

Interview questions Guests (Airbnb)

Intro

- Project description + declaration of agreement
- Introduction, interviewer and interviewee (briefly including type of listing)

General questions

In general, what do you associate with Airbnb?

Why did you register?

- Personal motivation
- Other platforms?

Is there an Airbnb-situation or a moment that you remember as being particularly nice/special/good?

Is there anything that you don't like about it or find annoying? Did you have any bad experiences?

Being a guest

What do you consider before sending a booking request? What are you looking for?

- host profile; pictures; references, location...
- Criteria? (screening profile for what? Verifications? reviews)
- Acceptance rate? Any Refusals, and why?

How would you describe a good Airbnb host?

Sometimes you are staying in someone's home, the host lives there. How do you treat the host's place?

- privacy
- boundaries – closed cupboards, doors etc.
- external use of the place; would you invite friends over?

Are you looking for personal interaction? Recommendations on what to do?

What do you normally do when you arrive at a booked Airbnb?

What do you do before checking out?

In general, how should the ideal Airbnb guest behave?

Do you meet other Airbnb users or participate in any Airbnb events?

- Friends? Meet-Ups? AirbnbOpen?
- Online: Airbnb, Blogs, Forums

Reviews

What do you think about the Airbnb review system in general?

- Trust, safety, reputation
- Important, appropriate or not
- What's good, what's bad

What are the aspects you pay special attention to when reading/writing a review?

Have you ever received a review that you found unfair? If so, how did you react to it?

- Personal message, comment on website, contact Airbnb...
- what would be unfair, what would be a reaction (if not happened)

How would you deal with an unpleasant experience?

- Review yes/no
- What would you write

Airbnb reviews tend to be very positive. What could be an explanation for that? How do you react to that?

Do you think reviews are influencing the way you and your guests are acting during their stay at your apartment?

What do you think about the city's attempts to regulate Airbnb?