

The Hong Kong University of Science and Technology
Department of Information Systems,
Business Statistics and Operations Management

Seminar Announcement

*Moderation and Strategic Communication in
User-Generated Content (UGC)*

by

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Date: Tuesday, 19 January 2010

Time: 11:00 am – 12:30 pm

Venue: Room 4379, ISOM Conference Room (Lift 17/18)

~~~~~ All interested are welcome ~~~~~

**Abstract:**

Online communities provide a social sphere for people to share information and knowledge. While information sharing is becoming a ubiquitous online phenomenon, how to ensure information quality or induce quality content, however, remains a challenge due to the anonymity of commentators.

This paper introduces moderation into reputation systems and investigates two important questions. First of all, what is the impact of moderation on commentators' incentive to generate useful information? Our major result is that moderation is generally desirable to improve information quality and it directly impacts strategic commentators' incentive to generate useful information. Secondly, how to design an optimal moderation mechanism when moderation resource is costly? We conclude that optimal moderation can involve higher moderation probability on low-reputation commentators. Interestingly, commentators may display a pattern of reputation oscillation, in which they generate useful content to build up high reputation and then exploit their reputation, although the overall information quality is the highest.

**Biography:**

Hong Xu is a doctoral candidate at the Red McCombs School of Business at the University of Texas at Austin. Her research uses Game Theory and empirical methods to investigate the impact of auditing on the effectiveness of strategic communication in online and offline settings. She also studies the strategic aspect of auditors in various forms. Her research interests include reputation mechanism design, user-generated content (UGC), auditing, strategic communication, and knowledge management.