem necessary, even if it's not acknowledged	Yes	Yes
7/30/2020 11:06:17	4	I help whenever I deem necessary, but it feels good when it's acknowledged	Yes	Yes
7/30/2020 14:09:55	5	I help whenever I deem necessary, even if it's not acknowledged	No	Yes
7/30/2020 16:16:55	4	I help whenever I deem necessary, even if it's not acknowledged	No	Yes
7/30/2020 21:18:43	4	I help whenever I deem necessary, even if it's not acknowledged	No	Yes
7/31/2020 12:11:11	3	I help whenever I deem necessary, even if it's not acknowledged	No	Yes
8/1/2020 14:42:38	3	I help whenever I deem necessary, even if it's not acknowledged	No	Yes
8/2/2020 15:27:39	4	I help whenever I deem necessary, but it feels good when it's acknowledged	No	Yes
7/29/2020 18:53:59	4	I help whenever I deem necessary, even if it's not acknowledged	No	Yes
7/29/2020 19:03:14	5	I help whenever I deem necessary, even if it's not acknowledged	Yes	Yes
7/29/2020 19:45:58	4	I help whenever I deem necessary, even if it's not acknowledged	No	Yes
7/29/2020 19:23:56	2	I usually only help to people that also help me	No	Yes
7/29/2020 19:39:49	4	I help whenever I deem necessary, but it feels good when it's acknowledged	Yes	Yes
7/29/2020 19:59:36	5	I help whenever I deem necessary, even if it's not acknowledged	I don't make use of social networks / apps such as those	No
7/29/2020 20:07:44	5	I help whenever I deem necessary, even if it's not acknowledged	Yes	Yes
7/29/2020 20:08:14	3	I help whenever I deem necessary, but it feels good when it's acknowledged	Yes	Yes
7/29/2020 20:11:15	5	I help whenever I deem necessary, even if it's not acknowledged	Yes	Yes
7/29/2020 20:12:48	4	I help whenever I deem necessary, even if it's not acknowledged	Yes	No
7/29/2020 20:13:52	3	I help whenever I deem necessary, even if it's not acknowledged	Yes	Yes
7/29/2020 20:13:17	4	I help whenever I deem necessary, even if it's not acknowledged	No	No
7/29/2020 20:14:00	4	I help whenever I deem necessary, even if it's not acknowledged	Yes	Yes
7/29/2020 20:14:12	4	I help whenever I deem necessary, even if it's not acknowledged	Yes	Yes
7/29/2020 20:14:30	3	I help whenever I deem necessary, but it feels good when it's acknowledged	Yes	Yes
7/29/2020 20:14:51	3	I help whenever I deem necessary, even if it's not acknowledged	I don't make use of social networks / apps such as those	Yes
7/29/2020 20:15:50	5	I help whenever I deem necessary, but it feels good when it's acknowledged	Yes	Yes
7/29/2020 20:16:20	3	I help whenever I deem necessary, but it feels good when it's acknowledged	Yes	Yes
7/29/2020 20:19:48	4	I help whenever I deem necessary, even if it's not acknowledged	No	No
7/29/2020 20:23:51	4	I help whenever I deem necessary, even if it's not acknowledged	Yes	Yes
7/29/2020 20:24:46	4	I help whenever I deem necessary, even if it's not acknowledged	Yes	No
7/29/2020 20:26:09	5	I help whenever I deem necessary, even if it's not acknowledged	Yes	No
7/29/2020 20:29:10	3	I help whenever I deem necessary, even if it's not acknowledged	Yes	Yes
7/29/2020 20:29:21	3	I help whenever I deem necessary, even if it's not acknowledged	Yes	Yes
7/29/2020 20:29:38	4	I help whenever I deem necessary, even if it's not acknowledged	Yes	Yes
7/29/2020 20:37:49	4	I help whenever I deem necessary, even if it's not acknowledged	Yes	Yes
7/29/2020 20:39:22	4	I help whenever I deem necessary, even if it's not acknowledged	No	No
7/29/2020 20:41:48	4	I help whenever I deem necessary, even if it's not acknowledged	Yes	Yes
7/29/2020 20:52:11	4	I help whenever I deem necessary, even if it's not acknowledged	Yes	Yes
7/29/2020 20:54:45	4	I help whenever I deem necessary, even if it's not acknowledged	Yes	No
7/29/2020 21:11:58	4	I help whenever I deem necessary, even if it's not acknowledged	Yes	Yes
7/29/2020 21:12:14	3	I help whenever I deem necessary, but it feels good when it's acknowledged	Yes	No
7/29/2020 21:14:15	3	I help whenever I deem necessary, but it feels good when it's acknowledged	No	No
7/29/2020 21:16:51	3	I help whenever I deem necessary, even if it's not acknowledged	Yes	Yes
7/29/2020 21:18:33	5	I help whenever I deem necessary, even if it's not acknowledged	No	Yes
7/29/2020 21:30:55	4	I help whenever I deem necessary, even if it's not acknowledged	Yes	No
7/29/2020 21:52:01	4	I help whenever I deem necessary, even if it's not acknowledged	Yes	Yes
7/29/2020 21:52:36	5	I help whenever I deem necessary, even if it's not acknowledged	Yes	Yes
7/29/2020 21:58:38	4	I help whenever I deem necessary, even if it's not acknowledged	Yes	Yes
7/29/2020 22:00:09	3	I help whenever I deem necessary, even if it's not acknowledged	Yes	Yes
7/29/2020 22:06:41	3	I help whenever I deem necessary, even if it's not acknowledged	Yes	Yes
7/29/2020 22:09:28	4	I help whenever I deem necessary, even if it's not acknowledged	Yes	Yes
7/29/2020 22:29:44	4	I usually only help to people that also help me	No	Yes
7/29/2020 22:44:58	4	I help whenever I deem necessary, even if it's not acknowledged	Yes	Yes
7/29/2020 22:47:14	4	I help whenever I deem necessary, even if it's not acknowledged	Yes	Yes
7/29/2020 22:53:15	4	I help whenever I deem necessary, even if it's not acknowledged	Yes	Yes
7/29/2020 22:53:18	3	I help whenever I deem necessary, even if it's not acknowledged	Yes	Yes
7/29/2020 22:56:02	4	I help whenever I deem necessary, even if it's not acknowledged	Yes	No
7/29/2020 22:56:48	4	I usually only help to people that also help me	No	Yes
7/29/2020 23:00:11	3	I help whenever I deem necessary, even if it's not acknowledged	Yes	Yes
7/29/2020 23:05:13	3	I help whenever I deem necessary, even if it's not acknowledged	Yes	No
7/29/2020 23:06:48	3	I help whenever I deem necessary, even if it's not acknowledged	Yes	Yes
7/29/2020 23:11:33	4	I help whenever I deem necessary, even if it's not acknowledged	Yes	Yes
7/29/2020 23:11:18	3	I help whenever I deem necessary, even if it's not acknowledged	Yes	Yes
7/29/2020 23:18:39	3	I help whenever I deem necessary, even if it's not acknowledged	Yes	Yes
7/29/2020 23:19:34	3	I help whenever I deem necessary, even if it's not acknowledged	No	Yes
7/29/2020 23:22:38	4	I help whenever I deem necessary, even if it's not acknowledged	Yes	Yes
7/29/2020 23:44:43	4	I help whenever I deem necessary, even if it's not acknowledged	Yes	Yes
7/29/2020 23:49:16	3	I help whenever I deem necessary, but it feels good when it's acknowledged	Yes	No
7/29/2020 23:53:04	3	I help whenever I deem necessary, even if it's not acknowledged	Yes	Yes
7/30/2020 00:05:32	3	I help whenever I deem necessary, even if it's not acknowledged	No	Yes
7/30/2020 00:10:27	4	I help whenever I deem necessary, even if it's not acknowledged	Yes	Yes
7/30/2020 00:10:52	4	I help whenever I deem necessary, even if it's not acknowledged	Yes	Yes
7/30/2020 00:12:04	5	I help whenever I deem necessary, even if it's not acknowledged	Yes	No
7/30/2020 00:17:14	4	I help whenever I deem necessary, even if it's not acknowledged	Yes	No
7/30/2020 00:19:52	5	I help whenever I deem necessary, even if it's not acknowledged	No	No
7/30/2020 00:24:49	3	I help whenever I deem necessary, even if it's not acknowledged	Yes	Yes
7/30/2020 00:39:04	3	I help whenever I deem necessary, even if it's not acknowledged	Yes	Yes
7/30/2020 01:25:04	4	I help whenever I deem necessary, even if it's not acknowledged	No	Yes
7/30/2020 01:31:11	3	I help whenever I deem necessary, even if it's not acknowledged	Yes	Yes
7/30/2020 02:09:13	3	I help whenever I deem necessary, even if it's not acknowledged	Yes	Yes
7/30/2020 05:24:38	4	I help whenever I deem necessary, even if it's not acknowledged	Yes	Yes
7/30/2020 05:36:13	3	I help whenever I deem necessary, even if it's not acknowledged	No	No
7/30/2020 06:08:57	5	I help whenever I deem necessary, even if it's not acknowledged	Yes	Yes
7/30/2020 06:25:39	4	I help whenever I deem necessary, even if it's not acknowledged	Yes	Yes
7/30/2020 07:33:48	4	I help whenever I deem necessary, even if it's not acknowledged	Yes	Yes
7/30/2020 08:26:12	4	I help whenever I deem necessary, even if it's not acknowledged	Yes	No
7/30/2020 08:40:19	3	I help whenever I deem necessary, even if it's not acknowledged	Yes	Yes
7/30/2020 08:59:22	5	I help whenever I deem necessary, even if it's not acknowledged	Yes	Yes
7/30/2020 08:57:05	2	I help whenever I deem necessary, even if it's not acknowledged	Yes	Yes
7/30/2020 09:15:17	5	I help whenever I deem necessary, even if it's not acknowledged	No	Yes
7/30/2020 09:23:31	3	I help whenever I deem necessary, even if it's not acknowledged	No	No
7/30/2020 11:54:48	3	I help whenever I deem necessary, even if it's not acknowledged	Yes	Yes
7/30/2020 11:35:19	4	I help whenever I deem necessary, even if it's not acknowledged	Yes	No
7/30/2020 11:40:57	4	I help whenever I deem necessary, even if it's not acknowledged	Yes	Yes
7/30/2020 12:14:52	3	I help whenever I deem necessary, even if it's not acknowledged	I don't make use of social networks / apps such as those	Yes
7/30/2020 13:34:49	4	I help whenever I deem necessary, even if it's not acknowledged	No	Yes
7/30/2020 14:35:06	4	I help whenever I deem necessary, even if it's not acknowledged	Yes	Yes
7/30/2020 15:18:47	3	I help whenever I deem necessary, even if it's not acknowledged	Yes	Yes
7/30/2020 16:31:34	4	I help whenever I deem necessary, even if it's not acknowledged	Yes	Yes
7/30/2020 17:31:44	3	I help whenever I deem necessary, even if it's not acknowledged	No	Yes
7/30/2020 18:31:46	4	I help whenever I deem necessary, even if it's not acknowledged	No	No
7/30/2020 18:38:00	4	I help whenever I deem necessary, even if it's not acknowledged	No	Yes
7/30/2020 19:45:13	4	I help whenever I deem necessary, even if it's not acknowledged	Yes	Yes

8/9/2020 14:02:29	I know it and I use it	I know it and I use it	I know it but I don't use it	I don't know it	I don't know it	I don't know it	I know it and I use it
8/4/2020 19:01:11	I know it and I use it	I know it and I use it	I know it but I don't use it	I don't know it	I don't know it	I don't know it	I know it and I use it
8/5/2020 08:52:09	I know it and I use it	I know it and I use it	I know it but I don't use it	I don't know it	I don't know it	I don't know it	I know it and I use it
8/7/2020 15:17:21	I know it and I use it	I know it and I use it	I know it and I use it	I know it but I don't use it	I don't know it	I don't know it	I know it and I use it
8/14/2020 18:57:56	I know it and I use it	I know it and I use it	I know it but I don't use it	I don't know it	I don't know it	I don't know it	I know it and I use it
8/15/2020 03:39:54	I know it and I use it	I know it and I use it	I don't know it	I don't know it	I don't know it	I don't know it	I know it and I use it

Marca temporal	In case you used any of the aforementioned online social networks / apps, what do you like about them?						
7/29/2020 19:55:44	Keeping in touch with friends, family, etc.						
7/29/2020 20:00:09	Keeping in touch with friends, family, etc.						
7/29/2020 20:04:41	-						
7/29/2020 20:13:20	-						
7/29/2020 20:17:56	Keeping in touch with friends, family, etc.				Being informed		
7/29/2020 20:22:04	Worldwide reach						
7/29/2020 20:26:57	User friendly				Practical		
7/29/2020 20:28:07	Keeping in touch with friends, family, etc.				User friendly		
7/29/2020 20:29:37	Keeping in touch with friends, family, etc.				User friendly		
7/29/2020 20:53:57	Getting to know new people and activities				User friendly		
7/29/2020 21:00:36	Keeping in touch with friends, family, etc.				Sharing personal pictures, ideas...		
7/29/2020 21:39:59	Keeping in touch with friends, family, etc.				Gathering and sharing information		Goods transactions
7/29/2020 22:16:01	-						
7/29/2020 22:16:38	-						
7/29/2020 22:20:11	Keeping in touch with friends, family, etc.	Getting to know new people and activities			Sharing personal pictures, ideas...		
7/29/2020 22:49:32	-						
7/29/2020 23:22:28	Keeping in touch with friends, family, etc.	Instantaneity			Gathering and sharing information		
7/29/2020 23:33:26	-						
7/30/2020 00:03:28	Keeping in touch with friends, family, etc.				Worldwide reach		
7/30/2020 01:31:03	-						
7/30/2020 01:48:17	Keeping in touch with friends, family, etc.						
7/30/2020 07:25:43	-						
7/30/2020 08:34:36	Keeping in touch with friends, family, etc.						
7/30/2020 09:50:21	Keeping in touch with friends, family, etc.						
7/30/2020 10:09:14	Practical						
7/30/2020 11:08:17	Keeping in touch with friends, family, etc.						
7/30/2020 14:39:55	Keeping in touch with friends, family, etc.				Worldwide reach		
7/30/2020 16:16:55	-						
7/30/2020 21:18:43	-						
7/31/2020 12:11:11	-						
8/1/2020 14:43:28	-						
8/2/2020 15:27:39	-						
7/29/2020 18:53:59	Keeping in touch with friends, family, etc.				Worldwide reach		
7/29/2020 19:03:14	-						
7/29/2020 19:04:58	Keeping in touch with friends, family, etc.				Being informed		
7/29/2020 19:23:56	Instantaneity						
7/29/2020 19:39:49	-						
7/29/2020 19:59:36	Keeping in touch with friends, family, etc.						
7/29/2020 20:07:44	User friendly						
7/29/2020 20:08:14	-						
7/29/2020 20:11:15	Keeping in touch with friends, family, etc.				Worldwide reach		
7/29/2020 20:12:48	Keeping in touch with friends, family, etc.						
7/29/2020 20:12:52	-						
7/29/2020 20:13:17	Keeping in touch with friends, family, etc.	Worldwide reach			Instantaneity		
7/29/2020 20:14:00	Keeping in touch with friends, family, etc.						
7/29/2020 20:14:12	Practical						
7/29/2020 20:14:20	-						
7/29/2020 20:14:51	-						
7/29/2020 20:15:50	Keeping in touch with friends, family, etc.						
7/29/2020 20:16:20	-						
7/29/2020 20:19:48	Keeping in touch with friends, family, etc.				Instantaneity		
7/29/2020 20:23:51	User friendly				Instantaneity		
7/29/2020 20:24:46	Keeping in touch with friends, family, etc.						
7/29/2020 20:28:09	Keeping in touch with friends, family, etc.				Gathering and sharing information		
7/29/2020 20:29:10	Non face to face						
7/29/2020 20:29:19	-						
7/29/2020 20:29:21	Keeping in touch with friends, family, etc.				User friendly		
7/29/2020 20:29:26	Keeping in touch with friends, family, etc.				Goods transactions		
7/29/2020 20:37:49	-						
7/29/2020 20:39:22	-						
7/29/2020 20:41:48	Keeping in touch with friends, family, etc.						
7/29/2020 20:52:11	Keeping in touch with friends, family, etc.				Worldwide reach		
7/29/2020 20:54:46	Keeping in touch with friends, family, etc.						
7/29/2020 21:11:35	Keeping in touch with friends, family, etc.						
7/29/2020 21:12:14	-						
7/29/2020 21:14:16	Keeping in touch with friends, family, etc.						
7/29/2020 21:16:51	Keeping in touch with friends, family, etc.				User friendly		
7/29/2020 21:18:28	Keeping in touch with friends, family, etc.				Instantaneity		
7/29/2020 21:30:55	User friendly				Instantaneity		
7/29/2020 21:52:01	Keeping in touch with friends, family, etc.				Worldwide reach		
7/29/2020 21:52:36	-						
7/29/2020 21:58:38	-						
7/29/2020 22:00:09	-						
7/29/2020 22:06:41	-						
7/29/2020 22:39:26	-						
7/29/2020 22:39:41	-						
7/29/2020 22:44:58	-						
7/29/2020 22:47:14	Keeping in touch with friends, family, etc.						
7/29/2020 22:53:16	Worldwide reach						
7/29/2020 22:53:18	-						
7/29/2020 22:56:02	-						
7/29/2020 22:56:44	User friendly				Practical		
7/29/2020 23:00:11	Keeping in touch with friends, family, etc.						
7/29/2020 23:05:19	Getting to know new people and activities				Gathering and sharing information		
7/29/2020 23:06:48	User friendly				Worldwide reach		
7/29/2020 23:11:13	Keeping in touch with friends, family, etc.						
7/29/2020 23:11:18	Keeping in touch with friends, family, etc.				Instantaneity		
7/29/2020 23:18:39	Keeping in touch with friends, family, etc.				Being informed		
7/29/2020 23:19:34	-						
7/29/2020 23:22:23	Keeping in touch with friends, family, etc.				Worldwide reach		
7/29/2020 23:44:31	Keeping in touch with friends, family, etc.				Worldwide reach		
7/29/2020 23:49:16	Being informed						
7/29/2020 23:53:04	Keeping in touch with friends, family, etc.						
7/30/2020 00:05:32	Keeping in touch with friends, family, etc.				Instantaneity		
7/30/2020 00:10:27	-						
7/30/2020 00:10:52	-						
7/30/2020 00:12:04	Goods transactions						
7/30/2020 00:17:14	Keeping in touch with friends, family, etc.	Practical			Being informed		Goods transactions
7/30/2020 00:19:52	-						
7/30/2020 00:24:29	Goods transactions				Gathering and sharing information		
7/30/2020 00:39:04	Practical						
7/30/2020 01:35:04	Keeping in touch with friends, family, etc.	Worldwide reach			Instantaneity		
7/30/2020 01:35:11	Keeping in touch with friends, family, etc.				Instantaneity		
7/30/2020 02:09:13	Gathering and sharing information				Keeping in touch with friends, family, etc.		
7/30/2020 05:24:33	Keeping in touch with friends, family, etc.				User friendly		
7/30/2020 05:26:13	-						
7/30/2020 06:08:57	Keeping in touch with friends, family, etc.				Instantaneity		
7/30/2020 06:25:31	-						
7/30/2020 07:33:48	Keeping in touch with friends, family, etc.				Worldwide reach		
7/30/2020 08:35:12	Keeping in touch with friends, family, etc.						
7/30/2020 08:40:19	Keeping in touch with friends, family, etc.						
7/30/2020 08:50:22	Keeping in touch with friends, family, etc.						
7/30/2020 08:57:05	Practical						
7/30/2020 09:13:17	Keeping in touch with friends, family, etc.				Worldwide reach		
7/30/2020 09:23:31	-						
7/30/2020 11:54:48	Keeping in touch with friends, family, etc.						
7/30/2020 11:35:19	User friendly						
7/30/2020 11:40:57	Keeping in touch with friends, family, etc.				Pastime		
7/30/2020 12:14:32	User friendly				Pastime		
7/30/2020 13:34:49	-						
7/30/2020 14:35:06	Keeping in touch with friends, family, etc.						
7/30/2020 15:18:47	Keeping in touch with friends, family, etc.				User friendly		
7/30/2020 16:31:34	Keeping in touch with friends, family, etc.				User friendly		
7/30/2020 17:31:14	Keeping in touch with friends, family, etc.	Sharing personal pictures, ideas...			Worldwide reach		
7/30/2020 18:31:46	-						
7/30/2020 18:58:00	Keeping in touch with friends, family, etc.				User friendly		
7/30/2020 19:45:13	Keeping in touch with friends, family, etc.				User friendly		
7/30/2020 19:48:58	Keeping in touch with friends, family, etc.				Worldwide reach		
7/30/2020 19:49:22	-						
7/30/2020 19:58:20	Keeping in touch with friends, family, etc.						
7/30/2020 23:08:07	Keeping in touch with friends, family, etc.				Worldwide reach		
7/31/2020 09:18:31	Keeping in touch with friends, family, etc.	Free			Instantaneity		
7/31/2020 13:08:54	User friendly				Worldwide reach		
7/31/2020 18:04:36	Keeping in touch with friends, family, etc.				Instantaneity		
8/1/2020 10:58:01	-						
8/2/2020 19:10:38	-						
8/2/2020 20:48:25	-						
8/2/2020 21:17:04	Pastime						
8/3/2020 11:47:15	-						
8/3/2020 14:02:29	Keeping in touch with friends, family, etc.						
8/4/2020 19:01:16	Keeping in touch with friends, family, etc.				Worldwide reach		
8/5/2020 08:52:09	Instantaneity						
8/7/2020 15:17:21	Practical						
8/14/2020 18:57:56	Keeping in touch with friends, family, etc.						
8/15/2020 03:39:54	Keeping in touch with friends, family, etc.				Being informed		