

## **Abstract**

The main goals of this project are; (1) to explore what sort of consequential events have made possible the emergence of the sharing economy, (2) to observe how this socio-economic system has evolved over time, (3) to identify current drivers, typologies, challenges and other aspects of consumer behaviour attached to this digital phenomenon and, (4) to monitor the user traffic (2015-2017) of remarkable sharing economy platforms including the social network Facebook. Although the sharing economy still yet being a new paradigm, this dissertation aims to explore the subject from a historico-sociological perspective taking into consideration events occurred from the 80's onwards. This study addresses qualitative and quantitative data collected from the literature review, 22 personal interviews with experts on the field and web tracking systems. As a principal outcome, this dissertation will provide a theoretical approach in which the brief history of the sharing economy will be argued in detail.