

Charlotte Knorr  
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Department for Communication and Media Studies  
University of Leipzig

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## **Let's share!**

Share Economy, Sharing Economy, Shared Economy, Shareconomy - all these terms refer to an entire social and also to a primarily media phenomenon, namely the sharing of goods both immaterial and material through so-called sharing platforms in the social media, the Web 2.0. On these platforms you can share information and knowledge or also data. But even more: clothes, toys, books, travel souvenirs, rest food etc are distributed on digital flea market, and also consumer goods of any kind can be sell or lend to someone else (eg kleiderkreisel.de, foodsharing.net). Moreover: on numerous sharing platforms you can rent flats, accommodations, houses even castles or isles (eg Flat Sharing as couchsurfing.org or airbnb.com), carpooling offer opportunities to travel resource-saving and meet thereby new people (Car Sharing); the net offers to get to know all the garden clubs in your town trough an often faster or more manageable networking Internet platform (Urban Gardening), parking spaces are shared, even bureaus are daily flexible shared (Co-Working). There are a wide variety of designs to offer its own property over the Internet to a large audience, independent whether the motives to share are economically in the pursuit of financial gain or deeply altruistic in the commoning of skills, pooling of interests or even in creating political participation. Through the establishment of the social Web, a new awareness of how to deal with property is created. And even if the different motives of individuals are contentious, it is still undeniable that the Web 2.0 by networking opportunities can mean a more social, more sustainable, more equitable political and/or conscious and thus more humane handling of our daily resources. What are these options exactly? And how can they be classified?

## **Participation in the entrepreneurial profit: the original Share Economy**

The development of the Share Economy from his origin model to a current mass-media economic issue is probably only fully apparent when one considers that the original Share Economy in a modeling by the American economist Martin Weitzman of the University of Harvard foresaw it as a the participation of employees in the profits of their company (Profit Sharing). During the large financial and economical crisis in the 1980s, he developed a model for companies that should counteract the stagnation paired with high unemployment. The novelty of his model was that it was based on longevity: In economic conditional depth phases employees should not be dismissed, moreover they kept their job security, but must be based on phased lower wages adjust that – in the long term – they will be compensated by profit sharing in better times (long time equilibrium; cf Weitzman 1983).

That original model was designed for the *flexibility* of employees, the long-term with regard to the observance of high and low phases of the *balancing* of economic grievances and high phases of production and *participation*, thus in a certain sense also the *appreciation* of a technical assistant within a company.

Those characteristics can be implicitly recognized in the new model of the Share Economy, but in a completely different context: The development of the Internet, which enables the *participation* of those to spatial boundaries, and now permanently reproduces a *community space* in the social network can be seen as the decisive condition for the emergence of a Share Economy, but also as the beginning of was further developed from economic perspectives. So it seems to mean: the more networked global companies are, the more successful they are.

At this point I want to focus to the importance of the medium Internet on the example of the phenomenon of Share Economy for a post-growth society. In the following, those meanings are briefly summarized:

On the basis of the phenomenon of the Share Economy can be seen that the Internet:

. allows a more *flexible* handling of goods because they can be offered through the internet now by networking. So the subject of using goods will change: they can be tapped comprehensive, used occupied by a large mass and the acquisition of them (be it a drill or an interest in a garden project) is focused on the flexible use: Do I need it really new and how long do I need it really *really*?

. This is accompanied by a decline in values in terms of status goods: At first short-lived information and products are currently ever shorter in their current technological development. Secondly, the *value* of the property obtained a subordinate importance, the “access” (Rifkin 2007) as the key element in networking companies is becoming more important. In Web 2.0 the question is: Where can I find the for me fitting best “information” or good?

. Thirdly, if goods find a more flexible use, are short-lived and also less a good of social status, this can also lead to a new type of *socializing*: Goods can henceforth be much more easily shared. Here dwells the social Internet as a network in an origin sense, as an online community of value generating: Who has similar interests / goods to available and how do I reach him best?

. This occurs to the point of *room*: Starting from the thesis of Spatial Turn (see among others as an origin source Soja 1989) the virtual space is now more in purpose of social present than the "real space". Across national boundaries contacts can be established and main-tained, to get to know to like-minded people. So the Web 2.0 can also be viewed as a "playground" of the virtual space on the struggle on the one hand different interests for attention, on the other hand (in quantitative terms) all these interests have diversity in their "space". The power in cyberspace knows no limits.

### **Importance of a Share Economy for a post-growth society**

What does the development of the sharing economy now mean for our present society in the broadest sense, or rather: what may it means?

First and foremost, everything revolves around the question of how we want to live a communal life with flexible use of goods of any kind, in a way of having less goods and sharing them with others. We can establish, with the help of networking opportunities, a more conscious use of the natural resources of our nature "easier" as flexible as we are aware, not having to own a car for instance, because we are actually using it only from time to time. At the same time, we can shape our material living conditions on a daily basis together again with the help of the platforms – depending on what we currently need. In a wider sense the Web 2.0 allows us that we are willing to question the value of the property: which leads us to the perspective from "mine" to “yours” or even to an "ours” (Botsman 2010). In the broadest sense,

the sharing economy can help us to more time prosperity (see Rosa/Paech/Habermann et al 2014): may it conclude in the way to use the flexibility in living our lives in how we want or in the opportunity to create a more reduced way of ownership in having less and sharing more, the Sharing Economy can be seen as an indication of a social movement in questioning the current system in “more and more”.

Anyway, whether sharing good establishes in the in the will to have “more” or if it is founded in the “conscious possession”; this is an individual question that everyone who uses the sharing platforms can answer for him-/herself: the decisive advantage is that a Sharing Economy can mean the opening of a community with respect to participation. And this always, in what way it sums it up well, has have positive side effects.

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Rifkin, J. 2000. Access. Das Verschwinden des Eigentums. Campus-Verlag.

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Soja, E. 1989. Postmodern Geographics. The Reassertion of Space in Critical Social Theory. New York / London.