

Sharing Economy

UNIT

4



Teaching objectives

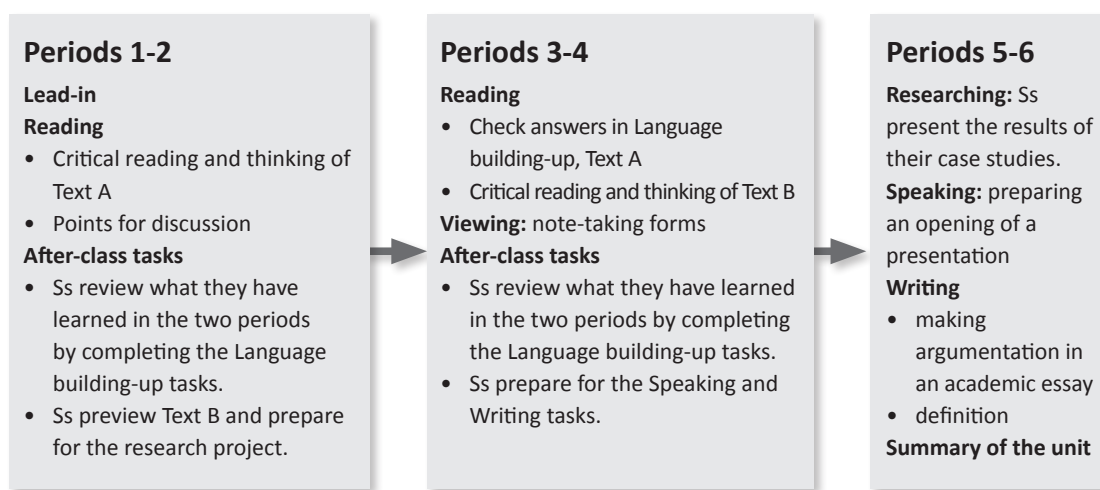
Upon completion of this unit, Ss are expected to accomplish the following objectives:

Professional knowledge	<ul style="list-style-type: none"> • Understand the development of sharing economy • Understand the challenges sharing economy is facing • Get acquainted with some specialized vocabulary of sharing economy
Reading	<ul style="list-style-type: none"> • Critical reading and thinking <ol style="list-style-type: none"> 1) Understand the structure of business writing (e.g., supportive examples in a text, looking for subheadings) 2) Analyze difficult sentences 3) Think about issues critically (e.g., Why is it difficult for sharing economy to establish the network effects?) • Language building-up <ol style="list-style-type: none"> 1) Learn the specialized vocabulary of sharing economy 2) Practice vocabulary and collocations in academic contexts 3) Study some formal language use • Researching Conduct a case study of a sharing economy company
Viewing	Take notes in proper forms
Speaking	Prepare a strong opening of a presentation
Writing	Learn to make argumentation in an academic essay

Suggested teaching plans

Overview

This unit is designed for six periods of classroom activities. In each of the periods, certain tasks are to be completed. Generally speaking, there may be several different ways to explore this unit. Here is a suggested teaching plan.



Teaching guides for each part

Reading

Text A

△ Teaching steps

Lead-in

- 1 Play the video clip twice and ask Ss to complete Task 1.
- 2 Divide the class into groups of 4-5 to discuss the questions in Task 2.
- 3 Ask each group to make a report of one example concerning Question 1 and summarize their viewpoints of Question 2.

T may give comments on Ss' ideas of sharing economy and lead into Text A by saying that "you can get more knowledge about sharing economy by reading Text A."

Critical reading and thinking

1 Overview

- 1) Ask Ss to scan Paras. 1-7 and pay attention to the growing pains of sharing economy.
- 2) Ask Ss to scan Paras. 8-13 and pay attention to the analysis of the strengths and weaknesses of sharing economy.
- 3) Ask Ss to read the text more carefully and complete Task 1.

2 Points for discussion

- 1) Put Ss into groups of 4-5 to discuss either of the two questions in Task 2.
- 2) Invite 2-3 groups to make reports of their discussion results.
- 3) Encourage other groups to feed back once the presenting groups have finished their reports.

Language building-up

1 Specialized vocabulary

- 1) Ask Ss to work through Task 1 to review the specialized vocabulary used in the text.
- 2) Check Ss' answers.
- 3) Draw Ss' attention to Key terms for further study at the end of the unit.

2 Academic vocabulary

- 1) Ask Ss to practice the words in the box in the academic context by completing Task 2.
- 2) Check Ss' answers.

3 Collocations

- 1) Guide Ss through Task 3 to help them grasp the frequent and useful collocations which occur in academic contexts.
- 2) Check Ss' answers.

4 Formal English

Ask Ss to complete Task 4 and check their answers.

Supplementary information

1 sharing economy

The essence of sharing economy is to organize the untapped assets or labor so as to provide products or service at relatively low prices. The supply side provides users the access to products or service in order to get payment, and the demand side uses products or service by leasing, rather than owning it. There are five components of sharing economy: untapped resources, access, connection, information, and mobility. Sharing economy weakens labor's dependence on business organizations because they can directly provide products or service to users. Meanwhile, the labor relies on the sharing economy platforms in order to extensively get connected to the demand side.

2 Uber

Uber, now a listed company, is providing its service in over 400 cities of about 70 countries. It ranks 87 in Best Global Brands 2019 by Interbrand. The company innovates a wide variety of services, such as UberPop (cut-price ride-sharing service), UberChopper (experimental helicopter-hailing service), UberRush (delivery service), UberHealth (car booking service exclusively for patients), and Uber Travel (service in the tourism industry). Meanwhile, Uber is confronted with problems such as passengers' security, unfair competition, and low-wage workforce.

3 Airbnb

The company, founded in 2008, now has its community platforms in over 65,000 cities and 191 countries, providing a variety of accommodations, including apartments, villas, castles and tree houses. Airbnb has changed people's perception of rented housing, in which way hosts are willing to provide accommodations to strangers and travelers are willing to look for accommodations in private homes. Airbnb has also reformed the renting industry and led the development of accommodation services in private homes. Its business model can also be applied to other industries, such as catering services.

△ Language support

- 1 In markets exposed to this new force, the effect is likely to be deflationary — to the great benefit of consumers and to the detriment of traditional suppliers. (Para. 3)

to the benefit of ... 意思是“有利于……”，to the detriment of ... 意思是“不利于……”，这两个短语作为并列修饰语，补充说明前句中的effects。

e.g. These changes are to the benefit of small companies.

The new regulations work to the detriment of contract workers.

- 2 But the reality is that, had they continued to treat them as contractors and been found to break the law, they would have faced large bills for back taxes, potentially putting their entire businesses at risk. (Para. 7)

... had they continued ... 为表达虚拟语气的省略句，完整的表达为：If they had continued ...；主句they would have faced为虚拟语气；... putting their ... 为现在分词短语作状语修饰语，补充说明可能的结果。

Paraphrase: But this is the reality: If they had continued to employ them as contractors and been found illegal, they would have been charged with large bills for back taxes; and consequently, it would possibly endanger their entire businesses.

- 3 Their main advantage will rest in being able to aggregate many small orders over smartphones, and using mobile and cloud technologies to streamline the delivery of their services. (Para. 10)

being able to ... 和using mobile and cloud technologies to ... 为并列的动名词结构，共同说明 their main advantage。

Paraphrase: Their main advantage will be that they are able to put together many small orders over smartphones, and that they can use mobile and cloud technologies to provide better delivery of their services.

- 4 But for the truly disruptive, the evolution of the sharing economy into something more mainstream should do little to undermine their long-term potential. (Para. 11)

the truly disruptive为the+adj. 结构，指代具有该形容词属性的名词，这里指具有颠覆性的共享经济公司；do little to ... 表达否定意义，表示“不要做……”。

Paraphrase: But for the companies that truly bring radical changes to the market, if they want to make the sharing economy more widely accepted, they should not weaken its possibility of developing in its particular way in the long term.

Text B

Teaching steps

Critical reading and thinking

- 1 T may introduce Text B by saying, “Sharing economy is facing increasing regulatory and legal pressures, which are major challenges of its development. Text B can help you take a closer look at this issue.”
- 2 Ask Ss to scan the text and pay attention to the subheadings:
 - 1) Is it fair?
 - 2) Can we trust it?
 - 3) Is it risky?
- 3 Guide Ss through the text and find out key points of the three sub-sections.
- 4 Ask Ss to complete the task and check their answers.

Language building-up

1 Academic vocabulary

- 1) Ask Ss to practice the words in the box in the academic context by completing Task 1.
- 2) Check Ss' answers.

2 Collocations

- 1) Familiarize Ss with the common collocations from the text by completing Task 2.
- 2) Check Ss' answers.

Researching

- 1 Guide Ss through the directions of the task.
- 2 Put Ss into groups of 4-5 to conduct their case study of a sharing economy company. Remind Ss that they can look into the aspects listed in the task as guidance on their research.
- 3 Each group makes a presentation of their case study to the class.
- 4 Comment on Ss' performance.

Supplementary information

1 black market

The black market is an illegal form of trade. Goods that are difficult to get (such as drugs and firearms) and foreign money are bought and sold on black market. Black market transactions usually evade government sanction, hence not paying taxes or being recorded; such trades can do damage to an economy.

2 utopian values

Utopia refers to an imaginary place or state in which everything is perfect. It originates from the title of a book by Sir Thomas More, which describes a place like this. Utopian values are beliefs about a perfect society in which everyone works well with each other and is happy.

Language support

- 1 And these hurdles come from governments that are trying to get their heads around this new landscape, creating new legislations aimed at protecting their assets as well as the public's. (Para. 3)

creating new legislations ... 为现在分词短语作状语修饰语，补充说明政府的举措；aimed at ... 为过去分词短语，修饰new legislations。

Paraphrase: And these restrictions are imposed by governments. Governments are trying to understand the sharing economy, hence formulating new laws for the purpose of protecting the assets of governments and the public.

- 2 But how can a company that's just connecting people with services they require be sure their labour is in a secure and properly benefitted working environment? (Para. 4)

此句的主干为：how can a company be sure ...。that's just connecting ... 为定语从句，修饰a company。

Paraphrase: But for companies that are just connecting people with services on demand, how can they ensure their labor a secure and properly benefitted working environment?

- 3 The whole idea of a sharing economy relies on utopian values, and on the delicate balance of no one abusing the opportunities it provides. (Para. 8)

... relies on后面接两个宾语，分别是utopian values和the delicate balance。

Paraphrase: Sharing economy is based on the belief that all the involved is perfect, and it is also rests upon the sensitive balance that nobody abuses the sharing opportunities.

Viewing

▲ Teaching steps

- 1 T may lead into this part by saying, “Sharing economy, as a new form of consumption, is in sharp contrast to traditional consumption. The video clip that you are going to watch will provide details of the contrast.”
- 2 Play the video clip and guide Ss to choose a proper form for taking notes.
- 3 Play the video clip again and ask Ss to complete Task 2.
- 4 Check Ss’ answers to Task 2.

Speaking

▲ Teaching steps

- 1 Guide Ss through the instructions on making an opening part of a presentation.
- 2 Draw Ss’ attention to the task. Ask Ss to remain in the groups formed for doing the Researching task. Guide Ss to work on the introduction of their group presentation.
- 3 Ask each group to evaluate group members’ introduction and select the most appropriate one. Walk around and give suggestions on how to improve.

Writing

▲ Teaching steps

- 1 Guide Ss to understand the argumentation of an academic essay.
- 2 Draw Ss’ attention to how to define terms when writing an academic essay.
- 3 Guide Ss to make a textual analysis of the sample argument paragraph.
- 4 Ask Ss to do Task 1 and discuss their answers in pairs. T makes a textual analysis of two argument paragraphs as suggested answers.
- 5 Ask Ss to do Task 2 after class. Before Ss hand in their writing, they should ask at least one classmate to read and give comments on their paragraph.
- 6 Give feedback on Ss’ definition of key terms and argument paragraphs. Select some model paragraphs to share with the class.

Reading

Text A

Lead-in

Task 1

- 1 used; pre-owned; somewhere; someone; where it is
- 2 money; skills; time
- 3 needing to own the product outright

Scripts

So today I'm going to talk to you about the rise of collaborative consumption. I'm going to explain what it is and try and convince you that this isn't a flimsy idea, or a short-term trend, but a powerful cultural and economic force reinventing not just what we consume, but how we consume.

So my co-author, Roo Rogers, and I have actually gathered thousands of examples from all around the world of collaborative consumption. And although they vary enormously in scale, maturity and purpose, when we dived into them, we realized that they could actually be organized into three clear systems. The first is redistribution markets. Redistribution markets, just like Swaptree, is when you take a used, or pre-owned item and move it from where it's not needed to somewhere, or someone, where it is. They're increasingly thought of as the fifth "R" – reduce, reuse, recycle, repair, and redistribute – because they stretch the life cycle of a product and thereby reduce waste.

The second is collaborative lifestyles. This is the sharing of resources of things like money, skills and time. I bet, in a couple of years, that phrases like "co-working" and "couchsurfing" and "time banks" are going to become a part of everyday vernacular. One of my favorite examples of collaborative lifestyles is called Landshare. It's a scheme in the UK that matches Mr. Jones, with some spare space in his back garden, with Mrs. Smith, a would-be grower. Together they grow their own food. It's one of those ideas that's so simple, yet brilliant, you wonder why it's never been done before.

Now, the third system is product service systems. This is where you pay for the benefit of a product – what it does for you – without needing to own the product outright. This idea is particularly powerful for things that have high-idling capacity. And that can be anything from baby goods to fashions to – how many of you have a power drill, own a power drill? Right. That power drill will be used around 12 to 13 minutes in its entire lifetime. It's kind of ridiculous, right? 'Cause what you need is the hole, not the drill. So why don't you rent the drill, or, even

better, rent out your own drill to other people and make some money from it? These three systems are coming together, allowing people to share resources without sacrificing their lifestyles, or their cherished personal freedoms.

Task 2

Answers may vary. Here are some useful points for reference.

- 1 An example is the riding service by Mobike. We can ride a Mobike by its app without owning it; it's especially convenient on campus, as we can access Mobikes almost everywhere.
- 2 Some services provided by sharing economy bring about convenience to my life. For example, as I mentioned just now, riding a Mobike is more convenient than riding my own bike. I used to worry about the maintenance of my own bike, and it was troublesome if there was something wrong with my bike; I even lost my own bike once. There are no so such problems when I use Mobike service, and the riding experience is good.

Critical reading and thinking

Task 1 / Overview

- 1) unleashes new sources of supply
- 2) regulatory and legal pressures mount
- 3) aggregate many small orders over smartphones
- 4) streamline the delivery of services
- 5) low barriers to entry
- 6) establish the network effects
- 7) take on more of the responsibility for maintaining a high level of service

Task 2 / Points for discussion

Answers may vary. Here are some useful points for reference.

- 1 I don't agree. I think sharing economy is the economy of unscale, different from the traditional mass production and mass marketing. This new business model enables mass customization for increasingly narrow markets, so that companies of sharing economy can give each customer exactly what he or she wants, instead of giving everyone the same thing. In this way, sharing economy companies can win increasingly large numbers of customers so as to make enormous profits.
- 2 I think some sharing economy companies in China have a different problem, that is, the company management cannot well support its fast development. For example, the Ofo Bike used to be a leading start-up company of sharing bikes on campus in China, and its business had expanded exponentially nationwide; however, its management of bike maintenance, riding service regulations, and funding failed to support its fast development, and the company lost its dominant position in the market.

Language building-up

Task 1 / Specialized vocabulary

1

1 d 2 e 3 h 4 f 5 b 6 a 7 c 8 g

2

- | | |
|-------------------------|-------------------------|
| 1 competitive advantage | 2 underused assets |
| 3 sharing economy | 4 business models |
| 5 on-demand service | 6 artificial advantages |
| 7 contract workers | 8 low-wage workforce |

Task 2 / Academic vocabulary

- | | |
|--------------|-----------------|
| 1 facilitate | 2 sources |
| 3 regulatory | 4 maintain |
| 5 exposed | 6 legal |
| 7 evolution | 8 periodic |
| 9 contract | 10 undiminished |

Task 3 / Collocations

- | | |
|--------------------------|-------------------|
| 1 tapping into | 2 put; at risk |
| 3 to the benefit of | 4 turns out to be |
| 5 take on responsibility | 6 bear in mind |
| 7 go through | 8 comply with |

Task 4 / Formal English

- | | |
|-----------------------|-------------------------|
| 1 harm / damage | 2 increase gradually |
| 3 providing money for | 4 basically |
| 5 gradual development | 6 always remains strong |

Text B

Critical reading and thinking

Task / Overview

- 1) provide their labor with a secure and properly benefited working environment
- 2) provide trusted online platforms for services and products
- 3) adapt their operations to increasingly strict regulations by governments
- 4) In order for sharing to be the new norm, legislation and technology will need to change and develop to make the process simpler, fairer for workers, and safer for both hosts and users

Language building-up

Task 1 / Academic vocabulary

- | | |
|---------------------------|----------------|
| 1 ultimate | 2 affect |
| 3 integrates / integrated | 4 illegal |
| 5 subsequently | 6 theory |
| 7 evidenced | 8 rely |
| 9 income | 10 legislation |

Task 2 / Collocations

- | | |
|------------------------|----------------------|
| 1 in theory | 2 stepping in |
| 3 demand for | 4 lead to |
| 5 was / is banned from | 6 generate an impact |
| 7 come up with | 8 in the form of |

Viewing

Task 2

- 1) possessions
- 2) what's mine, what's yours, and what's ours
- 3) credit history

Scripts

I want to just give you an example of how powerful collaborative consumption can be to change behaviors. The average car costs 8,000 dollars a year to run. Yet, that car sits idle for 23 hours a day. So when you consider these two facts, it starts to make a little less sense that we have to own one outright. So this is where car-sharing companies such as Zipcar and GoGet come in. In 2009, Zipcar took 250 participants from across 13 cities – and they're all self-confessed car addicts and car-sharing rookies – and got them to surrender their keys for a month. Instead, these people had to walk, bike, take the train, or other forms of public transport. They could only use their Zipcar membership when absolutely necessary. The results of this challenge after just one month were staggering. It's amazing that 413 pounds were lost just from the extra exercise. But my favorite statistic is that 100 out of the 250 participants did not want their keys back. In other words, the car addicts had lost their urge to own.

Now product service systems have been around for years. Just think of libraries and laundrettes. But I think they're entering a new age, because technology makes sharing frictionless and fun. There's a great quote that was written in *The New York Times* that said, "Sharing is to ownership what the iPod is to the eight-track, what the solar power is to the coal mine." I believe also, our generation, our relationship to satisfying what we want is far less

tangible than any other previous generation. I don't want the DVD; I want the movie it carries. I don't want a clunky answering machine; I want the message it saves. And I don't want a CD; I want the music it plays. In other words, I don't want stuff; I want the needs or experiences it fulfills. This is fueling a massive shift from where usage trumps possessions – or as Kevin Kelly, the editor of *Wired* magazine, puts it, “where access is better than ownership.”

Now as our possessions dematerialize into the cloud, a blurry line is appearing between what's mine, what's yours, and what's ours. I want to give you one example that shows how fast this evolution is happening. This represents an eight-year time span. We've gone from traditional car ownership to car-sharing companies, such as Zipcar and GoGet, to ride-sharing platforms that match rides to the newest entry, which is peer-to-peer car rental, where you can actually make money out of renting that car that sits idle for 23 hours a day to your neighbor. Now all of these systems require a degree of trust, and the cornerstone to this working is reputation.

Now in the old consumer system, our reputation didn't matter so much, because our credit history was far more important than any kind of peer-to-peer review. But now with the Web, we leave a trail. With every spammer we flag, with every idea we post, comment we share, we're actually signaling how well we collaborate, and whether we can or can't be trusted. Let's go back to my first example, Swaptree. I can see that rondoron has completed 553 trades with a 100% success rate. In other words, I can trust him or her. Now mark my words, it's only a matter of time before we're going to be able to perform a Google-like search and see a cumulative picture of our reputation capital. And this reputation capital will determine our access to collaborative consumption. It's a new social currency, so to speak, that could become as powerful as our credit rating.

Now as a closing thought, I believe we're actually in a period where we're waking up from this humongous hangover of emptiness and waste, and we're taking a leap to create a more sustainable system built to serve our innate needs for community and individual identity. I believe it will be referred to as a revolution, so to speak – when society, faced with great challenges, made a seismic shift from individual getting and spending toward a rediscovery of collective good. I'm on a mission, I'm on a mission to make sharing cool. I'm on a mission to make sharing hip. Because I really believe it can disrupt outdated modes of business, help us leapfrog over wasteful forms of hyper-consumption and teach us when enough really is enough.

Writing

Task 1

Given what we know, I would advise SparkPlace to focus on the Marys. In the software business, three things underpin most of a customer's lifetime value: the price paid, the cancellation rate, and the upgrade rate. If 5% of customers cancel their subscriptions but a greater percentage upgrade, you more than make up for the losses. The Marys already have lower cancellation rates and pay higher prices than the Sams. They are also much more likely to buy additional services because they have larger budgets to spend on software. With the right product, the potential to increase lifetime value is huge with the Marys but limited with the Sams.

Source:

The passage is taken from the article "Target the right market" (2012).

Part 1: topic sentence: Given what we know, I would advise SparkPlace to focus on the Marys. Propose a solution of targeting the market of Marys.

Part 2: argument for the solution with evidence and reasoning: applying a relevant principle to the case and drawing on case information to justify the solution.

Part 3: closing sentence: With the right product, the potential to increase lifetime value is huge with the Marys but limited with the Sams. Highlight the proposed solution.

Almond needs to lead the way by setting the standards for safety and ethics. A company may achieve short-term success if it bows to hidden rules, but in the long term it will eventually fail. The business environment in China is very different from what it was 30 years ago, and it will continue to evolve. Over the next 10 years we can expect to see more regulation and the development of new criteria for doing business in China. It will pay to be ahead of that curve.

Source:

The passage is taken from the article "Culture clash in the boardroom" (2011).

Part 1: topic sentence: Almond needs to lead the way by setting the standards for safety and ethics. Propose a solution of setting the standards for safety and ethics.

Part 2: argument for the solution with evidence and reasoning: stating reasons for the solution and drawing on facts of the business environment in China.

Part 3: closing sentence: Over the next 10 years we can expect to see more regulation and the development of new criteria for doing business in China. It will pay to be ahead of that curve. Justify the proposed solution.

Text A

共享经济开始成为主流

共享经济正呈现出各种形态，包括将人类生活中的更多领域转变为特别市场的一种方式，监管套利的一种形式，以及助长逃税的一种非正规经济。

但最重要的是，共享经济是一种颠覆性的经济形式，释放出新的供应来源。无论是未充分利用的资产（私家车、备用卧室）还是劳动力（愿意花几小时当出租车司机、个人买手或快递员的人），共享经济使过去无法有效整合的资源都得到充分利用。

受到这种新力量影响的市场很可能会产生通货紧缩——这会使消费者大大受益，使传统供应商遭受不利。

值得注意的是，共享经济经历了又一次周期性的成长之痛。随着监管和法律压力的增加，以及公司商业模式衔接的是更加传统的企业，这些公司的某些人为优势将会消失。但有些公司以新的、更有效的方式安排供应，找到了一种方式提供有价值的服务，它们的竞争优势应该是持久的。

本周，两名优步高管在巴黎遭扣押，他们和优步法国被责令于今年下半年接受审讯，压力便以最戏剧性的方式凸显出来。很明显，法国将禁止低价车辆共乘服务，比如“人民优步”，继续采用低于传统出租车监管水平的规章制度。

其他地方的类似影响并不那么明显。在美国，许多共享经济公司以一种对抗性低得多的方式屈从于该国的劳动法。近几天来，包装和运输服务公司 Shyp 和杂货配送公司 Instacart 已经开始将非正式合同工转为全职员工；外卖送餐公司 Munchery 和提供其他新的“按需”服务的 Hello Alfred 公司已在去年采取了同样的举措。

这些公司已经在勇敢地面对变化，这将意味着他们可以提供更好的服务，因为他们可以更自由地培训和监督他们的员工。但实际情况是，如果公司继续将他们视为合同工并被发现违法，他们就会面临大量补缴拖欠税款的账单，可能会使整个企业面临风险。

无论好坏，这样的发展会使共享经济公司变得和其他类型的公司没多大差异。共享经济公司在这个过程中将承担更多的责任，包括提供服务、雇用员工和资产融资，而不是像简单的双边市场，将寻求服务的人与愿意提供服务的人进行匹配。

对于一些公司来说，共享经济大部分声称具有的优势将会消失。这对在按需经济领域中运营的公司来说是最具挑战性的，他们雇用低薪劳动力来提供本地服务。

这些公司的主要优势在于能够通过智能手机聚合许多小订单，并使用移动技术和云技术提高服务效率。不过，这个行业进入的门槛很低。这类公司也将基本停留在本地业务，努力建立网络效应，将在线平台变成真正的赚钱机器。

但对于真正具有颠覆性的共享经济公司，在向更主流的方向发展时，不应破坏其长期潜力。成本肯定会上升。除了遵守更多法规外，他们还需要承担更多保持高水平服务的责任。

这将意味着要防止不良情况的发生，例如打击欺诈或在出错时提供保险。这也意味着雇用更多人来接管业务的一些关键方面。像所有服务公司一样，共享经济公司也必须做好提供一贯之的卓越体验的苦差事。

只要能在政治压力中生存下来，优步和爱彼迎等公司就会在一个理念之上建立起来，即互联网使组织大规模新经济领域活动成为可能。作为能够挖掘大量尚未开发的资产和劳动力的一种方式，共享经济的潜力不会减弱。

Text B

共享经济真是未来的方向吗？

从吉普卡到优步，从爱彼迎到沙发客，共享经济来了。我们已经意识到，通过共享我们的资产，我们可以赚取外快、省钱，并提高效能。

但根据房屋共享平台 Homeit 公司的安德烈·罗奎的说法，这种新经济面临着许多挑战。

如果我们看一下资产交换游戏中像优步和爱彼迎这类最知名的公司，很快就会搜集出这两个平台与监管障碍持续抗争的大量信息。这些障碍来自政府，他们试图理解这一新领域，制定了旨在保护其资产及公众资产的新法规。最近的《金融时报》举办的共享经济峰会就证明了这一点，在这次峰会上，消息灵通人士聚到一起，指出了这个新市场的领导者可能面临的困难和他们的担忧。

这样公平吗？

许多依赖共享经济的公司（从理论上说）只是将那些有技能的人（我能开车，需要一些外快）与那些需要这种技能的人（我有些钱，需要坐车去某个地方）联系起来。但是，如果一家公司只是将人们与他们所需要的服务联系起来，那么这个公司如何确保他们的劳动力处于安全且有实际得益的工作环境？

举例来说，hassle.com 对于向员工提供能够保障伦敦生活的工资有严格的规定。该平台的首席执行官亚历克斯·德普莱奇表示，他们的最终目标是摧毁长期以来一直在剥削家政劳动力的黑市。通过在线平台，自由职业变得越来越普遍，政府可能不得不介入以保护工人。

然而，我们也可以说，优步司机人数的增加将意味着对汽车清洁服务需求的增加。或者说，更多的爱彼迎房源将导致对“按需”清洁服务的更大需求。在发现这种相关性的公司中，Homeit 是一个典型的例子，这家远程访问提供商的用户大多是短期房产租赁业主，它已开始将清洁服务集成到应用程序中，当你接受预订时，你可以及时为客人安排房屋清理。

我们能相信共享经济吗？

在声誉遭受重大打击后，优步承诺实行更严格的司机招聘筛选流程，在这段不信任时期，人们会回到传统的服务，即伦敦的黑色出租车。

共享经济的整体理念依赖于乌托邦式的价值观，也依赖于无人滥用其提供的机会的微妙平衡。我们要相信来我们家工作的清洁工。清洁工的选用在过去是由个人推荐，现在则可通过可

信平台进行。从理论上讲，如果你房子的客人损坏了某些东西，你可以给他们差评，他们甚至会被禁止使用爱彼迎等服务。这有助于建立房屋业主对平台的依赖度。

共享经济是否存在风险？

最近，数百人聚集在洛杉矶市政厅讨论像洛杉矶这样的旅游目的地应该如何规范其短期租赁行业。例如，对一个房间可以在一年内出租的时间规定一个180天的上限，并声明房屋业主必须住在他们出租的房屋里。全世界都在进行这样的讨论，人们认为爱彼迎租赁会影响长期房屋租赁，并增加生活租金成本。

在巴塞罗那，政府正在打击那些没有缴纳租金收入税的非法房屋业主。2015年，爱彼迎仅在巴塞罗那一个城市产生的经济效应就达到了7.4亿欧元。

短期内，随着科技企业提供各种创新的方式来帮助我们共享资产、赚钱或省钱，共享经济只会不断壮大——但为了使分享成为新常态，立法和技术都需要改变和发展，才能使这一过程更简单，对从业者更公平，对服务提供者和用户更安全。

