The effects of disruptive communication on the engagement of users in the collaborative consumption model

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airbnb


UBER
TAXI


WWW
IDEA
45% is SALE!
25%
TEAM
internet
MARKETING
SUCCESS
CLOUD
ANALYSIS
30%
15%
7%
48%
MAIN
300
2000$

3
Messages
1
Mail
Safari

Does notification affect whether or not users are engaged?

How It Works | Post Task

TASK TITLE

TASK DESCRIPTION

CATEGORY

OFFER

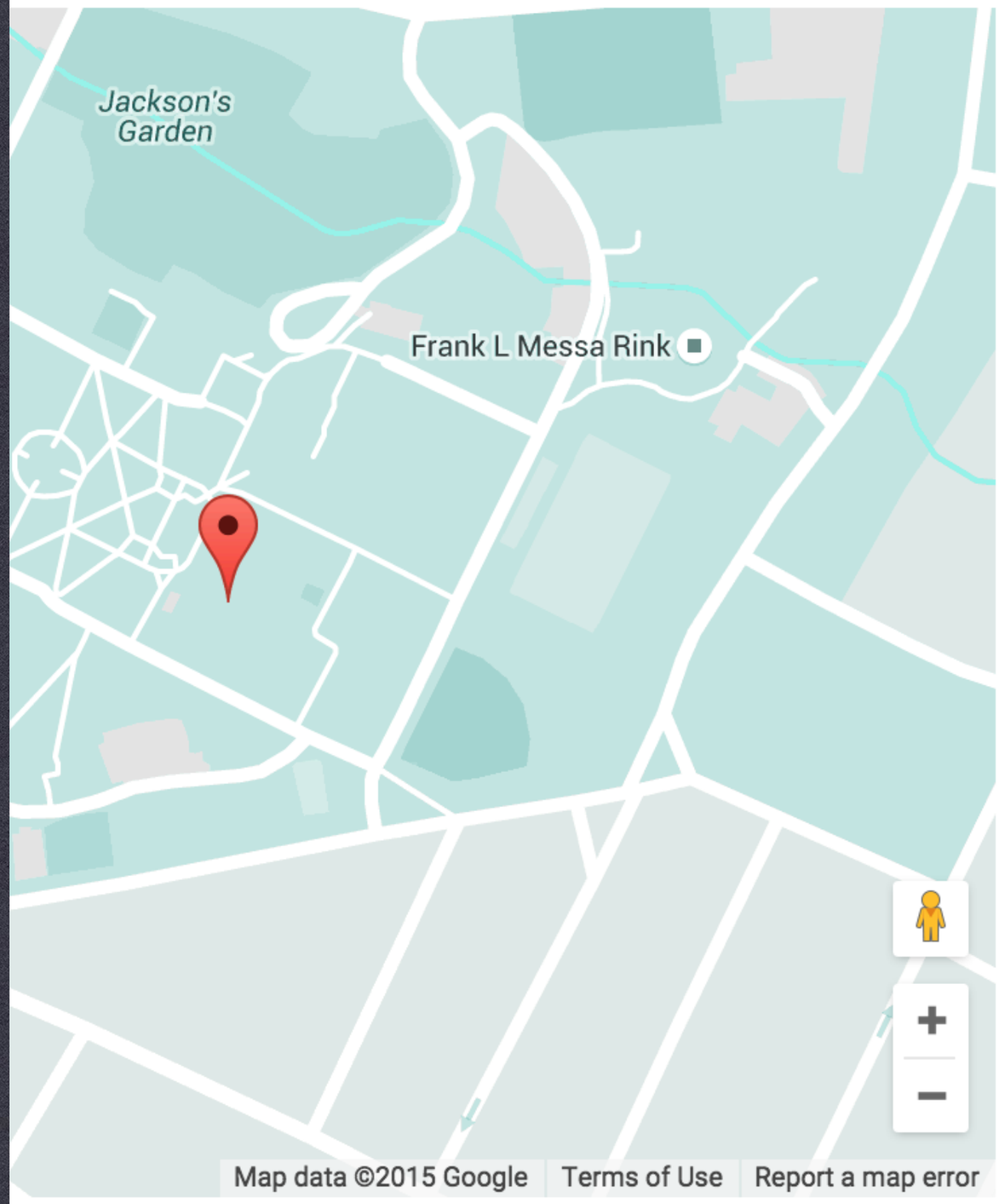
$

OFFER EXPIRES

Submit offer! | Cancel Task

POST A TASK

TASKYT



Task Title

Bring me my charger

Description of the task

Your task: I forgot my charger in Steinmetz 301. I will pa
to bring it to the second floor library

Offer

Someone is willing to offer you **$5** to complete this task.

Time frame

There are 2 hours remaining before this task expires

Accept Task | Pass for now

ACCEPT TASKS

TASKYT

Post Task

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Payment Settings

Connect to Braintree to handle your payments

Payment Method Saved!
Click here to remove your payment method

Payment Destination Saved!
Click here to update your payment destination

Notification Settings

Manage your notification preferences

Want to be notified whenever a new task becomes available. Not a problem! Simply select which types of tasks you w
notified for, and we'll make sure to reach out to you when one becomes available.

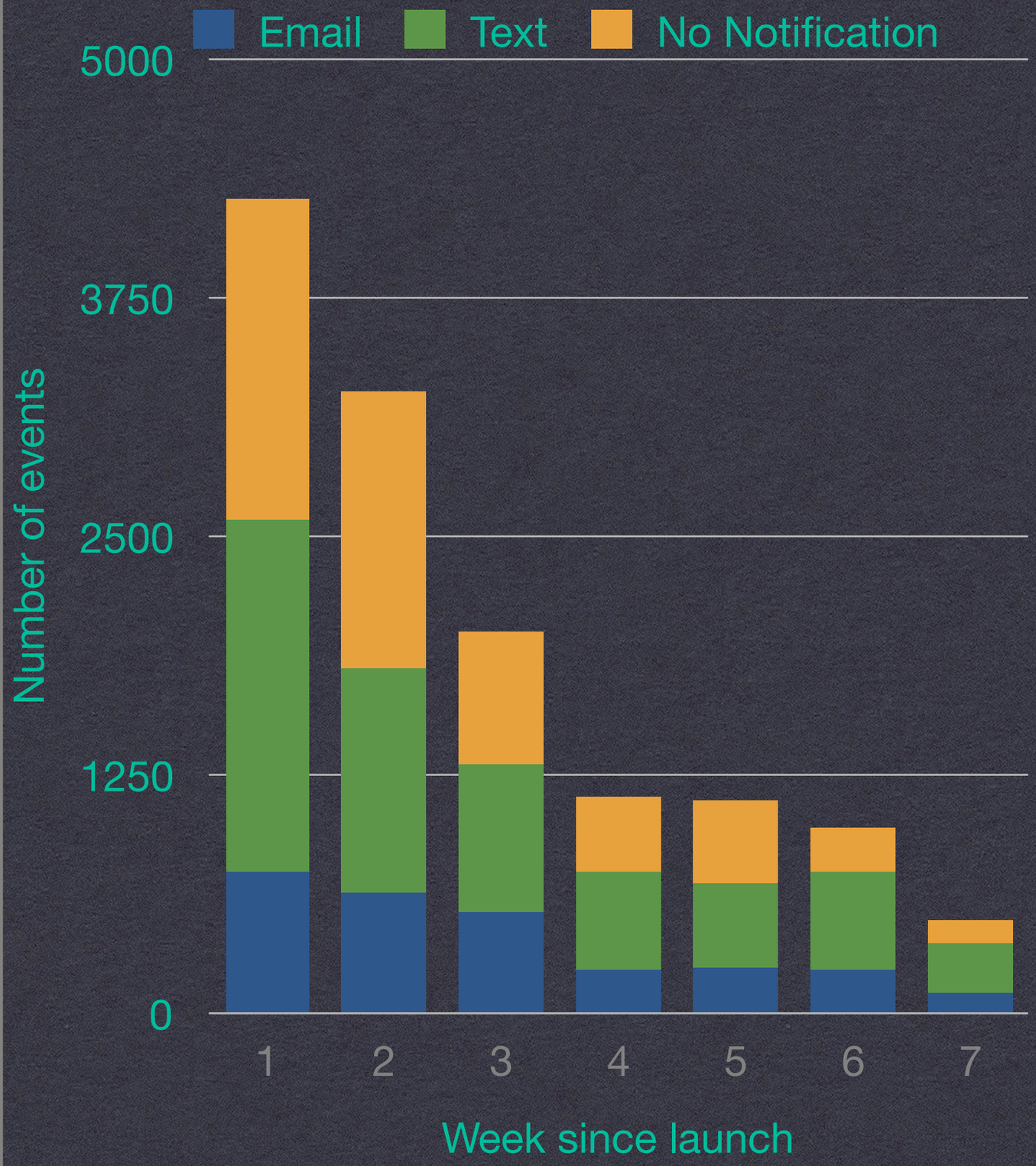
NOTIFICATION METHOD — SMS Notification — Email Notification — No Notification

Get Notified for the following category of tasks

PROFILE PAGE

TASKYT

DISTRIBUTION OF EVENTS



Notification type	Number of events
Email	2690
Text	5520
No Notification	4913

Is this distribution different to what I expected?

EVALUATION

What would i expect if all notifications produced the same level of events per person?

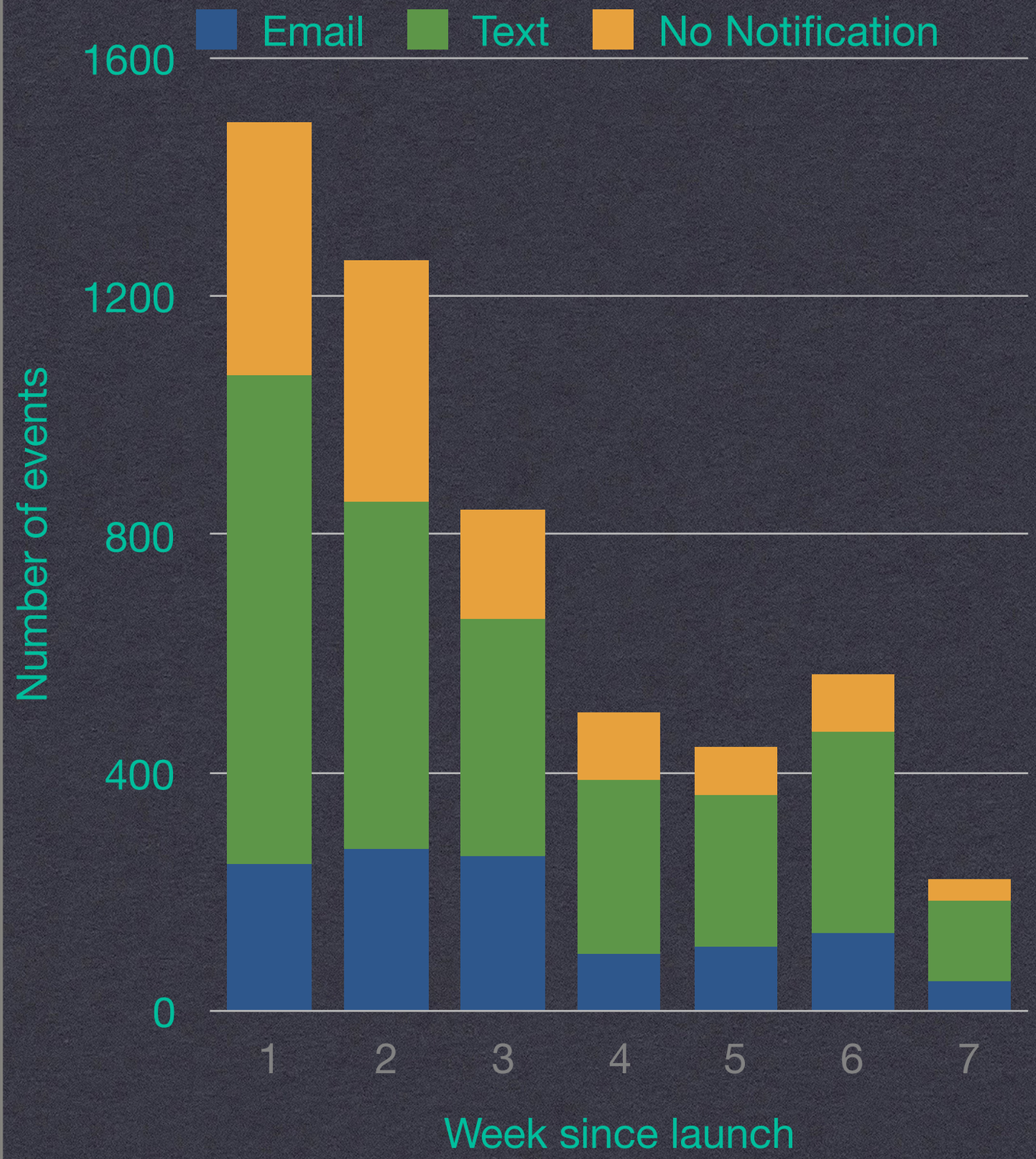
Chi Squared Test			
Average number of events per person			32
Notification Type	# of people	Actual	Expected
Email	134	2690	4289
Text	173	5520	5537
No Notification	103	4913	3297

p-value < 2.2e-16

I can now say with 99% confidence that a user's notification type correlated with whether they are engaged or not

Viewed current Tasks Page	Viewed landing Page	Viewed howItWorks Page	Viewed venmo Page	Confirmed Task Completion	Updated Phone Number	Password has been reset
Signed in	Viewed logMeIn Page	Viewed dashboard Page	Payment Destination Created	Viewed contact Page	Payment Destination Updated	Deleted Task
Signed Up	Signed out	Posted a Task	Viewed taskDetails.:_id Page	Viewed terms Page	Viewed forgotMy Password Page	Removed Payment Method
Viewed verifyEmail Page	Viewed signMeUp Page	Viewed newTaskForm Page	Accepted Task	Viewed add Payment Method	Payment Method Created	Viewed home Page
Viewed profile Page	Logged In	Update Notification Settings	Completed Task	Viewed register Taskee Page	Dropped Task	Marked Task 'in progress'

DISTRIBUTION OF “ENGAGEMENT” EVENTS



Notification type	Number of events
Email	1154
Text	2829
No Notification	1343

Is this distribution different to what I expected?

What would i expect if all notifications produced the same level of “engagement” events per person?

Chi Squared Test			
Average number of events per person			17
Notification Type	# of people	Actual	Expected
Email	134	1154	1741
Text	173	2829	1338
No Notification	103	1343	2247

p-value < 2.2e-16

FUTURE WORK

Notification Type	# of people allocated during signup
Email	155
Text	167
No Notification	132

p-value = 0.124