

Search good.is

GET GOOD



Join Sign In

Connect

DESIGN

ACTION
BUSINESS
CITIES
CULTURE
DESIGN
EDUCATION
ENVIRONMENT
FOOD
HEALTH
MEDIA
POLITICS
TECHNOLOGY
TRANSPORTATION

ENERGY

DESIGN

Sharing Is Contagious: An Infographic on the Rise of Collaborative Consumption

September 3, 2010 • 1:00 pm PDT

responses

Like 18

GOOD

GOOD

handful work

SHARE THIS

9



"Sharing is Contagious" charts how we are increasingly growing up sharing files, photos, knowledge, and daily thoughts—and how these collaborative behaviors are moving into other areas of our lives. From bike-sharing to co-working to peer-to-peer rental, a dotted line is forming between "what's mine," "what's yours," and "what's ours." Technology and peer communities are enabling old market behaviors including bartering, swapping, trading, renting, lending, and sharing to be reinvented in ways and on a scale never possible before.

Rachel Botsman and Roo Rogers, co-authors of the soon-to-be-launched book *What's Mine Is Yours*, call this groundswell **Collaborative Consumption**: a powerful cultural, and economic force transforming business, consumerism and the way we live. The following infographic—content by Botsman, design by *Design Motion*—examines a transition from a society based on ownership to one defined by access.

[View the full-size infographic here.](#)

GOOD BLOG

[Read more posts here.](#)

POSTED IN: GOOD BLOG, DESIGN

TAGS: design, sharing, infographics, collaborative consumption, what's mine is yours

2 Comments | [add yours](#)JULIA OSOVSKAYA
5 months ago

Humm!

[Sign in](#) or [Join](#) to discuss this article

DON'T MISS



Protesters Are Awesome: Look at This Beautiful Photo of Christians Protecting Praying Muslims in Egypt



More Than Half of Americans Haven't Heard About What's Going on in Egypt



Turn Valentine's Day into Generosity Day with This



RELATED POSTS

Sponsored by University of Phoenix

CULTURE --

"CHRISTMAS"

HOLIDAY SALES



This American Infographic Collection

I've long dreamed of a beautiful marriage between This American Life and infographics, and earlier this year, that came to pass, as a designer...

by PATRICK JAMES 17

FOOD --



Garden Sharing: Farming Meets Social Networks

What happens when 90 million users stop growing fake vegetables on Farmville-and started getting real food from social networks.

by PETER SMITH 174

DESIGN --



Video: Designers on the Rise of Infographics

Thinkers discuss the importance of design and of graphic displays of information in today's world.

by MORGAN CLENDANIEL 17

DESIGN --



The Private Life of Trash

Artist Katherine Hubbard documents a year's worth of consumption.

by GOOD, KATHERINE HUBBARD 17

DESIGN --



Project: Create an Infographic About the Haiti Earthquake

Since our first two infographic projects (on making sense of the financial mess and CEO compensation) went so well, we've decided to make it a...

by GOOD 17



A:

University of Phoenix®

An educated world is a better world.™

DESIGN --



Flag Graphs

Brazilian designer Icaro Doria uses flags to make infographics, like the European Union one here, which shows the oil consumption of the EU in...

HEALTH →

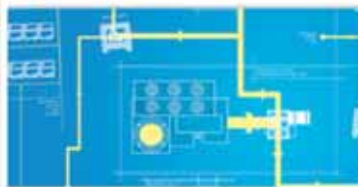


Transparency: Who Has Given the Most to Haiti

The earthquake in Haiti has spurred an intense groundswell of support from around the world. Many governments, companies, and individuals have...

by GOOD, DESIGN LANGUAGE 2

CITIES →



Using Technology to Prevent Blackouts

It's easy to take electricity for granted. Because it's such a critical part of our lives, we expect it to be there all the time. When the...

by GOOD, REDUX: OLIVER MUNDAY 1

A:



University of Phoenix

An educated world is a better world.®

FOGG →

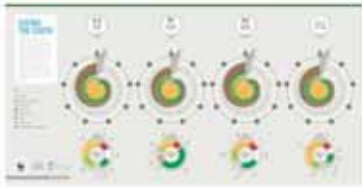


How Diets Affect Weight Around the World

Approximately two-thirds of the United States' adult population is overweight. This is because, on average, adults in the United States are...

by GOOD, ALWAYS WITH HONOR 2

ENVIRONMENT →



Infographic: How Your Diet Affects the Planet

How many Earth's worth of resources would the world's population consume if we all ate a Italian, Malaysian, or American diet.

by GOOD 80

DESIGN →



GOOD Design Daily: An Underground Siberian Eco-City

Russia could one day house a first of its kind eco-city-located 1,800 feet underground in an abandoned Siberian mine.

by PATRICK JAMES 71

ENVIRONMENT →



Ocean Expert Sylvia Earle Says We Need to Stop Eating Fish

Today I had the pleasure of attending Audubon's annual Women in Conservation luncheon, where they dole out their prestigious Rachel Carson Awards...

by SIOBHAN O'CONNOR 4

DESIGN →



Event: Design Revolution Roadshow Hits Pasadena

Designmatters/Art Center College of Design and GOOD have teamed up to present The Design Revolution Roadshow's stop in Pasadena, CA. Come see...

by GOOD 4

DESIGN →



