

## References Used

In this appendix, phrases in the references that identify the specific online community used have been replaced by neutral phrases in [...]. The complete original references are available from the authors, for private investigation. All references are given in pairs, below. An existing member was asked to leave a reference at a profile we created; either as a previous service recipient or as a friend. The response we gave from the profiles is given below the reference. Words in {} were adjusted to fit the specific person we created.

Pair	reference from service recipient <i>response from 'our' serving profile</i>	reference from friend <i>response from 'our' neutral profile</i>
1	I [used {name}'s service] and I had a great time. {He/she} told me a lot about the city, which was very interesting. {name} is a good [service provider]!  <i>We had a lot of fun together and I really enjoyed [providing the service to {name}] !</i>	{Name} is a good person, we always have a great time. He/she can tell a lot about {city} and is very interesting.  <i>{name} is a very nice person and a lot of fun to hang out with.</i>
2	We had a lot of fun getting to know each other and talking about our cities and cultures. Good [service provider], nice {guy/girl} and definitely recommendable!  <i>{name} was a nice [service recipient], I'd recommend {him/her} to other [members of the community]!</i>	{Name} and I are friends and always have a lot of fun together, I would definitely recommend him/her to other [members of the community]!  <i>{name} is a good friend and I'd recommend him/her to other [members of the community] as well!</i>
3	{Name} is a very good [service provider]. {He/she} is welcoming, knows a lot about {city} and is fun to hang out with.  <i>It was definitely worth getting to know {name}. [Providing the service to] {him/her} has been great.</i>	{Name} is a very good person. {He/she} is welcoming, knows a lot about (city) and is fun to hang out with.  <i>{name} and I always have a lot of fun hanging out. {He/She} is a very good person and I'm sure it'll be fun [Providing the service to] {him/her.}</i>
4	Very open, interesting, fun person to hang out with. {He/she} has been a very good service provider] to me.  <i>{name} was a great guest. Very friendly, interesting and open minded.</i>	Very open, interesting, fun person to hang out with. {He/she} is a good friend of mine.  <i>{name} and I are friends and I'd say{ he/she} is a person that is definitely worth getting to know, so if you [provide the service to] {him/her} I'd say do it!</i>
5	I [received the service from] {name} and it was great getting to know each other. Whenever {name} had time, {he/she} would explore the city with me and show me nice places where you don't usually come as a tourist.  <i>It was interesting and fun showing {name} around in the city. We had a great time.</i>	It's great to know {name} and to hang out with {him/her}. {He/she} can also show [travelers] places where you don't usually come as a tourist.  <i>{name} would for sure be a great [service provider or traveler], {he/she} is a very nice and fun person.</i>
6	Nice {guy/girl}, good [service provider]. I had a good time using {name's} service]!  <i>Very friendly, enthusiastic {girl/guy} and a good [service recipient]!</i>	Nice {guy/girl}, good friend. I think you'll have a good time [using the service of] {name} or [providing the service to] {him/her}.  <i>{name} is a good friend of mine and I would definitely recommend her/him to all [members], because I'm sure you'll have a good time with {her/him}!</i>
7	I [used {name's} service] and I had a great time. It was a very pleasant [experience] and I feel like I experienced {city} in a way I otherwise wouldn't have. {Name} was a great [service provider]!  <i>{Name} and I had fun exploring {city} together and getting to know each other!</i>	{Name} is a great friend and we always have a great time! {He/she} can give you an experience of (city) that you'd otherwise not have.  <i>{Name} and I have been friends for a while and {he/she} is a great person, friendly and open.</i>
8	I'd say {name} is a very good [service provider], who makes you feel very welcome. It was a very pleasant [travel] experience and I really liked {city} too.	{Name} is very welcoming and a very good friend. Always pleasant experiences in {city} with him/her.

	<i>{Name} has been a great [service recipient], I enjoyed [providing the service to] {him/her} a lot.</i>	<i>I'm sure [providing the service to] or [receiving the service from] {name} is a great experience, {he/she} is a good friend of mine.</i>
9	<p>{Name} and I had a good click and we had fun exploring {city} and learning from each other's cultures. {He/she} is a very nice, interesting and fun person to hang around with!</p> <p><i>{Name} is very open for other cultures and it was a great experience showing {him/her} around here and getting to know {him/her}!</i></p>	<p>{He/she} is a very nice, interesting and fun person to hang around with! We have a good click and it's fun to learn from each other.</p> <p><i>Always a good time with {name} and good conversations!</i></p>
10	<p>I asked {name} pretty last minute to [provide the service to] me and {he/she} was very helpful, welcoming and friendly. I'm really glad I [received the service from] {name} cause it made my {city}'s experience a lot more exciting and fun!</p> <p><i>It was my pleasure [providing the service to] {name}. Glad I could help and get to know you!</i></p>	<p>{Name} is very helpful, welcoming and friendly. Hanging out together is always fun and exciting.</p> <p><i>{Name} is a good friend and we always have a good time together.</i></p>