

THE END OF OWNERSHIP?

Russell Belk

York University

Percentage of Home Owners by Country

Rank ↕	Country ↕	Home ownership rate(%) ↕	Date of Information ↕
1	 Bulgaria	97	2011 ^{[2][3]}
1	 Lithuania	97	2009 ^[4]
2	 Hungary	91.9	2001 ^[5]
3	 Singapore	90.1	2012 ^[6]
4	 China	90	2012 ^[7]
5	 Nepal	85.2	2011
6	 Russia	84.7	2011 ^{[8][9]}
7	 Mexico	84	2009 ^[10] 18:48
8	 Ireland	83	2002
9	 Italy	82	2011
9	 Iran	81	2009 ^[11]
10	 Greece	80	2009 ^[12]
11	 Belgium	78	2010 ^[13]
11	 Spain	78	2001 ^[14]
12	 Norway	77	2002
13	 Brazil	74	2008 ^[15]
14	 Israel	71	2002
15	 Australia	69	2002
15	 United Kingdom	69	2002
16	 Canada	68.4	2006 ^[16]
17	 Finland	67	2000

18	 United States	65.4	2012 ^{[17][18]}
19	 New Zealand	65	2004 ^[19]
20	 Portugal	64	2002
21	 Japan	60	2000
21	 Turkey	60	2011 ^[20]
21	 Sweden	60	2000
22	 Austria	56	2002
22	 South Korea	56	2005 ^[21]
23	 France	55	2000
23	 Netherlands	55	2011 ^[22]
24	 Denmark	51	2000
25	 Germany	42	2002

 Switzerland 38 1997

UK 1918 33%; 1953 50%; 2013 64%

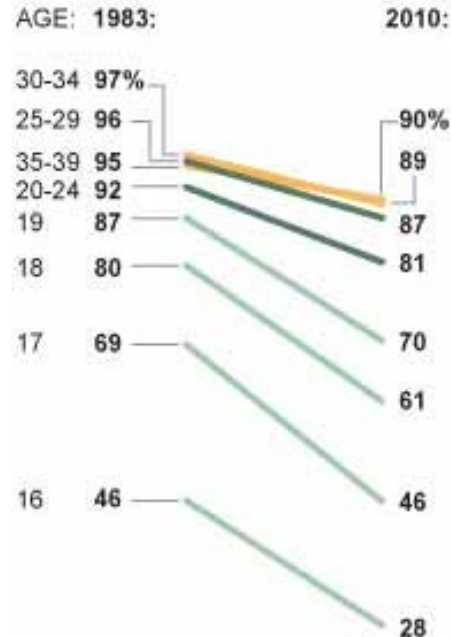
Average US home: 2300 square feet
Average UK home: 818 square feet

INTEREST IN DRIVING DECLINING

Fewer Young Drivers ...

Percent with a driver's license, by age.

TEENAGERS
20S
30S



... But More Older Drivers



The portion of people ages 40 to 54 with licenses remained stable from 1983 to 2010 at roughly 92 percent. (All figures are rounded.)

WHY?

- Environment
- Economy & economics of ownership
- Driving by young people down 23% since 2001
- In the U.S. the flight to the suburbs is reversing as more people (especially young people and immigrants) move back into the city
- Amount of driving inversely related to availability of the Internet
- Common attitude: Why spend an hour driving when you could take the bus or train and be online?
- Changing symbols of freedom: "When I try to imagine my dream car, I draw a blank and then I reach for my phone."

OTHER SIGNS

- Percentage of new cars leased: 27.5% (2013) vs. 10.9% (2009) (U.S.)
- Last night 40,000 people stayed in Airbnb accommodations
- Airbnb offers 250,000 rooms in 30,000 cities in 192 countries
- Couchsurfing received another \$22.6 million venture capital in 2012-2013
- Uber (car pickup app) received \$258 million in venture capital from Google Ventures
- TaskRabbit (freelancers) received \$37.7 million in venture capital
- BlaBlaCar handling 600,000 passengers a month
- Sharing & rental economies generated \$3.5 billion in revenue in 2013 (forecast to grow to \$110 billion in 5 years)

WHY NOW?

- Economic downturn in 2008
- The Internet
 - Social Media (“What do you have to share?”)
 - Apps to find transportation (electronic hitchhiking)
 - Apps to find things to rent/share/acquire for free
 - Free downloads of music & movies or rental via Pandora, Spotify, Netflix, etc.
 - Rise of collaborative consumption & reputation economy (trust the network)
- Rise of Experience Economy
- Renewed faith in strangers (the eBay phenomenon)
- Lifestyle (the simple pleasures) or Lifecycle stage of Millennials?

OWNERSHIP

1. Property in Persons, Places, or Things

- Personal, collective, common
- Rights and duties
- Possession & feelings of ownership \neq legal ownership
- Locke's Labor theory of Property
- Extended self



2. Intellectual Property Rights

- Intangibles
- Ideas, words, phrases, discoveries, symbols, designs, stories, sounds, songs, code, genetic codes, concepts, colors, characters, processes, & much more

3. Plato vs. Aristotle

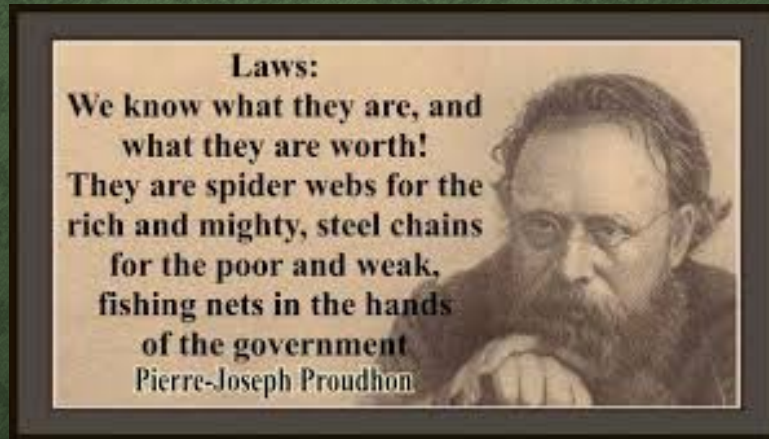
4. Land, Labor, and Capital as “Fictitious Commodities” (Polanyi, *The Great Transformation*)

- Enclosure of the Commons
- Enclosure of the Internet



AGAINST OWNERSHIP

1. Before Ownership
2. Pierre-Joseph Proudhon
 - Property is Theft
 - “Anarchist”
3. Karl Marx
 - Labor Theory of Value
 - Communal Ownership
4. Communes and Communism



SHARING AS AN ALTERNATIVE

- Yours, mine, and ours
- Two can live as cheaply as one
- Children at home
 - Demand sharing
 - Open sharing -- many household possessions and resources are a commons shared by all
- Food Sharing
 - Tea Cups and Beer Bottles in Asia
 - “Family Style” Meals
 - Food Sharing in India (Fine 1980)
- Many Anthropological studies of sharing in hunter gatherer societies

TRADITIONAL ANTHROPOLOGICAL EXPLANATIONS OF SHARING

- **Mutualism**—Together we're more effective
- **Nepotism**—Food to kin if costs < benefits
- **Reciprocity**—I help you this time, you help me next time OR I give you meat, you give me berries
- **Costly Signaling**—More & better mates
- **Tolerated Scrounging**—Decreasing marginal utility vs. costs of defending

COUNTERARGUMENTS

- Meat can be dried & stored for months
- Hunter's generosity not stressed; Demand sharing entitlement
- Hunter has little control over who gets meat & cannot favor kin or those who have given/can give reciprocal favors
- Recipients need not reciprocate
- Success in hunting does not make the hunter any more secure in future

TWO DIAMETRICALLY OPPOSED SENSES OF SHARING

- **Old Theorists:** Reciprocal distributive actions—getting your share; dividing; a Western property notion, more akin to commodity exchange.
- **New Theorists:** To receive, possess or occupy together with others (Bird-David 2005); notions of ownership and even of self are not necessarily individualized in all times and places (Belk 1984)

The Neighborhood Community

SHARING WITH NEIGHBORS

© MCMLVI by Encyclopaedia Britannica Films, Inc.
Copyright and All Rights of Reproduction,
Including by Television, Reserved.



"Goodness!" says Mom to Steve. "I haven't any eggs for my cake. The egg box is empty."



"It's Sunday, too," Steve remembers,
"and all the stores are closed."



But Mom knows where to get eggs.
"Just wait," she tells Steve.



Mom borrows eggs from Mrs. Logan, a neighbor. "I'll pay you back tomorrow," she says.



Soon the cake is finished. "Glad we have neighbors," Steve thinks.



Once, when Mom and Dad had to go
away for a little while . . .



... Mr. and Mrs. Logan and their son, Robbie, took care of Steve.



Another time, when Mrs. Logan was sick, Steve's mother helped her.



Sometimes neighbors share to save money. For example . . .



Steve's father shares rides with a neighbor.



Both men work at the other end of town. On one day the neighbor drives his car to work.



Next day Steve's father drives his car.
By sharing, they save money on gas.



If it takes a gallon of gas to go to work and back, how much gas is saved each day by sharing rides?



GREYHOUND

Steve's whole neighborhood shares in
collecting food for those in need.



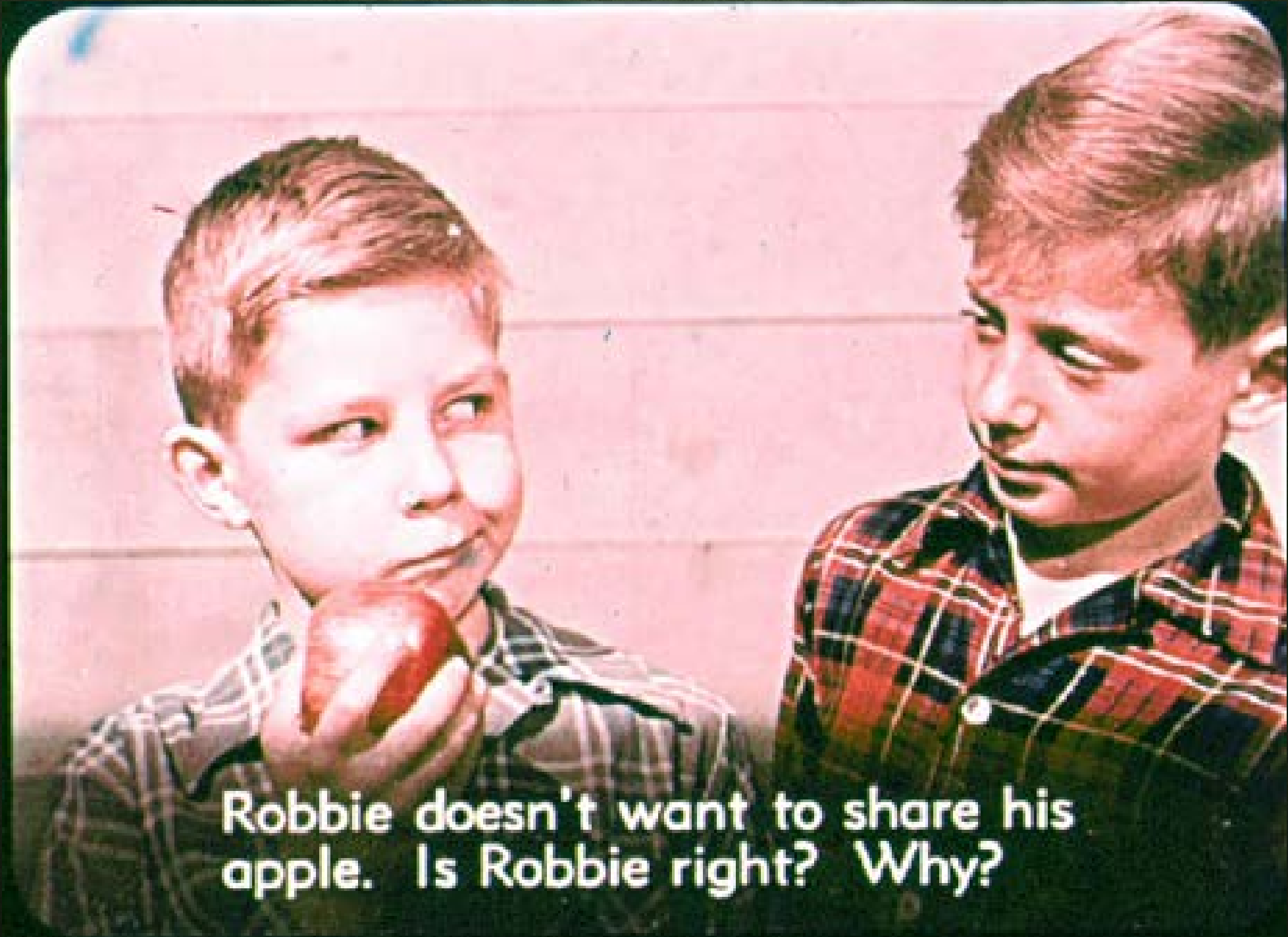
Everyone in the neighborhood gives
a little. Together, they give a lot.



The neighborhood shares the cost of its fire house. No one family could buy it. But together, they can buy it.



Neighbors share the cost by paying taxes. What other things do neighbors get with taxes?



Robbie doesn't want to share his apple. Is Robbie right? Why?



Steve won't lend Robbie his bike. Once a boy left Steve's bike in the rain. But the boy wasn't Robbie.



Just the same, Steve won't lend his bike to anyone again. Is he right?



Mrs. Davis doesn't want to share her lawn with Steve and his puppy. "Keep off my lawn," she scolds.



Mrs. Davis worked hard on her lawn.
She doesn't want it dug up. Do you
think she should scold Steve?

**WHAT OF SHARING
TODAY?**



DIGITAL SHARING

[Flickr](#), the photo sharing site, now boasts more than 33 million users, more than 3 billion images, and handles 3,087(!) new uploads per minute

[Wikipedia](#) has 8,687,877 registered users, 144,788 of whom have been actively involved in the last 30 days. It offers 15,741,616 info pages

13 hours of video are uploaded to [YouTube](#) every minute, while 1 billion videos are watched. A day. And that was LAST year

There are [millions of blogs](#) (sharing insights and thoughts), or on reviews (Tripadvisor.com alone hosts 20,000,000 hotel reviews), and a new infrastructure for giving away excess stuff (e.g., [Really Really Free Market](#) and [FreeCycle](#))

Sharing on [Facebook](#) is now more popular than sharing by e-mail

[Twitter](#)'s Tweets & Retweets are now eclipsing e-mail as well

the Really Really FREE Market



Last
Saturday
of every
month

January 31st, 2009

El Balazo /Sub Mission
2187 Mission St. (18th & Mission)
1-5pm

Dates
for 2009:

Jan. 31
Feb. 28
Mar. 28
apr. 25
may. 30
june. 27
july. 25
aug. 29


A Really Really Free Market is like a giant potluck made up of useable items, skills, ideas, smiles, talents, friendship, excitement, discussions, and many other things that we as a community can come together and share. Really Really Free means 100% Free and Non-commercial, organized by participants just like you.

For more information, visit:

www.reallyreallyfree.org

No Money. No Barter. No Trade. Everything is FREE.

culture of sharing'



**Mass innovation,
not mass production**

UPDATED EDITION

WHY THE FUTURE OF BUSINESS IS SHARING

—SETH GODIN



WHAT'S MINE IS YOURS

THE RISE OF
COLLABORATIVE
CONSUMPTION

Rachel Botsman
and Roo Rogers



NOLO

"Sharing is the answer..."

ALICE WALKER, author of *We Are the Ones We Have Been
Waiting For: Inner Light in a Time of Darkness*

INCLUDES
AGREEMENTS
AND FORMS

The *Sharing* Solution

How to **Save Money, Simplify Your Life
& Build Community**

Janelle Orsi & Emily Daskow

- Share ownership of a house, car, garden or boat
- Own less and have more
- Live more sustainably through sharing



JEFF JARVIS
 Translating the world. WHAT WOULD YOU DO?

parts

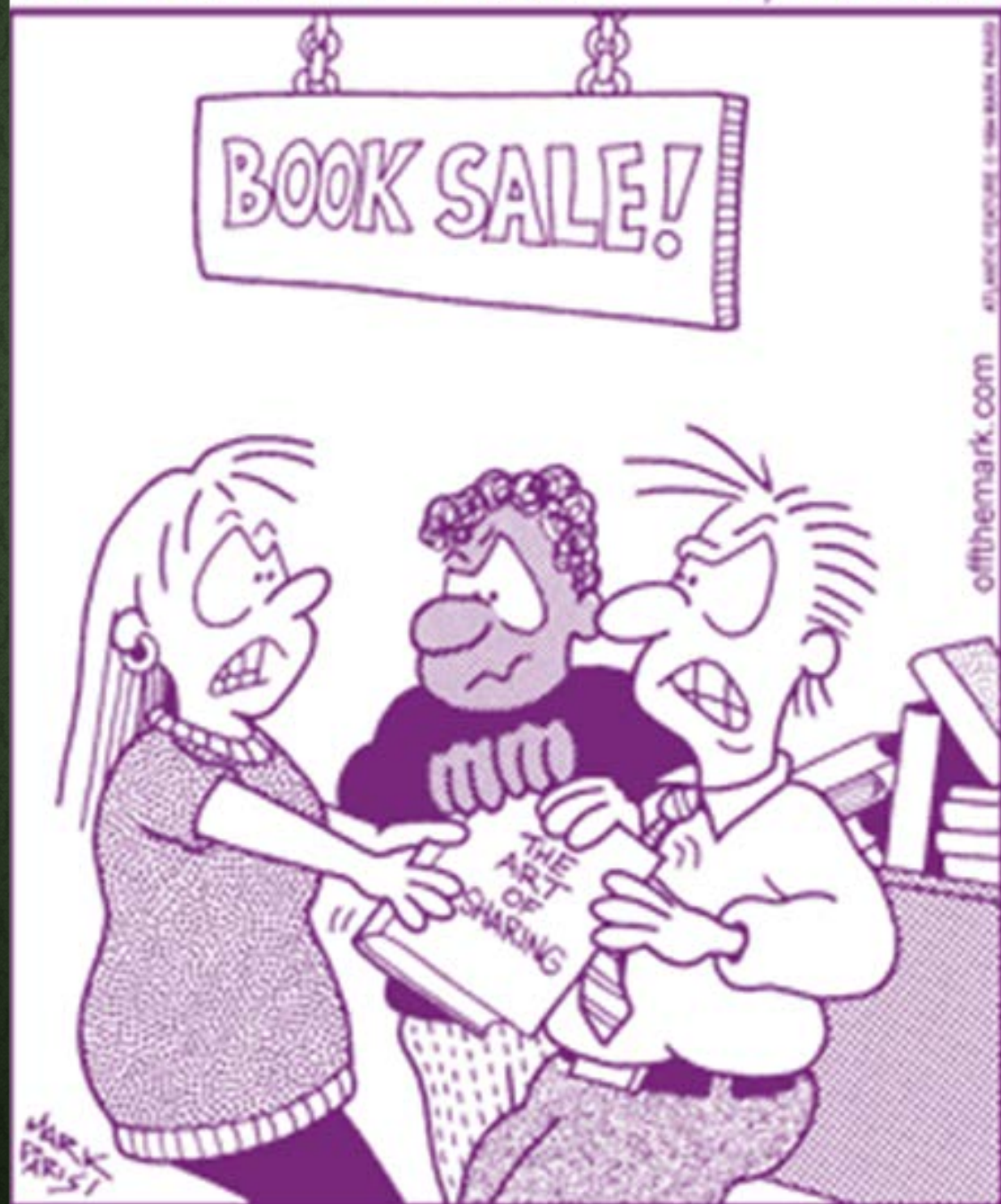
1998, 1999, 2000, 2001, 2002, 2003, 2004, 2005, 2006, 2007, 2008, 2009, 2010, 2011, 2012, 2013, 2014, 2015, 2016, 2017, 2018, 2019, 2020, 2021, 2022, 2023, 2024, 2025, 2026, 2027, 2028, 2029, 2030, 2031, 2032, 2033, 2034, 2035, 2036, 2037, 2038, 2039, 2040, 2041, 2042, 2043, 2044, 2045, 2046, 2047, 2048, 2049, 2050, 2051, 2052, 2053, 2054, 2055, 2056, 2057, 2058, 2059, 2060, 2061, 2062, 2063, 2064, 2065, 2066, 2067, 2068, 2069, 2070, 2071, 2072, 2073, 2074, 2075, 2076, 2077, 2078, 2079, 2080, 2081, 2082, 2083, 2084, 2085, 2086, 2087, 2088, 2089, 2090, 2091, 2092, 2093, 2094, 2095, 2096, 2097, 2098, 2099, 2100, 2101, 2102, 2103, 2104, 2105, 2106, 2107, 2108, 2109, 2110, 2111, 2112, 2113, 2114, 2115, 2116, 2117, 2118, 2119, 2120, 2121, 2122, 2123, 2124, 2125, 2126, 2127, 2128, 2129, 2130, 2131, 2132, 2133, 2134, 2135, 2136, 2137, 2138, 2139, 2140, 2141, 2142, 2143, 2144, 2145, 2146, 2147, 2148, 2149, 2150, 2151, 2152, 2153, 2154, 2155, 2156, 2157, 2158, 2159, 2160, 2161, 2162, 2163, 2164, 2165, 2166, 2167, 2168, 2169, 2170, 2171, 2172, 2173, 2174, 2175, 2176, 2177, 2178, 2179, 2180, 2181, 2182, 2183, 2184, 2185, 2186, 2187, 2188, 2189, 2190, 2191, 2192, 2193, 2194, 2195, 2196, 2197, 2198, 2199, 2200, 2201, 2202, 2203, 2204, 2205, 2206, 2207, 2208, 2209, 2210, 2211, 2212, 2213, 2214, 2215, 2216, 2217, 2218, 2219, 2220, 2221, 2222, 2223, 2224, 2225, 2226, 2227, 2228, 2229, 2230, 2231, 2232, 2233, 2234, 2235, 2236, 2237, 2238, 2239, 2240, 2241, 2242, 2243, 2244, 2245, 2246, 2247, 2248, 2249, 2250, 2251, 2252, 2253, 2254, 2255, 2256, 2257, 2258, 2259, 2260, 2261, 2262, 2263, 2264, 2265, 2266, 2267, 2268, 2269, 2270, 2271, 2272, 2273, 2274, 2275, 2276, 2277, 2278, 2279, 2280, 2281, 2282, 2283, 2284, 2285, 2286, 2287, 2288, 2289, 2290, 2291, 2292, 2293, 2294, 2295, 2296, 2297, 2298, 2299, 2300, 2301, 2302, 2303, 2304, 2305, 2306, 2307, 2308, 2309, 2310, 2311, 2312, 2313, 2314, 2315, 2316, 2317, 2318, 2319, 2320, 2321, 2322, 2323, 2324, 2325, 2326, 2327, 2328, 2329, 2330, 2331, 2332, 2333, 2334, 2335, 2336, 2337, 2338, 2339, 2340, 2341, 2342, 2343, 2344, 2345, 2346, 2347, 2348, 2349, 2350, 2351, 2352, 2353, 2354, 2355, 2356, 2357, 2358, 2359, 2360, 2361, 2362, 2363, 2364, 2365, 2366, 2367, 2368, 2369, 2370, 2371, 2372, 2373, 2374, 2375, 2376, 2377, 2378, 2379, 2380, 2381, 2382, 2383, 2384, 2385, 2386, 2387, 2388, 2389, 2390, 2391, 2392, 2393, 2394, 2395, 2396, 2397, 2398, 2399, 2400, 2401, 2402, 2403, 2404, 2405, 2406, 2407, 2408, 2409, 2410, 2411, 2412, 2413, 2414, 2415, 2416, 2417, 2418, 2419, 2420, 2421, 2422, 2423, 2424, 2425, 2426, 2427, 2428, 2429, 2430, 2431, 2432, 2433, 2434, 2435, 2436, 2437, 2438, 2439, 2440, 2441, 2442, 2443, 2444, 2445, 2446, 2447, 2448, 2449, 2450, 2451, 2452, 2453, 2454, 2455, 2456, 2457, 2458, 2459, 2460, 2461, 2462, 2463, 2464, 2465, 2466, 2467, 2468, 2469, 2470, 2471, 2472, 2473, 2474, 2475, 2476, 2477, 2478, 2479, 2480, 2481, 2482, 2483, 2484, 2485, 2486, 2487, 2488, 2489, 2490, 2491, 2492, 2493, 2494, 2495, 2496, 2497, 2498, 2499, 2500, 2501, 2502, 2503, 2504, 2505, 2506, 2507, 2508, 2509, 2510, 2511, 2512, 2513, 2514, 2515, 2516, 2517, 2518, 2519, 2520, 2521, 2522, 2523, 2524, 2525, 2526, 2527, 2528, 2529, 2530, 2531, 2532, 2533, 2534, 2535, 2536, 2537, 2538, 2539, 2540, 2541, 2542, 2543, 2544, 2545, 2546, 2547, 2548, 2549, 2550, 2551, 2552, 2553, 2554, 2555, 2556, 2557, 2558, 2559, 2560, 2561, 2562, 2563, 2564, 2565, 2566, 2567, 2568, 2569, 2570, 2571, 2572, 2573, 2574, 2575, 2576, 2577, 2578, 2579, 2580, 2581, 2582, 2583, 2584, 2585, 2586, 2587, 2588, 2589, 2590, 2591, 2592, 2593, 2594, 2595, 2596, 2597, 2598, 2599, 2600, 2601, 2602, 2603, 2604, 2605, 2606, 2607, 2608, 2609, 2610, 2611, 2612, 2613, 2614, 2615, 2616, 2617, 2618, 2619, 2620, 2621, 2622, 2623, 2624, 2625, 2626, 2627, 2628, 2629, 2630, 2631, 2632, 2633, 2634, 2635, 2636, 2637, 2638, 2639, 2640, 2641, 2642, 2643, 2644, 2645, 2646, 2647, 2648, 2649, 2650, 2651, 2652, 2653, 2654, 2655, 2656, 2657, 2658, 2659, 2660, 2661, 2662, 2663, 2664, 2665, 2666, 2667, 2668, 2669, 2670, 2671, 2672, 2673, 2674, 2675, 2676, 2677, 2678, 2679, 26

SHARING

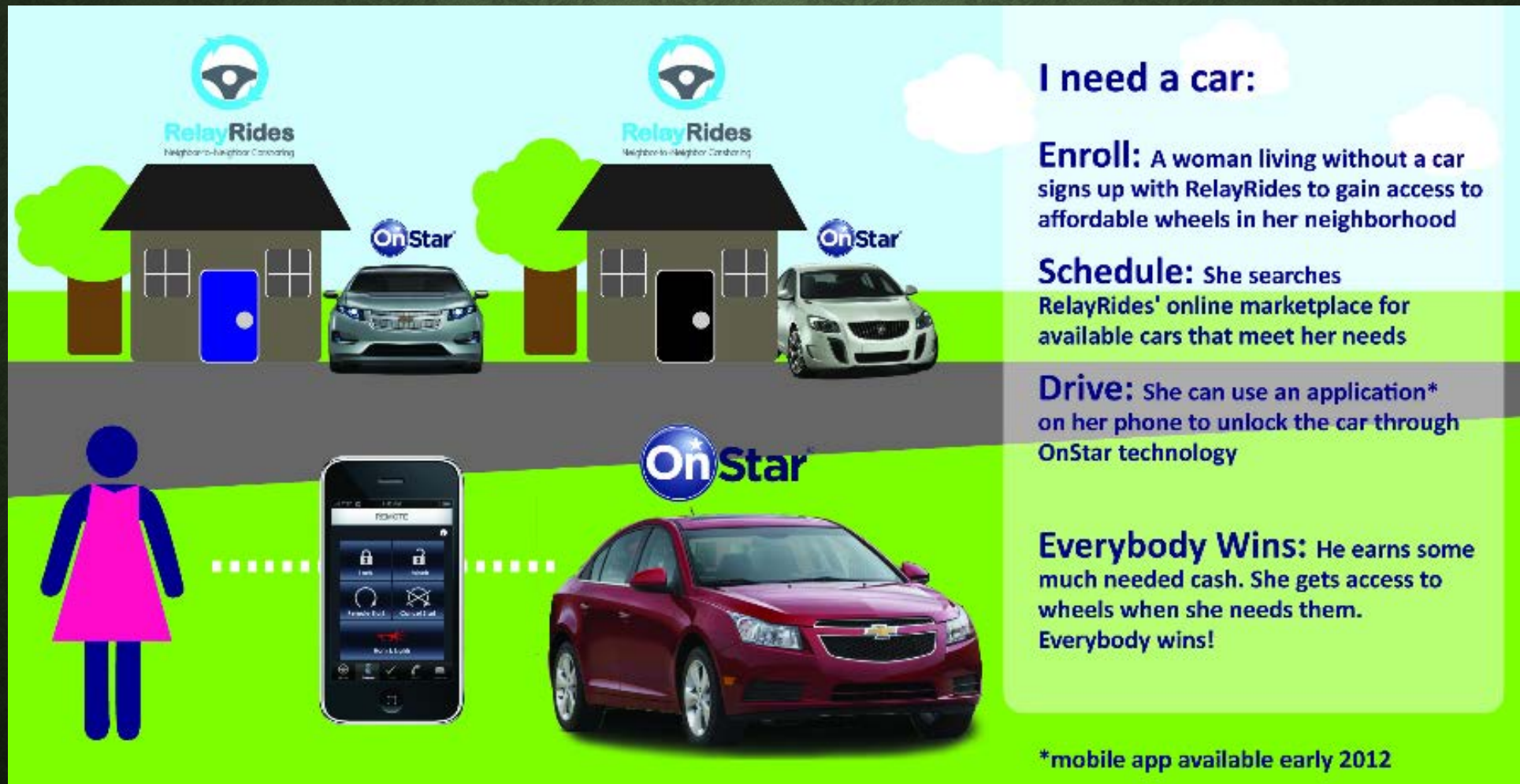
Culture and the Economy in the Internet Age

— *Philippe Aigrain*
with contribution of *Suzanne Aigrain*

AMSTERDAM UNIVERSITY PRESS



General Motors has Teamed Up with RelayRides to Provide Instant Access to Shared Personal Cars via their OnStar System (for 2010 & newer cars)





OTHER CAR-SHARING MODELS

- Germany's Daimler (Mercedes) *Car2Go* in Ulm, Hamburg, Vancouver, & Austin Texas, with Amsterdam, San Diego & 40-50 other major cities coming on soon + *Ride2Gether*
- BMW's *DriveNow* & VW's *Quicar*
- Peugeot's *Mu*
- Why?
 - Declining car ownership (especially young men)
 - Too expensive to own
 - Too impractical, especially in the city
- Future with autonomous driverless cars?



OTHER SHARING EXAMPLES

craigslist, eBay, Swaptree, OurSwaps, Freecycle, ReUselt, Landshare, Community Supported Agriculture (CSAs), Velib, Zilok, Zimride, SharedEarth, Bartercard, Kijiji, Zopa, U-Exchange, threadUp, Prosper, Groupon, Traxi Magic, foursquare, Gowalla, Feest, MePlease, SmartyPig, NetFlix, Roomorama, Prosper, really really free market, Kiva, Facebook, MySpace, YouTube, Twitter, Jumo, Linux, Clickworkers.com, Kickstarter, SETI@home, IfWeRanTheWorld, Meetup, MyBO, RentOld, Around Again, Kashless, Betterquest, UISwap, Cash list, MakeupAlley, Swapstyle, Toyswap, Dig 'N' Swap, SwapSimple, Share Some Sugar, Neighbor Goods, Citizen Space, Hub Culgture, Neighborrow, DaveZillion, Ithaca HOURS, Urban Gardenshare, Brooklyn Shillshare, Neighborhood Fruit, ParkatMyHouse, Lending Club, My Sister's Wardrobe, Clothing Exchange, SmartBike, Excess Baggage Exchange, Bag Borrow or Steal (Avelle), OYBike, B-cycle, BIXI, TechShop, Tool-lending library, NuRide, HearPlanet, EveryBlock, Near Me Now, YardShare, Wikipedia, Open Street Map, Citizendium, Public News, Slashdot, Bepress, NeuroCommons, Lifeshare, Etsy, Streetcar, Epinions, Yelp, My Queue, Rent a Toy, Toy Loan, Toy Rental Club, BabyPlays, erentco, irent2you, RentMineOnline, iLetYou, Citizenre, SolarClty, LiveWork, Sefage, GoGet, GoGoVerde, DenimTherapy, UsedCardboardBoxes.com, TripAdvisor, Amazon, Kizoodle, Everyblock, MakeupAlley Swaps, SplitGames, OurGoods, ITEX, Superfluid Barterbrokers, Tradebank, TimeBanks USA, Lyttleton Timebank, Time UK Factory, Bank of Happiness, Hub Culture, VEN, Second Life, Hat Factory, Sandbox Suits, Citizen Space, rblock

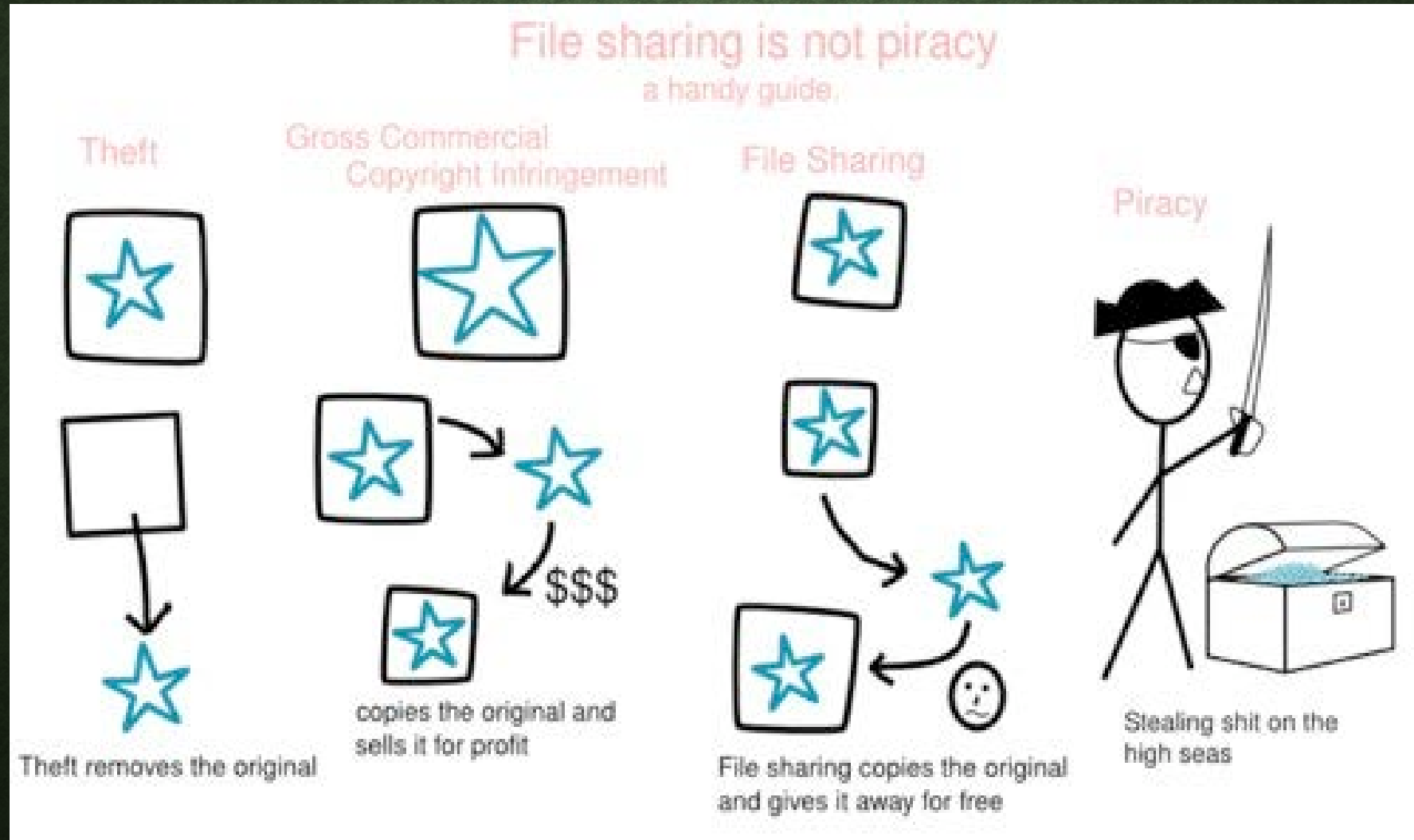
ALTERNATIVE WAYS TO SHARE

- ZipCar versus Majorna
- Airbnb versus Couchsurfing
- Bag, Borrow, & Steal vs. the Toy Library
- Gnutella vs. iTunes sharing vs. sharing with a friend

ladies and gentlemen,
start your iPhone.





AN ALTERNATE TAKE ON FILE SHARING



San Francisco Casual Carpool Locations

Get directions


My places













Save to My Places

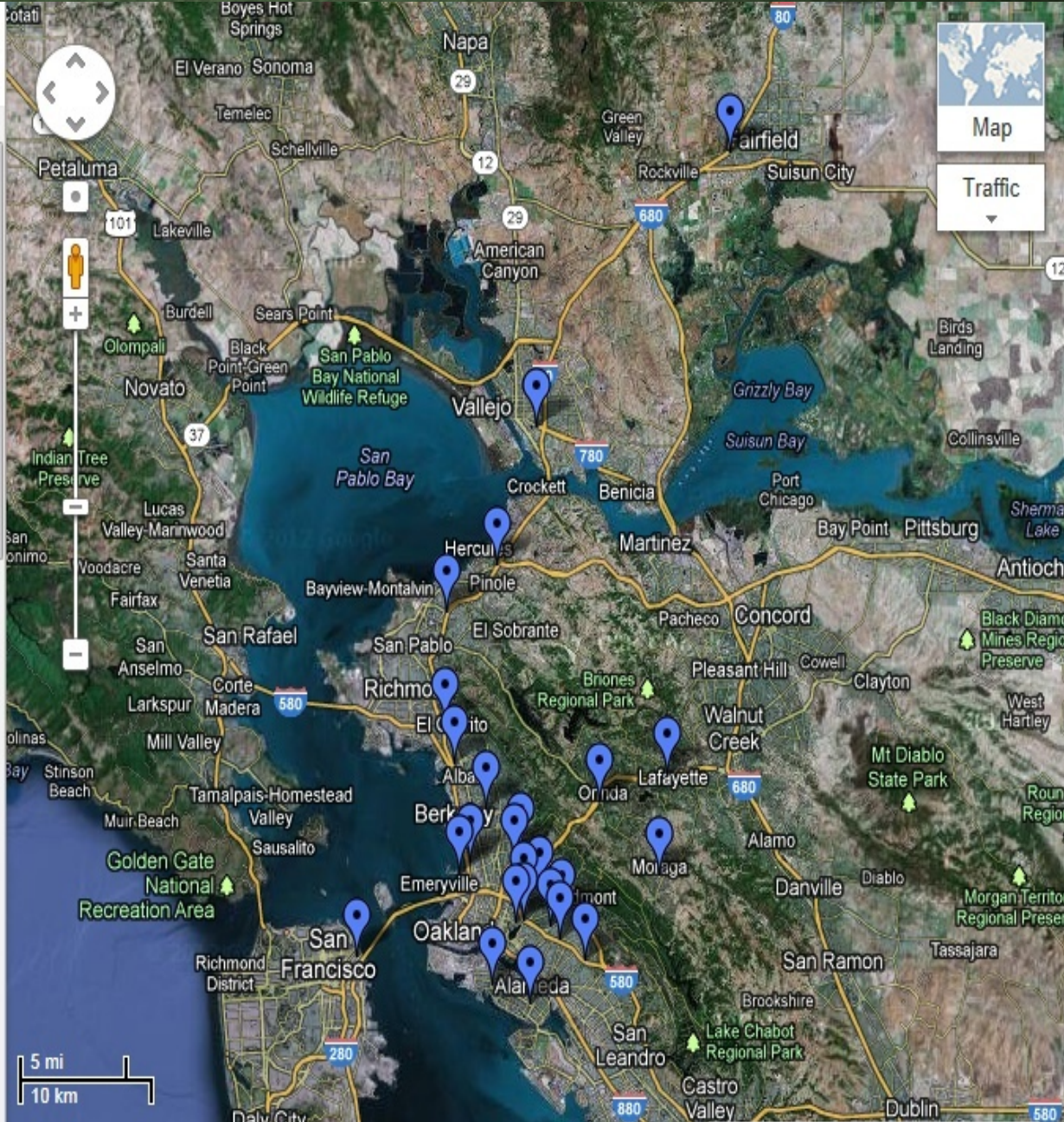
Explore making custom maps in an [interactive tutorial](#).

East Bay Casual Carpool Sites

Public · 9,716 views
Created on Dec 20, 2008 · By [DanK](#) · Updated Feb 4, 2011
★★★★★ 1 ratings · [Write a comment](#) · [KML](#) · 

 +1  0

-  **Alameda Casual Carpool @ Encinal Ave & Park Ave**
On Park Ave., on the northwest corner of Encinal and Park Ave. Cars line up pointed towards Encinal. Alameda, CA 94501
-  **Alameda Casual Carpool @ Webster St & Santa Clara Ave**
On Santa Clara, on the northeast corner of Webster St. and Santa Clara Ave. (where the bus stop used to be). Alameda, CA 945
-  **Albany Casual Carpool @ Central Ave & Pierce St**
Across the street from the Pacific Far East shopping mall.
-  **Berkeley Casual Carpool @ North Berkeley BART**
-  **El Cerrito Casual Carpool @ Del Norte BART**
On Eastshore, just south of Orchard Supply Hardware. Do not enter the Orchard parking lot. You will be ticketed/towed.
-  **Emeryville Casual Carpool @ Christie Ave & 64th St**
in front of 6363 Christie. Map. See the discussion board for more info. Emeryville, CA 94608
-  **Emeryville Casual Carpool @ Emeryville Marina**
See these messages for info on activity.
-  **Fairfield Casual Carpool @ Fairfield Transportation Center**
Corner of Cadenasso Dr. and Magellan (south of I-80 W. Tex. exit).



ALTERNATE INSTITUTIONALIZED SHARING MODES—THE SHAREHOOD



WE'RE SORRY, BUT DUE TO A COURT
RULING WE CAN NO LONGER FREELY
DISTRIBUTE AUDIO WAVE FILES...



NEW DOMAINS OF SHARING

- Digital File Sharing
- Online Information Sharing
- Car Sharing
- Open Source Code Writing

NEW DOMAINS OF NOT SHARING

- IPR
- DRM
- Bio-prospecting
- Sale of Blood, Organs, Children

EXTENDED SELF

- **Things:** The enlargement and aggrandizement of self favors individual ownership of possessions
- **People:** The aggregate extended self (family, community, nation) favors shared ownership of possessions
 - E.g., mother and fetus or infant
 - E.g., parents and children
 - E.g., pooling and allocation in household

TWO TYPES OF SHARING

- **Sharing in**—Makes those with whom we share a part of the extended self (e.g., Those we have over for dinner, the Superbowl, or the World Cup Finals)
- **Sharing out**—Does not make those with whom we share a part of extended self (e.g., The busker on the street, charity intermediaries, food drives for the needy)

CONCLUSIONS

- The Internet has fostered sharing and collaborative consumption
- The type of sharing fostered by the Internet is more sharing out, building bridging social capital & weak ties
- Short-term rental is not the same as sharing, especially in the sharing in sense
- The trends toward less car ownership & home ownership started before the mortgage meltdown & related crises
- The millennial generation will be key in establishing the permanence of these trends
- Ownership is not coming to an end any time soon
- But ownership has lost some of its appeal
- Lessons of Aboriginal Australia

THANK YOU

(please feel free to share this presentation)