Building Trust Online, Sharing Offline

NeighborGoods

Thursday, March 31, 2011
veganstraightedge's Dewalt XRP 18v cordless power drill

It's available now!

Borrow This

Have a similar item?

I have one!

I need one!

Condition: Like New
Original Price: $125
Location: Valley Vlg, CA (about 9 miles away)

Meet veganstraightedge:

YOUR FEEDBACK IS IMPORTANT!
If you used this item, tell us how it went!

veganstraightedge's Other Items (28)
The average power drill gets used for 12 minutes in its entire lifetime.
Save money and resources by sharing stuff with your friends

Borrow!

Rent!

Enter your zipcode to get started: My zipcode

Recent Activity

- Audi just joined NeighborGoods 1 minute ago
- dtwood just added a weed wacker 0 minutes ago
- dtwood just joined NeighborGoods 2 minutes ago
- gretchenz just added a leaf blower 4 hours ago
- gretchenz just added a hedge trimmer

Testimonials

NG is the best thing since sliced bread. In fact, I’d bet you can find a bread slicer to borrow if needed. - Fixer

Neighborgoods not only saves me money, but it’s introduced me to neighbors I never would have known otherwise! - leeleepitts

Rockband for Wii. Check. Bike helmet. Check. This party just got a whole lot rowdier thanks to NeighborGoods. - fever

I’ve saved $160. I’ve helped others save

Find us on Facebook

NeighborGoods on Facebook

You like this. Unlike

1,495 people like NeighborGoods.
...the rapid explosion in swapping, sharing, bartering, trading and renting being reinvented in ways relevant to the Facebook age.
PLAYING THE TRUST GAME

To study the role of oxytocin in trust, the author and his colleagues had subjects play what is called the trust game. The team found that receiving a signal of trust led to a rise in oxytocin in the blood.

THE BASIC GAME

SETUP: Two players, who have no face-to-face contact, are told the rules in advance. They are also promised a fee, $10 in the example below, which is recorded in a computer account.

1. START: Subject 1 can transfer some, all or no money to subject 2.

2. If money is sent, it is tripled and added to subject 2's account.

3. If $6 is given, subject 2 ends up with $28—$10 plus $18 (three times $6).

4. END: Subject 2 can choose to return any fraction of the total—or nothing—to subject 1.
Paul Zak
Oxytocin: The Trust Hormone
• Trust is innate

• Trust important to happiness and well-being

• Trust essential to connected, safe communities.

• Correlation between trust and economy
Social Media is Social

Thursday, March 31, 2011
The New Sharing Economy study published by Latitude Research & Shareable.net

78% felt that sharing online has made them more open to the idea of sharing with strangers.

75% predicted that their offline sharing will increase in the next 5 years.
Trust

• VULNERABILITY - the willingness of one party (trustor) to be vulnerable to the actions of another party (trustee);

• CONFIDENCE - reasonable expectation of the trustor that the trustee will behave in a way beneficial to the trustor

• RISK of harm to the trustor if the trustee will not behave accordingly; and

• LACK OF CONTROL - the absence of trustor's enforcement or control over actions performed by the trustee.
Trust

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What is most important to **building trust** in a **sharing community**?
1. The belief that **people are inherently trustworthy**.

**Christopher Lukezik**
Marketing

People are fundamentally good and trusting.
arlene is borrowing Mickipedia's snowboard boots women size 9

Rating: ★★★
Location: Van Nuys
Check out arlene's profile
completed transactions 0
saved her neighbors $0

arlene said,
I WILL USE IT TO SNOWBOARD!
4 weeks ago

Mickipedia said,
YAYYY!!! When do you want them? They are too big for me so if you like them you can just keep them.
4 weeks ago

Mickipedia said,
I mean as long as you promise to share them on NG. Ha ha!
4 weeks ago

arlene said,
whenever? i will be at the track tomorrow and prolly wednesday so if you wanna leave them in the jr office i can pick up?
and i will TOTES share them on NG if you will let me adopt them! that is a very fancy sentence you said and i like it. i will buy you beer! or you can borrow beer that i dont want back?
4 weeks ago

Mickipedia said,
I'm gonna be there tonight but I'm not going home first. So I'll just toss them in my car and drop them off next time I'm at the track. Yay! If you don't like them, give em back and I'll keep lending them out. :)
4 weeks ago

Mickipedia said,
Soooo the track is closed until next week which means I will not be going to there. Do you wanna come by and pick them up? I'm leaving for a week on Dec 25.
4 weeks ago
2. Social Profiles

Claire

Location: Eagle Rock, CA (about 3 miles away)
Rating: ★★★★ (6 reviews)
About Claire: I'm pretty okay, sometimes.
twitter.com/armst
www.armst.net

YOUR FEEDBACK IS IMPORTANT!
If you've shared an item with this person, tell us how it went!

jorg verified ★★★
Item was returned by her flunky who was very prompt and polite. Another great NeighborGoods experience.
Rating ★★★
Share completed on 2011-02-19

spladog verified ★★★★
I am obsessive about my comics and Claire returned them looking like they had just come off the shelf.
Rating ★★★
Share completed on 2011-01-08

Sherree

Languages: English
Groups: Apartment Therapy
Work: Making faces & Child Labor
About: A friendly and gracious hostess that loves meeting new people. With a little encouragement, I may be inspired to cook or share my margarita recipe. I have lived in Los Angeles for 24 years and am a living, breathing Zagats/Fodor's Guide. I know many of the area's restaurants (the ones where the locals go), many of our great music venues, as well as, nearby hiking trails and beaches. Also, somewhat of a savant when it comes to the best routes to take during rush hour.
Acceptance Rate: 100%
2. Social Profiles

People who use RelayRides love that the car belongs to a real person.

Shelby Clark
Founder & CEO
3. Peer Reviews

**Greg**

Sherree is friendly, has good sightseeing tips and her place is comfortable. Central location near Beverly Hills in a sweet 1930’s flat.

**Gail**

Her place was wonderful, just as how the others described it to be. Sherree’s a great host too. Very warm and accommodating. Would definitely stay again at her place the next time I visit LA.

**Steve**

Had a great stay, felt like dropping in on an old friend and catching up. All of Sherree’s friends, who swing by often, lend themselves to the overall experience of not only visiting LA but being part of it. Will definitely be back!

**Heather**

Sherree’s place was clean and very comfortable. I loved the location! It has a cute back yard and a fully stocked kitchen which was available. Sherree is a kind and easy-going woman. I truly enjoyed my 4 nights stay. Thank you Sherree! :)

**Susana**

I stayed with my husband and 4-month old son for the new years eve weekend. We had a wonderful experience, beautiful room, and house, decorated with great taste, full of details. Great kitchen. And Sherree is very kind and graceful. Go to any place she recommends I dont doubt her taste! The neighborhood is very convenient if you have a car, like us. It is in the middle of everywhere you want to visit (on the north half) in a very quiet and safe neighborhood. In any case, LA is the city of cars, so dont expect “walking distance” to things (sadly). We definitely recommend Sherree's.

**Paul & Ji**

Bravaf Sherree is an awesome hostess. She went out of her way for me, made breakfasts each morning and told me about getting around LA. Sherree is tons of fun as well. Her house is extremely well located and parking is easy to find. Sherree offers a lot as a hostess. I highly recommend her to any guest to LA.
Leave Feedback About jessicasomething's Hamilton Beach hand mixer:

Rating: ★ ★ ★ Great!!!

Thanks so much for letting me borrow this! I thought it might be difficult to clean but it wasn't at all. My cookies turned out great!

Leave Feedback About jessicasomething:

Rating: ★ ★ ★ Great!!!

Jessica is a first rate neighbor. You can borrow from me any time!
People are tribal. We are working with smaller networks so we can leverage trust that already exists.
Zimride is a private ridesharing network for Stanford University

Miles Posted: 7,127,084
Potential CO2 Reduced: 5,530,617 lbs

Commute Origins  (View all)
San Francisco  170 rides
San Jose   54 rides

Travel Destinations  (View all)
Los Angeles  25 rides
Millbrae 3 rides
5. Reduce Friction

Make the hard stuff easy

Micki Krimmel
Founder & CEO

Neighbor Goods
How It Works

Airbnb lets you stay as a local in a new city, become part of a worldwide community, share authentic reviews & find the right space at any price point, anywhere.

Traveling

1. Find your space
Search our listings. Check availability and message hosts with any questions through the onsite messaging system.

2. Book it
Enter payment method and submit a reservation request to the host. Once confirmed, you will be charged.

3. Travel!
Contact the host directly to confirm check-in details. After the trip be sure to share your experience by leaving a review.

Hosting

1. List your space
List your space: upload dazzling photos, name your price & set your availability.

2. Confirm Reservations
Answer inquiries using the onsite messaging system. Once you receive a request, just accept or decline it.

3. Host!
Contact your guest directly to confirm details. You'll be paid 24 hours after they check-in, and don’t forget to leave a review.
Building Trust Online, Sharing Offline

1. The belief that people are inherently trustworthy.
2. Social Profiles
3. Peer Reviews
4. Tribes / Groups
5. Reduce friction
Trust provides access, wealth and freedom. When you build a community and you commit to them, the world opens up to you.

Neal Gorenflo
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