

Motivation of user-generated content: social connectedness moderates the effects of monetary rewards

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TripAdvisor (conversion rate) Expedia Yelp



1.5

30%

Benabou and Tirole 2006 (mixed signaling)
UGC
(Avery et al.1999) UGC UGC

"

85%

0.4

0.06

"

"

0.03



UGC,

" "