UiS

**Universitetet
i Stavanger**

FACULTY OF SOCIAL SCIENCES,
NORWEGIAN SCHOOL OF HOTEL MANAGEMENT

MASTER'S THESIS

STUDY PROGRAM:	THESIS IS WRITTEN IN THE FOLLOWING SPECIALIZATION/SUBJECT:
Msc. International Hotel and Tourism Leadership	**Social media**
	IS THE ASSIGNMENT CONFIDENTIAL? No

TITLE:
How does gender influence couchsurfers behaviour intentions based on trust and perceived risk?

AUTHOR	ADVISOR:
	Torvald Øgaard

Student number:	Name:
216587	Angelica Kolstad Håvardsholm

ACKNOWLEDGE RECEIPT OF 2 BOUND COPIES OF THESIS

Stavanger, ……/…… 2016   Signature administration:……………………………

Foreword

This thesis is the result of a two year study period in the Msc. Hotel and Tourism Leadership program at the University of Stavanger, Norway. The topic of the thesis is chosen based on the researcher's interest for social media and how its development can have an impact towards the hotel and tourism industry. More specifically the phenomenon Couchsurfing was selected after inspiration from guest lecturer Associate Professor Thomas Laudal, in the class of MHR185 Organizational Identity and Corporate Communication.

Couchsurfing have been developed from social media towards a social networking in a travel community. The social networking pages do not have their own content, but are dependent on the members. The more members using the webpage, the more value it creates. Couchsurfing is about travellers to meet and sleep in other members home for a few nights, for free.

The following words will be dedicated to all the people who have kindly helped contributed in this thesis:

My supervisor Professor Torvald Øgaard who have guided me through the process of this master thesis with his patience, engagement and great knowledge. His kind advices, input and constructive feedback were valuable, helpful and very much appreciated.

I would also like to thank Professor Tone Linge, who helped collecting data from a group of master students at the Norwegian school of Hotel Management. The teachers Dag Magne Søyland and Thor Geir Harestad from Randaberg upper secondary school who helped collecting data from 3rd year students. Otherwise an overall thank you to students from the different faculties at University of Stavanger, who took the time to fill in the survey question providing data for this thesis. Finally, I would like to thank my family, friends and fellow students for their good support through the writing of this thesis.

Stavanger, Norway, June 2016, Angelica Kolstad Håvardsholm

Abstract

Social media has become a major and important factor in today's society. In the tourism and hospitality industry, social media has created new platforms for communications. An online social network within the travel community is Couchsurfing.com. Couchsurfing allows travelers all over the world to do a hospitality exchange. On Couchsurfing.com people open their homes for strangers to stay the night. Since couchsurfing is based on online communication in order to meet face-to-face, questions of perceived risk and trustworthiness can be raised. Based on this, the main issue of this thesis is:

How does gender influence couchsurfers behavioural intentions based on trust and perceived risk?

This thesis consists of a combination between explorative and descriptive design in order to get an overall view on the issue. There were performed a group interview with couchsurfers in order to define key objectives. This was used to develop an experiment with the most important indicators of trustworthiness. The experiment was conducted with a survey including 250 students at the University of Stavanger and Randaberg upper secondary school, Norway.The survey were also shared on social media. In the experiment the respondents were divided into different groups. These groups consisted of gender of the host and coachsurfer and travelling alone or with a friend. Each group had ordinary or manipulated references.

The main aim of the thesis was to see how the independent variables had an effect on the constructs trust, percieved risk and behavior intention of the couchsurfer. Unfortunately, this study's findings were not significant to state any new theories or contribute an overall understanding of trust, perceived risk and behavior intentions within couchsurfers. However, recommendations for further studies in the field could be interesting. The suggested recommendations include further studies with a conscious choice of respondents done couchsurfing. The survey showed multiple respondents were not able to adapt towards the role of the couchsurfer. This might explain why there were small differences between the different groups, which might had an impact on the non-significant findings. It could be interesting to see which target group who use couchsurfing and their motivations for choosing this untraditional travel approach. Another interesting aspect could be to explore the variables within age, cultural differences and relationship status.

Keywords: Couchsurfing, social media, gender, trust, perceived risk.

Table of Contents

1. Introduction

In this chapter background for the phenomenon, research purpose, why it contributes to science and a brief overview of the thesis will be explained.

1.1 Background

In the modern social life, social media have a big impact and make it possible for friends and family to stay in touch. The technology has made the world "smaller" and opportunities broader. However, this technology also increases the contact towards strangers (Molz, 2012). The technical connections have created new forms of sociality were online communication and face-to-face connections go hand in hand (Molz, 2012). The development of social media has opened new possibilities for people all over the world to interact. One of these social networking sites is couchsurfing.com, who wanted to make travel richer with connections all over the world. The webpage is now the biggest hospitality exchange service with 12 million members and 200 000 cities to choose from. Their idea was for people anywhere could share their homes with strangers. Or as the webpage says "friends you haven't met yet" (Couchsurfing, 2015a). This way travellers can experience the world in a whole new way, for free (Couchsurfing, 2015a). Couchsurfers relies on meeting people online in order to meet each other face-to-face. The couchsurfers establish trust and encounters with strangers, often in other countries (Molz, 2012).

1.2 Research purpose, objective and questions

Couchsurfing can raise questions of risk, trust and identity– all important dimensions not only of hospitality, but also of new forms of social relations online. Questions for consideration can be couchsurfing is initially free, but what if the host is expecting some kind of compensation? Also there can be second guesses if the person on the profile is who he or she claims to be. So how does the couchsurfer make a decision at whom they want to stay overnight? The aim of this research is to explore the relationship between couchsurfers behaviour intentions, trust and perceived risk with variables like gender, references and travel companion (alone or with a friend).

The main research question in this thesis will be:

How does gender influence couchsurfers behaviour intentions based on trust and perceived risk?

Sub questions will be:

2. How does travelling alone and with a friend affect the relationship towards behaviour intentions?

3. How does the reference of the host affect the couchsurfers relationship towards behaviour intentions?

There are multiple hospitality websites for couchsurfing. This paper will focus on couchsurfing.com. Due to this page have the highest amount of members and can therefore be considered to have most influence and be seen as the main page for Couchsurfing.

1.3 Contribution

The couchsurfing.com started in 2004 and already has a lot of members (Couchsurfing, 2015a). Still couchsurfing does not seem particularly prevalent, especially not in Norway. It can therefore be interesting for tourism, hospitality industries, and individuals to understand the phenomenon better. Issues of trust and perceived risk online are not limited to couchsurfing, but can extend to a broad aspect within social media. It can be interesting to get an understanding of how people build trust online and how they asses the perceived risk in order to make a decision.

The development in social media can also contribute to a shift in the hospitality industry. This development has created a new platform for tourism and hospitality. Due to couchsurfing is free and mainly relies on an exchange of generosity and getting new acquaintances can leave out some commercial arenas of hostels and hotels and into the private sector of host's home (Molz, 2012). Couchsurfing can also show a new travel form and create different demand within the hospitality industry.

1.4 Structure of the thesis

In the first chapter of the thesis a brief overview of the research background, research purpose and contribution of the topic will be provided. This chapter is followed by theories related to the researched topic. The methodology part describes the chosen design to be applied in the research in order to obtain optimal results. Followed by the chapter of how the data will be collected.

Afterwards the chapter of the most relevant results will be presented. Further on there will be a chapter that discusses impacts and findings. Last conclusions, limitations and possible recommendations will be provided.

2. Theory

In this chapter relevant theory will be presented and explained. The purpose is to use these theories in order to develop an experiment and survey. Further on, the theories will be used in the analysis and discussion of the findings.

Couchsurfing is a relative new phenomenon which there is limited research about. In order to collect knowledge, literature searches on the phenomenon was conducted on Google scholar. The library of University of Stavanger was also searched. Due to trust and perceived risk is complex, only definitions and one trust model where added. There was conducted review of risk within travel. Among others, one of the articles used where "What tourists worries about" by Larsen, Brun & Øgaard (2009). Other than that, theory from trust and perceived risk within the phenomenon of couchsurfing was mainly explored. Most research on couchsurfing is from master thesis and PhD's and uses mainly interview of couchsurfers as a method. This thesis focused on collecting information from couchsurfing.com, earlier research conducted of Molz (2012) and Gregersen (2015). In addition, information was confirmed in a group interview of couchsurfers.

2.1 Couchsurfing

First of all, it is necessary to explain the concept couchsurfing in order to get an understanding of what the phenomenon concerns about. This is to in order to have basic knowledge before further research is conducted.

2.1.1 About couchsurfing

Couchsurfing has been developed as a hospitality network arisen from the development of social media. Molz (2012) defines couchsurfing in this matter; "Couchsurfing is a role of online social networking in a travel community. Hospitality exchange networks are online social networking sites that help travellers meet fellow network members willing to host them in their home for a few nights"(Molz, 2012 p.32). Couchsurfing.com is in time of this writing the largest online hospitality network. The website has over four hundred thousand hosts, four million surfers and hundred thousand events on their website every year (Couchsurfing, 2016a).

2.1.2 How it works

Couchsurfing.com give couchsurfers the opportunity to connect with potential hosts online and eventually meet face-to-face. Through this website, members are able to search for a host in specific destinations and browse members' profiles to find a host that seem to offer the travellers'

requirements (Couchsurfing, 2016a). Couchsurfing.com visions a world made better by travel and the travel get richer by connections. In addition, the website wants their members to share their life with people they encounter, foster cultural exchange and give mutual respect (Couchsurfing, 2016a). As with many other social networking sites, the members profile are the construct of the couchsurfing page. Every member has an online profile where they can share their biographical information. This can be general information about age, gender, hometown and education. But it could also include personal information about their past travel experiences, interests and philosophy on life and travel (Molz, 2012). In addition to describing themselves, members can add pictures to show how they are. This is also an opportunity to show their home and the area around for potential couchsurfers. Often it is literally the couch in the host's living room that the couchsurfers are welcome to crash on for a few nights. Some hosts also offer private bedrooms or access to a guest house. Others may only offer the couchsufer/traveller something social as a coffee or to show them around town (Molz, 2012).

 A typical couchsurfing experience can involve the couchsurfer to search the website(couchsurfing.com) to find a list of available hosts in the destination. Thereafter the couchurfer contact a few hosts with a request to sleep at their home for a few nights. Hosts and guests can both consult each other's profile pages for more information, and it is common for the traveller and the host to exchange several emails, and maybe even phone calls, if they plan to meet (Molz, 2012).

2.1.3 Building trust by reputation

Couchsurfing.com is a network of strangers, therefore the technical systems on the website allows members to display links of each other's friends and to publish references for each other as a security to facilitate encounters between compatible members. As a safety feature it is possible to submit to various security measures intended to maximize the safety of the encounters between the strangers. Examples of these are verification of address, phone number and payment. The verification builds trust because the user of the profile have to confirm address and payment by using bank-id, and have to register a phone number and confirm by SMS. This verification confirms that the member's name and address matches the information on the credit card (Molz, 2012). Couchsurfing.com is technically free, but to get verified and appear more trustworthy will cost 25$ charged from a credit card. The verification will show on the member's profile, indicated by a green checkmark (Molz, 2012).

After a visit, both the host and the couchsurfer are expected to leave references for each other on the couchsurfer webpage. These references from previous hosts and guests will show on the member's profile page, along with links to the member's friends within the network. The references can in this way give an idea of how well liked the member is into the community and provide insight to the member's personality. Further on the references can establish the member's reputation and trustworthiness within the network (Molz, 2012). Friend links show associations between the members. The friend links can help couchsurfers connect themselves to other reputable couchsurfers, which in turn can demonstrate themselves as trustworthy by associations (Molz, 2012). On the couchsurfing.com page they have information and tips regarding safety and whom to trust. They recommend to review profiles and references, trust own instincts, have a backup plan, be informed about the culture they are travelling, communicate through the website(do not give out phone number and email), do not drink too much alcohol, leave references and report negative experiences (Couchsurfing, 2015b).

2.2 Trust

The concept of trust can be difficult to define or measure (Rousseau et al.as cited in Yoon, 2013). The definition can be subjective depending on context of the use. The term can be used as a synonym together with reliable, responsible and honesty (Yoon, 2013). When someone participate in extensive systems like credit economy, individuals deploy interpersonal strategies for coping with strangers and use currency as a tool for trust (Allen, as cited in Molz, 2012). Since couchsurfing is free, other factors needs to be evaluated. In order to get a better understanding of trust and to help explain how trust is built among couchsurfers, the model of dyadic trust developed by Mayer (1995) will be used. As shown below in Figure 1.
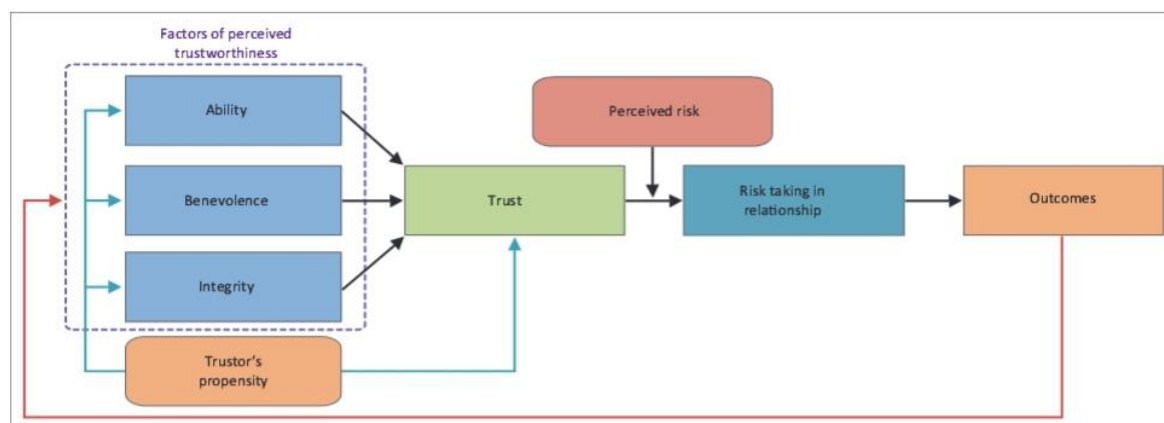
Source: Mayer, R C, Davis, J H, & Schoorman, F D (1995). An integrative model of organizational trust. *Academy of Management review*, 20, 715
Figure 1: Integrated model of interpersonal trust.

According to the model the decision of trust depends on three factors that can help the trustor determine the trustworthiness of a trustee. These are:

(1) ability – skills, characteristics and competencies of the individual person

(2) benevolence – trustee believed to do good to the trustor without a selfish motive

(3) integrity – The trustor and trustee have a set of moral and ethical principles which both find acceptable (Mayer et al., 1995).

These three factors can help the trustor to evaluate the trustee. The trustor is the person doing the trusting, while trustee is the person being trusted (Yamagishi and Kakiuchi, as cited in Golesorkhi, 2006). Although this model focuses on trust in an organisational setting, it can also be applied to online trust and with couchsurfing. This will be further explained in part 7, the discussion part.

2.3 Perceived risk

According to Brun (1994) risk is the probability of certain events times the magnitude of their consequences. The subjective risk is the intuitive individual perceptions of these factors (Brun, as cited in Larsen et.al, 2009).

Internet and travel can both be associated with increased risk, especially when strangers meet one another. Couchsurfers can be involved with risk society in several ways. It can be difficult to establish trust in a virtual setting such as online social networks. Hospitality between strangers can give complex issues of risk and trust. Hospitality itself can give anxiety that the stranger appearing on the doorstep is not a "friend", but rather a hostile enemy. Adding the online interaction and face-to-face hospitality encounters arranged by using couchsurfing can be even more risky. This does not seem to worry the couchsurfers, who is not interested in mitigating the risk by keeping strangers an arm's length away. If anything couchsurfers seem to do the opposite, bringing the strangers closer (Molz, 2012). However, according to couchsurfing.com and couchsurfers themselves which Molz (2012) interviewed stated that risk and security are foremost concern, especially given that the mutual vulnerability involved sleeping on a stranger's

couch. Beyond the threat of violence, hospitality can bring other risks such as the possibility of the guest taking too much, stays too long or in other ways taking advantages of the generosity of the host (Molz, 2012). Risk assessment performed by couchsurfers is mainly based on references, verifications and profile of the members (Couchsurfing, 2015a).

2.4 Conceptual model
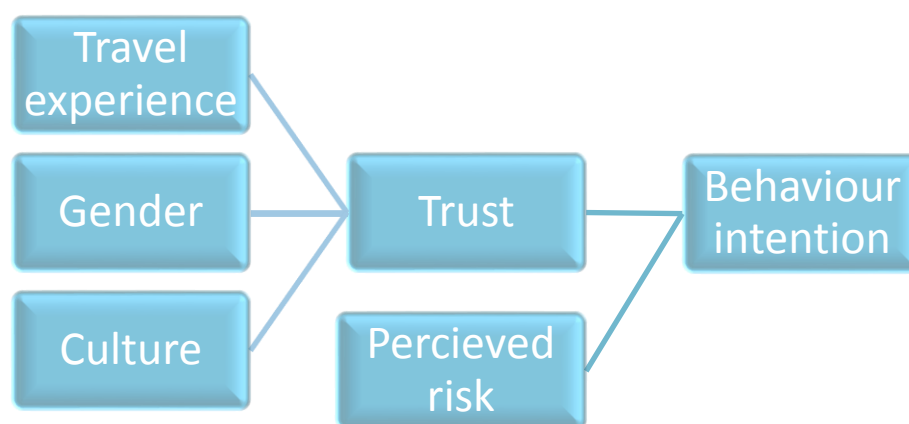
In order to plan the research, a conceptual model was made. The main view will be on couchsurfing towards trust, perceived risk and behaviour intentions. Factors that can have an influence on couchsurfers behavioural intentions are also included and will be discussed in chapter 7. One example can be if the travel experience has an effect on the respondents? The *gender role* is a set of norms and expectations which is directed to male of females in their abilities as representatives of their gender. Gender roles prejudiced and triggers learned and visible characteristics within the two genders (Bø & Helle, 2008). It can be interesting to check for gender differences between the relationships of trust, perceived risk and behaviour intentions for the host and couchsurfer. Another aspect to check is *culture*. Countries and cultures have different social, economic and political conditions (Bø & Helle, 2008). This can also have an impact for couchsurfers behaviour intentions towards trust and risk. Culture is defined as a compound entirety of a variety of intellectual, spiritual, emotional and material that characterizes a society (Bø & Helle, 2008).

3. Method

This chapter of the thesis describes the planned methods, design and sample in this research. The method is the researcher's tool. Choice of method will depend on which data the researcher wants to present (Dalland, 2012).

3.1 Design

In order to conduct research, information is needed. This can be collected by performing a literature review. By doing a literature review the knowledge accumulates and the researcher can further on build on what others have done (Neuman, 2014b). Due to this is a relative new phenomenon, limited literature is expected to be found.

The researcher will create her own couchsurfer profile in order to get general information about coachsurfing. The site will also be used to access other member's profiles and to find social (couchsurfer) events nearby to attend. Events shall be attended in order to collect information. A qualitative group interview of couchsurfers will be conducted to get their views and experiences. The aim is to find the most important indicators for couchsurfers behavior intentions towards perceived risk and trust. This is to get an insight of the phenomenon and address what the social activity is about (Neuman, 2014).

To get an idea of what these indicators might be, research on profiles from couchsurfing.com will be performed in advance of the interview. After comparing the indicators from the group interview with the information collected from couchsurfing.com, a list of indicators will be designed. This list shall further on be developed as a pre-test for couchsurfers to find which indicators are ranked as most important.

When the indicators have been clarified an experiment will be designed with different scenarios (control group and manipulated). The experiment will include a survey in order to present a picture of the relationship between couchsurfing and behavioural intentions towards trust and perceived risk. This is to see how the factors gender, references and travelling companion had an impact/effect.

In this study a combination of exploratory and descriptive research design will be used. This is in order to get an overall view on the issue (Dalland, 2012). Using triangulation of method mixes the qualitative and quantitative research approaches and data. Most researchers develop an

expertise in one approach, but the approaches have complementary strengths. A study that combines both tends to be richer and more comprehensive. Mixing them can occur in several ways (Neuman, 2014). The approaches will be used sequentially.

3.2 Sample

The population wanted for this research will be participants 18 years or over due to couchsurfing might include travelling alone. There is also a precondition of being able to use a computer and being familiar with social media.

In terms of the sample for this research a convenience sample will be conducted. For the study a sample that will accurately represent the population of cases is desirable. Ideally a probability sample method would be preferable (Neuman, 2014), but due to the time and economic limitation of the thesis the non-probability convenience sample will be used instead. The chosen sample group will be students at University of Stavanger and 3rd year students from Randaberg upper secondary school. The survey will also be shared on social media to get a non-systematic selection. This is in order to secure that the sample includes all the features of the population. Since a non-random sampling method will be used, this might affect the generalization of the study's result (Neuman, 2014b).

There will also be a small sample of conscious choice for the group interview, where representatives who have done couchsurfing will be used. This is in order to get an idea of which indicators are most valuable for actual couchsurfers. The ideal sample here could be couchsurfers who have done couchsurfing multiple times, who have both positive and negative reviews and people who stopped doing couchsurfing.

4. Data collection

In this chapter description of how data will be collected and which measurements will be presented.

4.1 Collection of information

In order to get enough respondents for the survey, teachers from the University of Stavanger and Randaberg upper secondary school will be contacted. The survey will be conducted in classrooms. Otherwise data will be collected by random distribution on the campus area of University of Stavanger. In addition online versions of the survey will be made in Google forms app, in order to share on social media. The survey will be available in English and Norwegian version.

4.2 Measurements

An early and essential step to conduct research is to review of accumulated knowledge regarding the research question (Neuman, 2014). This study will conduct a literature review in order to find what others already have learned about the issue(s), in order to make assumptions of indicators for the experiment and survey. These indicators will further on be built on using a group interview of couchsurfers. This can contribute to confirm of falsify the assumptions of indicators and people with experience from the phenonomenon can come up with others.

Experimental research will be conducted in order for the researcher to manipulate conditions for some research participants, but not for others and then compare group responses to see whether doing so made a difference (Neuman, 2014). By controlling the setting and giving only one group the treatment, the researcher can conclude that differences in group reactions are due to the treatment alone (Neuman, 2014). The experiment will consist of 3 different groups with 2 levels in each group (2x2x2), as shown below in figure 2. In the experiment there will be a standardized profile in all scenarios, with the exception of gender in 4 of them. To get a familiar culture, the home country for the host will be Sweden.

There will be three groups with two levels in each group (2x2x2), as shown in the table below.

Figure 2.

Male	Female
Alone Normal references Manipulated references	Alone Normal references Manipulated references
Together with a friend of the same gender Normal references Manipulated references	Together with a friend of the same gender Normal references Manipulated references
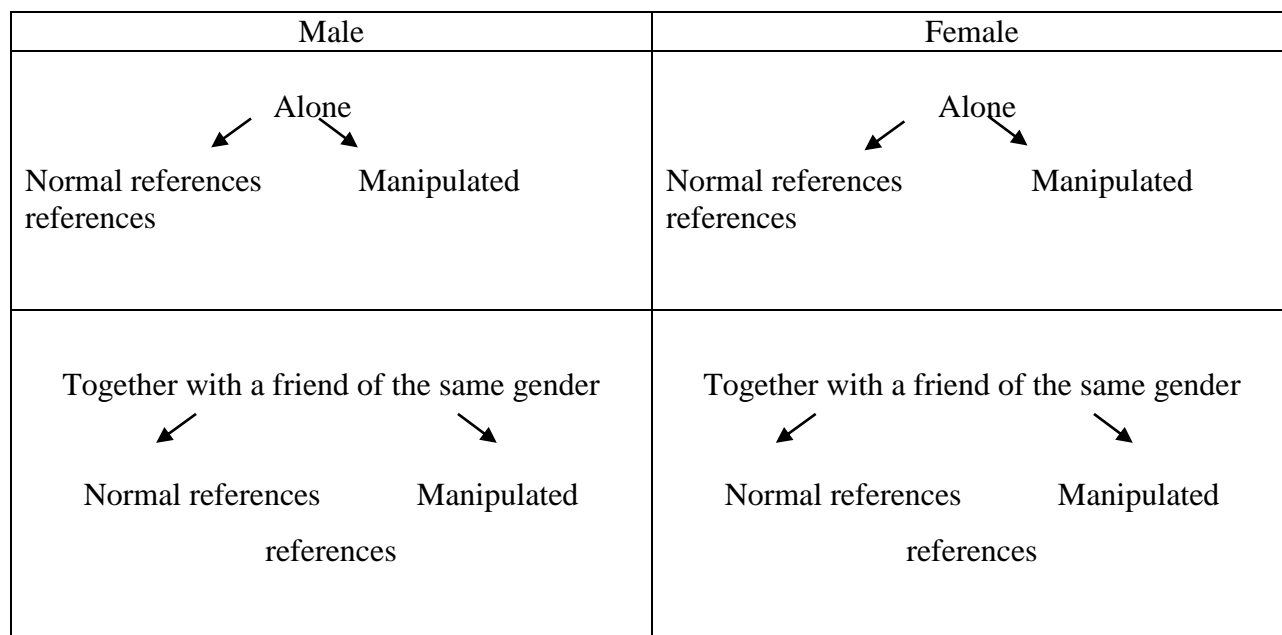
The experiment's scenarios will be followed with a survey. The survey utilizes a questionnaire to gather information on the backgrounds, behaviour's, beliefs or attitudes of a large number of the responders (Neuman, 2014). The survey is appropriate because we want to learn about self-reported beliefs or behaviours of the couchsurfers. Most surveys ask multiple questions at once, hence many variables can be measured. This also enables the researcher to gather descriptive information and test multiple hypotheses in a single survey or questionnaire (Neuman, 2014). The word 'home" in the survey will be used repeatedly in order for the respondent to understand the intimacy of couchsurfing. Due to all these characteristics, a combination of an experiment and a survey has been chosen to be the data collecting tool for this thesis. In addition human subject issues are most salient in survey research and experiments (Neuman, 2014)

Apart from the manipulation questions, none of the questions have been adapted from earlier research. The survey will be made of the researcher by using relevant theory found in the literature review.

The survey will contain questions regarding:

1. Basic demographics

2.Travel experience (question 2-4)

3. Couchsurfing (question 1 and 5)

4. Behaviour intentions (question 6-8)

5. Trust (question 9 -10)

6. Perceived risk (question 11-12)

7. Manipulation check (13-15)

For the complete survey look in appendix 3.1

In the survey, questions based on basic demographics will be collected. The demographics will be; gender, age of birth, country of origin and relationship status. This is in order to breakdown the overall survey and the response data can be divided into meaningful groups of the respondents. By doing this it is possible to see if any of the groups (independent variables) have an effect on the relationships (Neuman, 2014). The questions will have answer alternatives for gender and relationship. Birth year and country of origin will be formed as open questions due to the many alternatives which would be listed if not. After the data is collected, the respondents will be divided in groups based on their answers.

Why measure the chosen themes?

Questions regarding travel experience can be interesting to look into in order to get a view of the respondents earlier travel experience and if this have an impact on their behaviour intentions. This is also the case for questions about couchsurfing. Do the respondents who have done couchsurfing or who is interested in doing couchsurfing have a different behaviour intentions then the respondents who never have done it or have no interest doing it? Further on behaviour intentions can be interesting to ask in order to understand how different factors can influence the decision making. This can give an indication of trust and perceived risk of the couchsurfer.

In the survey two 7 likert-scales will be used for measurements. The 7-likert scale will be used in order for the respondents to have a neutral point (Neuman, 2014a).

For the five first questions regarding travel experience (question 2-4) and couchsurfing (question 1 and 5) a frequency 7 point scale adapted from Vagias(2006) will be used. The scale ranges from "never" to "every time". Below you can see the whole scale.

Frequency – 7 point

      1 – Never

      2 – Rarely, in less than 10% of the chances when I could have

      3 – Occasionally, in about 30% of the chances when I could have

      4 – Sometimes, in about 50% of the chances when I could have

      5 – Frequently, in about 70% of the chances when I could have

      6 – Usually, in about 90% of the chances I could have.

      7 – Every time

Vagias (2006)

In order to have a clear overview in the questionnaire, the scale will exclude the percentage explanation behind every point. This is in order to keep the survey as simple and clear as possible.

For the remaining questions a 7 liker scale that disagree or agrees with statements will be used. This scale will be adapted from "What tourists worry about – Construction of a scale measuring tourist worries" by Larsen, Brun & Øgaard (2009). The scale is shown below

1 – Strongly disagree

2 – Disagree

3 – Disagree somewhat

4 – Neither agree nor disagree

5 – Agree somewhat

6 – Agree

7 – Strongly agree

In order to test the believability of the scenarios items from Collie et.al (2000) will be used:

(13) I think there are service situations like this in real life.

(14)This situation is believable.

(15) I was able to adopt the role of the customer depicted in the scenario.

These are the original questions which will be adapted into the survey of couchsurfing, as shown in the completed survey in appendix 3.1

5. Data Analysis

In this chapter the planned data analysis will be explained and provide grounds for the choices. The analysis from the data program IBM SPSS statistics, version 21 will be used.

5.1 Explore the data

First of all the data need to be run for errors in order to discover scores that fall outside the possible range (outliers) and can influence further statistical analyses. Also to find out what percentage of values is missing for each of the variables. It is important that the errors are corrected before further analysis is conducted (Pallant, 2007). While looking for error in categorical variables, frequencies will be used and for continuous variables descriptive will be used. The reason for the difference in approaches is that some statistics are not necessary for categorical variables and vica versa, making the tables more effective and clear (Pallant, 2007).

5.2 Reliability and validity

In order to produce a high quality research, reliability and validity is important to look into. These are important concerns in the measurements and connects measures to constructs (Neuman, 2014a). Scales will be tested for reliability and validity. This is in order to check that the measures are free from random error and yield a consistent result. The validity needs to be measured in order to find the ability of the scale and that it measures what it is intended to measure (Neuman,2014). The validity of measures will be discussed in part 7, discussion part.

The research needs to check the reliability of the scale in order to see how free it is from random error (Pallant, 2007). In this research *Internal concistency* will be assessed. This is interesting to test because it can show if the items "hang together" and are all measuring the same underlying attributes (Pallant, 2007). The internal consistency will be measured by using Cronbach's coefficient alpha. This can provide an indication of average correlation among all the items that is in the scale. The values range from 0-1, the higher value indicates a greater reliability. The reliability levels depend on the purpose of the scale. According to Nunnally (1978) the level recommends a minimum of .7. The Cronbach alpha values will depend on the number of items in the scale (Pallant, 2007).

Also Pearson correlation will be used to see if the items in the constructs correlate. This is in

order to check the relationship between two continuous variables. It can give an indication of if the direction is positive or negative and the strength of the relationship. If the correlation is positive indicates that as one variable increases, so does the other. While for a negative correlation indicates that as one variable increases the other one decreases (Pallant, 2007). If there is found high positive correlation between the items in the construct, the items will be merged for the next step of the analysis.

5.3 Main analysis – Two-way variance (ANOVA)

The main aim for this research is to find out whether there is a statistically significant difference among the different groups in the experiment. Therefore, a two-way analysis (ANOVA) will be used. This analysis allows the researcher to test the impact of two independent variables on one depend variable (Pallant, 2007). In this case gender of the host and couchsurfer can be tested against the behavioral intentions. Also gender of the couchsurfer with references and travelling companions with behaviour intentions will be analysed. The advantage of using this analysis is that it allows testing for an interaction effect (when the effect of one independent variable is influenced by another). Also it can test for main effects (the overall effect of each independent variable) (Pallant, 2007).

6. Results

In this chapter the data collection, obtained sample, validation of measures and main findings will be presented.

6.1 Data collection

In this study the data collection was obtained from handing out the survey in classrooms. This was done in Tone Linge's class of first year master students (MHR 195 Globalization and Diversity Managemnet) and one class of 3rd year students from media and communication from Randaberg upper secondary school. Some were collected from the campus of the University of Stavanger. Online versions of the survey were made identical as the hand out by using Google forms. These were sent out and shared on social media.

6.2 Achieved sample

In total, the sample size were 250 participants in the age from 18-61. The subjects being students of the university of Stavanger and Randaberg Upper secondary school and a selection from social media. In all 51% of the sample being female and 47% male. The mean age of the entire sample was 27years, indicating an even spread. 28 nationalities were included in the sample, but due to 81% being Norwegian there were not done analysis looking for cultural differences. The relationship status of the sample was 43% single, 43% in a relationship, 9% married, 1% divorced. For complete information, tables of frequencies and descriptive can be viewed in the appendix 4.1.1 and 4.1.2

6.3 Validate measures

6.3.1 Validity

To achieve a quality study it is important to check that the scale measures what it is supposed to measure (Neuman, 2014). In order to improve the *face validity* external people went through the scenarios and the survey in order to check if they seemed reasonable and were understandable. The unclear items were corrected and re-tested. Face validity was tested by questioning if participants believe that what is asked is measured in the right way (Neuman, 2014). To do so, respondents were asked to give feedback regarding the survey whether if they understood the questions, how they interpreted them and how they felt about the survey overall. In addition they were asked to compare the scenarios in order to find out if the difference between the normal and manipulated reference were clear enough. This seemed to be the case due to the feedback was

that with normal references the person seemed to be a nice person, while the manipulated reference gave the impression of not being trustworthy.

Another tool in order to strengthen the measures was to seek guidance with people who have experience with couchsurfing. A group interview was conducted in order to find the indicators they find important while selecting host. Indicators had been collected in advance of the interview be doing research on couchsurfing.com and by looking in earlier studies regarding couchsurfing and trust. In the group interview it was asked which indicators they thought were most important and why. The couchsurfers said that they reviewed the profile overall but focused on references. If a person had negative references the couchsurfers were more sceptical. In addition the couchsurfers said it was easier for female to find a host, then for males. The interviewed group consisted of approximately 15 participants, in which 1 where Norwegian and the rest were foreigners.

6.3.2 Reliability of the scale

According to Pallant (2007) the Cronbach alpha coefficient should be over .7 in order to have internal consistency (Pallant, 2007). In this research the scale had a Cronbach alpha coefficient reported of 88, which can indicate a strong internal consistency of the scale. Full measurements can be viewed in the appendix 4.1.5

6.3.3 Error check in the data

The data showed a small amount of missing values and did not indicate strong patterns, the data excluded these cases pairwise. By doing this the case (respondent) only got excluded when they were missing the data required for the specific analysis, and included in any of the analyses for which they had the necessary information (Pallant, 2007). Further on the frequency got performed in order to check for errors. The researcher checked for values that fell outside the range of possible values for a variable (check of outliers) (Pallant, 2007). Full table of the frequencies and descriptives is shown in appendix 4.1.1 and 4.1.2

6.3.4 Manipulation test

Question 13-15 were in the survey to see if the research could be applicable to the real world.

Descriptive Statistics

	N	Mean	Std. Deviation	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
Q13	246	5,01	1,569	-,641	,155	-,239	,309
Q14	247	4,92	1,539	-,585	,155	-,168	,309
Q15	247	4,18	1,709	-,085	,155	-,754	,309
Valid N (listwise)	244						

The mean of question 13 is 5, the respondents agrees somewhat that there is situations like this in real life. For question 14 the respondents agree somewhat that the situation is believable. Question 15 the respondents neither agree nor disagree when asked to adapt to the role of the couchsurfer.

There were negative skewness values in all three questions, which indicate a clustering of scores at the high end (right-hand side of a graph). Also for the three questions the kurtosis values were below 0. This can indicate a distribution that is relatively flat (too many cases in the extremes). This were particularly evident for question 15.

6.4 Main findings

For the main findings behavioural intentions were the most interesting aspect to look into. Pearson correlation was used in order to check which items in the constructs correlate. The constructs with highest correlations within items were used. For tables of all correlation see appendix 4.1.3

The following questions was analysed:

1. How does gender influence couchsurfers behaviour intentions based on trust and perceived risk?

2. How does travelling alone or with a friend affect the relationship towards behaviour intentions?

3. How does the reference of the host affect the couchsurfers relationship towards behaviour intentions?

The two-way ANOVA "test of between-subjects effects" tables below showed that none of the findings had significant difference between the two independent variables on the dependent variable (p<.0005). Therefore, it can be more useful to look at the descriptive tables. The descriptive tables provide the mean and standard deviation for each combination of the groups of the independent variables. This shows the difference more clear, even though there are small differences.

TWO-WAY ANOVA

1. How does gender influence couchsurfers behaviour intentions based on trust and perceived risk?

Descriptive Statistics

Dependent Variable: Intentions

Host	Gender	Mean	Std. Deviation	N
1 Male	1 Male	11,3220	5,07339	59
	2 Female	10,7627	4,63621	59
	Total	11,0424	4,84705	118
2 Female	1 Male	11,6140	4,55033	57
	2 Female	11,0597	5,02081	67
	Total	11,3145	4,79900	124
Total	1 Male	11,4655	4,80476	116
	2 Female	10,9206	4,82759	126
	Total	11,1818	4,81440	242

As you can see in the mean section there is small differences between gender and behavioural intentions. However, for male as both host and respondent there shows a higher mean than for male host and female respondent. The opposite shows for female host and male respondent, which got the highest mean. This can indicate that the trust is highest and perceived risk is lowest for female host and male respondent. Female as a host and respondent got higher mean than with male host, which can show that the there is higher trust and smaller perceived risk for female sleeping at another female.

Tests of Between-Subjects Effects

Dependent Variable: Intentions

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	23,171ª	3	7,724	,330	,803
Intercept	30185,265	1	30185,265	1291,446	,000
Host	5,227	1	5,227	,224	,637
Gender	18,687	1	18,687	,800	,372
Host * Gender	,000	1	,000	,000	,997
Error	5562,829	238	23,373		
Total	35844,000	242			
Corrected Total	5586,000	241			

a. R Squared = ,004 (Adjusted R Squared = -,008)

The independent variables of gender of host and respondent did not show a significant difference towards behavioural intentions.

2. How does travelling alone or with a friend affect the relationship towards behaviour intentions?

Descriptive Statistics

Dependent Variable: Intentions

Gender	Alone	Mean	Std. Deviation	N
	1,00 Alone	11,2632	4,66570	57
1 Male	2,00 With friend	11,6610	4,96752	59
	Total	11,4655	4,80476	116
	1,00 Alone	10,8906	5,29185	64
2 Female	2,00 With friend	10,9516	4,33978	62
	Total	10,9206	4,82759	126
	1,00 Alone	11,0661	4,98955	121
Total	2,00 With friend	11,2975	4,65053	121
	Total	11,1818	4,81440	242

For both male and female findings showed that it was safer to travel with a friend, than travelling alone. The findings indicate that the perceived risk is lower and trust is higher when a male travels with a male friend, rather than a female travelling with a female friend.

Tests of Between-Subjects Effects

Dependent Variable: Intentions

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	22,638ª	3	7,546	,323	,809
Intercept	30250,885	1	30250,885	1294,129	,000
Gender	17,670	1	17,670	,756	,385
Alone	3,178	1	3,178	,136	,713
Gender * Alone	1,713	1	1,713	,073	,787
Error	5563,362	238	23,375		
Total	35844,000	242			
Corrected Total	5586,000	241			

a. R Squared = ,004 (Adjusted R Squared = -,009)

3. How does the reference of the host affect the couchsurfers relationship towards behaviour intentions?

Descriptive Statistics

Dependent Variable: Intentions

Gender	Referanser	Mean	Std. Deviation	N
	1,00 Ok	11,4167	4,98231	60
1 Male	2,00 Same city	11,5179	4,65146	56
	Total	11,4655	4,80476	116
	1,00 Ok	10,7705	4,96116	61
2 Female	2,00 Same city	11,0615	4,73312	65
	Total	10,9206	4,82759	126
	1,00 Ok	11,0909	4,96152	121
Total	2,00 Samme_by	11,2727	4,68152	121
	Total	11,1818	4,81440	242

The findings in the references show that the normal references scored lower than the manipulated references from the same city.   In this case the male respondent with manipulated references from the same city scored the highest. Second highest were the female respondent with manipulated references.

Tests of Between-Subjects Effects

Dependent Variable: Intentions

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	20,894[a]	3	6,965	,298	,827
Intercept	30226,062	1	30226,062	1292,662	,000
Gender	18,333	1	18,333	,784	,377
Referanser	2,320	1	2,320	,099	,753
Gender * Referanser	,544	1	,544	,023	,879
Error	5565,106	238	23,383		
Total	35844,000	242			
Corrected Total	5586,000	241			

a. R Squared = ,004 (Adjusted R Squared = -,009)

There were found non-significant findings within the relationship of behavioural intentions and references.

7. Discussion

In this chapter there will be a discussion of the main findings in light with Mayer.et al (1995) trust model and how variables like gender, references, knowledge and culture had an effect.

The scale used in the research showed it had high internal consistency, which can indicate that the findings are reliable. There were taken multiple measurements with 250 respondents in the sample. However, it was not a random sample and it can therefore not be generalized. There can also be questioned if the respondents had enough knowledge in order to adapt to the role of a couchsurfer. The findings were not significant due to the small differences between the groups.

It was expected that there would be significant findings between the groups with neutral and manipulated references from the same city. But it showed small differences between the groups. Resulting in none significant findings in this area. On the contrary the findings showed higher means for behaviour intentions at the manipulated refrences. In a master thesis written by Miriam L. Gregersen (2015) revolving the phenomenon couchsurfing and offline to online contact showed different findings. In this thesis the findings showed that the references had an impact and negative references got excluded (Gregersen, 2015). It can be interesting to look into why we got so different results.

One aspect can be that Gregersen (2015) used a sample consisting of couchsurfers who has knowledge and experience regarding the phenomenon. By having this knowledge, the couchsurfers might know what is important to look for. The couchsurfers positive experience might be a reason that they do it again and trust hosts with positive references. The majority of this thesis sample, have not tried couchsurfing, and have a general negative view on couchsurfing. The respondents reported lower interest for couchsurfing, regardless positive or negative references. One reason for this could be the lack of experience and trust towards sleeping at strangers home. Another reason could be that difference in the scenarios regarding references where not clear enough. This might have led to a misunderstanding.

In the question of if the respondents were interested in couchsurfing a mean of 3,18 were obtained, which indicated they disagree somewhat. An aspect why the participants in this thesis are negative to couchsurfing can be due to culturally conditions. The sample obtained 81% Norwegians, and many Norwegians are raised to not talk to strangers. The Norwegian culture is considered as a "cold" culture who doesn't talk much to each other (Aambø, 2005). The findings

might have been different if there would have been a variety of ethnicity in the sample. In the group interview there were a variety of ethnicity and a more positive picture towards couchsurfing. The hypothesis corresponded more with the answers from the group interview. Findings in the group interview showed that references and gender had an impact on choosing host.

The stranger is considered a threat for all cultures in all times (Longva, 2005). Couchsurfing is encouraging to the opposite, by sleeping at a stranger's home. A reason that many respondents in the survey are negative to couchsurfing might be the threat of a stranger. This can be due to a learned lack of trust to strangers and the perceived risk is too high. According to Molz (2012) Couchsurfers do not see strangers on the website but "strangers like us". They see each other as like-minded and as a certain kind of people who is open for having these types of social interactions. This is a tight group and only people who love travelling will be members (Molz, 2012). This can indicate that in order to be a couchsurfer you should be outgoing and eager to talk to strangers.

According to Stockdale and Crosby (as cited in Golesorkhi, 2006), people will prefer those they share certain personal characteristics with. Example race, gender, age and attitudes. Stockdale and Crosby (as cited in Golesorkhi, 2006) suggest people tend to find interaction with similar people easier. Based on these assumptions the profile in the experiment was Swedish, a similar culture to Norway. In addition the content of the profile was made with the intention of easy identifying for Scandinavian people. However, the respondents in the survey somewhat disagreed by finding the person in the profile similar to themselves. The experiment was handed out intended to give an equal distribution of gender in each scenario. It is possible that the female respondents found themselves similar to the female profile, and the males having trouble identifying with the female profile and vica versa. This might explain why the result regarding similarity of the survey was 3,32(disagree somewhat) on a scale from 1-7.

According to SSB hotel was the preferred accommodation in the fourth quarter of 2015 (Statistics Norway, 2015). In a study conducted of Norstat (2013) on behalf of FINN reise (travel). The findings showed that 46% had changed their travelling habits. Primarily these changes were related to standard and comfort. More Norwegian travellers choose 4 star or above. This can indicate good economy among the Norwegians. In addition Norwegians are used to high standards at home, and require the same standard on vacation (Bergsten, 2013). When you use

couchsurfing as an accommodation the standards are unknown and the service is limited. By not knowing what to expect there can be a perceived risk in choosing this alternative. This might explain why the respondents in the survey were negative towards couchsurfing. Couchsurfers are a narrow target group with only 1272 members in Norway (Couchsurfing, 2016c). Maybe Norwegians prefers higher standards while travelling.

One way in order to understand trust is by using Mayer et.al (1995) model of dyadic trust. According to the model factors leading to trust is ability, benevolence and integrity (Mayer et.al, 1995). The trust that gets build on these three factors, further on gets challenged by the perceived risk leading to the decision/behaviour intentions. Can this model explain how trust is build among couchsurfers?

According to the dyadic model of trust, ability is the first factor. Ability is defined as a set of skills, characteristics and competencies that makes an individual to perform well in a particular area (Mayer et al., 1995). This can be set in connection with the couchsurfers personality. The closest thing you come to getting to know the hosts characteristics is by exploring their profile. One couchsurfer says "You can't be 100% certain when you're [checking references]. But I feel like the kind of people who would use this website are a like-minded community of people anyway, and that you kind of self-select out bad people. Maybe I'm being a bit optimistic, but I feel like the people who are on the website tend to be safe people anyway" (Molz, 2012 pp. 93). As mentioned earlier by Stockdale and Crosby people will prefer those they share certain personal characteristics with (as cited in Golesorkhi, 2006). According to Molz (2012) couchsurfers looks at the webpage as a community of like-minded people. The couchsurfers do not see strangers, but "strangers like us" (Molz, 2012). According to Molz (2012) this "like-mindedness" describes the couchsurfing network as a trustworthy community. Norwegians might not be able to identifying with couchsurfers, due to the respondents disagreed somewhat that the couchsurfer in the profile was similar to themselves and therefore be more sceptical. This can be one of the reasons for why there is not a bigger difference between travelling alone or with a friend.

The second factor is benevolence. According to Mayer et.al (1995) benevolence is when a trustee is believed to do good to the trustor, without a selfish motive (Mayer et al., 1995). Couchsurfing is rejecting profit models and commercial exchange and reassert "true" intentions of the internet; creating a global village of strangers meeting strangers. When couchsurfers members exchange

out off generosity rather than money, they contribute in a broader claims against the modern corporate cultural governance (Molz, 2012). According to Molz (2012) "Couchsurfing represents the revolutionary potential of the internet precisely because it facilitates an economy of sharing, mutual help and generosity that operates outside of the market economy" (Molz, 2012,p 98). The vision of couchsurfing is not about the money, but contributing to a better world (Molz, 2012). The community of couchsurfing consists of mutual exchange. Hosts offering a place to stay, arranges a guided tour or make a homemade meal. While the guests might bring small gifts like a bottle of wine, groceries or doing the dishes. There is also room for a social relation between the host and the guest. This gives them the opportunity to learn from each other, generally experiencing an enjoyable interaction. The community have unwritten terms in the community. Members are not usually expected to exchange the hospitality directly to each other, but rather "pay it forward" to another couchsurfer "in need". This mindset is that most members of couchsurfing have been, are currently or will be soon travellers in need of a bed. Molz (2012) said: "By framing hospitality as an equitable exchange of resources and generosity, couchsurfing creates an environment in which members trust each other to not take too much or give too little" (Molz p.96). This "generalized reciprocity" creates a sense of empathy into each hospitality encounter, which contribute to promote trust among members and impose a sense of cohesion across the group (Lauterbach et al. 2009, as cited in Molz).

The third factor is integrity. For Mayer et.al (1995) integrity involves the trustee and trustor have a set of moral and ethical principles that they both find acceptable (Mayer et al., 1995).These principles should be reliable and predictable which lead to good reputation. One tool that can help finding the couchsurfers and host integrity is by looking at their references. As mentioned earlier couchsurfing made strategies to establish trust online between the people on the website they never met before. Technical security instituted on the site like references and verification are used in order to make themselves appear trustworthy (Molz, 2012). By using these technical tools, integrity can be build online. However, the findings in the research showed that the manipulated references scored higher within trust than for the neutral. This can indicate that the respondents misinterpreted the manipulation in the experience.

The strength of this research is that it is an interesting topic that has not been particularly explored. Therefore, this thesis can contribute to the industry. Another strength is that the topic has multiple aspects that can be looked into. This research might inspire others to look into the phenomenon and conduct a research of the same aspects (maybe with a different method) or

suggested aspects. Weaknesses of the research will be presented in the implication part of conclusion.

8. Conclusion

In this part a brief summary of the main findings will be presented and implications of the research.

8.1 Brief summary of the results of the research

The main findings were regarding behaviour intentions towards trust and risk with the variables of gender of host and couchsurfer, to travel alone or with a friend and neutral or manipulated references. Unfortunately, the questions analysed gave non-significant findings due to the difference were too small. However, the biggest differences will be presented which will be the main findings. Between genders the trust was highest and perceived risk lowest when there was a female host and a male respondent. For both male and females, it was safer to travel with a friend then alone, male travelling with male safest. These findings were expected outcomes. However, the findings in the references showed that the manipulated references gave higher trust and lower perceived risk than the neutral references. This can be due to the convenience sample that can give unequal sample or the contrast was not large enough between the scenarios.

8.2 Implications

Due to the use of a non-random convenience sample it does not represent the population and cannot be generalised. Also due to the small differences resulting in non-signifant findings. The findings can therefore not be generalised. There could be an error due to the researcher had pre-knowledge and expected results before conducting the survey. The phenomenon is not common knowledge, and there could be a lack of information given in the experiment. This could result in errors in the answers due to lack of knowledge. It can also lead to misinterpretations of the questions in the survey. The survey was both in Norwegian and English version this could also cause error. The research looked into too many aspects, leaving this thesis complex and confusing. By trying to cover so many aspects, the literature was poor and incomplete. Not all sources used have been included in the literature review and there is not been used, nor showed enough theories in order to build up the research. Also in the reference list couchsurfing.com as source due to no author or editor were found. For the Norstat research in discussion, original source where not found.

For further study it could be interesting to go deeper in couchsurfing based on issues like age, employment status, cultural differences and relationship status. It could also be interesting to find

out who the couchsurfers are and find characteristics. In order to study the phenomenon of couchsurfing I would recommend doing a sample of people who actually have done couchsurfing. This is due to there might be needed background experience or knowledge of the topic.

References

Aambø, R. (2005). Typisk norsk å være uhøflig. In R. Aambø, *Typisk norsk å være uhøflig? Innvandrere har ordet* (pp. 15-45). Oslo: Kulturbro Forlag.

Bø, I., & Helle, L. (2008). *Pedagogisk ordbok*. Oslo: Universitetsforlaget.

Bergseng, Anne. (2013, 12, 04.). Nordmenn er snobbete globetrotter. *VG*. Retrieved 10.06.2016. http://www.vg.no/forbruker/reise/reiseliv/nordmenn-er-snobbete-globetrottere/a/10148389/

Collie, T., Sparks, B. & Bradley, G. (2000) Investing in interactional justice: a study of the fair process effect within a hospitality failure context *Journal of Hospitality & Tourism Research*, 24, 4, 448-472

Couchsurfing (2015a) *About*. Retrieved 27.11.2015 from http://www.couchsurfing.com/about/about-us/

Couchsurfing (2015b) *Couchsurfing*. Retrieved 27.11.2015 from http://www.couchsurfing.com/about/safety/

Couchsurfing (2016a) *How*. Retrieved 07.03.2016 from https://www.couchsurfing.com/#how-it-works

Couchsurfing.com. (2016b). *Search.* Retrieved 12.06.2016 from https://www.couchsurfing.com/members/hosts?utf8=%E2%9C%93&search_type=host&search_query=Norway&country=&latitude=60.47202399999999&longitude=8.468946&region=

Dalland, O. (2012). *Metode og oppgaveskriving.* Oslo: Gyldendal Akademisk.

Gregersen, Maria Løvås. (2015) Fenomenet Couchsurfing. Fra online til offline kontakt. Master thesis. Miriam Løvås Gregersen: Oslo.

Larsen, S., Brun, W., & Øgaard, T.B (2009, 04 01). What tourists worry about – Construction of a scale measuring tourist worries. *Tourism Management Volum 30 Issue 2*, pp. 260–265.

Longva, A. N. (2005). Der taushet er gull. Nordmenn i møte med fremmede. In R. Aambø, *Typisk norsk å være uhøflig? Innvandrere har ordet* (pp. 72-92). Oslo: Kulturbro Forlag.

Molz, J. G. (2012). *Travel Connections, Tourism technology and togetherness in a mobile world.* New York: Routledge.

Neuman, L.W. (2014a). *Social Research Methods: Qualitative and Quantitative Approaches 7th ed*. Essex: Pearson Education Limited

Neuman, L.W. (2014b). *Understanding research: First edition*. Essex: Pearson Education Limited

Pallant, J. (2007). *SPSS survival manual: A step by step guide to data analysis using SPSS for*

       Windows.

SSB Statistics Norway. (2016). *Travel survey, Q4 2015*. Retrieved 11.06.2016 from
https://ssb.no/en/transport-og-reiseliv/statistikker/reise/kvartal/2016-03-17

Yoon, A. (2013, 07 10). End users' trust in data repositories: definition. *Springer Science+Business Media*, pp. 17-34

Appendix

Appendix 1

1.1 Profile male, experiment (Scenario 1-4)

couchsurfing   Find Hosts ▼ Enter a location...   Events   Groups

Ola Svensson ✓
Stockholm, Sweden

VERIFIED   ⓘ

- Payment Verified
- Phone Verified
- Address Verified

Accepting Guests   🚌 Send Request   ✉   More ▼
90% response rate
Last login 7 hours ago

About   My Home   Photos 18   References 44   Friends 74

OVERVIEW   ⓘ

- 44 references
- Fluent in English & Swedish
- 27, Male
- Member since 2012
- IT
- Teacher
- From Stockholm, Sweden
- Profile 100% complete

ABOUT ME

CURRENT MISSION

Learn to know the world by travelling and meet people from
different cultures

ABOUT ME

I'm a quiet, kind and relaxed guy who really love to travel and
meet new people. I normally travel without planning anything
in advance, and mostly travel alone, which makes my travels
quite flexible.

PHILOSOPHY

Don't forget the child within yourself.

People are all interesting, in their own personal way.

Interests
Exercise, exploring and travelling

Music, Movies, and Books
I love to watch movies, especially in the genres action,
drama and historical.

1.2 Profile female, experiment (Scenario 5-8)

couchsurfing   Find Hosts ▾ Enter a location... 🔍   Events Groups ✉ 👤▾

Kari Svensson ✅
Stockholm, Sweden

Accepting Guests   🚗 Send Request ✉ More ▾
90% response rate
Last login 7 hours ago

VERIFIED ⓘ

✅ Payment Verified
✅ Phone Verified
✅ Address Verified

About   My Home   Photos 18   References 44   Friends 74

OVERVIEW   ⓘ

❝ 44 references   💼 IT
💬 Fluent in English & Swedish   📋 Teacher
✏ 27, Female   ♀ From Stockholm, Sweden
⚙ Member since 2012   🖼 Profile 100% complete

ABOUT ME

CURRENT MISSION

Learn to know the world by travelling and meet people from
different cultures

ABOUT ME

I'm a quiet, kind and relaxed woman who really love to
travel and meet new people. I normally travel without
planning anything in advance, and mostly travel alone, which
makes my travels quite flexible.

PHILOSOPHY

Don't forget the child within yourself.

People are all interesting, in their own personal way.

Interests
Exercise, exploring and travelling

Music, Movies, and Books
I love to watch movies, especially in the genres action,
drama and historical.

Appendix 2

2.1 8 different scenarios

Scenario 1 (Male)
Background information: Couchsurfing; To stay overnight in someone's else's home for free while travelling. This person is a stranger and you will make your decision based on their profile.

Imagine you are considering to couchsurf at the home of the person represented in the profile below. The person has 44 references from people around the world, all positive

Scenario 2 (Male)
Background information: Couchsurfing; To stay overnight in someone's else's home for free while travelling. This person is a stranger and you will make your decision based on their profile.

Imagine you are considering to couchsurf at the home of the person represented in the profile below. The person has 44 references, all positive, but you become aware of that almost all of the references are from the same city as he live, Stockholm.

Scenario 3 (Male)
Background information: Couchsurfing; To stay overnight in someone's else's home for free while travelling. This person is a stranger and you will make your decision based on their profile.

Imagine you are considering to couchsurf at home of the person represented in the profile below. The person in the profile has 44 references, all positive from people around the world. You will be travelling with a friend of the same gender as you.

Scenario 4 (Male)
Background information: Couchsurfing; To stay overnight in someone's else's home for free while travelling. This person is a stranger and you will make your decision based on their profile.

Imagine you are considering to couchsurf at the home of the person represented in the profile below. The person has 44 references, all positive, but you become aware of that almost all of the references are from the same city as he live, Stockholm. You will travel with a friend of the same gender as you.

Scenario 5 (Female)
Background information: Couchsurfing; To stay overnight in someone's else's home for free while travelling. This person is a stranger and you will make your decision based on their profile. Imagine you are considering to couchsurf at the home of the person represented in the profile below. The person has 44 references from people around the world, all positive.

Scenario 6
Background information: Couchsurfing; To stay overnight in someone's else's home for free while travelling. This person is a stranger and you will make your decision based on their profile. Imagine you are considering to couchsurf at the home of the person represented in the profile below. The person has 44 references, all positive, but you become aware of that almost all of the references are from the same city as she live, Stockholm.

Scenario 7
Background information: Couchsurfing; To stay overnight in someone's else's home for free while travelling. This person is a stranger and you will make your decision based on their profile.

Imagine you are considering to couchsurf at the home of the person represented in the profile below. The person in the profile has 44 references, all positive from people around the world. You will be travelling with a friend of the same gender as you

Scenario 8
Background information: Couchsurfing; To stay overnight in someone's else's home for free while travelling. This person is a stranger and you will make your decision based on their profile.

Imagine you are considering to couchsurf at the home of the person represented in the profile below. The person has 44 references, but you become aware of that almost all of the references are from the same city as she live, Stockholm. You will travel with a friend of the same gender as you.

Appendix 3

3.1 Survey

In all the 8 different scenarios the same questionnaire were used showed below.

Gender: Male Female   Birth year: Country of origin: _____

Relationship status: Single   In a relationship Married Divorced Other:_____

1. Have you ever done Couchsurfing?

1	2	3	4	5	6	7
Never	Rarely	Occasionally	Sometimes	Frequently	Usually	Every time
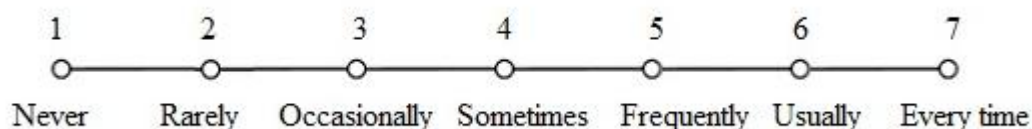
2. How often do you travel alone?

1	2	3	4	5	6	7
Never	Rarely	Occasionally	Sometimes	Frequently	Usually	Every time
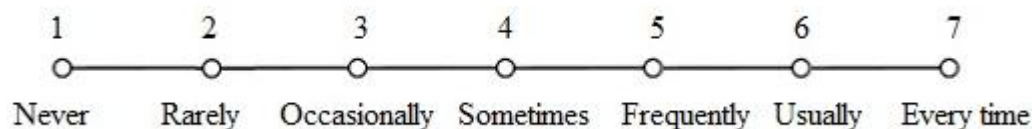
3. How many times have you done backpacking?

1	2	3	4	5	6	7
Never	Rarely	Occasionally	Sometimes	Frequently	Usually	Every time
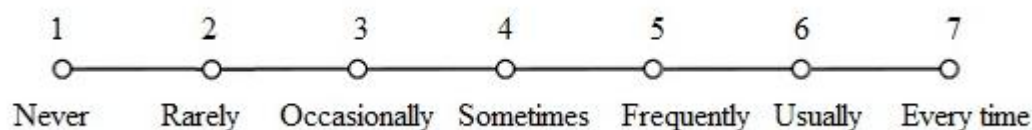
4. How many times have you travelled somewhere exotic outside of Europe?

1	2	3	4	5	6	7
Never	Rarely	Occasionally	Sometimes	Frequently	Usually	Every time
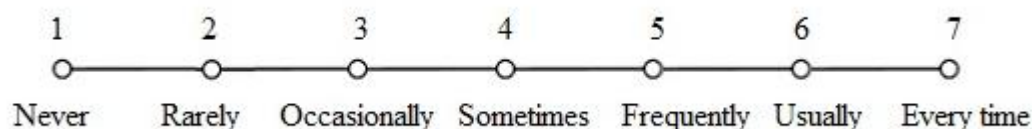
How much do you agree with these statements?
5. I am interested in trying Couchsurfing

1	2	3	4	5	6	7
Strongly disagree	Disagree	Disagree somewhat	Neither agree nor disagree	Agree somewhat	Agree	Strongly agree
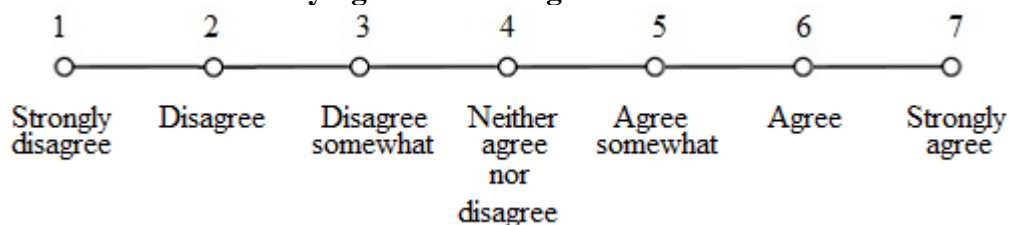
6. I would be interested in sleeping at this person's home

1	2	3	4	5	6	7
Strongly disagree	Disagree	Disagree somewhat	Neither agree nor disagree	Agree somewhat	Agree	Strongly agree
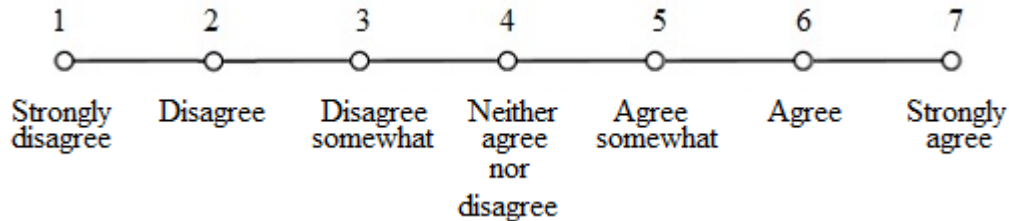
7. I would recommend sleeping at this home to a female friend
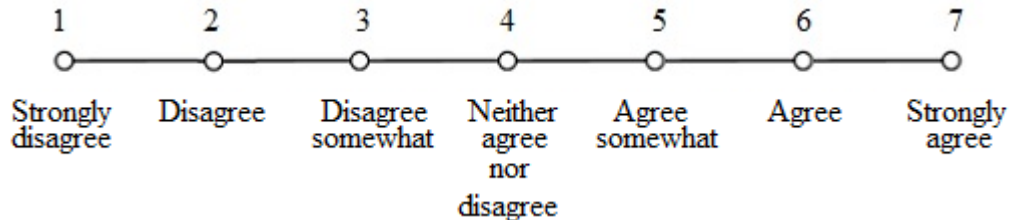
1	2	3	4	5	6	7
Strongly disagree	Disagree	Disagree somewhat	Neither agree nor disagree	Agree somewhat	Agree	Strongly agree

8. I would recommend sleeping at this home to a male friend

1	2	3	4	5	6	7
Strongly disagree	Disagree	Disagree somewhat	Neither agree nor disagree	Agree somewhat	Agree	Strongly agree

9. I find this person trustworthy

1	2	3	4	5	6	7
Strongly disagree	Disagree	Disagree somewhat	Neither agree nor disagree	Agree somewhat	Agree	Strongly agree
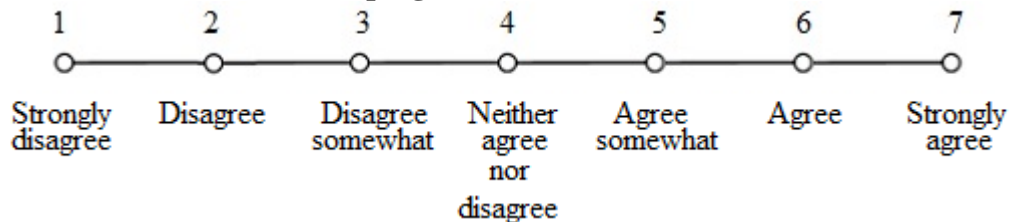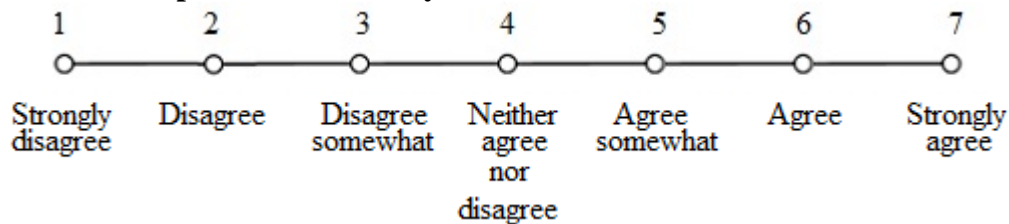
10. I find this person similar to me
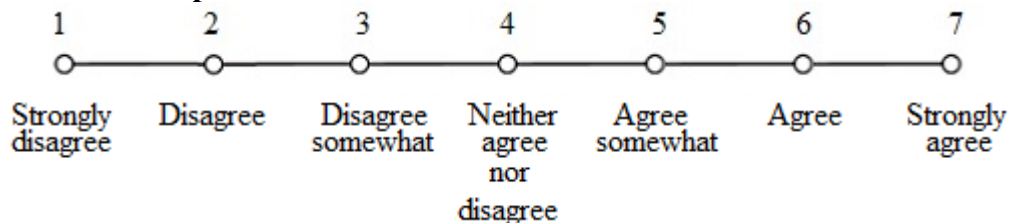
1	2	3	4	5	6	7
Strongly disagree	Disagree	Disagree somewhat	Neither agree nor disagree	Agree somewhat	Agree	Strongly agree

11. I would feel quite safe staying at this person's home

1	2	3	4	5	6	7
Strongly disagree	Disagree	Disagree somewhat	Neither agree nor disagree	Agree somewhat	Agree	Strongly agree

12. There would be no risk of sleeping at this person's home
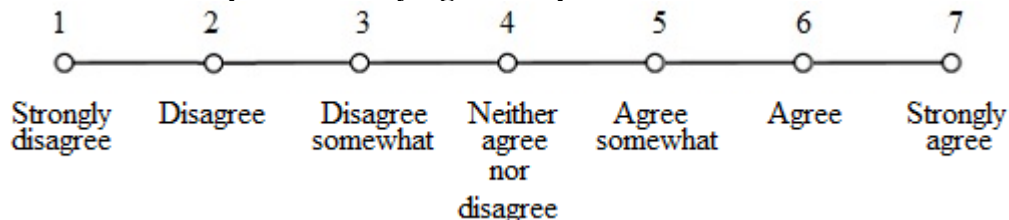
1	2	3	4	5	6	7
Strongly disagree	Disagree	Disagree somewhat	Neither agree nor disagree	Agree somewhat	Agree	Strongly agree
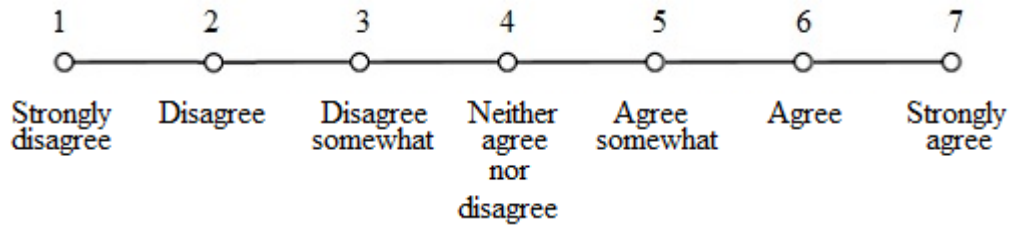
13. I think there are situations like this in real life.

1	2	3	4	5	6	7
Strongly disagree	Disagree	Disagree somewhat	Neither agree nor disagree	Agree somewhat	Agree	Strongly agree

14. This situation is believable.

1	2	3	4	5	6	7
Strongly disagree	Disagree	Disagree somewhat	Neither agree nor disagree	Agree somewhat	Agree	Strongly agree
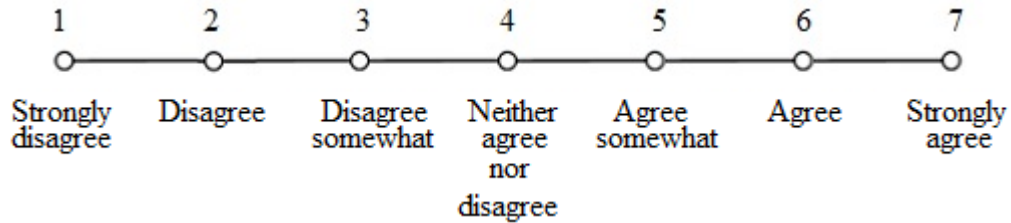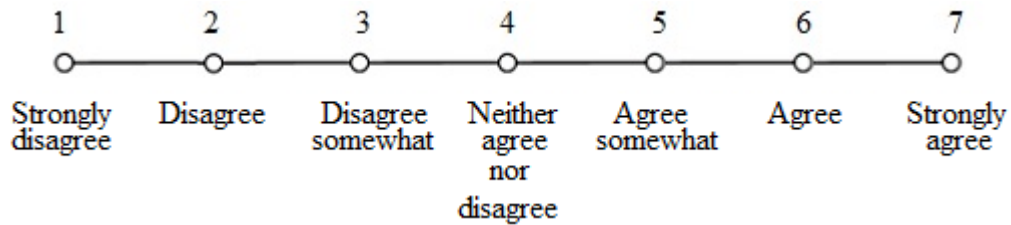
15. I was able to adopt the role of the Couchsurfer depicted in the scenario.

1	2	3	4	5	6	7
Strongly disagree	Disagree	Disagree somewhat	Neither agree nor disagree	Agree somewhat	Agree	Strongly agree
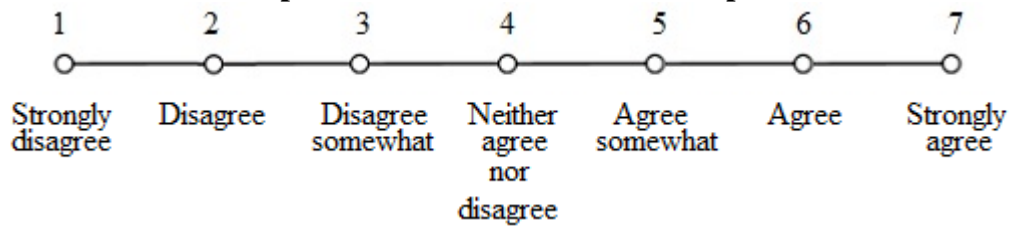
Appendix 4
4.1 SPSS

4.1.1 Frequencies

Statistics

		References	Gender_host	Alone	Scenario	Gender	Relationship_status	Country_origin
N	Valid	250	250	250	250	245	240	250
	Missing	0	0	0	0	5	10	0
Minimum		1,00	1,00	1,00		1	1	
Maximum		2,00	2,00	2,00		2	4	

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Male	118	47,2	48,2	48,2
	2 Female	127	50,8	51,8	100,0
	Total	245	98,0	100,0	
Missing	System	5	2,0		
Total		250	100,0		

Relationship_status

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Single	108	43,2	45,0	45,0
	2 In_Relationship	108	43,2	45,0	90,0
	3 Married	22	8,8	9,2	99,2
	4 Divorced	2	,8	,8	100,0
	Total	240	96,0	100,0	
Missing	System	10	4,0		
Total		250	100,0		

Country_origin

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		6	2,4	2,4	2,4
	Albania	1	,4	,4	2,8
	Australia	1	,4	,4	3,2
	Austria	2	,8	,8	4,0
	Bahamas	1	,4	,4	4,4
	Canada	1	,4	,4	4,8
	China	2	,8	,8	5,6
	Colombia	1	,4	,4	6,0
	Ecuador	1	,4	,4	6,4
	Germany	3	1,2	1,2	7,6
	Iceland	3	1,2	1,2	8,8
	Iran	1	,4	,4	9,2
	Lithuania	2	,8	,8	10,0
	Madagascar	1	,4	,4	10,4
	Mexico	1	,4	,4	10,8
	Norway	203	81,2	81,2	92,0
	Phillipines	1	,4	,4	92,4
	Poland	4	1,6	1,6	94,0
	Romania	1	,4	,4	94,4
	Russia	2	,8	,8	95,2
	Somalia	1	,4	,4	95,6
	South Korea	1	,4	,4	96,0
	Spain	2	,8	,8	96,8
	Sri Lanka	1	,4	,4	97,2
	Sweden	2	,8	,8	98,0
	Thailand	1	,4	,4	98,4
	Turkey	1	,4	,4	98,8
	Ukraine	2	,8	,8	99,6
	Venezuela	1	,4	,4	100,0
	Total	250	100,0	100,0	

4.1.2 Descriptives

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation	Variance	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
Birth_year	245	1955	1998	1989,18	6,887	47,429	-2,370	,156	7,546	,310
Q1	249	1	7	1,35	1,013	1,025	3,329	,154	11,075	,307
Q2	249	1	7	2,57	1,562	2,440	,694	,154	-,539	,307
Q3	249	1	7	1,82	1,351	1,826	1,855	,154	2,892	,307
Q4	250	1	7	3,28	1,724	2,973	,237	,154	-1,009	,307
Q5	249	1	7	3,18	1,816	3,296	,391	,154	-,831	,307
Q6	250	1	7	3,52	1,844	3,399	,201	,154	-1,001	,307
Q7	248	1	7	3,63	1,793	3,215	,058	,155	-,894	,308
Q8	249	1	7	3,97	1,746	3,047	-,051	,154	-,742	,307
Q9	250	1	7	4,18	1,688	2,850	-,105	,154	-,723	,307
Q10	249	1	7	3,32	1,639	2,687	,271	,154	-,745	,307
Q11	248	1	7	4,00	1,734	3,008	-,111	,155	-,854	,308
Q12	246	1	7	3,53	1,687	2,846	,278	,155	-,732	,309
Q13	246	1	7	5,01	1,569	2,461	-,641	,155	-,239	,309
Q14	247	1	7	4,92	1,539	2,367	-,585	,155	-,168	,309
Q15	247	1	7	4,18	1,709	2,922	-,085	,155	-,754	,309
AGE	245	18	61	26,84	6,895	47,536	2,360	,156	7,469	,310
Valid N (listwise)	232									

4.1.3 Correlations

Items: couchsurfing

Correlations

		Q1	Q5
Q1	Pearson Correlation	1	,376**
	Sig. (2-tailed)		,000
	N	249	248
Q5	Pearson Correlation	,376**	1
	Sig. (2-tailed)	,000	
	N	248	249

**. Correlation is significant at the 0.01 level (2-tailed).

Items: Travel experience

Correlations

		Q2	Q3	Q4
Q2	Pearson Correlation	1	,477**	,280**
	Sig. (2-tailed)		,000	,000
	N	249	248	249
Q3	Pearson Correlation	,477**	1	,420**
	Sig. (2-tailed)	,000		,000
	N	248	249	249
Q4	Pearson Correlation	,280**	,420**	1
	Sig. (2-tailed)	,000	,000	
	N	249	249	250

**. Correlation is significant at the 0.01 level (2-tailed).

Items: Trust

Correlations

		Q9	Q10
Q9	Pearson Correlation	1	,620**
	Sig. (2-tailed)		,000
	N	250	249
Q10	Pearson Correlation	,620**	1
	Sig. (2-tailed)	,000	
	N	249	249

**. Correlation is significant at the 0.01 level (2-tailed).

Items: Percieved risk

Correlations

		Q11	Q12
	Pearson Correlation	1	,768**
Q11	Sig. (2-tailed)		,000
	N	248	246
	Pearson Correlation	,768**	1
Q12	Sig. (2-tailed)	,000	
	N	246	246

**. Correlation is significant at the 0.01 level (2-tailed).

4.1.4 Two way Anova

Estimated marginal means on behaviour intentions

1. Gender

Dependent Variable: Intentions

Gender	Mean	Std. Error	95% Confidence Interval	
			Lower Bound	Upper Bound
1 Male	11,468	,449	10,584	12,352
2 Female	10,911	,432	10,061	11,761

2. Host

Dependent Variable: Intentions

Host	Mean	Std. Error	95% Confidence Interval	
			Lower Bound	Upper Bound
1 Male	11,042	,445	10,166	11,919
2 Female	11,337	,436	10,479	12,195

3. Host * Gender

Dependent Variable: Intentions

Host	Gender	Mean	Std. Error	95% Confidence Interval	
				Lower Bound	Upper Bound
1 Male	1 Male	11,322	,629	10,082	12,562
	2 Female	10,763	,629	9,523	12,003
2 Female	1 Male	11,614	,640	10,353	12,876
	2 Female	11,060	,591	9,896	12,223

Anova and estimated Marginal Means for trust

2.How does gender of the host and couchsurfer affect the relationship towards trust?

Descriptive Statistics

Dependent Variable: Trust

Host	Gender	Mean	Std. Deviation	N
	1 Male	7,8833	2,93484	60
1 Male	2 Female	7,5085	3,13145	59
	Total	7,6975	3,02687	119
	1 Male	7,2982	2,61155	57
2 Female	2 Female	7,4118	3,27922	68
	Total	7,3600	2,98221	125
	1 Male	7,5983	2,78562	117
Total	2 Female	7,4567	3,19910	127
	Total	7,5246	3,00264	244

The trust is highest for male in both host and respondents, and a bit lower for male host and female respondent. However , female host and respondent scored lower than with male host. The lowest score where for female host and male respondent, this goes against the findings for behaviour intentions.

Tests of Between-Subjects Effects

Dependent Variable: Trust

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	11,523a	3	3,841	,423	,737
Intercept	13757,105	1	13757,105	1515,010	,000
Host	7,058	1	7,058	,777	,379
Gender	1,037	1	1,037	,114	,736
Host * Gender	3,621	1	3,621	,399	,528
Error	2179,330	240	9,081		
Total	16006,000	244			
Corrected Total	2190,852	243			

a. R Squared = ,005 (Adjusted R Squared = -,007)

1. Host

Dependent Variable: Trust

Host	Mean	Std. Error	95% Confidence Interval	
			Lower Bound	Upper Bound
1 Male	7,696	,276	7,152	8,240
2 Female	7,355	,271	6,822	7,888

2. Gender

Dependent Variable: Trust

Gender	Mean	Std. Error	95% Confidence Interval	
			Lower Bound	Upper Bound
1 Male	7,591	,279	7,042	8,140
2 Female	7,460	,268	6,932	7,988

3. Host * Gender

Dependent Variable: Trust

Host	Gender	Mean	Std. Error	95% Confidence Interval	
				Lower Bound	Upper Bound
1 Male	1 Male	7,883	,389	7,117	8,650
	2 Female	7,508	,392	6,736	8,281
2 Female	1 Male	7,298	,399	6,512	8,084
	2 Female	7,412	,365	6,692	8,132

Anova and estimated marginal means perceived risk

3. How does gender of the host and couchsurfer affect the relationship towards perceived risk?

Descriptive Statistics

Dependent Variable: Prisk

VERT	Gender	Mean	Std. Deviation	N
1 Male	1 Male	7,8689	3,13834	61
	2 Female	6,8621	3,04613	58
	Total	7,3782	3,12180	119
2 Female	1 Male	8,4815	3,03278	54
	2 Female	7,0000	3,40763	68
	Total	7,6557	3,31730	122
Total	1 Male	8,1565	3,09099	115
	2 Female	6,9365	3,23418	126
	Total	7,5187	3,21854	241

Tests of Between-Subjects Effects

Dependent Variable: Prisk

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	100,837[a]	3	33,612	3,340	,020
Intercept	13652,407	1	13652,407	1356,467	,000
Host	8,426	1	8,426	,837	,361
Gender	92,604	1	92,604	9,201	,003
Host * Gender	3,370	1	3,370	,335	,563
Error	2385,329	237	10,065		
Total	16110,000	241			
Corrected Total	2486,166	240			

a. R Squared = ,041 (Adjusted R Squared = ,028)

1. Host

Dependent Variable: Prisk

Host	Mean	Std. Error	95% Confidence Interval	
			Lower Bound	Upper Bound
1 Male	7,365	,291	6,792	7,939
2 Female	7,741	,289	7,171	8,310

2. Gender

Dependent Variable: Prisk

Gender	Mean	Std. Error	95% Confidence Interval	
			Lower Bound	Upper Bound
1 Male	8,175	,296	7,591	8,759
2 Female	6,931	,284	6,372	7,490

3. Host * Gender

Dependent Variable: Prisk

Host	Gender	Mean	Std. Error	95% Confidence Interval	
				Lower Bound	Upper Bound
1 Male	1 Male	7,869	,406	7,069	8,669
	2 Female	6,862	,417	6,041	7,683
2 Female	1 Male	8,481	,432	7,631	9,332
	2 Female	7,000	,385	6,242	7,758

Estimated marginal means behaviour intentions – travelling alone or with friend

Between-Subjects Factors

		Value Label	N
Gender	1	Male	116
	2	Female	126
Alene	1,00	Alene	121
	2,00	Med_Venn	121

Estimates

Dependent Variable: Intentions

Gender	Mean	Std. Error	95% Confidence Interval	
			Lower Bound	Upper Bound
1 Male	11,462	,449	10,578	12,347
2 Female	10,921	,431	10,073	11,770

Pairwise Comparisons

Dependent Variable: Intentions

(I) Gender	(J) Gender	Mean Difference (I-J)	Std. Error	Sig.ᵃ	95% Confidence Interval for Differenceᵃ	
					Lower Bound	Upper Bound
1 Male	2 Female	,541	,622	,385	-,685	1,767
2 Female	1 Male	-,541	,622	,385	-1,767	,685

Based on estimated marginal means

a. Adjustment for multiple comparisons: Least Significant Difference (equivalent to no adjustments).

Univariate Tests

Dependent Variable: Intentions

	Sum of Squares	df	Mean Square	F	Sig.
Contrast	17,670	1	17,670	,756	,385
Error	5563,362	238	23,375		

The F tests the effect of Gender. This test is based on the linearly independent

pairwise comparisons among the estimated marginal means.

Estimates

Dependent Variable: Intentions

Alene	Mean	Std. Error	95% Confidence Interval	
			Lower Bound	Upper Bound
1,00 Alene	11,077	,440	10,210	11,944
2,00 Med_Venn	11,306	,440	10,440	12,172

Pairwise Comparisons

Dependent Variable: Intentions

(I) Alene	(J) Alene	Mean Difference (I-J)	Std. Error	Sig.ᵃ	95% Confidence Interval for Differenceᵃ	
					Lower Bound	Upper Bound
1,00 Alene	2,00 Med_Venn	-,229	,622	,713	-1,455	,996
2,00 Med_Venn	1,00 Alene	,229	,622	,713	-,996	1,455

Based on estimated marginal means

a. Adjustment for multiple comparisons: Least Significant Difference (equivalent to no adjustments).

Univariate Tests

Dependent Variable: Intentions

	Sum of Squares	df	Mean Square	F	Sig.
Contrast	3,178	1	3,178	,136	,713
Error	5563,362	238	23,375		

The F tests the effect of Alene. This test is based on the linearly independent

pairwise comparisons among the estimated marginal means.

3. Gender * Alene

Dependent Variable: Intentions

Gender	Alene	Mean	Std. Error	95% Confidence Interval	
				Lower Bound	Upper Bound
1 Male	1,00 Alene	11,263	,640	10,002	12,525
	2,00 Med_Venn	11,661	,629	10,421	12,901
2 Female	1,00 Alene	10,891	,604	9,700	12,081
	2,00 Med_Venn	10,952	,614	9,742	12,161

Estimated marginal margins – references and gender

Between-Subjects Factors

		Value Label	N
Gender	1	Male	116
	2	Female	126
Referanser	1,00	Ok	121
	2,00	Samme_by	121

Estimates

Dependent Variable: Intentions

Gender	Mean	Std. Error	95% Confidence Interval	
			Lower Bound	Upper Bound
1 Male	11,467	,449	10,582	12,352
2 Female	10,916	,431	10,067	11,765

Pairwise comparison

Dependent Variable: Intentions

(I) Gender	(J) Gender	Mean Difference (I-J)	Std. Error	Sig.[a]	95% Confidence Interval for Difference[a]	
					Lower Bound	Upper Bound
1 Male	2 Female	,551	,623	,377	-,675	1,778
2 Female	1 Male	-,551	,623	,377	-1,778	,675

Based on estimated marginal means

a. Adjustment for multiple comparisons: Least Significant Difference (equivalent to no adjustments).

Univariate Tests

Dependent Variable: Intentions

	Sum of Squares	df	Mean Square	F	Sig.
Contrast	18,333	1	18,333	,784	,377
Error	5565,106	238	23,383		

The F tests the effect of Gender. This test is based on the linearly independent

pairwise comparisons among the estimated marginal means.

Estimates

Dependent Variable: Intentions

Referanser	Mean	Std. Error	95% Confidence Interval	
			Lower Bound	Upper Bound
1,00 Ok	11,094	,440	10,228	11,960
2,00 Samme_by	11,290	,441	10,421	12,158

Pairwise Comparisons

Dependent Variable: Intentions

(I) Referanser	(J) Referanser	Mean Difference (I-J)	Std. Error	Sig.[a]	95% Confidence Interval for Difference[a]	
					Lower Bound	Upper Bound
1,00 Ok	2,00 Samme_by	-,196	,623	,753	-1,423	1,030
2,00 Samme_by	1,00 Ok	,196	,623	,753	-1,030	1,423

Based on estimated marginal means

a. Adjustment for multiple comparisons: Least Significant Difference (equivalent to no adjustments).

Univariate Tests

Dependent Variable: Intentions

	Sum of Squares	df	Mean Square	F	Sig.
Contrast	2,320	1	2,320	,099	,753
Error	5565,106	238	23,383		

The F tests the effect of Referanser. This test is based on the linearly independent
pairwise comparisons among the estimated marginal means.

3. Gender * Referanser

Dependent Variable: Intentions

Gender	Referanser	Mean	Std. Error	95% Confidence Interval	
				Lower Bound	Upper Bound
1 Male	1,00 Ok	11,417	,624	10,187	12,646
	2,00 Samme_by	11,518	,646	10,245	12,791
2 Female	1,00 Ok	10,770	,619	9,551	11,990
	2,00 Samme_by	11,062	,600	9,880	12,243

4.1.5 Reliability

Scale: All variables

Case Processing Summary

		N	%
Cases	Valid	237	94,8
	Excluded[a]	13	5,2
	Total	250	100,0

a. Listwise deletion based on all variables in the
procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
,888	15

Item Statistics

	Mean	Std. Deviation	N
Q1	1,36	1,034	237
Q2	2,57	1,563	237
Q3	1,80	1,305	237
Q4	3,27	1,723	237
Q5	3,16	1,808	237
Q6	3,50	1,817	237
Q7	3,60	1,784	237
Q8	3,92	1,731	237
Q9	4,16	1,671	237
Q10	3,33	1,635	237
Q11	3,99	1,733	237
Q12	3,52	1,674	237
Q13	5,02	1,565	237
Q14	4,92	1,536	237
Q15	4,22	1,713	237

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Q1	50,99	222,614	,310	,889
Q2	49,78	219,223	,251	,893
Q3	50,54	217,469	,366	,888
Q4	49,08	222,325	,155	,898
Q5	49,19	196,697	,657	,876
Q6	48,84	190,954	,777	,870
Q7	48,74	195,658	,690	,875
Q8	48,43	198,271	,656	,876
Q9	48,18	196,386	,728	,873
Q10	49,01	201,919	,617	,878
Q11	48,36	192,858	,777	,871
Q12	48,82	198,655	,674	,876
Q13	47,33	208,442	,495	,883
Q14	47,42	207,143	,537	,882
Q15	48,13	203,721	,544	,881

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
52,35	233,261	15,273	15

Appendix 5

5.1 Pre-test of negative references

Background information: Couchsurfing; To stay overnight in someone's else's home for free while travelling. This person is a stranger and you will make your decision based on their profile.

Imagine you are considering to couchsurf at the person represented in the profile. The person has 44 references, but you become aware of that almost all of the references are from the same city as he live, Stockholm.

8. I would recommend sleeping at this home to a male friend
                1---2---3---4---5---6---7
Strongly disagree   Strongly agree
9. I find this person trustworthy
                1---2---3---4---5---6---7
Strongly disagree   Strongly agree

11. I would feel quite safe staying at this persons home
                1---2---3---4---5---6---7
Strongly disagree   Strongly agree

12. There would be no risk of sleeping at this persons home
                1---2---3---4---5---6---7
Strongly disagree   Strongly agree

5.2 List of indicators for experiment

1.References from other people

2.Pictures

3."About me" section (information)

4.Verifications of address, phone number and credit card

5. Friends on profile

6. Other_____