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

September 3, 2010 • 1:00 pm PDT responses Like 18



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"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.](#)

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JULIA OSOVSKAYA 3 months ago

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