

Academic Report, Airbnb Comprehension Questions

Text 1 Questions															
1.	<p>What kind of business is Airbnb ? Put a check-mark (✓) next to a, b, c or d</p> <table border="1" style="width: 100%; border-collapse: collapse; margin-top: 10px;"> <tr> <td style="width: 5%; padding: 5px;">a)</td> <td style="padding: 5px;">It helps people who want to sell their homes to find buyers</td> </tr> <tr> <td style="padding: 5px;">b)</td> <td style="padding: 5px;">It is a travel agent and helps people buy airline tickets and book hotels.</td> </tr> <tr> <td style="padding: 5px;">c)</td> <td style="padding: 5px;">It brings together people who have extra sleeping space, and people who want to rent that space for a short time.</td> </tr> </table>	a)	It helps people who want to sell their homes to find buyers	b)	It is a travel agent and helps people buy airline tickets and book hotels.	c)	It brings together people who have extra sleeping space, and people who want to rent that space for a short time.								
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2.	<p>How many homes are listed on Airbnb’s website? Put a check mark (✓) next to a, b, or c.</p> <table border="1" style="width: 100%; border-collapse: collapse; margin-top: 10px;"> <tr> <td style="width: 33%; padding: 5px;">a) 65,000</td> <td style="width: 33%; padding: 5px;">b) 3,000,000</td> <td style="width: 33%; padding: 5px;">c) 191</td> </tr> </table>	a) 65,000	b) 3,000,000	c) 191											
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3	<p>Does Text 1 discuss a reason for Airbnb’s success? Write “yes” or “no”. If your answer is “yes” write the reason in 4-5 words.</p>														
4	<p>Look at the list below. Put a check-mark (✓) next to the 4 aspects or reasons that make Airbnb’s product unique:</p> <table border="1" style="width: 100%; border-collapse: collapse; margin-top: 10px;"> <tr> <td style="width: 5%; padding: 5px;">a.</td> <td style="padding: 5px;">Airbnb accommodations are usually 25-50% cheaper than hotels.</td> </tr> <tr> <td style="padding: 5px;">b.</td> <td style="padding: 5px;">If Airbnb guests do not like their accommodations, Airbnb will give them a 100% refund</td> </tr> <tr> <td style="padding: 5px;">c.</td> <td style="padding: 5px;">Airbnb properties often have practical amenities such as a washing machine, dryer and kitchen.</td> </tr> <tr> <td style="padding: 5px;">d.</td> <td style="padding: 5px;">Airbnb guests can have interesting cultural experiences such as eating home-cooked meals or picking mushrooms.</td> </tr> <tr> <td style="padding: 5px;">e.</td> <td style="padding: 5px;">Airbnb guests can pay for their accommodation <u>after</u> they finish their visit. They are not required to pay before.</td> </tr> <tr> <td style="padding: 5px;">f.</td> <td style="padding: 5px;">Airbnb provides free, round-trip airline tickets for anyone who rents a property from its website.</td> </tr> <tr> <td style="padding: 5px;">g.</td> <td style="padding: 5px;">Airbnb guests can stay in unusual accommodations such as houseboats, castles and lighthouses.</td> </tr> </table>	a.	Airbnb accommodations are usually 25-50% cheaper than hotels.	b.	If Airbnb guests do not like their accommodations, Airbnb will give them a 100% refund	c.	Airbnb properties often have practical amenities such as a washing machine, dryer and kitchen.	d.	Airbnb guests can have interesting cultural experiences such as eating home-cooked meals or picking mushrooms.	e.	Airbnb guests can pay for their accommodation <u>after</u> they finish their visit. They are not required to pay before.	f.	Airbnb provides free, round-trip airline tickets for anyone who rents a property from its website.	g.	Airbnb guests can stay in unusual accommodations such as houseboats, castles and lighthouses.
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5.	<p>Look at the reference at the end of Text 1. Write the citation below:</p>														

Text 2 Questions

6.	In New York, some Airbnb hosts are violating a law. Which law are they violating? Put a check mark (✓) next to a , b , or c .
a.	The hosts are not charging their guests the “hotel tax” which is required.
b.	The hosts are renting their homes to guests for short periods (less than 30 days) but the hosts are not living there.
c.	The hosts are not getting a license from the government to operate a business.

7. Does Text 2 discuss a reason for Airbnb’s success? Write “yes” or “no.” If your answer is “yes”, write what the reason is.

8. What does “Web 2.0” allow hosts to do without the help of a web administrator?

What does “Web 2.0” allow guests to do without the help of a web administrator?

9. Look at the reference at the end of Text 2. Write the citation below:

Text 3 Questions

10. Answer the 2 questions below:

Who started Airbnb ? _____ In which year? _____

11. Does Text 3 discuss a reason for Airbnb’s success? Write “yes” or “no.” If your answer is “yes”, write what the reason is.

12. Why are Airbnb lodgings cheaper than hotel rooms? Summarize the 3 reasons below

1.

2.	
3.	
13.	<p>Look at the map on “<i>Figure 1</i>”. It shows 9 cities. Each city has 2 prices. What is the top or upper price for? What is the bottom or lower price for? (For example, London has \$252 and \$194.) Complete the sentences below:</p> <p>a). The top price is</p> <p>b). The bottom price is</p>
14.	<p>Look at the reference at the end of Text 3. Write the citation below:</p>

Text 4 Questions

15.	<p>What 2 aspects of Airbnb show that it has been successful? Write them below.</p>											
	a)	b)										
16.	<p>Complete the table below about Airbnb <u>bookings</u> (i.e., reservations).</p> <table border="1" style="width: 100%; border-collapse: collapse; margin-top: 10px;"> <thead> <tr> <th style="text-align: left; padding: 5px;"><u>Month & Year</u></th> <th style="text-align: left; padding: 5px;"><u>Number of bookings / reservations</u></th> </tr> </thead> <tbody> <tr> <td style="padding: 5px;">February, 2011</td> <td style="padding: 5px;"></td> </tr> <tr> <td style="padding: 5px;"></td> <td style="padding: 5px;">7 million</td> </tr> <tr> <td style="padding: 5px;">October, 2013</td> <td style="padding: 5px;"></td> </tr> <tr> <td style="padding: 5px;"></td> <td style="padding: 5px;">150 million</td> </tr> </tbody> </table>		<u>Month & Year</u>	<u>Number of bookings / reservations</u>	February, 2011			7 million	October, 2013			150 million
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17. Complete the table below about Airbnb revenues.

<u>Year</u>	<u>Revenue</u>
2013	\$ 250 million
2015	\$ 900 million
2016	\$ 1.7 billion

18. What did Airbnb’s high revenues allow it to buy?

19. How did Airbnb’s position change as a lodging website in the UK after it bought Crashpadder?

20. Look at the reference at the end of Text 4. Write the citation below:

Text 5 Questions

21. Does Text 5 discuss a reason for Airbnb’s success?

22. Text 5 says Web 2.0 technology allows Airbnb users to have “direct, private, real-time conversations” and “post messages publicly”. What is the benefit of these two functions? (In other words, what feeling” develops between users?)

23. What is the name of the feature on Airbnb that allows users to communicate directly, privately and in real-time?

24. What is the name of the feature on Airbnb that allows hosts and guests to upload comments that are publicly viewable about each other after they met?

25. Look at the reference at the end of Text 5. Write the citation below: