Quid®

BRAND PERCEPTION: AIRBNB

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Quid analyzed 3,833 articles on Airbnb from the past year to better understand prominent topics and issues driving public perception of the company.

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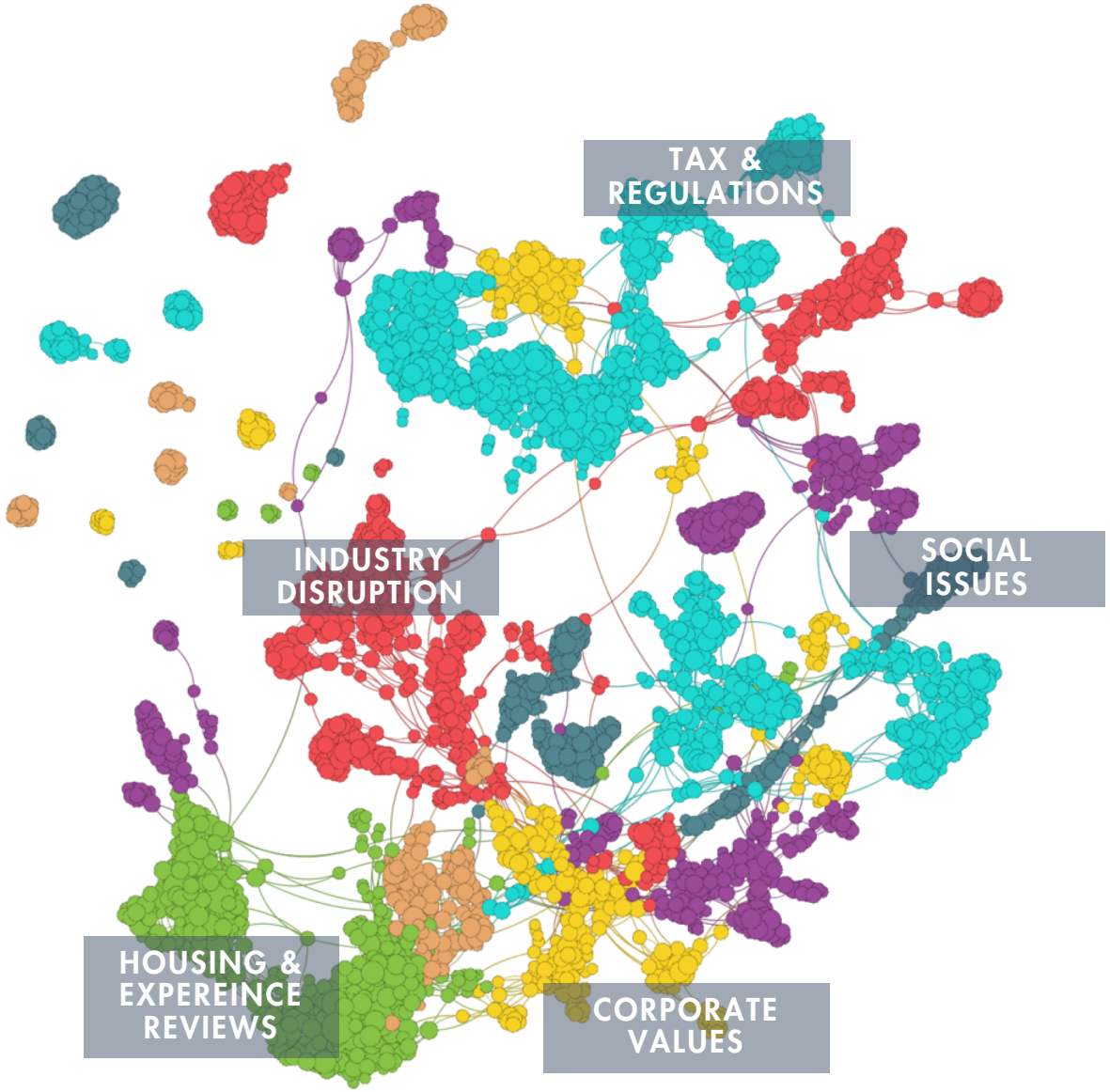
AIRBNB'S BRAND IS ASSOCIATED WITH FIVE OVERARCHING THEMES

A network map shows you the volume and connections between major topics in the public narrative tied to the company.



Tax and Regulations: Countries and states are adjusting tax rules to regulate unregistered Airbnb rooms, and to prevent Airbnb from decreasing housing supply or causing gentrification

Industry Disruption: Airbnb is disrupting the hotel industry even more directly by adding luxury properties and loyalty features

Housing & Experience Reviews: Testimonials about beautiful Airbnb houses and good & bad guest experiences

Corporate Values: Innovations made by Airbnb as a corporation and its financial/ market values

Social Issues: Free housing offer to hurricane victims. Denying charges of racism and discrimination

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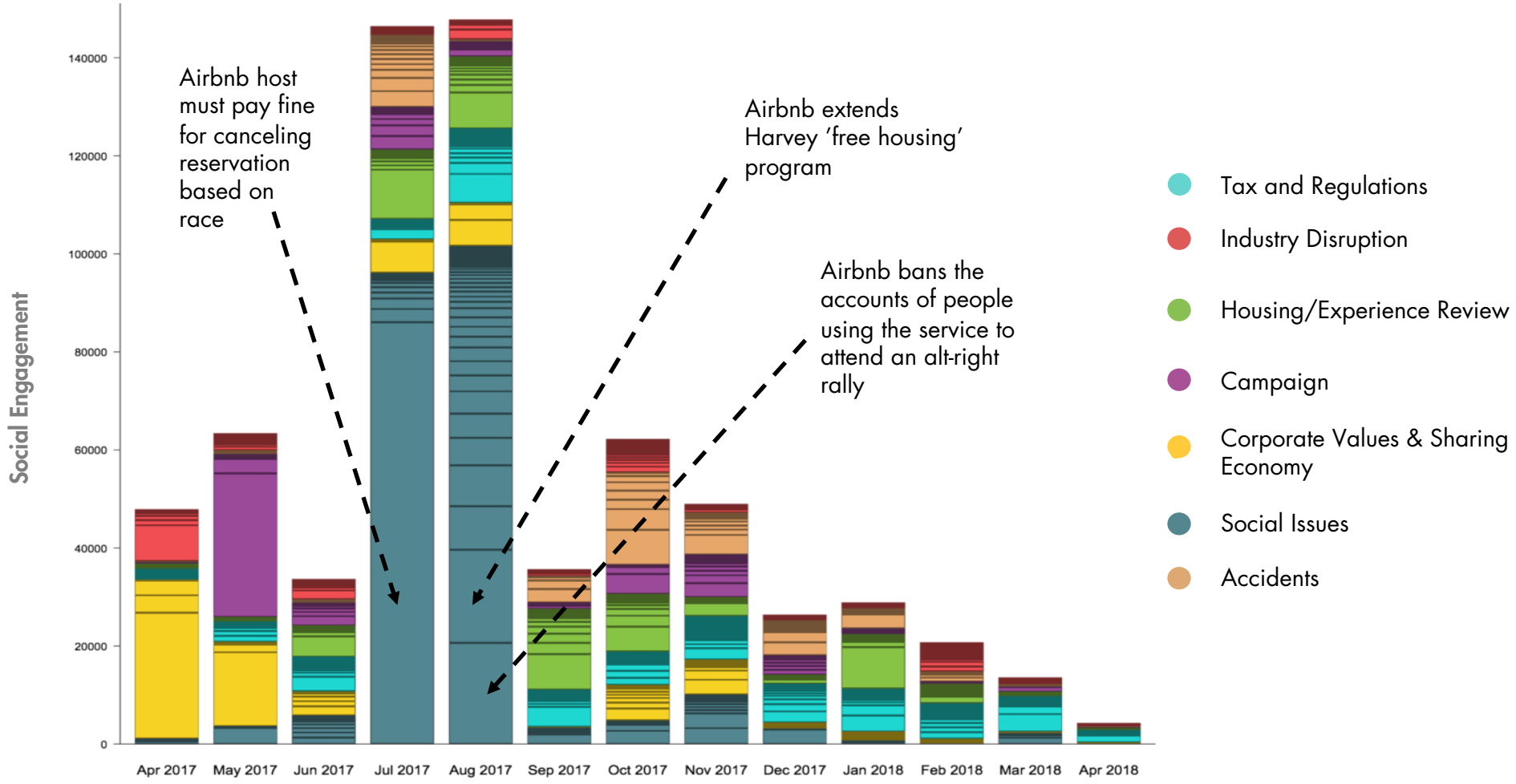
Social issues drove social engagement with Airbnb's brand, boosted by a number of notable events in July and August 2017



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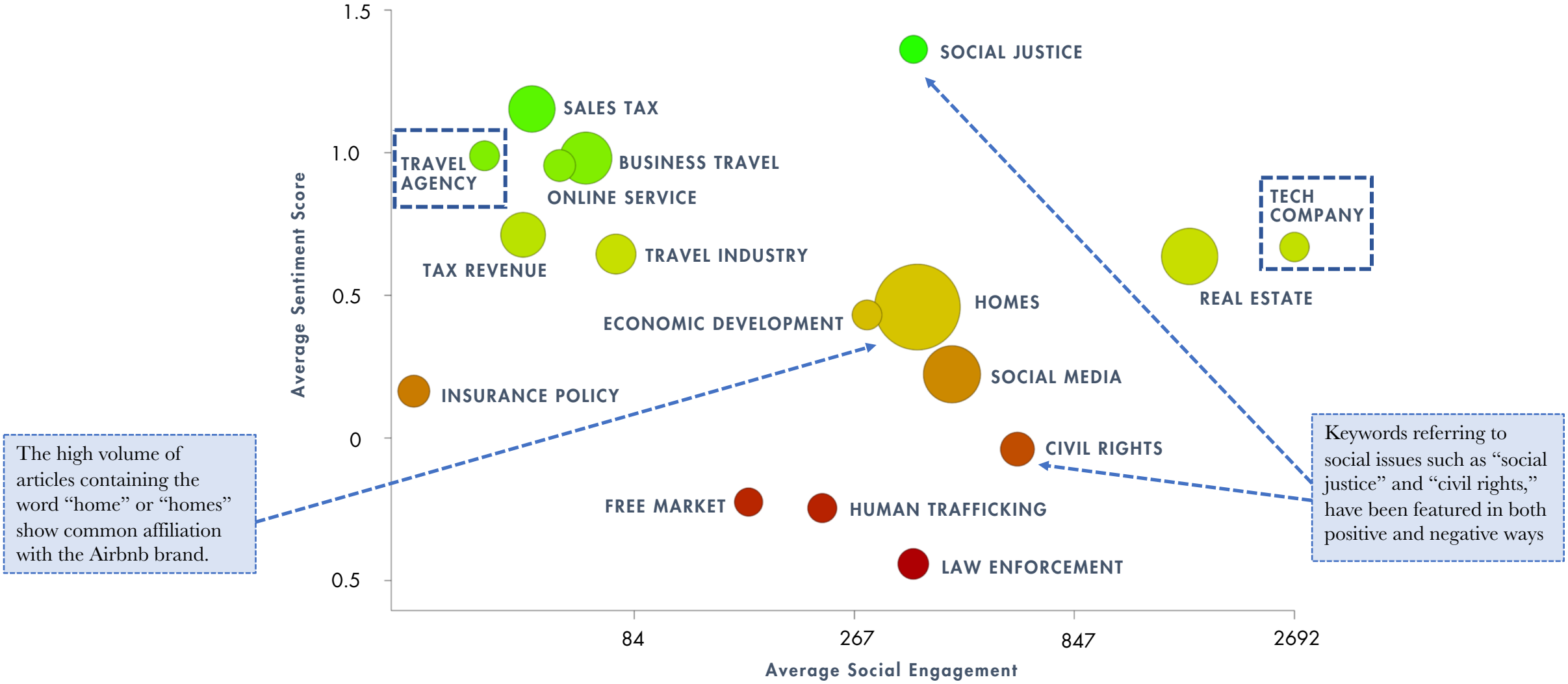
Top keywords reveal that Airbnb is being described as both a **tech company** and a **travel agency**. However, articles using the former are generating more engagement online.



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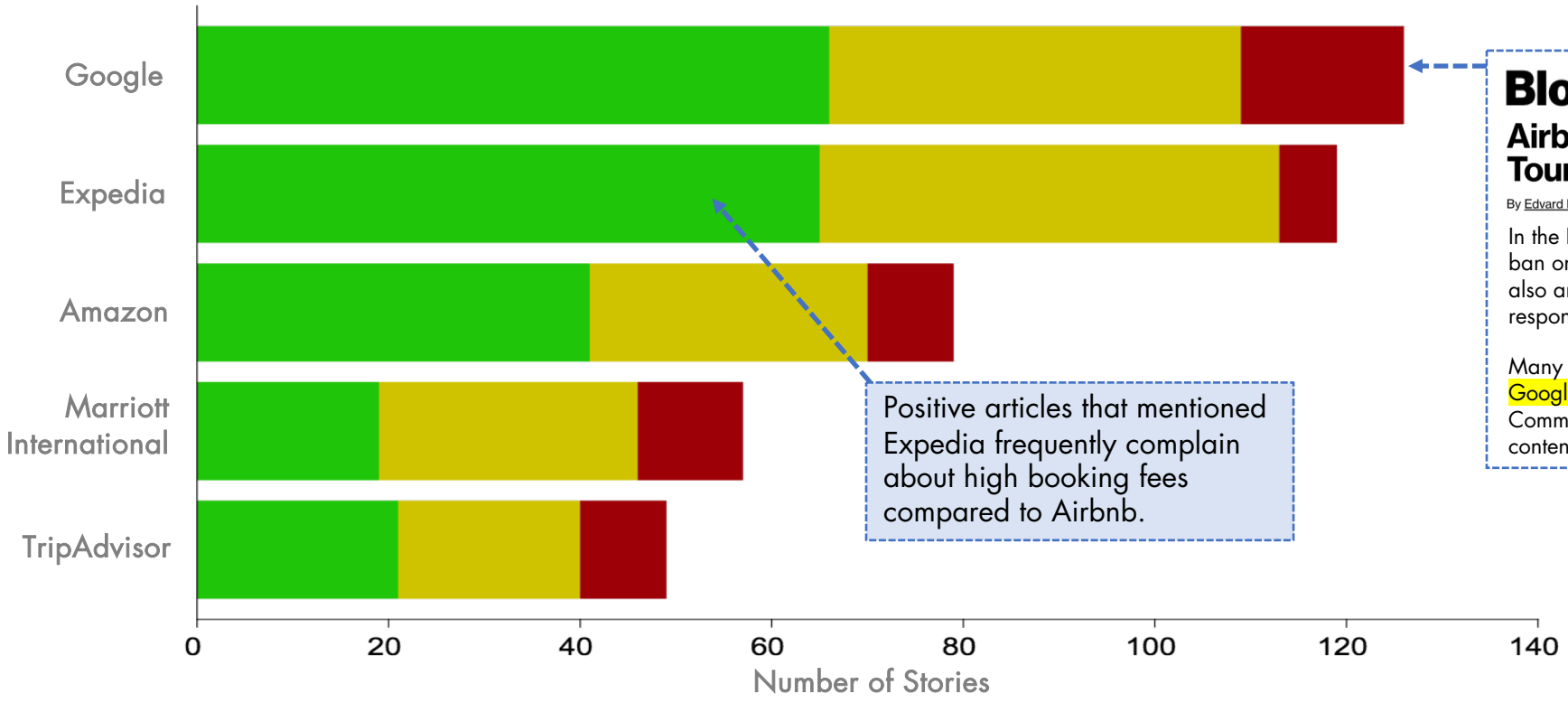
Nodes are aggregated by the field-specific keywords extracted by Quid. Colored by sentiment. Sized by volume of keyword in the overall network.

Google and **Expedia** were the two companies most frequently linked to Airbnb during our one year period.

Articles mentioning Google tended to be more negative, with topics including similar lawsuits that the companies have faced and fake Airbnb listings that were discovered using Google.



Positive articles that mentioned Expedia frequently complain about high booking fees compared to Airbnb.

Bloomberg

Airbnb May Face the Music Over Partying Tourists

By Edvard Pettersson

In the Los Angeles case, Airbnb contents that Aimco's blanket ban on subleasing isn't enforceable under California Law. It also argues that as an online platform it can't be held legally responsible for the conduct of Aimco's tenants and their guests.

Many website operators, including Ebay Inc., Alpabet Inc.'s Google and Yelp Inc. have successfully argued that the 1996 Communications Decency Act shields them from liability for the content users post on their sites.

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ARTICLES OFTEN CONNECT "INCLUSIVENESS," A KEY COMPANY ATTRIBUTE, WITH STORIES OF DISCRIMINATION AGAINST GUESTS

Positive sentiment around the keyword "authentic" got a lot of coverage in the media, but little social engagement.

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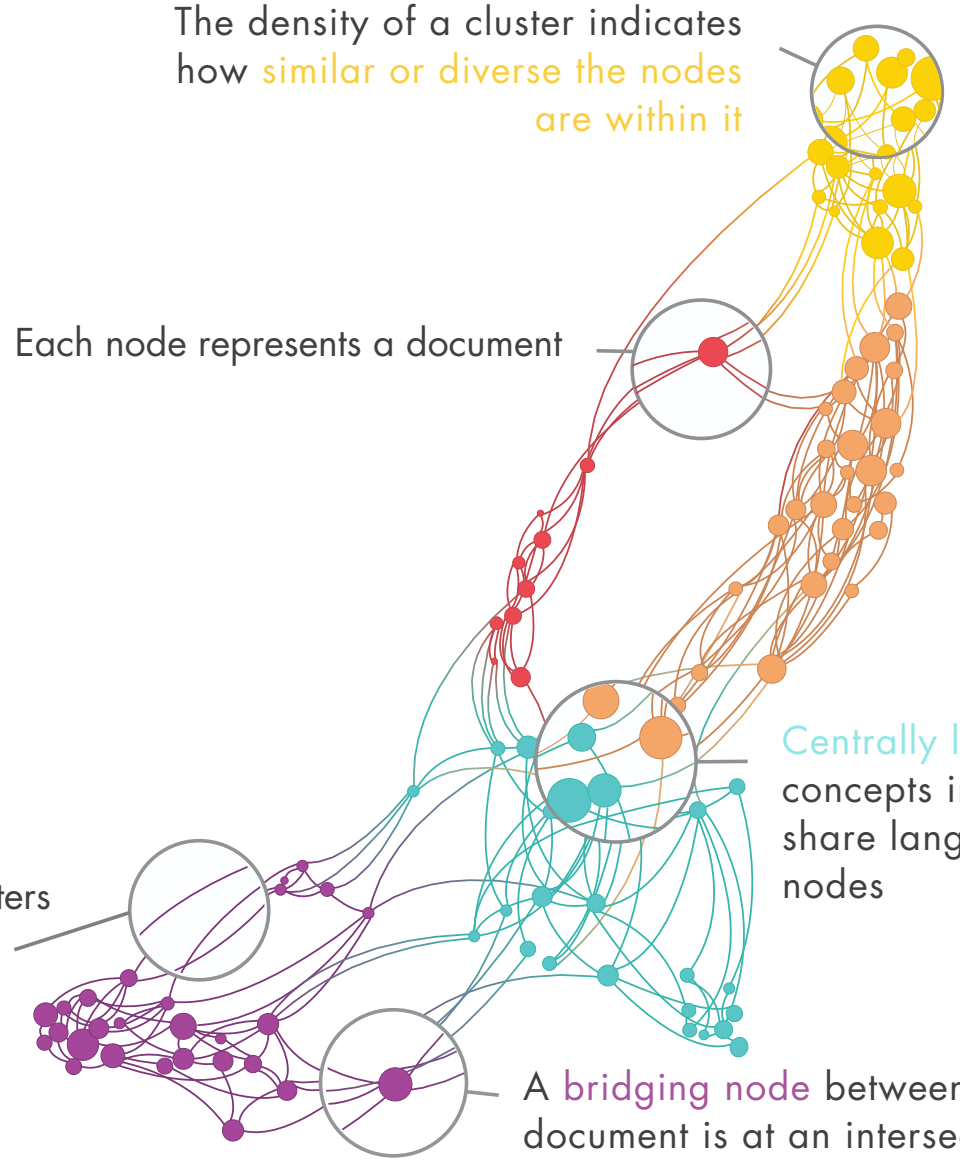
Nodes are aggregated by the field-specific keywords extracted by Quid. Colored by sentiment. Sized by volume of keyword in the overall network.

APPENDIX

HOW TO READ A NETWORK

Similar nodes cluster together, and clusters are grouped by color. Connections represent similar language across nodes.



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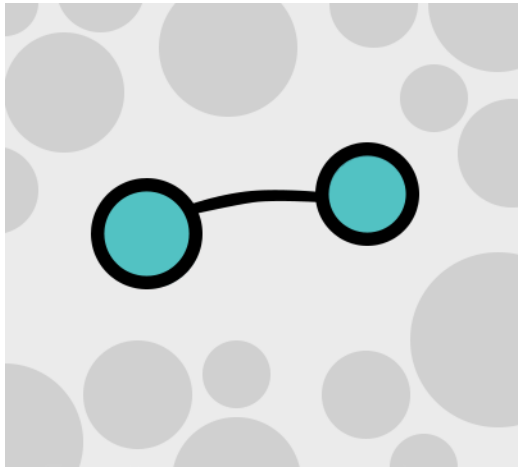
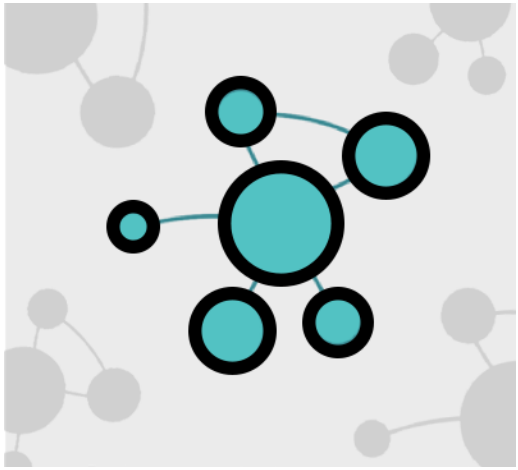
TEXT ANALYTICS BACKGROUND

Quid reads any text to identify key words, phrases, people, companies and institutions.



Then Quid compares words from each document to create links between them based on similar language.



Quid repeats the process at immense scale, producing a network that shows how similar all the documents are to one another.

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