

SELF-DISCLOSURE AND PERCEIVED TRUSTWORTHINESS OF AIRBNB HOST PROFILES

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WHO DO YOU FEEL MORE COMFORTABLE STAYING WITH?

Host 1



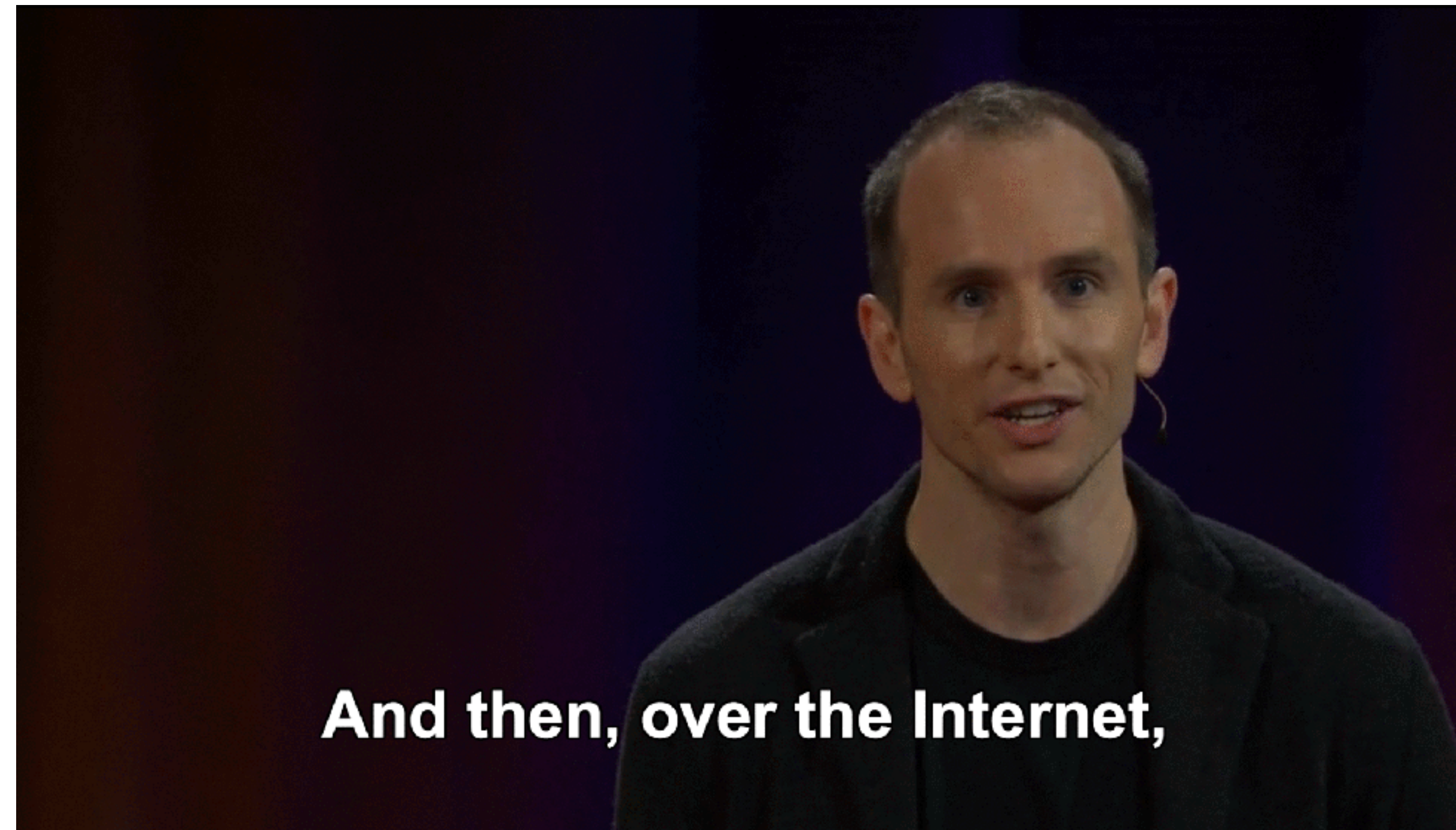
Life is beautiful, so let's
enjoy it.

Host 2



We look forward to
hosting you.

TRUST ENABLES SOCIAL EXCHANGE (E.G. AIRBNB)



A MILLION WAYS THINGS COULD GO WRONG

Is this host capable of keeping his/her place clean, safe and comfortable?

Does this host care about satisfying my needs during my stay?

Will this host stand me up when I show up?

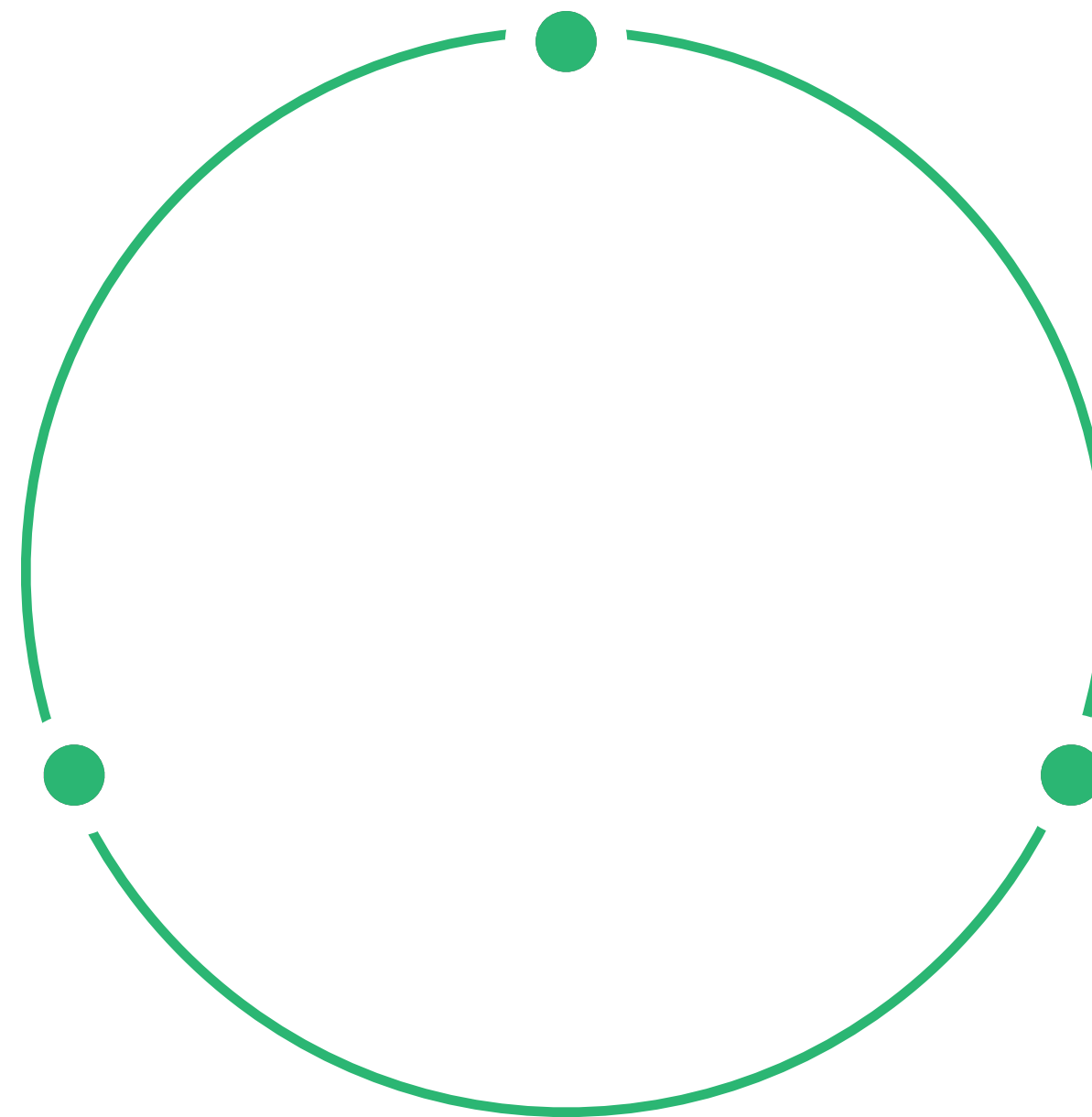
Is this host overcharging me?

Will I get killed????

DIFFERENT MECHANISMS FOR TRUST ON AIRBNB

Reputation System

e.g. ratings, reviews



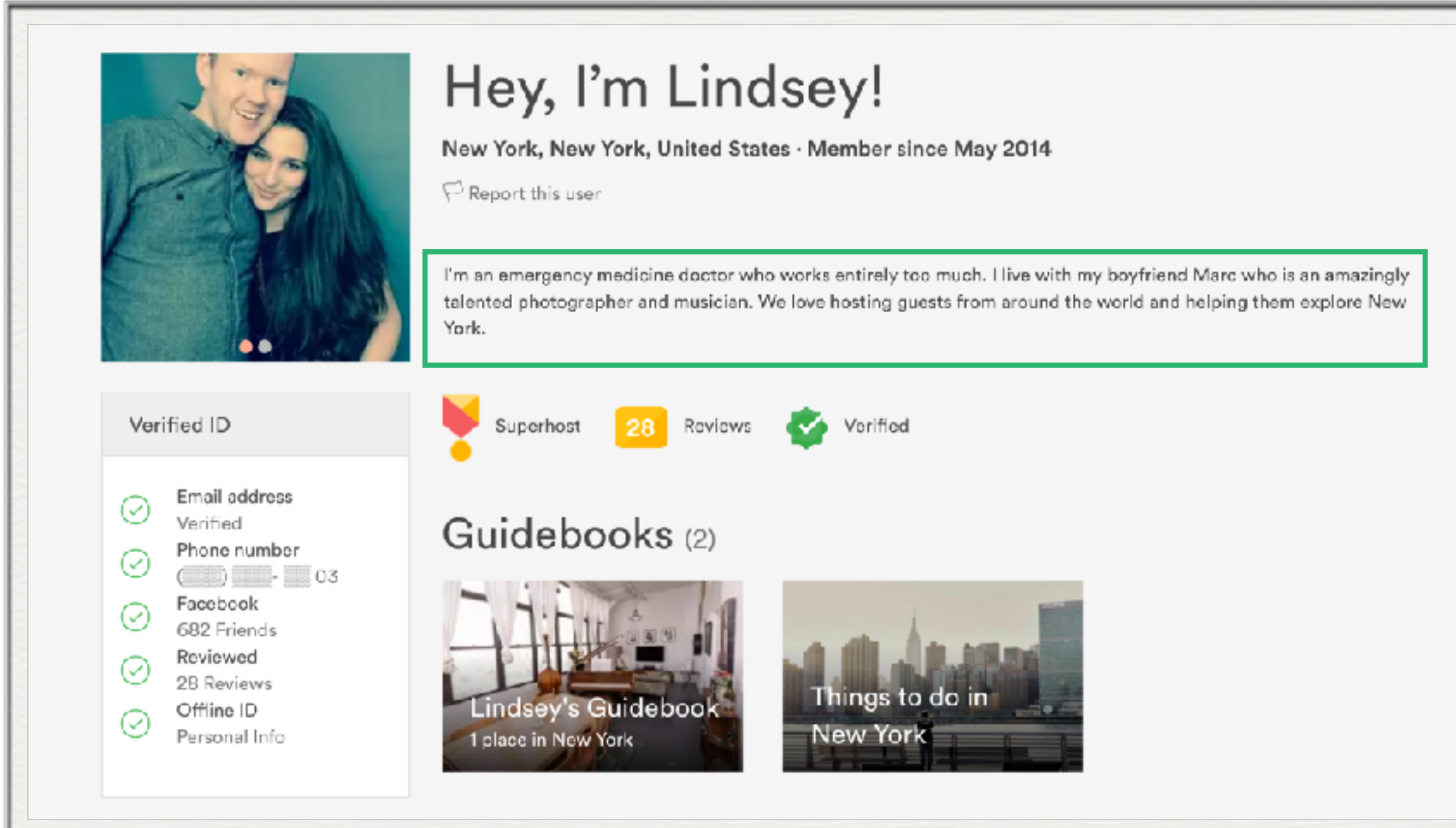
Assurance Policy

e.g. customer service,
host guarantee

Computer Mediated Communication

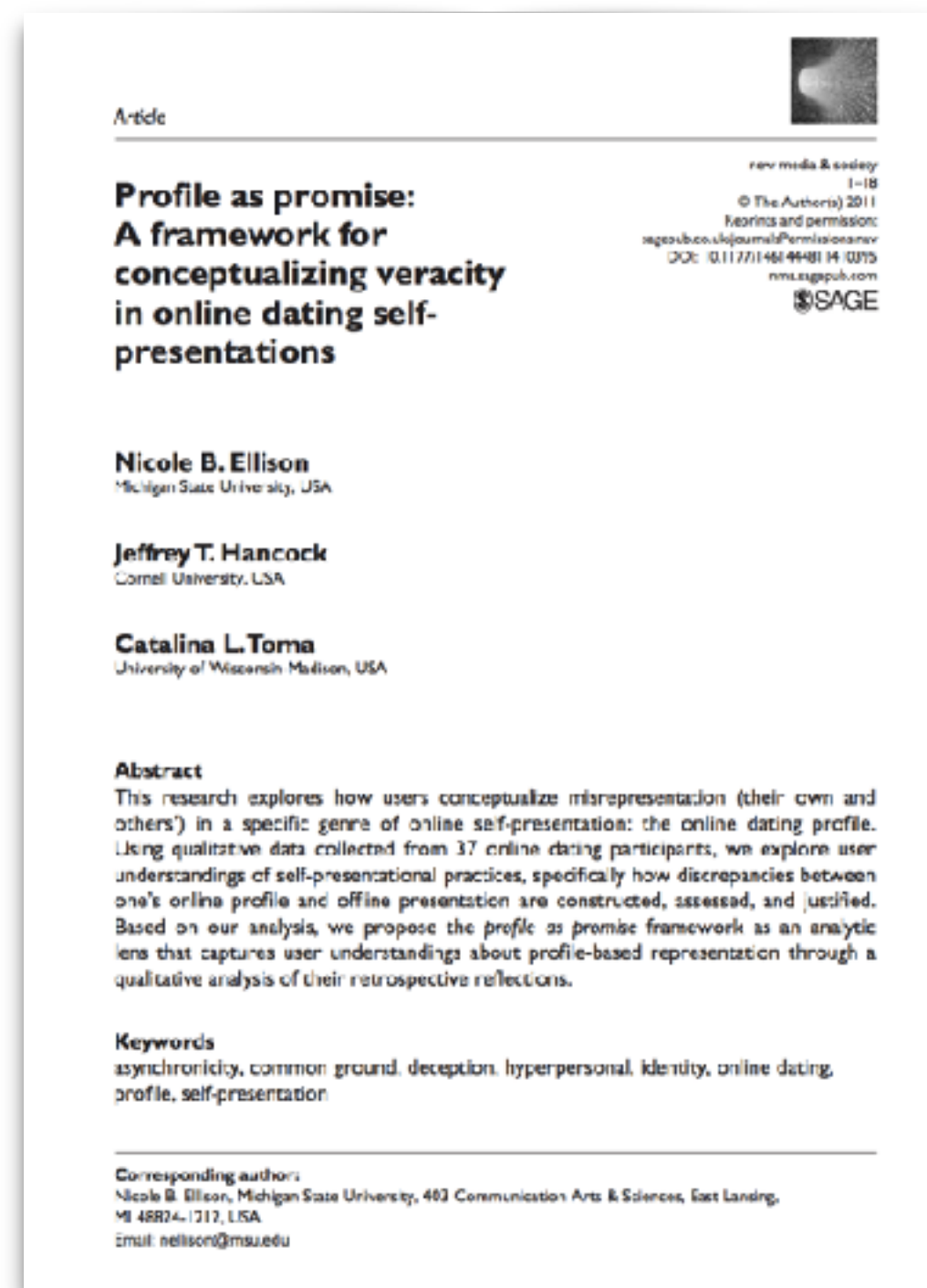
e.g. descriptions, chat, **profiles**

A PERSONAL EXAMPLE

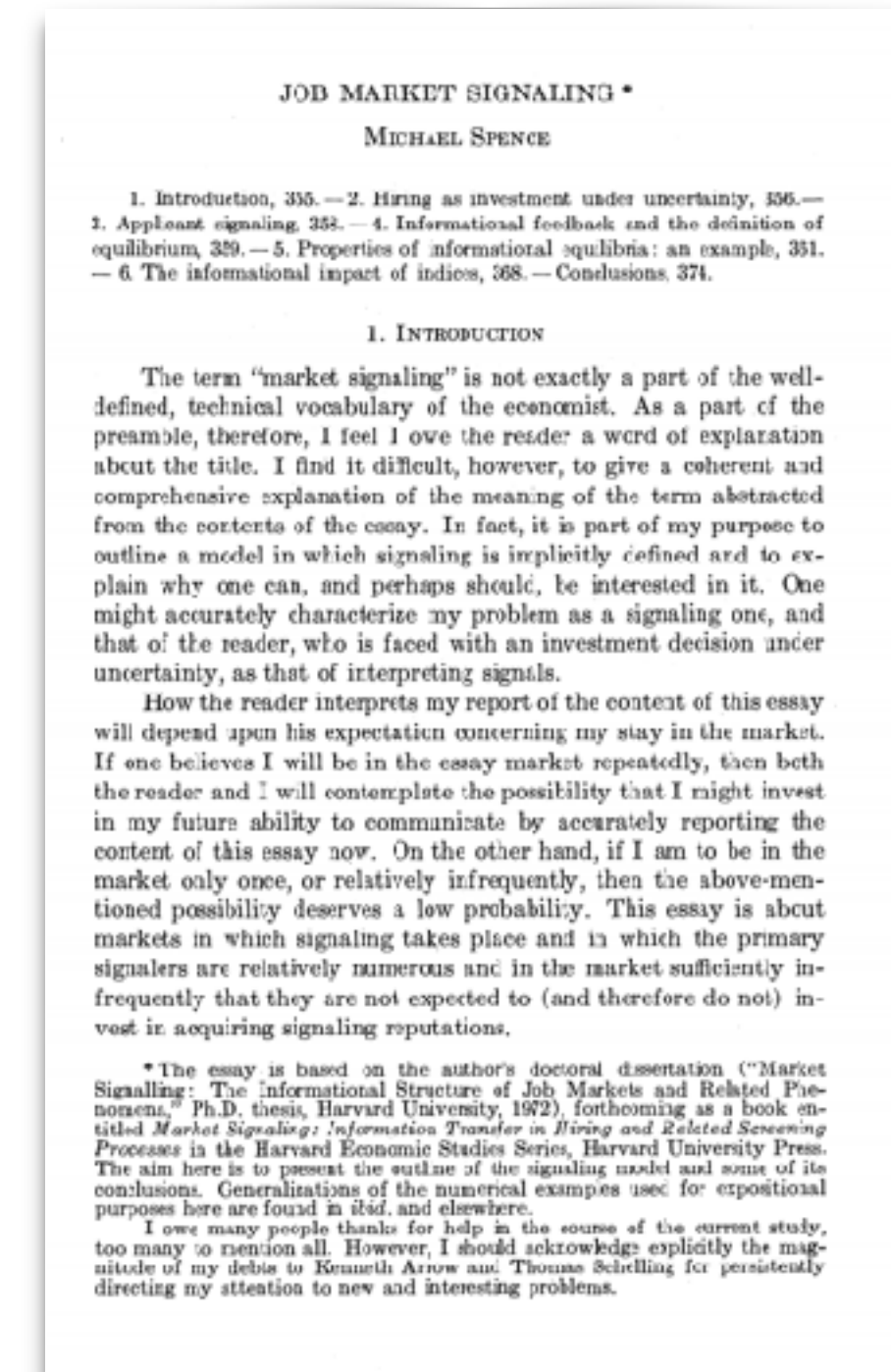


The screenshot shows a user profile for Lindsey. On the left is a profile picture of a man and a woman. To the right, the name "Hey, I'm Lindsey!" is displayed, followed by "New York, New York, United States · Member since May 2014" and a "Report this user" link. A bio box contains the text: "I'm an emergency medicine doctor who works entirely too much. I live with my boyfriend Marc who is an amazingly talented photographer and musician. We love hosting guests from around the world and helping them explore New York." Below the bio, a "Verified ID" section lists: "Email address Verified", "Phone number [redacted] 03", "Facebook 682 Friends", "Reviewed 28 Reviews", and "Offline ID Personal Info". To the right of this list are icons for "Superhost", "28 Reviews", and "Verified". Under the heading "Guidebooks (2)", there are two cards: "Lindsey's Guidebook" with "1 place in New York" and "Things to do in New York".

PREVIOUS WORK ON ONLINE PROFILES



Profile as promise.
Ellison, Hancock, Toma (2011)



Signaling theory.
Spence (2002), Donath (2007)



RESEARCH QUESTIONS

RQ1: **What kinds of information** do hosts self-disclose to signal their trustworthiness?

RQ2: What is the **effect of different types** of self-disclosure on perceived trustworthiness?

RQ3: Do profile-based perceptions of trustworthiness **predict choice** of host on Airbnb?

OUTLINE

Method

What do hosts self-disclose?

How does self-disclosure impact perceived trustworthiness?

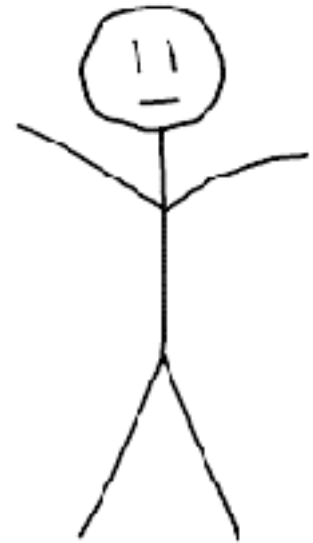
Does perceived trustworthiness predict choice?

Discussion, Limitation, Future Work

DEVELOPING TOPICS

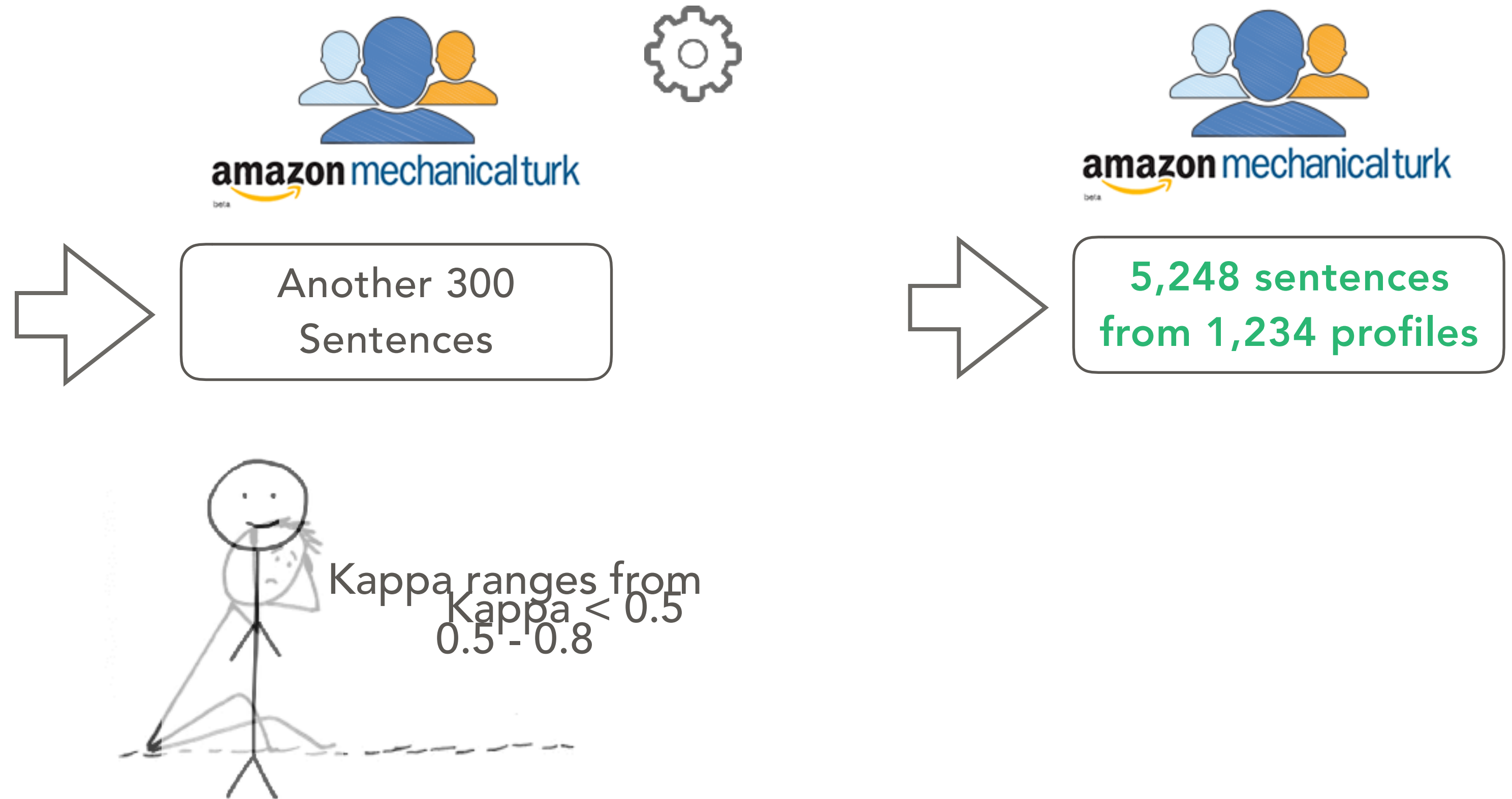
An iterative, inductive approach

Coder 1



300 Sentences

Coder 2



AIRBNB HOST PROFILES DATASET

1.2k

host profiles

5.2k

sentences

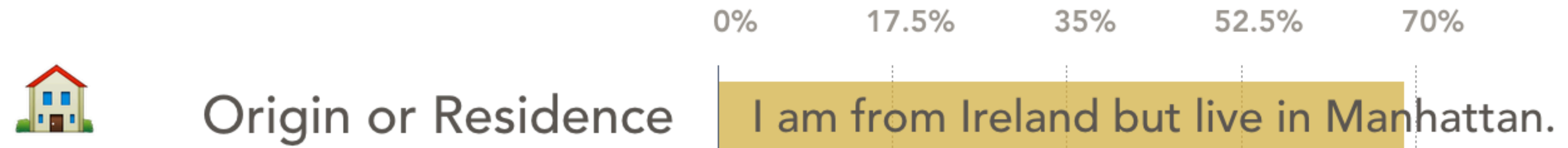
8

topics

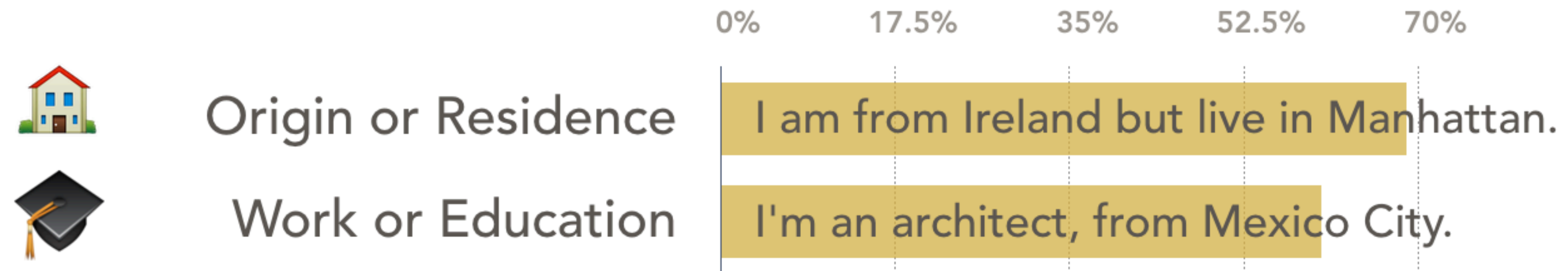
<https://github.com/sTechLab/AirbnbHosts>



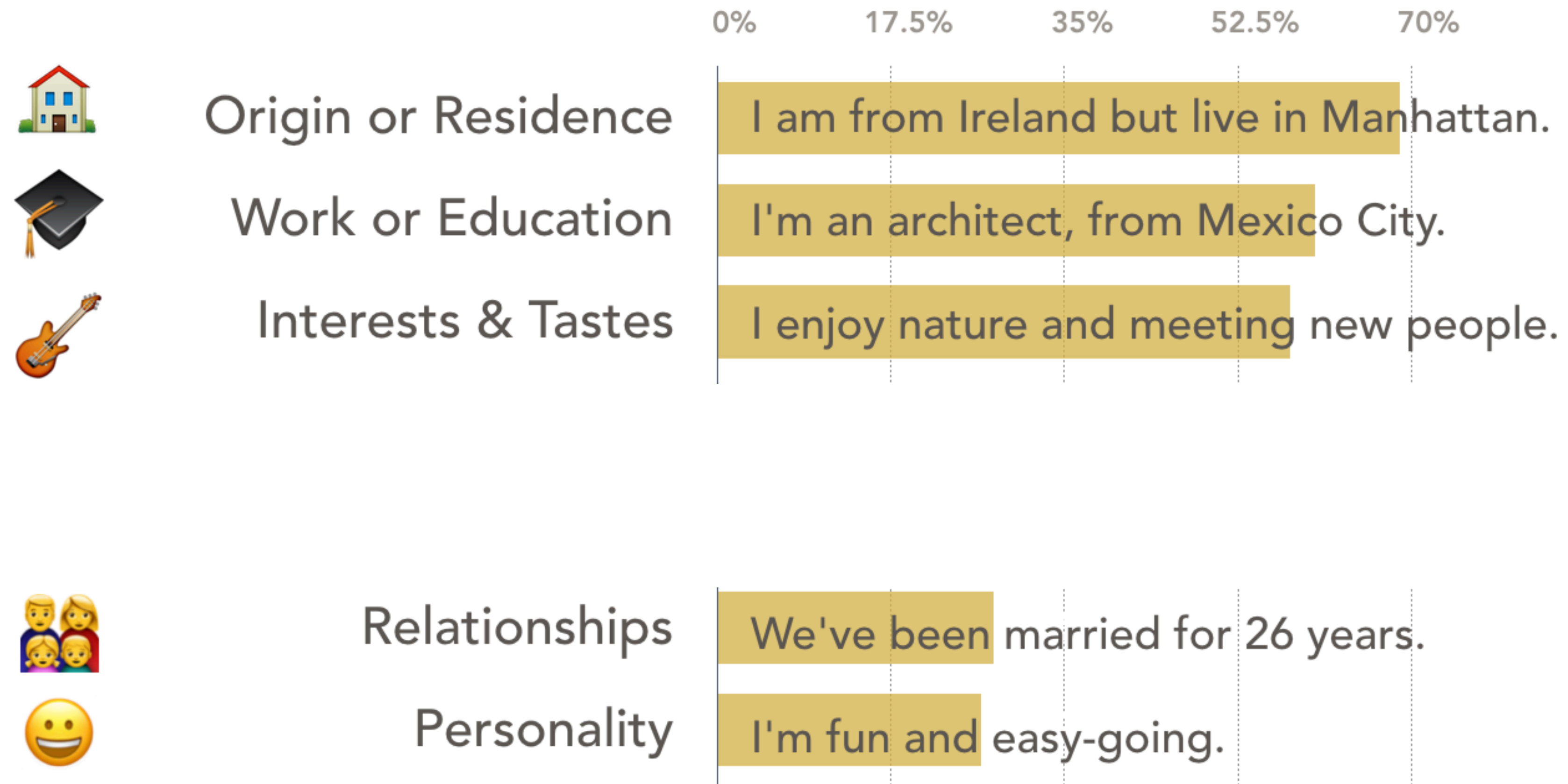
WHAT DO HOSTS DISCLOSE IN PROFILES?



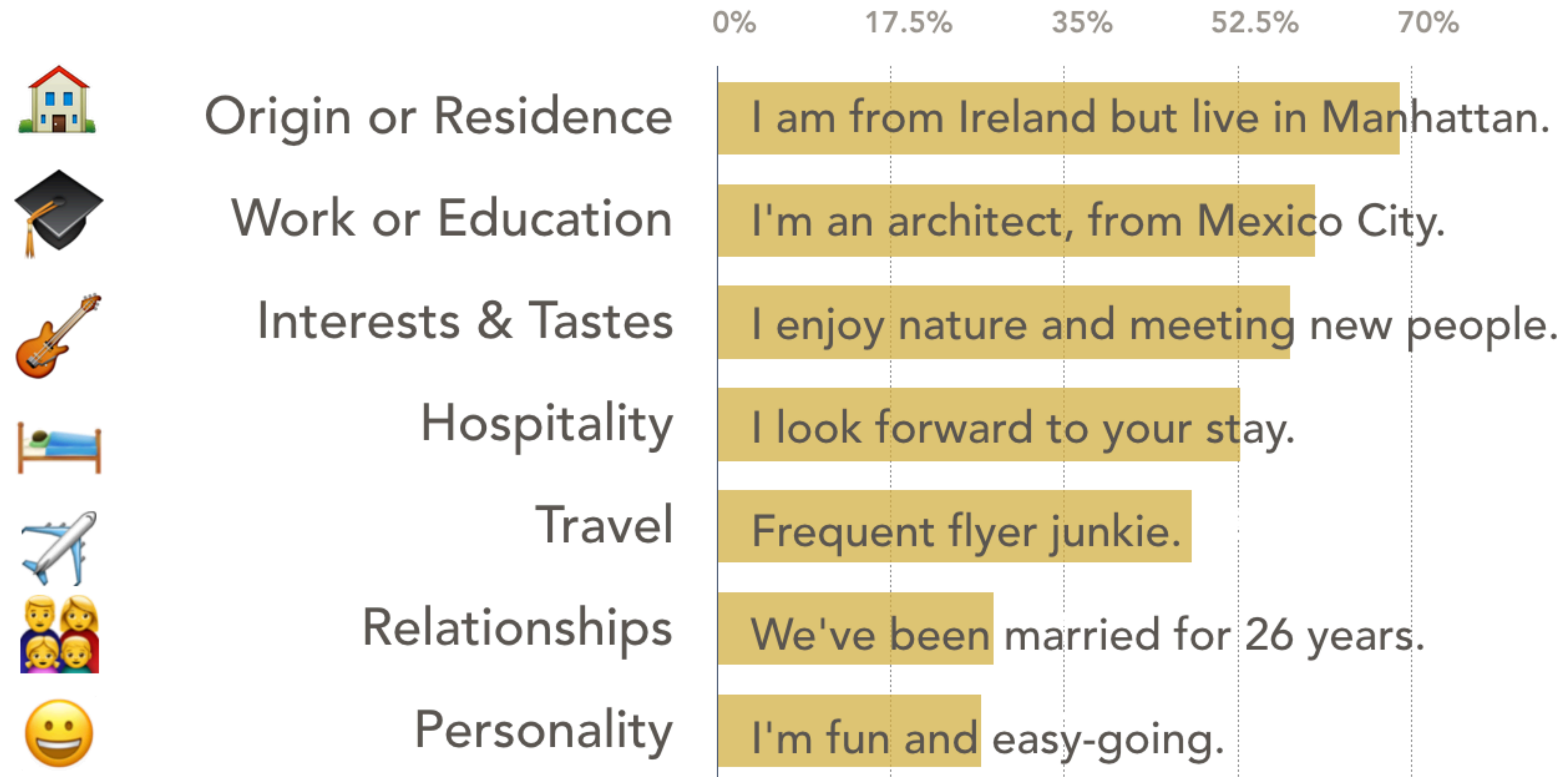
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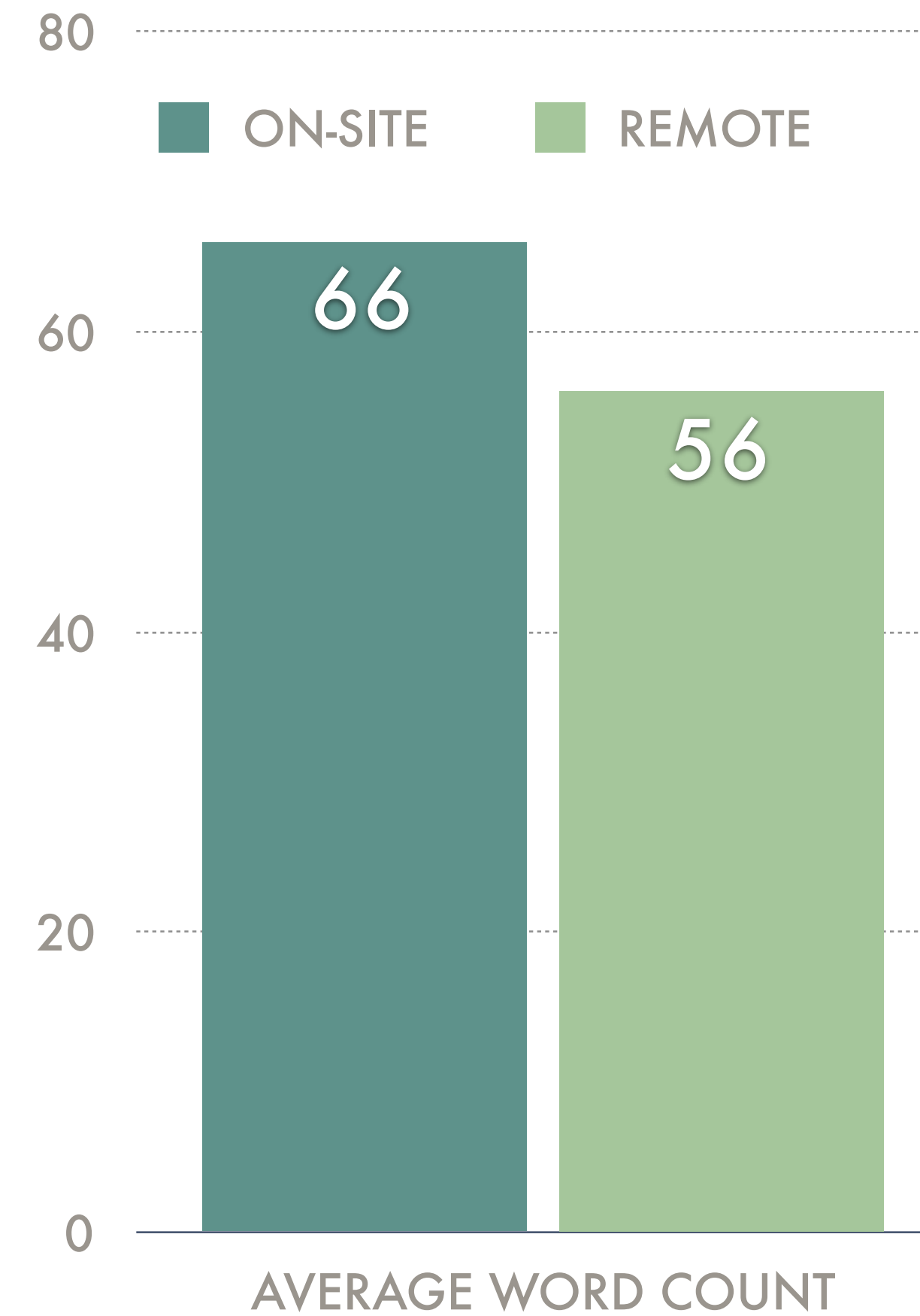
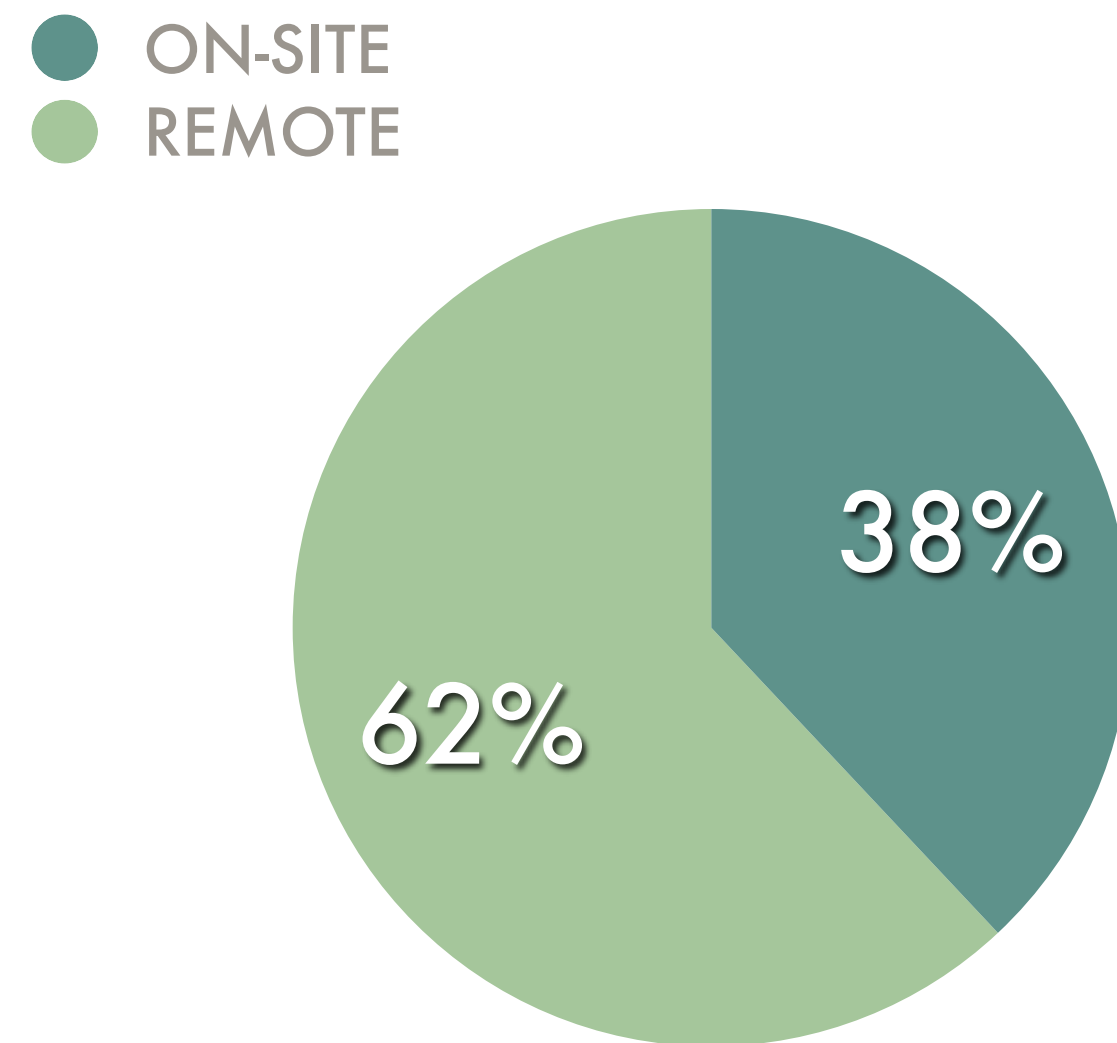


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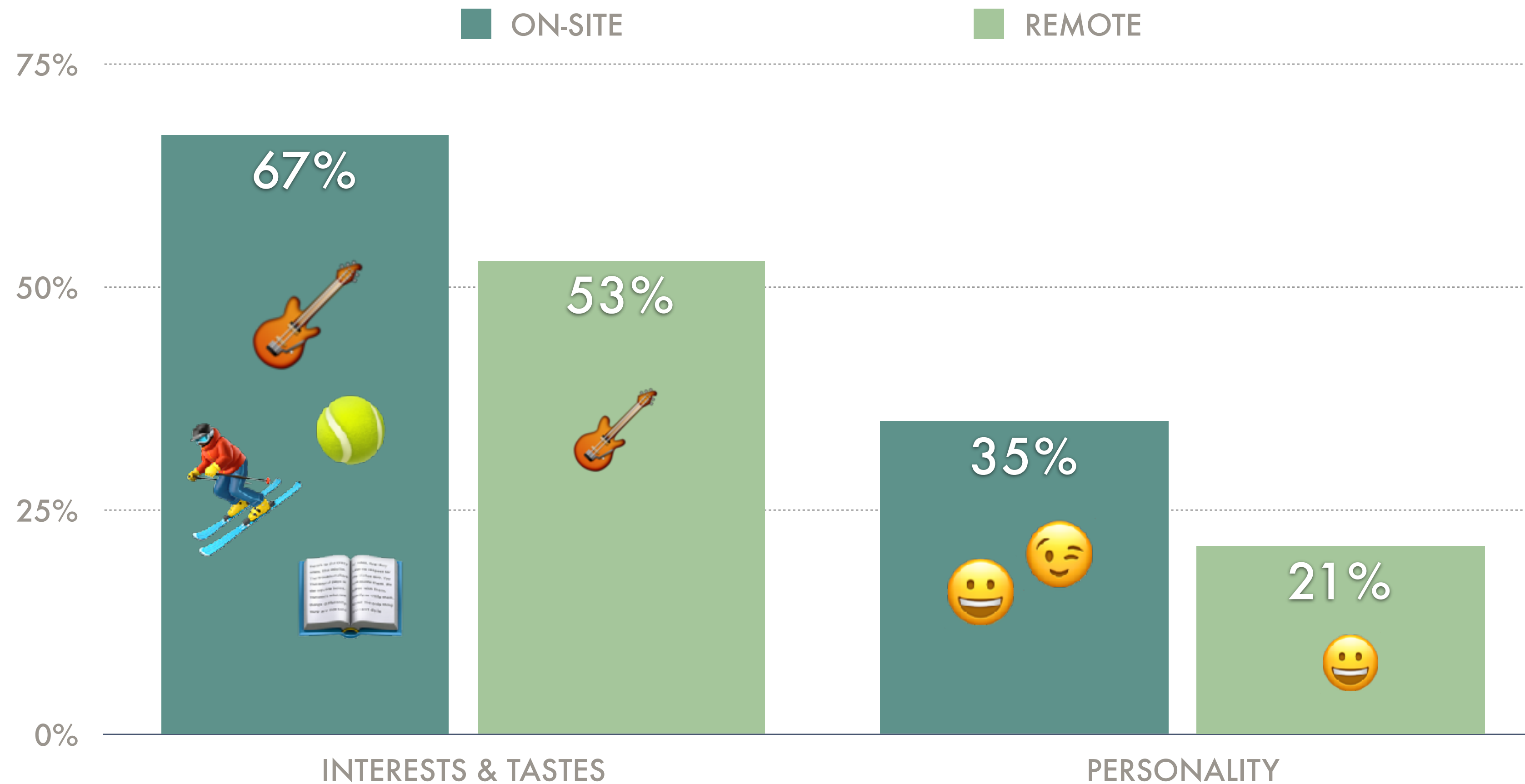
DIFFERENCES BY HOST TYPE

Comparing on-site hosts with remote hosts



DIFFERENCES BY HOST TYPE

On-site hosts are more likely to talk about **Interests & Tastes** and **Personality**.



OUTLINE

Method

What do hosts self-disclose?

How does self-disclosure impact perceived trustworthiness?

Does perceived trustworthiness predict choice?

Discussion, Limitation, Future Work

MEASURING TRUST

Trust

Exhibited by a truster.



Potential Guest

Perceived Trustworthiness

What we measure in this work.



Potential Guest

Trustworthiness

Attribute of a trustee.

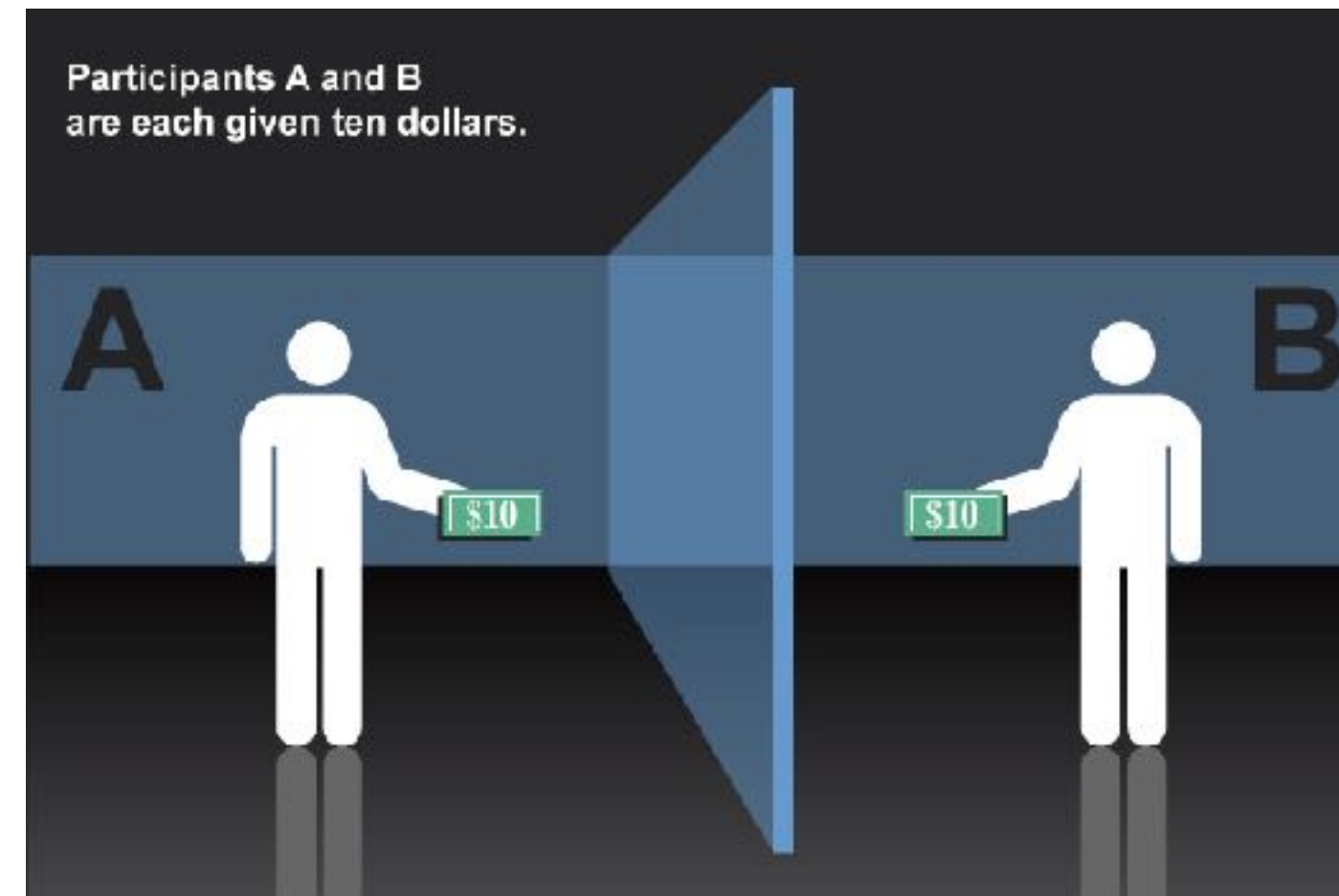


Host

Does Trust Beget Trustworthiness?
Kiyonari, Yamagishi, Cook, Cheshire (2006)

MEASURING TRUST

Trust Game



Trust, reciprocity, and social history.
Berg (1995)

GUEST TRUST SCALE

I am confident that the host...

Ability

Is capable of paying his/her own rent or mortgage.
Maintains a clean, safe, and comfortable household.

Benevolence

Will be concerned about satisfying my needs during the stay.
Will go out of his/her way to help me in case of emergency during my stay.

Integrity

Will stick to his/her word, and be there when I arrive instead of standing me up.
Will not intentionally harm, overcharge, or conduct a scam on me.

An integrative model of organizational trust.

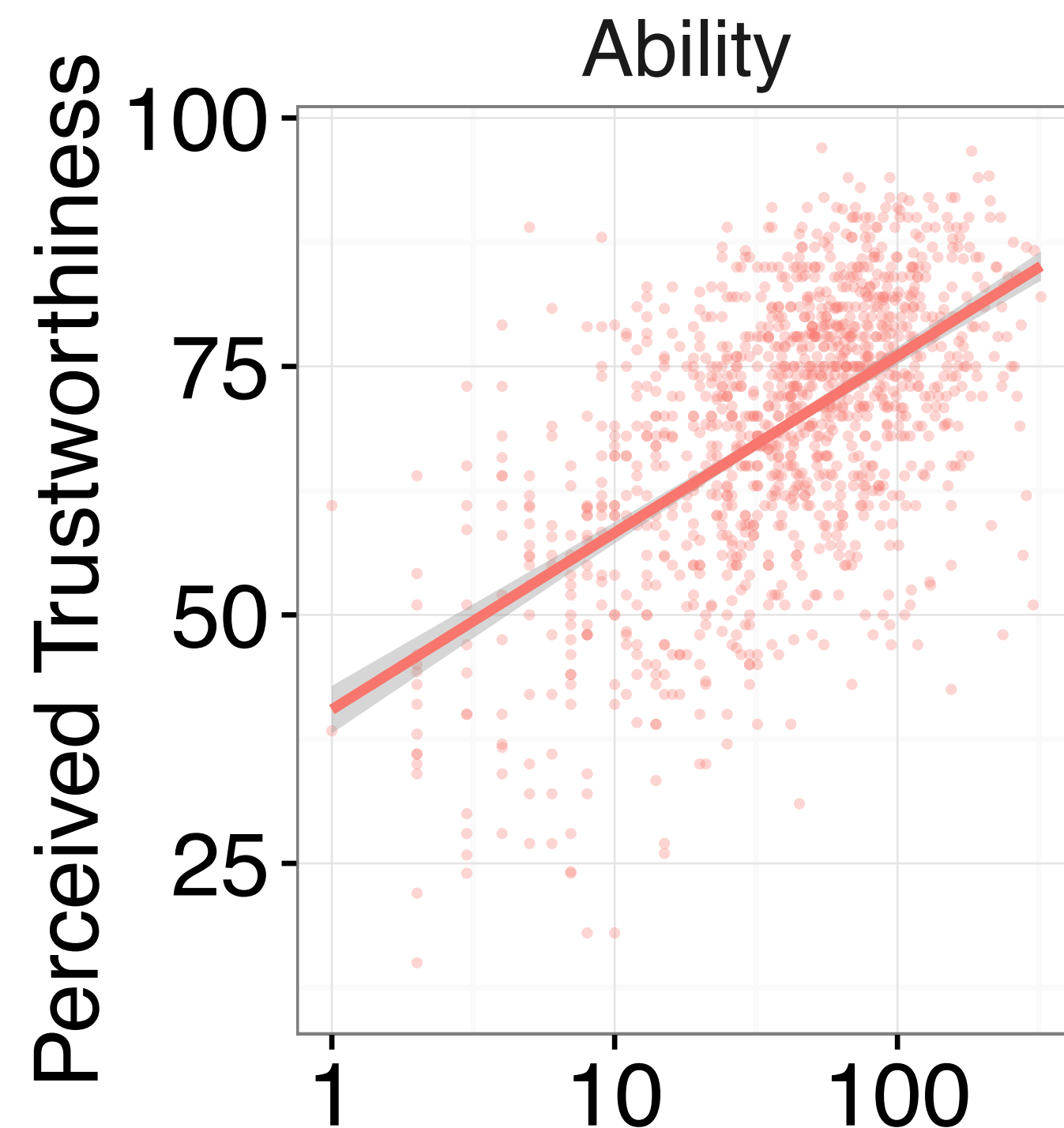
Mayer, Davis, Schoorman (2005)

WHAT DETERMINES PERCEIVED TRUSTWORTHINESS?

PERCEIVED TRUSTWORTHINESS BY LENGTH

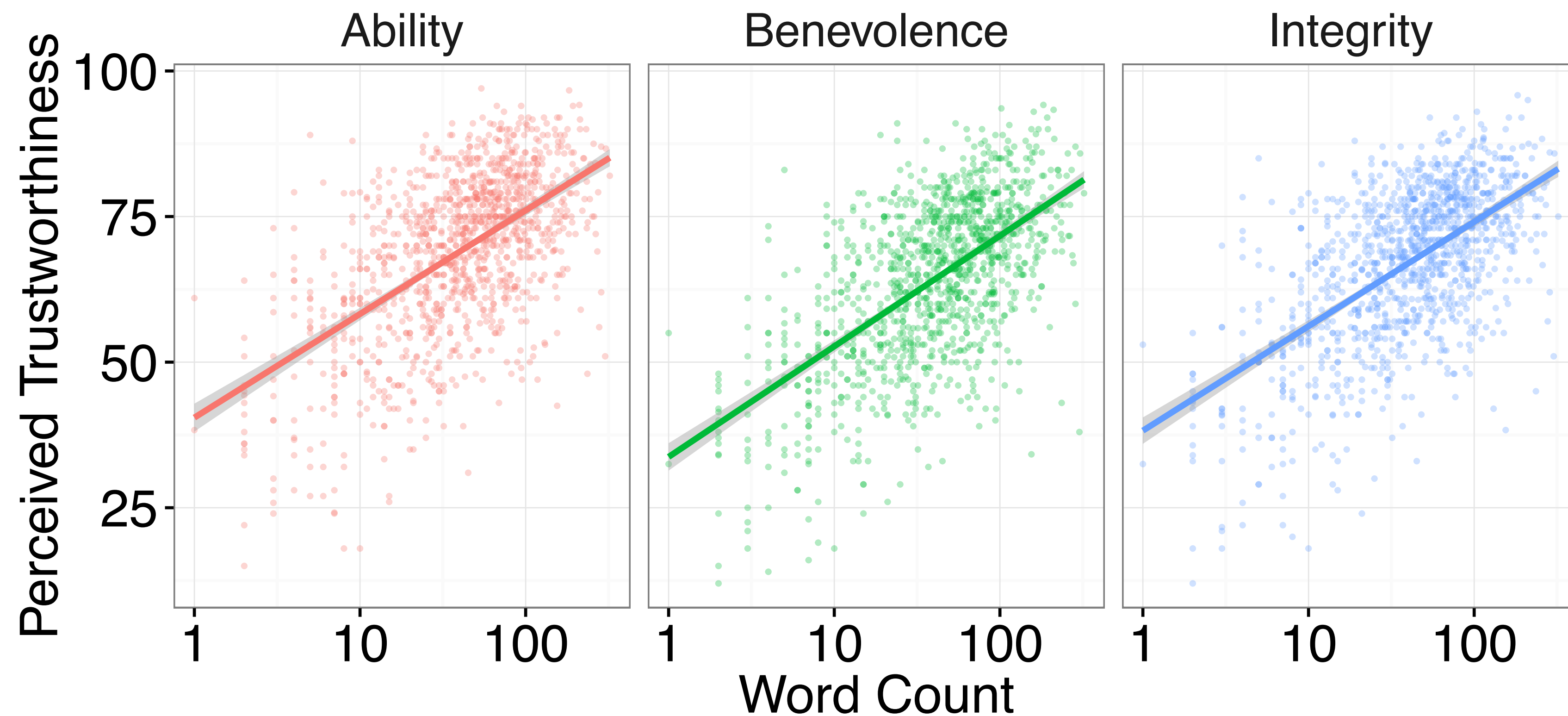
Longer profiles are perceived as more trustworthy — with diminishing returns.

“100” means that “I am 100% confident the host is trustworthy”.



PERCEIVED TRUSTWORTHINESS BY LENGTH

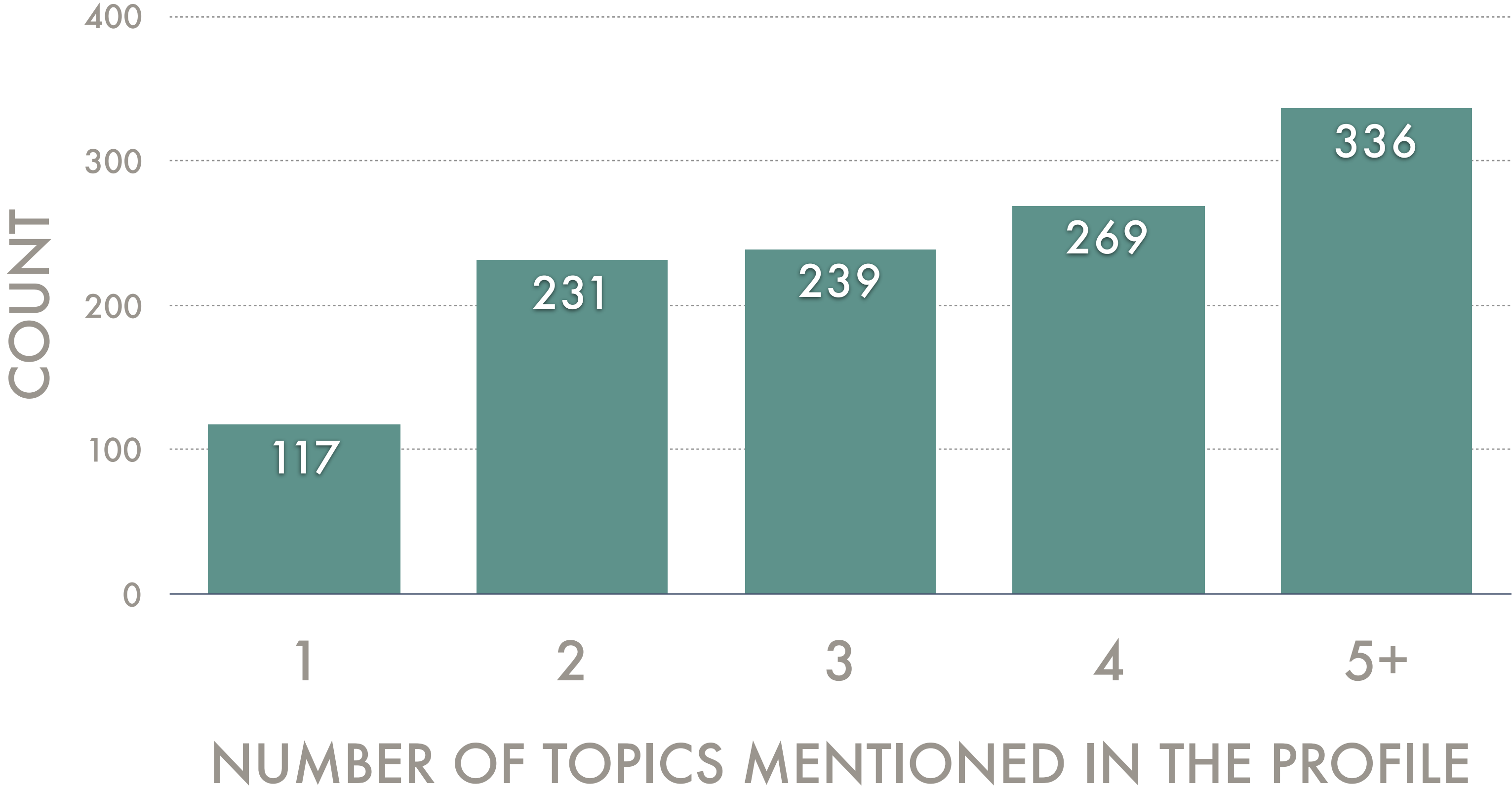
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WHAT DO HOSTS DISCLOSE IN PROFILES?

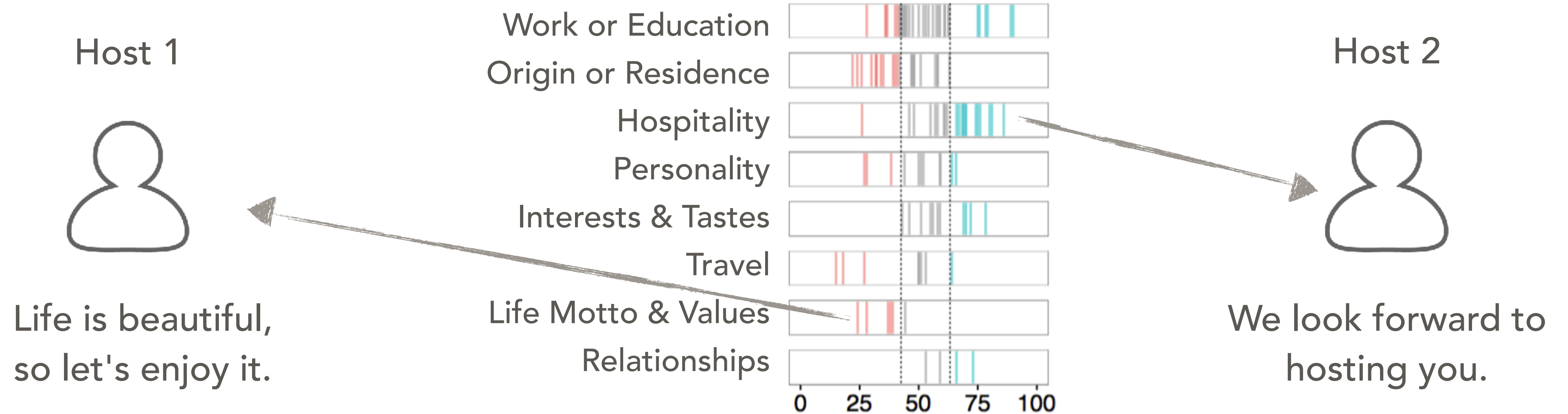


NUMBER OF TOPICS MENTIONED IN PROFILE



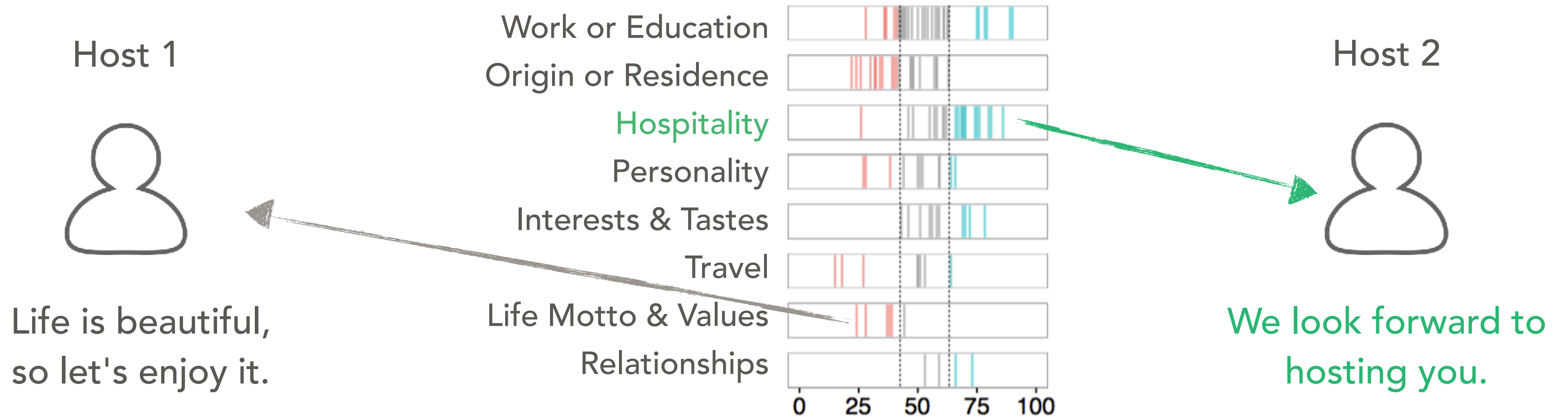
ANALYSIS OF TOPIC COMBINATIONS (1, 2, 3 TOPICS)

The Distribution of Perceived Trustworthiness Score for One-topic Profiles (N = 117)



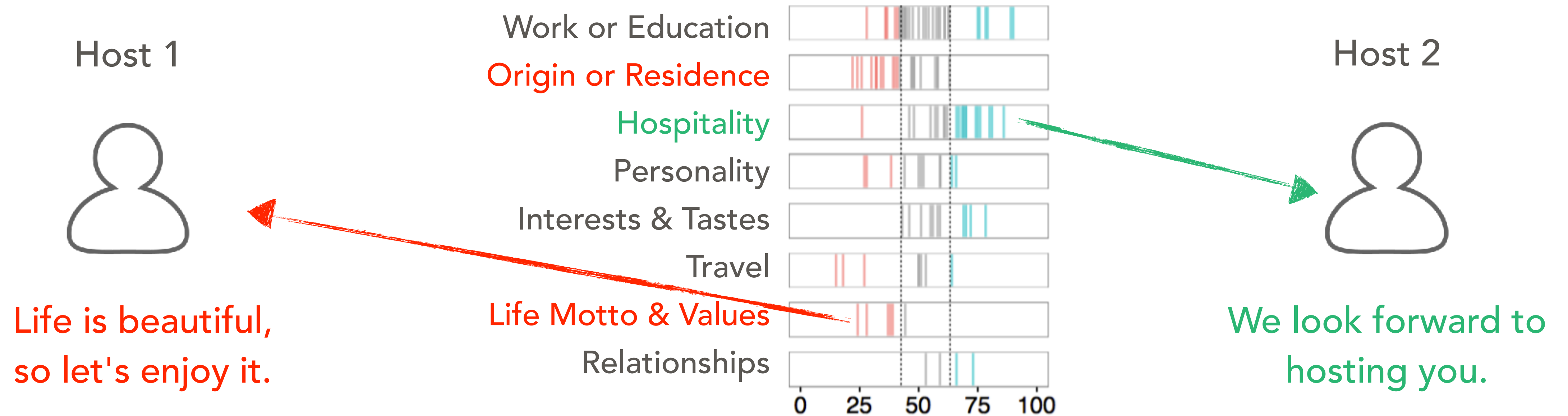
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Does perceived trustworthiness predict choice?

Discussion, Limitation, Future Work

Which of the two hosts do you feel more comfortable staying with?

I strongly believe in customer service, and am willing to go the extra step in ensuring that my guests are having a wonderful tim

Freelance entertainment professional. I'm constantly on the go but enjoy making my home the best in can be. Five things I can't live without Tacos, iPhone, Beer, Music and Family.

1 out of 50

Submit

A PERSONAL EXAMPLE

I'm an emergency medicine doctor who works entirely too much. I live with my boyfriend Marc who is an amazingly talented photographer and musician. We love hosting guests from around the world and helping them explore New York.

Hey, I'm Lindsey!

New York, New York, United States · Member since May 2014

Report this user

I'm an emergency medicine doctor who works entirely too much. I live with my boyfriend Marc who is an amazingly talented photographer and musician. We love hosting guests from around the world and helping them explore New York.

Verified ID

- ✓ Email address Verified
- ✓ Phone number 03
- ✓ Facebook 682 Friends
- ✓ Reviewed 28 Reviews
- ✓ Offline ID Personal Info

Superhost 28 Reviews Verified

Guidebooks (2)

- Lindsey's Guidebook 1 place in New York
- Things to do in New York

MULTIPLE TOPICS + HOSPITABLE LANGUAGE

I'm an **emergency medicine doctor** who works entirely too much. I live with **my boyfriend Marc who is** an amazingly talented photographer and musician. We **love hosting guests** from around the world and helping them explore New York.

Origin or Residence

Work or Education

Interests & Tastes

Hospitality

Travel

Relationships

Personality

Life Motto & Values

BETTER PROMPTS?

Describe Yourself

Airbnb is built on relationships. Help other people get to know you.

Tell them about the things you like: What are 5 things you can't live without? Share your favorite travel destinations, books, movies, shows, music, food.

Tell them what it's like to have you as a guest or host: What's your style of traveling? Of Airbnb hosting?

Tell them about you: Do you have a life motto?

COMPUTATIONAL APPROACH?

Would you mind checking out
this politeness model we built?

Our model automatically measures the politeness of requests.
Try it below, and read more about our work [here](#).

Enter your request here

Score for Politeness

Sample Requests

Thank you for the response. Would you be willing to add a few more details to explain further?
Polite Algorithm's Confidence: 97%

That's the only answer you have? seriously? can't you do better?
Impolite Algorithm's Confidence: 79%

A computational approach to politeness with application to social factors.
Danescu-Niculescu-Mizil, Sudhof, Jurafsky, Leskovec, Potts (2013)

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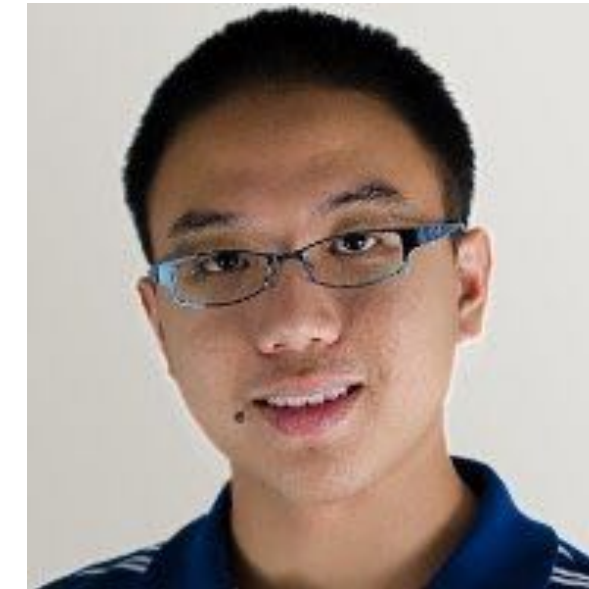
ONE LAST THING (USUALLY)



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BONUS SCENE

US elections 2016

▶ Donald Trump: 'I will be greatest jobs president God ever created' - video



“Trumping Promises”

“You will find staying with me an enriching experience.”

BONUS SCENE

<https://bit.ly/airbnb-ma>



Recommended by Noam Segal, Ashley Kelleher, and 6 others

Xiao Ma
PhD In Information Science at Cornell Tech | maxiao.info
Feb 24 · 4 min read

To Gain Trust, Write This

Imagine you're planning a trip and two strangers offer you homes for a fee. Both have a one-line profile. The first says, "I'm beautiful, so let's enjoy it." The second says, "We look forward to meeting you." All else being equal, which of these strangers would you be more comfortable staying with?

This kind of process—choosing whom to trust people based on their profiles—determines far more than just where you stay. Profiles affect how fast your ideas spread, whether you get married, and sometimes whom you end up marrying. Unfortunately, profiles are often flawed, and at least partially contribute to redlining and racial discrimination on Airbnb. We therefore need a better understanding of how profiles are perceived.

This is what we researchers at Cornell Tech and Stanford University are studying.

8 likes · 1 comment

"You will find staying with me an enriching experience."

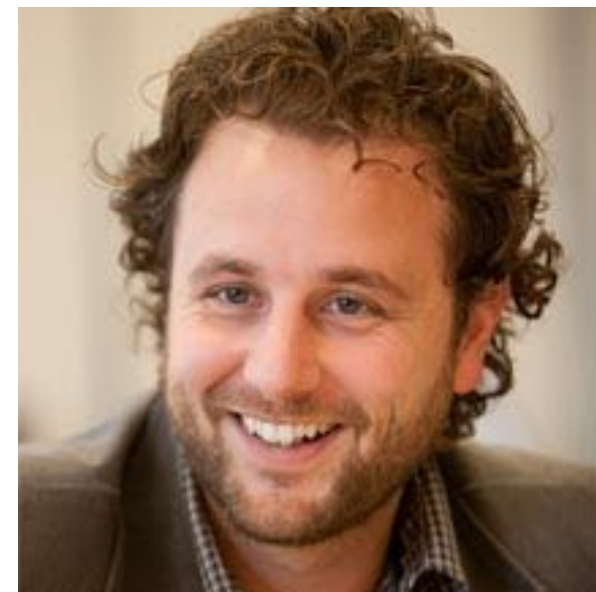
There is something uncannily similar about this promise of hospitality to a similar promise that we've been hearing so much in the past year in the political discourse by Donald Trump—"I will be the greatest jobs president that God ever created." You won't find it in our paper, but we refer to the promises that are highly effective in conveying perceived trustworthiness as *Trumping Promises*.

ONE LAST THING (REALLY)

And please...



Xiao Ma^[1]



Jeff Hancock^[2]



Kenneth Lim Mingjie^[3]



Mor Naaman^[1]

SHARE



8



<https://bit.ly/airbnb-ma>

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