Airbnb and social environment in big cities

Student thesis

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Abstract

This thesis aims to increase the sensitivity of foreign tourists who want to rent a flat on Airbnb and let tourists and households take their responsibility of Airbnb through explaining the relationship between Airbnb and social environments. In recent years, Airbnb has been one of the top choices for short-term accommodation renting. However, an issue needing to be cared about is subconsciously affecting the social environment, which is contrary to sustainable development.

The text can be divided into two parts. In the first part, the impact of Airbnb on the social environment of big cities will be analyzed from two aspects - sharing economy and gentrification. Social networks and the negative effects are the main content that will be discussed in sharing economy. At the same time, gentrification will respond to it through a typical case study in Barcelona.

In the second part, the design project will be analyzed in order to support my theoretical part. Critical design as the core element in my design projects will be analyzed through a communication plan. This plan will become my design proposal to realize the creation of a common network platform in order to attract more attention to this issue.

**Keywords:** sustainable tourism; social environment; Airbnb; sharing economy; gentrification.
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References
1 Introduction

1.1 Brief project description

Nowadays, tourism has already become one of the largest industries all over the world. Globally, tourism has grown rapidly in the past half century from 25 million international tourists in 1950 to 698 million in 2000 (WTO, 2002). Tourism is expected to have an average annual growth rate of 4.3% to over 1063 million international tourists by 2020 (WTO, 1998). However, tourism is not equal to sustainable tourism. According to the effect of tourism on travel destinations, there are still a lot of issues that need to be solved as soon as possible. As Sarfaraz, Maedeh, Reza, and Edmundas (2015) indicate:

The concept of sustainable tourism has emerged with the aim of reducing the negative effects of tourism activities, which has become almost universally accepted as a desirable and politically appropriate approach to tourism development. (2)

Almost all elements of positive and negative travel experiences are related to sustainable development. The concept of sustainable development began in the environmentalism movement that emerged in the 1970s (Zhenhua Liu, 2003). There are many different descriptions of sustainable development and sustainability in tourism (Butler, 1999b; Page & Dowling, 2002). I am more inclined to follow the explanation from the World Tourism Organisation (WTO, 2001), which made the following definition:

Sustainable tourism development meets the needs of present tourists and host regions while protecting and enhancing opportunities for the future. It is envisaged as leading to management of all resources in such a way that economic, social and aesthetic needs can be fulfilled while maintaining cultural integrity, essential ecological processes, biological diversity and life support systems.

Pizam (2014) and Ert, Fleischer, and Magen (2016) say, "Online peer-to-peer (P2P) marketplaces are growing at a rapid rate, especially in travel and tourism services." At the same time, a new kind of P2P electronic business that is mainly related to service supply and often referred to as the "sharing economy" pattern, has emerged in recent years (Botsman & Rogers, 2011). The market for the sharing economy has flourished, especially in the fields of tourism and local residents that provide services for tourists (Ert, Fleischer, & Magen, 2016). This thesis will analyze Airbnb, one of the most popular accommodation styles for travelling in big cities. It will also specifically focus on foreign tourists who want to travel in the short term.

In the tourism industry, the loom of the sharing economy, especially in the housing market (Airbnb), is driven by economic and social considerations (Botsman & Rogers, 2011; Tussyadiah, 2015). Similarly, Airbnb will influence social environments that
include social and political environments, economic environments, psychological environments (e.g., local communities), and so on. It is widely believed that sustainability has great potential as a means to address the negative impact of tourism and to maintain its long-term viability. Meanwhile, Eagles (1994) and McCool (1994) say that "much of the discussion on sustainable development and tourism has been in the context of the environment in which tourism occurs." Changes in the social environment are crucial factors for sustainable development's impact. After an increasing number of foreign tourists started choosing Airbnb, its phenomenon turned into a gentrification battle in big cities. The original meaning of using Airbnb has changed. As a designer, I must learn how to use my own way to design a kind of communication plan based on the status quo.

1.2 Personal background and motivation

Before I started studying in Sweden, I had already studied product design for four years. Now, it is the time to do something for the future. In this two-year study, I tried to find different ways to practice my sustainability skills. Then, I decided to begin with my own interest in travel because I see a lot of issues when I am travelling. Especially in big cities, there is some phenomenon that seems to be unsustainable. The big city here is defined as a tourist city with a large number of residents and tourists.

From my perspective, as a foreign tourist, I am not familiar with the local culture, so it will be great if I can keep touch with local people because I want to see as many different landscapes as possible in a short period and experience different cultures. If you can directly ask the locals, it will save time on the road. Give an example of personal experience. That was my first time in Paris. I planned to visit the Louvre on the second day of my arrival. I asked a friend who had lived in Paris for more than ten years about the entrance to the Louvre. She reminded me that do not follow the crowd to the main intersection of the pyramids. She advised me to enter from the underground entrance of the mall because there was a minimal flow of people there, so I didn't need to spend a long time waiting in line. The next day, I listened to her. I only took ten minutes to enter the Louvre. The time saved translates into more meaningful visits. Therefore, I prefer to contact local people because some of the information and experience they can provide is not available online.

At the same time, the price and the environment of accommodation will be my first consideration. After Airbnb occurred, it becomes my first choice. Most of Airbnb's properties are cheap, and since most of them are private residences, they are cheaper than budget hotels. It offers a different kind of accommodation experience. Visitors can rent local houses, castles, and even palaces with local characteristics. It can also rent the whole village, even a country. Airbnb's subscribers are located in nearly 34,000 cities in 190 countries. The availability of a wide range of options is abundant. In popular tourist cities during the popular tourist season, passengers can still find a suitable and cheap place to live in the city without planning ahead.
However, after I booked Airbnb for several times I started to think about my safety issues. Some pictures of the room were not as same as what it looks like. Why are my neighbours sometimes all tourists? Where are local people? Do all hosts pay tax (income tax)? I start to doubt that it is become a "business" now. There are so many questions going through my mind. It would be regrettable if it turns into a travel style where the negative impact is much more than positive impact.

1.3 Aims and purposes

The research question of my thesis is how to design a critical communication plan based on analyzing the relationship between Airbnb and the social environment to let more and more tourists and local people realize how Airbnb has a neutralizing impact on the social environment and will bear serious consequences.

An objective of my text is to increase the awareness that Airbnb needs to be used in a better way though criticizing its negative impacts on the social environment. Meanwhile, it wants to let more and more tourists and local residents realize that they need to take responsibility for Airbnb in order to be closer to reaching the goal of sustainable tourism development. In addition, accommodation hosts, related communities, and the government, who should take responsibility for sustainable Airbnb development, will analyze Airbnb's issues.

1.4 Delineation of field of study

The research area of this thesis is diverse. By criticizing Airbnb's impact on the social environment, the sustainable development will go through the entire process. As a design project that considers the communication plan as a design process, the sustainable design theory is applied to each step. The analysis of the actual situation is used as a theoretical basis to combine the participatory design method as a design basis so as to reach the goal of social sustainable development.

2 The impact of Airbnb on social environment in big cities

1.1 Sharing economy

2.1.1 The concept of sharing economy

The earliest form of sharing economy should be traced back to the cooperative consumption mentioned by the economist Felson (1978). Botsman and Rogers (2010) define cooperative consumption as a web-based technology that makes it easy to obtain space assets and skills assets that were previously difficult or inaccessible. "The sharing economy is a social economics system that coordinates ‘the peer-to-peer-based activity of obtaining, giving, or sharing the access to goods and services’ through ‘community-
based online services" (Hamari et al., 2015; Dan, Juan & Nicolau). Airbnb, as a sharing economy-based accommodation, has rapidly grown because of high tourist requirements (Guttentag, 2015; Heo, 2016; Karlsson and Dolnicar, 2016; Tussyadiah and Pesonen, 2015). Airbnb was founded in 2008; it has become the world's largest accommodation company and brand with over 1 million properties in more than 34,000 cities and 192 countries (Austin, 2014; Spector, MacMillan, & Rusli, 2014). Overall, it is obvious that Airbnb offers a fun and innovative option for traditional hotel accommodation (Varma, Jukic, Pestek, Shultz, & Nestorov, 2016).

2.1.2 Social network

The term "social network" was first proposed by Barnes (1954). Social networks come from social networks. The starting point of social networking is email. The stage of sharing economy is a new business model of P2P that builds trust which based on social networks. Airbnb's structure is a form of network economic organization that comes out from the foundation of trust based on social networks. From the perspective of historical development, Online social network is not only a key force to promote the infinite connection between the Internet and the real world, but also a fashionable business model. Social networks encompass all forms of web services based on human sociality. The Internet is an interactive platform on which people can communicate with each other and participate in various activities. The information can serve to build trust between people and produce real-world transactions. Botsman and Rogers (2011) audibly point out the importance of social network building trust in the sharing economy. Social networks allow both parties to communicate directly through relevant information on social networks and determine the credit status of both parties. To some extent, social networks make trust easier to establish, save transaction costs and facilitate transactions. Airbnb uses social networks to confirm the identity information of housing providers, establish a rating system for housing providers and tenants, and establish information systems in advance to increase trust among users.

In a TED talk, Rachel Botsman mentioned three major Internet-related waves of trust: The first wave is when people think that sharing information online is acceptable, and this wave is reinforced by the emergence of social networks. The second wave is people's belief in the online payment system in e-commerce. This wave is inextricably linked with the institutional arrangements that entrepreneurs think of as "third-party payment." The third wave is also the current state of trust. People can accept online and offline contact with completely unknown people. The emergence of Airbnb model is due to the appearance of the third most abundant wave of trust. The issue of trust has always been the bottleneck of the development of the shared economy model. The social network plays a decisive role in solving the problem of faith.

2.1.3 The negative effects of sharing economy
Malhotra and Van Alstyne (2014) make some enumerations on the negative effects of the sharing economy in big cities:

First, short-term residents may have some adverse effects due to conflicts between their qualities and living habits and homeowners. Second, the short-term lease earnings may affect the long-term rental market supply. For some of them, low-income long-term rents are needed. The group has a great influence; Third, the unrecognized nature of online reviews is an important obstacle to the online reputation assessment. It is like the phenomenon of "single brushing" on the Taobao, "malicious destruction by peers," "online confrontation," etc. Lack of fundamental guarantees for the quality of products and services. This is the main reason why the current sharing economy model faces serious institutional obstacles. Fifth, the problem of the lack of future welfare benefits for freelance professionals is brought about by the sharing economy. Sixthly, there is an issue with copyright disputes caused by excessive sharing. Seventh, when the parties to a transaction are in serious conflict, what responsibility should the platform bear? This series of adverse effects brought about by the sharing economy is an indispensable part of understanding the sharing economy. Does this also mean that the Airbnb produced is only wearing a beautiful coat of the shared economy and creating beautiful illusions? The significance behind this is that it is worth our careful consideration.

2.1.4 Discussion

The question is not whether to bury or establish shared prosperity because it already exists (Malhotra & Van Alstyne, 2014). From the numerous pieces of literature at this stage, it is possible to get a glimpse at the future possible meaningful research directions for the shared economic model of Airbnb. The first is the one Sacks (2011) mentioned in his article on the sharing economy: the challenges brought about by the sharing economy to the government and the financial system. The main reason is that the sharing economy model makes many economic activities difficult to measure, thus making some national level data become distorted and lack reference. In addition, Edelman and Luca (2014) used Airbnb as an example to detect racial discrimination in the online short-term rental market. Through testing, it was found that non-black renters charge on average about 12% more than the black renters for the same room quality. Therefore, to promote the healthy development of the sharing economy and maximize the benefits for the country and the entire society, institutional challenges, negative effects, and corresponding countermeasures that accompany the sharing economy will become the focus of future research.

Secondly, regarding the concrete undertaking of the sharing economy model, the "platform culture" acknowledged by Sundararajan (2014) can be a direction for future research. In order to provide a consistent platform branded service and product, it is very important to establish a "platform culture." More importantly, this culture shared by each provider on this platform will shape its unique capabilities and guide their behaviour towards a more appropriate and consistent platform culture. In addition, on the one hand, peers who are hit by the sharing economy model require the government
and related management departments to strengthen the control of Airbnb's platform to overcome the unfairness of the taxation and related standards such as health and safety.

2.2 Gentrification

“The phenomenon of holiday rentals is becoming a central gentrification battlefront” in many big cities (Gant, 2016). Especially after the popularity of the Airbnb website, residents in different places expressed the impact of holiday apartments on their communities. However, studies on the impact of vacation rentals and how they are controversial are still in their infancy (Gant, 2016). Some authors believe that behind the sharing economy, there is only another chance for capital accumulation (Arias-Sans & Quaglieri-Domínguez, 2016). Other authors pointed out that in an increasing number of protests, short-term leases are a core factor, and these protests and activities indicate that “tourism is a factor of urban inequality” (Colomb and Novy, 2016; Füller and Michel, 2014; Peters, 2016; Opillard, 2016).

The gentrification here refers to the capital investment process in the built environment to cater to the needs of tourists and gradually replace the local residents (Lees et al., 2016). Although the rise of vacation rentals has promoted housing repairs, it has led to different forms of displacement as housing has become more and more Airbnb for tourists, which can be regarded as tourism gentrification (Gant, 2016). At the same time, "the conversion of housing into accommodation for visitors is a consequence of the liberalisation of the housing market and the change from housing as shelter towards housing as an investment vehicle" (Bone, 2014; Cole et al., 2016; Gant, 2016). In order to understand the reason why Airbnb can be seen as gentrification representation, it would be good to start with the impact on the social environment.

2.2.1 Displacement

"The most visible form of displacement is usually 'direct displacement,' which refers to an involuntary out-migration from a place" (Newman and Wyly, 2006; DeVerteuil, 2011; Slater, 2009; Davidson and Lees, 2010). At the same time, Marcuse (1985) explained that an essential but concealed influence of gentrification is "exclusive displacement," which means that it is difficult to find affordable accommodation in high-grade areas. He also defined the phrase "displacement pressure," which means community-scale changes that are indispensable in daily life, such as community networks, shops, and public facilities. As Davidson and Lees (2010) say, "displacement means a lot more than simply the moment of eviction. The pressure of displacement has long-term implications that makes it progressively difficult for low-income residents to remain over time."

2.2.2 Case study - Barcelona

In this section, the case study in Barcelona will be analyzed based on literature review and statistic analyzing. At the same time, as a designer, to allow readers to understand
my thesis better when reading it, two figures (Figure 5 and Figure 6) are designed to be placed in the following text, which can enhance the readability of the article and give the reader a direct visual impact. This case study took place in the Gòtic neighbourhood, located in the centre of Barcelona (Cócola Gant, 2014b). Two hundred and twenty families were investigated in order to collect data on accommodation conditions and estimate the supply of vacation rentals, especially focusing on Airbnb (Gant, 2016). The main goal of this study was to interview long-term residents to check how the growth of the number of holiday apartments affects them every day. Meanwhile, 42 in-depth interviews and participation in observations were conducted. What is important is that 40 out of 42 respondents said that vacation rentals replaced residents. Figure 1 shows the attitudes of local residents to vacation rentals. Gant says, “The residents talked about expulsions, harassment, rent increase, affordability problems, the pressure of tourist investors, daily disruptions and so on.” It shows how displacement will be.


A community organizer told Slater (2006) that the finest way he could help resist gentrification in the local effort is to "come up with some numbers to show us how many people have been and are being displaced." If facts prove to be effective, then social injustice is obvious. Efforts have shown that inequality is the core tool of political action, especially for those leaders who think that tourism growth is in everyone's interest (Cócola Gant, 2016).

Since the late 1990s, there has been the Barcelona holiday rental phenomenon, and this phenomenon is prevalent in big cities. Tourism is one of the major industries in big cities. In the early twenty-first century, this phenomenon increased. Migrants also bought a second home in Barcelona and rented them to tourists on departure. During this period, vacation rentals become many investment opportunities. Gradually, this activity contributed to the repair of housing, which involved the conversion of housing to tourist housing (Cócola Gant, 2016). Some scholars pointed out (Degen, 2004; García & Claver 2003) pointed out that it was at this time that local residents experienced community tensions and community organizations began to find fault. Therefore, it is worth emphasizing that before the Airbnb was established in 2008, pressure from holiday homes had already become a reality. What Airbnb does is spread out the previous situation, that is, provide more business changes for investors, tour companies and houselords to provide more visibility for those who are renting at home (Cócola Gant, 2016). Airbnb will not show how many apartments they listed or how many rented apartments use the portal. By looking at the website, visitors can only see the number of apartments listed at the time, but the side does not show the booked apartments. However, the project “Inside Airbnb” shows these data on many big cities including Barcelona. In Figure 2, there are 18,531 listings on Airbnb. The statistics of
Barcelona City Council, it shows that there are over 650,000 households in Barcelona. In contrast, there is an obvious phenomenon in central place. Figure 3 shows 1069 listings on Airbnb in the Gòtic neighbourhood but there are simply over 6000 households in this area. It means that there are almost 1/6 of the households is occupied by Airbnb house renters. Figure 4 is the comparison of the number of Airbnb house renters in the city center (Gòtic neighbourhood) and the number of Airbnb house renters in the city (Barceloca). The purpose is to better understand the impact of holiday apartments on the community and by doing so, to understand why they were resisted (Cócola Gant, 2016). Because short-term tourists are highly concentrated in the city center, this seriously affects the lives of local residents.

Figure 2: Homes/apartments and private or shared rooms are listed in Airbnb Barcelona. Source: Inside Airbnb.
Figure 3: Homes/apartments and private or shared rooms are listed in the Airbnb Gòtic neighbourhood. Source: Inside Airbnb.

Figure 4: Comparison of the number of Airbnb house renters in the city center (Gòtic neighbourhood) and the number of Airbnb house renters in the city (Barcelona).

In short, short-term leasing is an attractive business opportunity. Long-term residents represent an obstacle to capital accumulation. This just confirms Marcuse's (1985) understanding of displacement: direct displacement, exclusionary displacement, and displacement pressure. Direct displacement is the issue that communities most care about. In the Gòtic neighbourhood, there are over 1,000 vacation flats that used to be the flats for long-term residents. Householders forced them to move out, but most of the time the residents are not willing to do this. Then the process of moving out becomes
violent and aggressive. Exclusionary displacement is much worse than direct displacement. It means householders even will not even give a chance to long-term residents to get the flats, just because they can get more profits from short-term renters. It causes the higher rent directly. “As a resident states, 'it took me ages simply to find a flat available to long-term residents. But they are so expensive that you cannot afford them on local wages'” (Cócola Gant, 2016). It also increases the phenomenon of gentrification because only middle- or upper-class residents can afford these flats in these high-rent area. At the same time, the city center will become much more crowded. The living condition will become much worse. The rent will be much higher. Displacement pressure is caused not only by residential issues but also by tourist investors (Figure 5). For local residents, their personal life will be affected by noise, trash issues, and so on. When I was chatting with a couple in Barcelona during my travel, they told me that they lived on the first floor and one night a visitor climbed into their home from the window. They were frightened by this. Then they asked the visitor to know that he also lived on the first floor, but he had forgotten to take it out if he was on the same day. He thought of this idea when he returned home. The couple also told me that because they had so many tourists in the area, they often heard loud noises. Gant interviewed a couple, and they said, "In the building 14 out of 20 flats were holiday apartments. Some of them were actually youth hostels. And they radically changed our lives." Then, this couple decided to move to another community. At the same time, tourist investors will give pressure to local residents. They like the "Lions" (Figure 5) trying to control the entire rental market, to obtain more benefits at all costs. Another resident said in Gant's paper, "It is not a coincidence that every week I find in my post-box an offer to buy my flat saying 'great opportunity!'" This exactly confirms the text of Figure 1: "Barcelona: Tourists Welcome, Locals Not Welcome."
The importance of exclusionary displacement needs to be emphasized in detail. Given this phenomenon, the residents will lose their chance to get flats, and more and more communities will be replaced by short-term tourists. Gant (2016) states:

First, the growth of tourism causes a progressive out-migration of residents through direct displacement. Second, it is the origin of housing shortage and price increase, which excludes other residents from the possibility of moving into the area. Third, this exclusion is accelerated by the daily disruptions and economic pressures caused by vacation flats. Finally, such disruptions and the pressure of tourist investors "force" residents to sell their flats.

According to this process, the final buyers will always be tourist inventors. It is a horrible loop that the flats are simply offered to tourists. In other words, tourism replaces residential life (Figure 6).
3 Design Project

3.1 Critical design as a reflective method

In this section, the critical design will be used as a reflective method showed echoing above to reach the same goal. In order to achieve this goal, a communication plan, as a design proposal, will be explained through analyzing stakeholders, explaining why they are needed to participate, and how they can engage in the following text. As Johnson-Eilola, Selber, and Swarts said, communication design is "the focus on defining and solving problems in novel ways and in response to the exigencies of highly varied situations that underscores the importance of what we do." In order to achieve participatory design, the relationship between the participants needs to be established (Huybrechts, Benesch, & Geib, 2017). Therefore, these different stakeholders can be guided to discuss Airbnb's issues in depth on the same network platform and then use this as a crossroad to promote the issue of how Airbnb reflects social environment through the channels of these stakeholders or through mutual cooperation. At the same time, the stable flow is needed in order to get enough people see this issue. In this way, it is more likely that these discussions (themes around what they can do) will be translated into actual actions. Meanwhile, it will let more and more people know this
reality and use such influence to remind those who should take responsibility (tourists, local people, and government) in order to reach tourism sustainability.

Critical design is not a new design. It does not belong to any category. It is a uniquely designed mode of thinking and expression. It has a strong hypothetical and ideological background (Jakobsone, 2017). The purpose is not to design products to deal with the problem, nor is it glamorous to design new products, but to use design to point out some of the problems, discuss some phenomena, and alter people's views on certain issues. In my thesis, the relationship between Airbnb and social environment is analyzed according to sharing economy and gentrification. As we all know, the sharing economy and gentrification cannot be buried or built because they are already on their way. Therefore, as a designer, critical design can be used to show this issues aiming to let tourists and households take their responsibility in order to keep the "quality" of Airbnb and avoid Airbnb going down a worse path. As Jakobsone (2017) says that some of the key practitioners have accompanied their work with extensive explanatory writings that reveal their intentions, discuss the empirically perceived efficiency of their design projects and legitimise this deliberately controversial design practice.

My design process is precisely in line with the above belongings. The next section will specify my design ideas.

3.2 How to make network promotion more effective

As Liu and Mattila (2017) said, "Airbnb is the most successful peer-to-peer model in the hospitality industry." Since Airbnb has an Internet-based mode of operation, the current research focuses on online promotion (Guttentag, 2015; Liu & Mattila, 2017). "As consumers increasingly rely on social media when discovering and purchasing hospitality services" (Liu & Mattila, 2017), the choice of promotion methods is more inclined to start from social media. It is also due to the rapid spread of social media (like memes), so the newly established common web platform can also be seen as a social platform so that stakeholders can focus on this, combined with their own. The promotion channel thus leads to a greater spread of the platform and exposure to more potential target groups.

Network promotion is the activity to achieve the promotion goal through the power of online networks, computer communication, and digital interactive media, and it is also essential to improve information transfer and exchange (Liang & Haizhen, 2010). For this common platform to play its role, the first analysis needed is how to make network promotion more effective. Because of the large amount of traffic on the web platform, any content posted on the web can be easily discovered or easily buried. Therefore, how to establish a bridge between the network and the target population (tourists and local residents) has become a primary problem to be solved. The key to solving this problem lies in network traffic. The more people pay attention to this Airbnb incident, the more powerful this common platform will be. Meanwhile, stakeholders are the glue that
connects the entire process. Therefore, in the following, I will focus on the analysis of stakeholders.

### 3.2.1 Stakeholders

With regard to the classification of stakeholders, Clarkson (1994) proposed a more representative method of division: According to the risks borne by relevant groups in business activities, the stakeholders are divided into volunteer stakeholders and involuntary stakeholders. In my thesis, the company is regarded as an involuntary stakeholder, because Airbnb's problems will definitely affect the company's own interests. However, the stability of Airbnb users can ensure the stable development of Airbnb. Therefore, in order to prevent the loss of customers, the company will make some improvements to its own problems while ensuring profit. Communities, organisations, and the government are regarded as volunteer stakeholders because the improvement of all Airbnb issues is very important for all three parties. Therefore, they will definitely participate actively.

A small-scale online workshop (with a total of 6 participants involved) was executed. By imagining themselves as one of the stakeholders, they thought about the reasons for choosing the platform, discussed the role they could play and whether to support this platform. At the same time, the following points are put forward based on our own experience.

#### 3.2.1.1 Company (Airbnb) as a silent side

First, the company itself as one of the stakeholders can be considered as a silent side. Because Airbnb's problems are inherently unfavorable to Airbnb, the company cannot challenge itself, so it is a silent side. However, the company must understand the real idea of the public users. Even if this may slightly slow the development of Airbnb, the company must accept the reality. At the same time, many local governments have begun or have already taken actions to improve Airbnb's impact on the urban social environment. Therefore, companies must also implement corresponding measures to enable users to have a better user experience in order to obtain more current users. This is a win-win process.

There is an example that I want to describe. The first example took place in Stockholm's Södermalm neighborhood (The Local, 2015). A woman requested to turn one of her apartments into a rentable apartment and to publish it on Airbnb. However, her request was rejected by the relevant government departments. The reason is that government departments believe that if there are many strangers coming and going in a building, this may cause some problems to residents living in this building. At the same time, Airbnb should respond accordingly to support the government's decision in order to reach sustainable development.
Second, Airbnb's user population is consistent with the target population in the text, so Airbnb will be invited to join the platform. Although Airbnb is not like other stakeholders, it should not be able to promote its own problems, but through this platform, Airbnb will know where its current problems are, and these issues may seriously affect its users and affect Airbnb's own benefits, and thus change Airbnb itself. For example, one of the trends mentioned above in the big city (Barcelona) is that more and more landlords will be replaced by tourism investors, leading to higher prices. Higher house prices also mean higher rental prices (whether short or long term). The impact on users is that they cannot truly experience local life. When there are a lot of tourists, they have to pay higher rent. This may cause some users to choose hotels instead of Airbnb when choosing accommodation in a big city. This means the loss of some users. This is very unfavorable to Airbnb.

Give two examples of my personal experience. The first example is that before I went to Interlaken for a tour, I was planning to rent an apartment on Airbnb. However, I was surprised to find that the price was even higher than the price of booking a room in the hotel, so I chose to stay at the hotel. The second example was when I went to Paris; because of my friend's negligence, we decided on the apartment provided by the investor. When we got there, I found that the entire building was full of tourists. From time to time, we could hear the noise. The actual appearance of the room was also part of the problem. After this journey, I became very cautious when choosing a landlord, and I would avoid investors' listings. Therefore, there are three solutions to this problem. First, the government can interfere (as in the example of Stockholm). Second, users can increase awareness and avoid selecting the property offered by the investor. Third, when registering for a listing on Airbnb, it is necessary to distinguish between ordinary landlords and travel investors by conducting more rigorous research.

3.2.1.2 Communities

A community is a group of people with a common culture, living in the same area, and with the resulting interactive influence (Wikipedia, 2018). Community residents are the most important stakeholders. Their participation in the community is a substantial part in the establishment and development of the community. As Wikipedia (2018) notes, the community has a certain economic function, providing residents with production, circulation, and consumer services. It also plays an important role with various agencies and groups in maintaining community order and ensuring community safety. In other words, the interests of residents have an inseparable relationship with the community. Therefore, the community is an indispensable part of the stakeholders.

The user population in the community is residents who have long lived in the area. Some of these residents already own their property while others choose to rent. This is apparently an intersection with the target population mentioned in the paper. For those residents who already own their properties, I believe that some of them want to share their space with tourists to reduce the problem of idle housing. However, combined with the analysis of Barcelona above, with the other part of them, their ultimate goal is to
obtain more benefits, so tax evasion has become a big problem. And, more and more landlords have turned houses into short-term rentals, which seriously threatens the interests of residents who are long-term rentals. Over time, a gentrification phenomenon has formed. Because of tax evasion problems, the community will have no way to get financial support to maintain its own community. At the same time, tourism investors are eyeing these potentially available listings. As a result, the internal conflicts in the community have also become more and more dangerous. If there is a person in charge of the online platform community who can discuss these issues, it will be an excellent opportunity to work with other stakeholders to come up with practical solutions.

3.2.1.3 Organisations

In the thesis, the definition of organisation is a group that spontaneously gathers people who care about Airbnb issues. They will use their own methods to promote their user groups. Meanwhile, they have their own donation system. For example, Inside Airbnb, mentioned above, uploads various Airbnb data on the Internet, giving users the most intuitive visual impact. Considering such organisations as stakeholders is because their purpose and the purpose of the design proposal (a sharing network platform) in the text are the same, and the user population of such an organisation can fully become the guide for the target population in this text. If such organisations become part of the Internet platform, they will more often serve to support other stakeholders.

3.2.1.4 Government

As a stakeholder, the government is responsible for formulating relevant policies and providing resources and services for the development of the social environment. On the one hand, the government can provide human, material and financial resources directly to the community and related organizations, and on the other hand, it can guide Airbnb to develop in a sustainable direction through policies and regulations (such as the example of Stockholm above). In addition, the government will also provide corresponding public services, such as strengthening publicity. At the same time, the government’s target population on the Airbnb issue is generally consistent with the target population in the paper. Therefore, the government is also an indispensable part of the stakeholders.

3.2.1.5 The role of these stakeholders

In combination with the research paper from Xu and Gong (2014), this multi-stakeholder group can be divided into three levels. The first level is the core layer of deterministic stakeholders. At this level, governments, community organisations, community residents’ committees, and community residents participate in all aspects of social and environmental development to form the backbone of social environment development. The second layer is a support layer composed of prospective stakeholders. Types of non-profit organisations provide human and financial support for the development of the social environment in multiple ways. The third level is an expansion
layer made up of potential stakeholders. At this level, these stakeholders selectively participate in the development of the social environment based on their own resources and interest needs, and form a powerful complement to internal forces. Among these three levels, the first layer is the essential action subject, and the core stakeholder, especially the organisational members of the community, not only actively participate in community development, but also, participate to a large extent. The mobilizers and motivators who have become involved in the community of other stakeholders can take targeted measures to improve the overall level of stakeholder participation according to the different characteristics of different types of stakeholders. The stakeholders at the second and third levels, the support and the extension, will make decisions after taking into account the cost and benefit-benefit relationship of community participation.

Multiple combinations between stakeholders should have the following characteristics. First, the various stakeholders are relatively independent and can at the same time restrict each other. Although communities and government departments are core forces in the development of the social environment, they are not the only stakeholders. Therefore, they cannot arbitrarily occupy the positions of other stakeholders or replace their functions. Instead, they should give full play to other stakeholders. The role creates good conditions. Second, the various stakeholders are interdependent and interact. In the face of various complex and diverse problems (such as taxation problems, housing prices, etc.) arising from the development of the social environment affected by Airbnb, any one single stakeholder does not have all the information, knowledge, and knowledge needed to solve the problem. Competence means that each stakeholder needs to establish new interactive rules, such as through dialogue and negotiation, to replace a single administrative command and realize the exchange, integration, and sharing of resources.

From coordinated development, if the three levels of stakeholders can actively interact with each other and form alliances in the process of promoting the development of the social environment, the results will not only be beneficial to social development but also increase their interests, eliminating differences through dialogue and exchange of information among different stakeholders while enhancing consensus. Therefore, a common network platform has become their intersection as an active channel.

3.3 A common network platform

This chapter will design the structure and part of a network platform. This network platform can be divided into two areas (Figure 7). The first area is a discussion area for stakeholders. This section will not be open to the public. Stakeholders need to log into the discussion area through a specific account because this section is equivalent to the internal discussion of the Internet platform. If it is opened, the public will receive a lot of information that is of no use to it. Excessive useless information may also cause public confusion. The second area is an open area. In this area, the general public will see various information about the policies for improving the social environment and the release of online and offline activities. This information can be shared with social
platforms, and the target audience can be found as much as possible. If there is a good idea for the general public to organize spontaneous activities, this area also provides such a channel to upload their application forms.

Figure 7: Discussion area and public area in the platform.

3.3.1 Communication area

In the first area (Figure 8), stakeholders can discuss the current problems, and they can do what they can do for these issues by using typing and videos. For example, a typewriter such as Messenger separates different groups according to different issues, or they can communicate in the same way as Skype. Stakeholders can discuss the Airbnb and social environment issues for different parties after discussing them with each other and assign different responsibilities to the designated creation team. This strategy will be visualized in Figure 8. It will give the most intuitive explanation to explain the operation flow. These responsible persons in the same field can also improve communication efficiency. After putting forward a series of solutions and plans for the target group, they can publish these plans and opinions in the second area so that the target audience can see it. And, through a large number of users owned by stakeholders themselves, they will publicize the links of these programs and opinions on various social networking sites such as Facebook, Twitter, and so on. In this way, more target audiences can see these words and thus enter my network platform as potential users of the platform.
3.3.2 Public area

In the second area, resolution opinions and proposals will be posted here. These opinions and proposals can be presented in many forms. For example, the content can be presented in news language to reflect the reliability of the content, and it can also be presented through online and offline activities of the organization in order to increase the site's interactivity with the public and its advocacy role. Furthermore, they can be presented by voting to collect more public opinions. Here, I would like to use online and offline methods as examples to show the operation of the second area (Figure 9).

3.3.2.1 An example - Design your own poster to support us

Figure 9: the example of the poster.
In big cities, Airbnb has influenced the local social environment. In particular, the emergence of gentrification phenomena, the social order in these big cities has been slowly disrupted. The reason for this phenomenon is that more and more landlords change long-term renting to short-term renting, and even buy new homes for short-term rentals. These behaviors are only for gaining more benefits. Gradually, the lives of landlords and other locals have been negatively affected. However, many people are not aware of this yet because the negative effects have not yet occurred in their lives. At the same time, tourists have no way to get a better travel experience.

Therefore, in this activity, we will encourage everyone to support us by designing their own posters in order to make more tourists and local people aware of the seriousness of the situation to avoid their own consequences.

If the participant's poster is selected, he can get a reward. Also, the posters will be entered into our library and used during the promotion. We welcome your participation.

3.3.2.2 The meaning of the poster

This poster fully illustrates the phenomenon of gentrification. Air is the source of energy we need every day. Without air, we have no way to survive. In the poster, I compared the air to living space. More and more short-term rental housing will lead to a reduction in the living space of local people. This map fully reflects the seriousness of the situation and is in tune with the theme of the event.

3.3.2.3 The meaning of this activity

The purpose of this activity is to attract more people to pay attention to Airbnb and the social environment through online interaction with the public, and at the same time obtain more platform users, in order to enhance the platform's popularity and achieve the goal - raising tourists and local people's awareness.

3.3.3 Discussion

3.3.3.1 What is the difference between this platform and online petitions?

At first, it was inspired by the online petition to think of designing such a network platform. After studying three online petition platforms, jewishvoiceforpeace.org, actions.sumofus.org, and Change.org, I found that the content published on these platforms has the feature of only supporting and resisting these two options. I did not find neutral content in these platforms. This is inconsistent with what I want to achieve through online channel promotion. In my design proposal, the exchange platform is the main feature. Because Airbnb cannot be defined as absolutely good or bad, it cannot be completely supported or opposed. Airbnb has indeed had a negative impact on the social environment. However, this does not mean that the platform needs to be banned.
It has become part of tourism culture, so the solution is to improve it as much as possible and allow it to develop on a sustainable path.

In the process of researching online petitions, I also discovered that because they can be easily set up, some of them only rely on form and the content is meaningless (Stork Fountain Experiment, 2009). In my design platform, the content of the release was decided by stakeholders, so there was no fraud. At the same time, some non-governmental organizations have evaded online petitions because they generally believe there are very few examples where this type of request can achieve their goals (Wikipedia, 2018b). "Critics frequently cite it as an example of slacktivism" (Mikkelsen & Barbara, 2007). Because some people in online petitions propose solutions, no other stakeholders support this behavior. Due to the lack of a realistic basis, the goal cannot be achieved. In contrast, on the internet platform that I designed—because these stakeholders are reliable and communicate with each other—the policies or goals they propose are of practical significance and not taken for granted. Comparison of the online petition proves the effectiveness and practicality of the platform.

3.3.3.2 How will Airbnb choose (with the platform or resist the platform)?

"Britain has no permanent friends nor permanent enemies. She has only permanent interests." This famous quote was made by British Prime Minister Winston Churchill during World War II (the original sentence was from the 19th century by British Prime Minister Lord Palmerston). Before the second World War, the capitalist countries, such as Britain and the United States had been hostile to the emerging Soviet socialism. However, after the outbreak of World War II, fascist countries, such as Germany, Italy, and Japan invaded and eventually became enemies of the people of the whole world. Therefore, the capitalist countries, such as the United Kingdom and the United States made friends with the enemies of the Soviet Union to form alliances and jointly resist the fascist countries. British Prime Minister, Winston Churchill, one of the proponents of the World Anti-Fascist Alliance, said in a speech. As a result, this sentence became the classic quote of today's business war.

For the current Airbnb, the benefits obtained are supreme, and the number of users and their degree of acceptance will directly affect the interests. As an example of a tourism investor, if Airbnb only focuses on the current objective profit, regardless of the fact that more and more tourism investors are becoming landlords, the consequence is that rents will rise and the quality of housing will decline. It also has a pessimistic effect on the local social environment. For tourists, the benefits they want are more affordable and closer to local culture. Once the Airbnb advantage over hotels is weakened and word of mouth is significantly reduced, it will lead to the loss of users. At the same time, the government may issue corresponding policies on the sale of homes. Because Airbnb's interests have been affected, the company will change its strategy and control the number of tourism investors to ensure stable profits.
As the text says, Airbnb is a silent bystander on the platform. It will certainly become a part of this platform because it will be easier to find potential issues that will affect its interests in the process of joint stakeholder discussions than spending a lot of time on research. Although Airbnb was invited to join the platform, staff may ignore this invitation, but at the same time, they know that they can get the resources they want on this platform. Therefore, they may hide their identity and join this platform. If they discover a potential problem, they will definitely find a solution. In this process, it is beneficial to other stakeholders and target people in the text. This is the most effective and direct solution to the problem of improving the social environment and promoting the sustainable development of tourism because it is the improvement of its own rules. This is a win-win situation. Therefore, from the perspective of benefits, Airbnb will join this platform.

3.4 Target group

In this thesis, the target groups are tourists and local people (local hosts and long-term rental residents). This chapter will analyze target groups of different ages and ways in which they establish their connection to the platform. Although the target group has no way to directly connect with this platform because the platform is inextricably linked with the stakeholders, it is possible to use the stakeholders who have a large target group as a bridge to establish contact. As analyzed in the previous section, the relationship between the target group that these stakeholders have and the target group in the paper is either an intersection relationship or an inclusion relationship. Therefore, this program is feasible. Next, we need to classify the target group, namely into the elderly group (over 60), the middle-aged group (35-60), and the young group (18-35).

3.4.1 Elderly group

The elderly group is a relatively special group. They also need to be included in the target group because sometimes when they travel, their children or friends may help them rent on Airbnb, and they will know more or less about it. Because the Internet is relatively unfamiliar to them, paper channels are more familiar than those obtained through online channels. Therefore, more senior citizens can be aware of the seriousness of the problem by means of the stakeholders' publication of relevant reports on the Airbnb issue in the newspapers or the organization of offline activities. For example, communities can hold charity bazaar activities for the elderly, and the funds raised can be used to support the improvement of the social environment.

3.4.2 Middle-aged group & young group

Previous e-marketing studies have shown that personalized promotional content is more in line with consumer interests and preferences (Anand and Shachar, 2009; Ansari and Mela, 2003; Franke et al., 2009; Goldfarb and Tucker, 2011a; Lambrecht and Tucker, 2013; Tucker, 2014). Recent research shows that personalized promotion is twice as virtual as non-personal promotion (Tucker, 2014). Therefore, aiming at Airbnb's
problem, the target group obtained through different stakeholders will use different promotion methods to further understand how Airbnb responds to the social environment and its serious consequences. There is a growing body of literature shows that "Social Network Sites have allured hundreds of millions of people, they are also linked with our lives closely" (Tsai, Wu & Hung, 2013). More and more middle-aged people and young people are now addicted to social networks. Therefore, it is possible to share platform links and organize online activities on Facebook, Twitter, and other social software through relevant channels in order to increase the probability that the target population will be able to see the information. At the same time, it also increases the probability that they click into the platform.

3.4.3 Discussion

When the target group is aware that Airbnb has a negative impact on the social environment, why do they act instead of leaving it alone?

The first thing to note is that when problems arise in the social environment, these problems are immediately reflected in the target population and the symptoms are immediately apparent. Unlike the problem of the ecological environment, it takes a long period of time before the human body develops symptoms. For example, the phenomenon of gentrification, a socio-environmental problem that has been analyzed above, is immediately reflected in the target population when this phenomenon is generated. Tourists not only need to pay more money but also can't really get close to local life. The normal life of local residents has also been affected. Therefore, if tourists choose to ignore this issue, it means that they violate the original choice of Airbnb and they need to pay a corresponding price. Is this really what they want? If local residents choose to ignore this issue, it means that they are about to abandon their longing for a better life. Is this what they want?

The social environment problems that are caused by Airbnb's influence are not latent. The influence on tourists and local residents cannot be ignored. Therefore, after they are aware of this serious consequence, in order to protect their legitimate interests, they will certainly take actions to improve the social environment and use Airbnb in the right way so that the social environment will develop in a sustainable direction. As I mentioned above in the bad accommodation experience in Paris, precisely because of this incident I will be able to improve the sensitivity of selecting landlords in the process of booking an apartment later so as not to choose the property of the tourism investor. If I had known this phenomenon through the Internet before the Paris experience, I would remind my friend to choose the house carefully. Therefore, when the target audience knows these problems, they will certainly deal with these problems through their own methods.

4. Summary and Discussion
The relationship between Airbnb and the social environment is interdependent and dialectical and cannot be separated or antagonized. Therefore, the development of Airbnb is very necessary for the contemporary society. Declaration of the United Nations Conference on the Human Environment (UN Documents, 1972), held in Stockholm, Sweden, pointed out:

Man has constantly to sum up experience and go on discovering, inventing, creating and advancing. In our time, man's capability to transform his surroundings, if used wisely, can bring to all peoples the benefits of development and the opportunity to enhance the quality of life. Wrongly or heedlessly applied, the same power can do incalculable harm to human beings and the human environment. We see around us growing evidence of man-made harm in many regions of the earth: dangerous levels of pollution in water, air, the earth, and living beings; major and undesirable disturbances to the ecological balance of the biosphere; destruction and depletion of irreplaceable resources; and gross deficiencies harmful to the physical, mental and social health of man, in the man-made environment, particularly in the living and working environment.

The sharing economy is a sustainable economic system centered on the sharing of private assets. It will have a certain effect the market in existence. Zervas, Proserpio and Byers (2014) provided empirical evidence based on Airbnb as an example. They found that it did, indeed, seize market share. The short-term rental industry has had an important impact on the property market. Priceonomics (2013) gave specific data from a study that the choice of the Airbnb platform can help tenants save 21.2%-49.5% of the cost, compared with traditional hotel prices. At the same time, property providers have the chance to earn thousands of dollars in extra income each year.

In addition to the industry-level shocks, this type of business model has caused great controversy at national and social levels. This series of negative effects brought about by the sharing economy is an indispensable part of understanding the sharing economy. How to knock out or weaken this negative effect to better advertise the healthy development of the sharing economy is an important aspect in academic and practical spheres. For example, community- and self-regulation (Malhotra & Van Alstyne, 2014) is good advice. "Platforms are closer to the action; and they have an incentive to look after their communities" (Evans, 2012) in order to decrease the conflict among platform members. The problem of self-discipline stems from harm to non-members (local residents), market forces, and network effects, which encourage companies to participate in anti-competitive behavior (Malhotra & Van Alstyne, 2014). Another advice is also suggested by Malhotra and Van Alstyne, which is "Tax Fairly and Don't Promote Arbitrage." Sharing economy is already supported by Amsterdam (Tam, 2014). When hosts rent their flats, the income tax and tourist tax have to be included. At the same time, they must make sure that the neighbors are in good neighbourhoods.
Besides, displacement driven by tourism is the result of gentrification, which is also the key point to understanding the reason why Airbnb has resisted. It is important to point out by Slater (2015) that the phenomenon of displacement has nothing to do with the natural operation of the free market. This phenomenon is driven by tourist investors, travel companies, and individual households, which makes tourists blind and impulsive when choosing accommodation on Airbnb because tourists do not know how their choices have affected the social environment today. Gradually, "for residents and for those who need a place to live, holiday rentals represent the new gentrification battlefront" (Cócola Gant, 2016). This phenomenon is a threat to the right of abode residents, making them increasingly difficult to find affordable accommodation. Therefore, as Gant points out, the process of displacement is the process leading to urban inequality. This fact has brought a lot of problems to high-grade research because it violates the assumption that tourism growth is essentially positive. As I said in the text, tourism replaces residential life. Changes in tourism spending space make daily life more and more difficult (Cócola Gant, 2015). In the future, the magnitude to which the development of tourism has undermined the use value of the community as a place of social reproduction is a very discussed issue (Cócola Gant, 2016).

In summary, the problems of Airbnb and social environment in big cities are intertwined. I is a complex and massive problem. There are also many people involved. As a designer, to make the problem clear, I analysed this issue from the perspective of stakeholders and combined with critical design and proposed the similar solution at the end—a network communication platform. How can we solve the problem more effectively? The answer is communication. Only through the mutual exchange can we know each other's opinions, and under the balance of pros and cons, we can derive solutions that are beneficial to many people. Ask again, what is the most needed network platform? The answer is the traffic to the web page. Therefore, before creating the web platform, I need to consider who will visit this platform entirely.

So I thought that I could start from the stakeholder of this issue. I divided the stakeholder group into four categories: Airbnb, Community, Organization, and Government because the last three are people who want to solve the problem. For Airbnb, when its problems will affect its benefits, it will solve the problem, so I will call it a silent side. Then I explain the reasons why these stakeholders will participate. And the role they play is proof that the platform can play a role in solving Airbnb and social environment issues.

In my thesis, I defined my target group as tourists and local people. Therefore, how to establish the relationship between the target group and the platform has become my next step. Because the stakeholders themselves have a massive amount of users, the platform can use their users to promote and interact with the platform through online and offline promotion methods to gain more platform users. Then more and more target people will realise this problem. But how can we make the goal people not only aware of this problem but also take action? On the platform, they can not only understand the issues themselves but also know the consequences of this problem, and these consequences
will directly affect them. So when they realise the seriousness of the problem, they will naturally take appropriate measures to solve the problem.

Therefore, my design project is the creation of this platform to reach the sustainable development of the social environment and tourism.

5 Welcome to the Airbnb

5.1 Start to think

At the very beginning, I don’t know what can I do for the exhibition, since my thesis is about Airbnb and social environment in big cities. I think it will not be interesting if I do some art pieces in Växjö (a small city). Then I discussed with Martin and Terje, and they suggested me to do a twist of my thesis to make it more attractive and I think it is an excellent opportunity to do it as design research. Therefore, I decided to twist my thesis into a satellite which not only contrasts with my thesis but also echoes my design project, a social platform. Feedback received on the satellite can be used to improve the social platform. After the satellite's results section, I will give an example.

At the same time, I am more interested in discussing the meaning of Airbnb in Växjö, because I think the hosters in small cities will have more real Airbnb insights, which is precisely the reason why Airbnb was originally established. Two designers originally founded Airbnb. They called it "Air Bed + Breakfast". Their first website was airbedandbreakfast.com. Finally, they rented to 3 people in this way. The reason they do this is that they have spare beds and they can get extra income. They found that they could learn a stranger in a short period and could even become friends. So they decided to create Airbnb. I think that this feeling can be experienced in Växjö, but the correctness of my idea requires the verification of the satellite. So I started to arrange my plan.

5.2 Make the plan

To make the plan work, I wrote three plans in my textbook (one preferred plan and two alternative plan). The first plan is to rent an Airbnb and use this lease as my satellite. Meanwhile, this Airbnb location must be closer to Konsthall. On the one hand, because when visitors see my promotional message in Konsthall, they can come and see if they are interested. On the other hand, because I analysed the relationship between Airbnb and the social environment in my dissertation, I raised the phenomenon of gentrification. This phenomenon is precisely in the centre of the city. Therefore, I first positioned Airbnb's geographical location. The benefit of choosing a true Airbnb is to have a better interactive experience in such an environment, allowing me to experience the Airbnb in Växjö and get better feedback on the satellite. If the satellite can also be broadcast live on Konsthall on the same day, then it will be able to establish contact with Konsthall and visitors will be able to make real-time progress on the satellite. However, the difficulty in implementing this plan is that most Airbnb cannot host an
event, and the landlord is likely to disagree with the live broadcast. I need to communicate with the landlord before making an appointment entirely.

If all the eligible landlords have rejected me, I will implement the second plan to set up the satellite in my dormitory. The advantage of this is that there is no landlord to limit my actions, but the disadvantage is that my apartment is near the school which is inconsistent with what I want to show. In the end, my satellite is not able to get good and effective feedback. The third plan is to finish my "satellite" in the form of workshop in Konsthall.

5.3 Start to work

The next step is to implement the plan. The first thing to do is to screen Airbnb and communicate with the landlord. In Växjö, there is a total of 73 homes listed on Airbnb, of which 7 is eligible. So I went to check the 7 places separately.
At the same time, I tried to get in touch with these landlords. Although three of them rejected me, three did not reply to me, but fortunately, one of the landlords Kerstin accepted my request. She was glad to be my part of satellite. I decided to active my satellite on 22th May. Then I tried to invited Marianna, Laia, Tobias and Martin Gren. However, only Tobias had time that day. Luckily, there were also some students interested in my satellite.

5.4 My satellite

A satellite as a host performance was taken place in an Airbnb to figure out “What is the meaning of Airbnb in Växjö?” including considering the source of Airbnb. During our
discussion, there was live streaming so that people in Konsthall can see the process in the apartment.

The landlord Kerstin is a newly retired teacher and politician. Therefore, during the free time, she thought of renting the spare room. As soon as I stepped into this house, I was deeply attracted by the beautiful Swedish style garden and the retro room. There are three rooms in the house for rent. But when the children come back to live, Kerstin will close the rental. In the exchange with the landlord Kerstin I learned that the house had been around for 150 years.

To allow the guests are staying here to appreciate this history fully, the landlord specifically visited or investigated the first three landlords living in this house. It was learned from them that the first-person landlord was a person who contributed to equal income for men and women, and he was an animal protector. Although Kerstin did not elaborate on the story of the second and third landlord, she arranged the three rooms in the house according to the historical background of the former three landlords.
She is an Airbnb landlord and a history teller. When I was sitting in the room, what I could feel was the history and the feeling of home. This feeling is entirely in line with my feelings about Växjö. This can be a discussion point in my social platform. As the owner of the house, being a house tells the feeling that the tenant can have a home in a foreign country. Kerstin told me that a guest from the United States had booked here for two days. Because her grandmother was buried here, she came to worship here. When she came in here, she cried. She said that the feeling of staying here was the same as that of a grandmother when she was a child. Kerstin often shared with the tenants the new arrivals in order to allow them to feel warm in a foreign country and to experience local life. In the process of being my satellite, I had teachers and classmates visiting me. Although I was in the role of the landlord, I discovered during the discussion that I have always converted between the two roles of the tenant and the landlord. While sharing my story, I have also shared stories from many different places. This feeling is like thinking about travelling the world in the brain. Therefore, I think the meaning of Airbnb at Växjö is to share space, share culture, share nature and share knowledge. (The process of satellite was recorded and edited as a video.)
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