



UvA-DARE (Digital Academic Repository)

Managing the uncontrollable: Empirical studies of user-generated content online

Lee, H.H.

Publication date
2014

[Link to publication](#)

Citation for published version (APA):

Lee, H. H. (2014). *Managing the uncontrollable: Empirical studies of user-generated content online*. [Thesis, fully internal, Universiteit van Amsterdam].

General rights

It is not permitted to download or to forward/distribute the text or part of it without the consent of the author(s) and/or copyright holder(s), other than for strictly personal, individual use, unless the work is under an open content license (like Creative Commons).

Disclaimer/Complaints regulations

If you believe that digital publication of certain material infringes any of your rights or (privacy) interests, please let the Library know, stating your reasons. In case of a legitimate complaint, the Library will make the material inaccessible and/or remove it from the website. Please Ask the Library: <https://uba.uva.nl/en/contact>, or a letter to: Library of the University of Amsterdam, Secretariat, Singel 425, 1012 WP Amsterdam, The Netherlands. You will be contacted as soon as possible.

TABLE OF CONTENTS

LIST OF TABLES	V
LIST OF FIGURES	VI
PREFACE	VII
CHAPTER 1:	3
INTRODUCTION	
1.1 User-Generated Content on the Internet	3
1.2 Corporate Social Responsibility Communications and User-Generated Content	9
1.3 Co-Creation and User-Generated Content	11
1.4 Introduction of the Chapters	14
CHAPTER 2:	19
A FAT DEBATE ON BIG FOOD? UNRAVELING BLOGOSPHERE REACTIONS	
2.1 Introduction	20
2.2 Corporate Approaches to Address and Communicate Health Concerns	23
2.3 Empirical Study	25
2.4 Taste	27
2.5 Knowledge	34
2.6 Blogosphere Reactions Per Company Type	39
2.7 Discussion and Conclusions	43
CHAPTER 3:	49
ON THE TOLE OF SOCIAL MEDIA IN THE 'RESPONSIBLE' FOOD BUSINESS: BLOGGER BUZZ ON HEALTH AND OBESITY ISSUES	
3.1 Introduction	50
3.2 Health Issues and CSR in the Food Industry	52
3.3 CSR Communications and Blogging	54
3.4 Sample and Methodology	55
3.5 Findings	59
3.6 Discussion and Conclusions	64

CHAPTER 4:	71
HOW SOCIAL INFLUENCE SHAPES POPULARITY: EMOTION AND OPINION FORMATION IN ONLINE COMMENTING	
4.1 Introduction	72
4.2 A Social Influence Framework of Online Commenting	74
4.3 Discussion Thread Popularity	77
4.4 Methodology	79
4.5 Results	86
4.6 Discussion and Implications	91
CHAPTER 5:	97
CREATIVE PARTICIPATION: COLLECTIVE EMOTIONS IN ONLINE CO-CREATION PLATFORMS	
5.1 Introduction	98
5.2 Collective Emotions and User Innovation Platforms	100
5.3 Methodology	104
5.4 Results	113
5.5 Discussion and Implications	118
CHAPTER 6:	125
DISCUSSION AND CONCLUSION	
6.1 Corporate Social Responsibility Communications and User-Generated Content	126
6.2 Co-Creation and User-Generated Content	129
6.3 General Implications	132
APPENDICES	139
REFERENCES	141
ENGLISH SUMMARY	163
NEDERLANDSTALIGE SAMENVATTING	169
ACKNOWLEDGEMENTS	175