# Utilizing Sharing Economy to Foster Social Capital and Economic Growth in Baton Rouge

**1951411**
**Anas "Nash" Mahmoud, Louisiana State University**
**Award Type (PG, FY2021)**

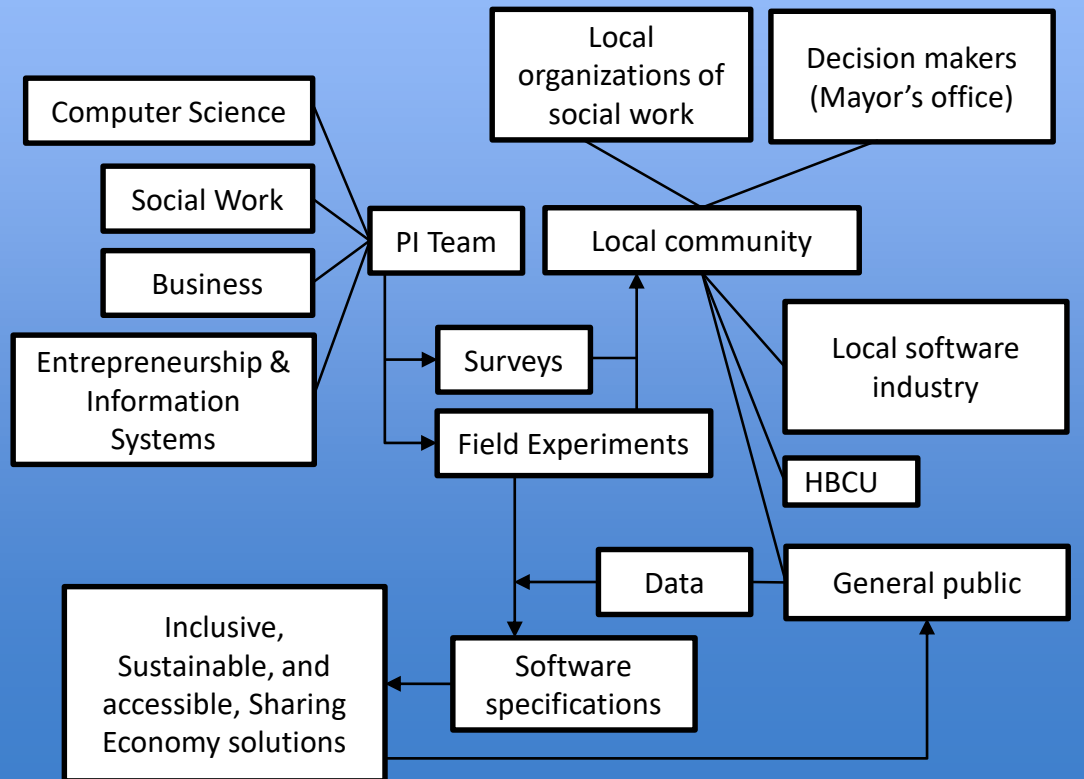| Principal Research Investigators (Name, Institution) | Community Partners (Name, Institution) |
|---|---|
| (Anas Mahmoud, Louisiana State University)<br>(Michelle M Livermore, Louisiana State University) | Social work organizations at Baton Rouge<br><br>(Anne Nowak,  Program Director of the Career Center of the East Baton Rouge Parish Library)<br><br>(Beth O'Quinn, IBM) |

**This slide serves as a brief Introduction to investigators and community partners**

Suggested length: 15(s)

# Project Overview

## Visual Schematic



Computer Science, Social Work, Business, Entrepreneurship & Information Systems → PI Team → Surveys, Field Experiments

Local organizations of social work, Decision makers (Mayor's office) → Local community → Local software industry, HBCU, General public

Field Experiments → Software specifications → Inclusive, Sustainable, and accessible, Sharing Economy solutions

Data → Software specifications

General public → Surveys/Field Experiments

## Project Vision

**Our vision is to utilize modern forms of the Sharing (gig) Economy as a vehicle for fostering economic growth and social capital in the city of Baton Rouge.**

**To achieve our vision, we propose an integrative research and community engagement plan that is aimed at developing a framework for the design and development of sustainable, inclusive, and accessible Sharing Economy solutions.**

**Our overarching goal is to help socially and economically marginalized groups in our local community to overcome key barriers to participating in and benefitting from in modern-day digital gig markets.**

# Project Overview

## Use-Inspired Research

**The project will develop Sharing Economy solutions to help people in socially-marginalized groups and resource-constrained communities in the city of Baton Rouge (the political capital of the State of Louisiana) to engage in Sharing Economy activities, build social capital, and move up the economic ladder.**

**According to the US Census Bureau, the economic gap between rich and poor in Baton Rouge is the fourth-highest in the country, with close to 25% of Baton Rouge population living below the poverty line.**

**The project will integrate stakeholders from the local community (general public and community leaders), local organizations of social work, local software industry, and researchers and students from minority and underrepresented groups.**

## PG Activities

- **Building the Team of PIs**
- **Collecting pilot project data from our community partners**
- **Establishing community engagement with social work organizations and community leaders**
- **Establishing collaboration relations with the local tech industry, including IBM and LSU Innovation Park**
- **Conducting literature reviews of related work**
- **Proposal drafting and preparation**

Suggested length: 30(s)

# Project Update

- We have successfully formed our team of co-PI's. We have recruited a co-PI from the department of Entrepreneurship & Information Systems and a co-PI from the College of Business. This will increase the breadth of expertise in our team and enable us to understand more complex dimensions of the relation between people and modern forms of Sharing Economy, including creator, passion, and entrepreneurial forms of economy.

- We have collected pilot data through interviews with individuals in our target communities, including the general public and opinion leaders. This data will help us to get a sense of the knowledge, limitations, and goals of our target communities when participating in Sharing Economy activities.

- We have established collaboration agreements with several software industrial partners, including IBM.

- We have promoted our project through local news outlets to bring media attention to our research and hopefully get more support from the city of Baton Rouge as well as the general public.

- We have conducted multiple literature reviews to help us understand what has been done already in the field of Sharing Economy and how it can be applied in our context.

Forming co-Pi Team       Pilot community interviews       Literature Reviews       Media interviews       Industry collaboration                                    IRG Proposal drafting

# Project Evolution

**How have planning grant activities shaped or evolved the long-term vision of the project? Specifically, we want to understand how engagement with your team (e.g., researchers and community partners) and feedback from the target community is informing your vision for the future IRG project. Give one or two specific examples.**

*Our pilot interviews have revealed that one of the most common problems facing people in our local communities is the lack of a systematic approach for making the right decisions in Sharing Economy. In other words, there is an urgent need for a framework to help people make more informed decisions in the current Sharing Economy market more than a need for new platforms. Based on these observation, we tweaked our research agenda to include the design of such a framework as one of our expected deliverables.*
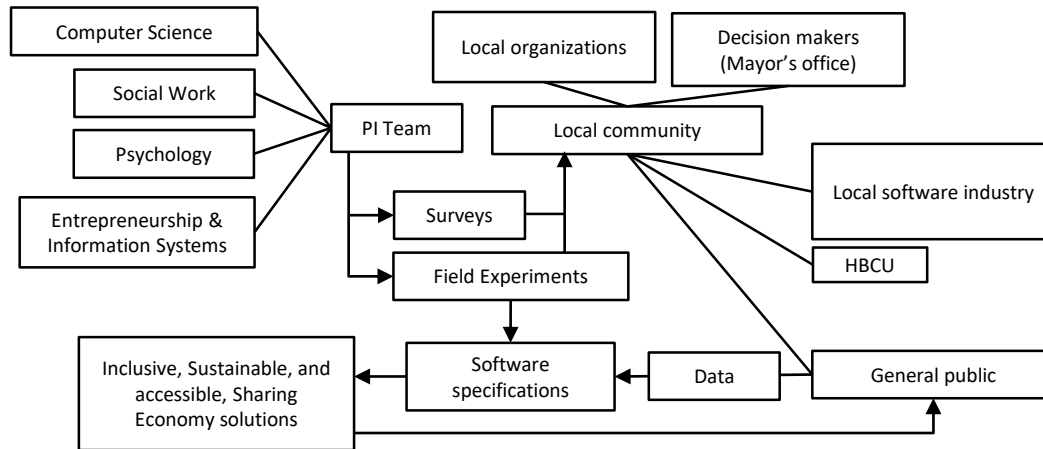
*We have learned that people in our community utilize other forms of Gig Economy, such as the creator economy and the passion economy. As a result, we will extend our research agenda to focus on understanding the economic and social motivations behind participation in such unconventional forms of gig economy. Such information will then be utilized to design more inclusive platforms that can contribute to the efforts of workforce and entrepreneurship development in the City of Baton Rouge.*

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## Visual Schematic



Computer Science → PI Team
Social Work → PI Team
Psychology → PI Team
Entrepreneurship & Information Systems → PI Team

Local organizations
Decision makers (Mayor's office)
Local community
Local software industry
Surveys
HBCU
Field Experiments
General public
Software specifications ← Data
Inclusive, Sustainable, and accessible, Sharing Economy solutions

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## Use-Inspired Research

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**According to the US Census Bureau, the economic gap between rich and poor in Baton Rouge is the fourth-highest in the country, with close to 25% of Baton Rouge population living below the poverty line.**

**The project will integrate, through surveys and field experiments, stakeholders from the local community (general public and community leaders), local organizations, local software industry, and researchers and students from minority and underrepresented groups.**

## PG Activities

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- **Collecting pilot data from our community partners**
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*Please organize the contents of slides (2) and (3) as a quad-chart using the template below. The quad chart should not be included in your lightning talks but should be submitted to NSF S&CC through an upload link that will provided in the coming weeks.*