

Appendix: Methodology for using the tool¹

Questionnaire

The categories in the questionnaire are the result of research carried out on the notion of knowledge asymmetry as well as fieldwork.

Firstly, through participant observation I used my professional experience of nearly three decades in the real estate sector to propose categories that can help characterise the asymmetry of knowledge in a market.

Secondly, a series of 42 semi-structured qualitative interviews were carried out with developers, real estate agents, land sellers and buyers. The approach consisted of both testing the categories proposed as a result of research work and participant observation, but also of bringing out new ones.

Finally, the results of these semi-structured interviews were processed with the Sphinx iQ 2 software. This mode of data processing made it possible to prioritise the categories of the questionnaire and do a double analysis: the first using only the software, and the second manually using the results obtained using the software.

The questionnaire was structured with rather open questions so as not to fall into the pitfall of the multiple-choice questionnaire. Indeed, knowledge asymmetry has a part of perception requiring a sufficiently developed response in order to be evaluated effectively. The questionnaire was therefore structured around the four forms of knowledge of cognitive rent: procedures, skills, expertise, and experience. Answers were graded from 1 to 4 giving a score in relation to the main categories of the questionnaire.

The matrix

The matrix is inspired by the Karasek model (Perrewé, & Ganster, 2010). It has the advantage of incorporating qualitative factors and human expertise while remaining structured around a

¹ For more on the tool, see Bourbon (2020a).

matrix, and of evaluating concepts resulting from an entanglement of several concepts, such as knowledge asymmetry.

Matrix inspired by the Karasek model

Knowledge	Explicit	Skills Little codified explicit knowledge	Procedures Codified explicit knowledge
	Tacit	Experience Little formalised tacit knowledge	Expertise Formalised tacit knowledge
		Low	High
Formalisation/codification			

The results of the questionnaire are registered in the matrix using the average score for each of the four questionnaire subcategories. A high level of demand for explicit codified knowledge (2.5 and more) will correspond to an asymmetry of procedures, and a high level of demand for explicit knowledge with little codification (2.5 and more) will correspond to an asymmetry of skills. A high level of demand for little formalised tacit knowledge (2.5 and more) will correspond to an asymmetry of experience, and a high level of demand for formalised tacit knowledge (2.5 and more) will correspond to an asymmetry of expertise.

The positioning grid

From the results given by the matrix, it is then possible to fill in the positioning grid. Combining the different themes (procedures, skills, expertise, experience) therefore results in a specific profile, and a way to explore and put to good use the cognitive rent.

Meaning of profiles

<i>Pedagogue</i>	Asymmetry in all aspects of knowledge. In-depth follow-up and explanation needed.
<i>Marketer</i>	Lack of knowledge asymmetry. Necessity to arouse the need to have an asymmetry of knowledge about a new element.
<i>Versatile</i>	Need for a plurality of knowledge and know-how with a high level of technicality based on in-depth knowledge of the market.
<i>Technician</i>	Demand for explicit knowledge. Emphasis on knowledge of market rules and optimal use of them.

<i>Informant</i>	Information asymmetry and/or procedure control asymmetry. Information rent exploitation.
<i>Notary</i>	Asymmetry of advanced know-how. In a similar way to a notary, rather theoretical skills and expertise required.
<i>Business agent</i>	Proposal of tacit knowledge for business management and enhancement of procedure control.
<i>Business angel</i>	Asymmetry of non-basic procedures. Super advisor valuing his skills, his expertise and especially his experience.
<i>Specialist</i>	Promotion of technical, legal, commercial skills, etc. Emphasis on file control.
<i>Field man</i>	Difficulty accessing the market. Mobilisation of skills to facilitate this access and precise knowledge of the field to avoid market traps.
<i>Craftsperson</i>	Asymmetry of explicit and tacit know-how. In a similar way to a craftsperson, need for a “knack or special talent” involving a combination of technical skills and creativity.
<i>Follower</i>	Lack of tacit knowledge. Offer expertise and experience to help better understand how the market works.
<i>Expert</i>	Make the connection between explicit knowledge held by the client and tacit knowledge that they cannot use.
<i>Risk management</i>	Lack of precise knowledge of the field or of the market requiring an intermediary.