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

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APPENDICES

Appendix A: Control Estimates For Models Estimating Valence in Chapter 4

	i=1		i=2		i>2	
	POSITIVE _{ki}	NEGATIVE _{ki}	POSITIVE _{ki}	NEGATIVE _{ki}	POSITIVE _{ki}	NEGATIVE _{ki}
POSITIVE _{ki}		-.0187** (.00697)		-.0210** (.00723)		-.0228*** (.00159)
NEGATIVE _{ki}	-.0915* (.0365)		-.136* (.0543)		-.151*** (.0116)	
POSITIVITY _i	.424*** (.0698)	-.473*** (.0727)	.255* (.0992)	-.505*** (.0761)	.454*** (.0313)	-.466*** (.0352)
EMOTIONALITY _i	.478*** (.0513)	.469*** (.0716)	.691*** (.0975)	.535*** (.0760)	.561*** (.0304)	.486*** (.0374)
FREQUENCY _i	-.160* (.0642)	-.00785 (.0348)	-.177 (.109)	-.0252 (.0446)	.0207 (.0348)	-.0264 (.0155)
EMPLOYEE _{ki-1}			1.669 (.853)	-.0454 (.145)	1.617*** (.291)	-.0684 (.0996)
PRODUCT _k	-.389 (.323)	-.119 (.128)	-.673 (.420)	-.108 (.166)	-.550*** (.154)	-.296*** (.0777)
DELL _k	.0636 (.304)	.0403 (.120)	-.0456 (.352)	.0296 (.154)	-.145 (.130)	-.0268 (.0644)
TOPIC _k	-.0693 (.520)	-.137 (.183)	-.399 (.630)	-.152 (.190)	-.268 (.247)	-.255 (.133)
WORD COUNTS _k	.00218*** (.000650)	.000834** (.000287)	-.00110 (.000774)	.000624 (.000373)	-.0000215 (.000333)	.0000803 (.000157)
COMMENTS _{ki-1}					.000361 (.000266)	.000277 (.000159)
WEEKEND _{ki}	.00649 (.202)	-.0251 (.0837)	.0608 (.259)	.207 (.146)	-.0303 (.103)	-.0484 (.0366)
2008	-.0778 (.187)	.0138 (.0912)	.0547 (.271)	-.0577 (.108)	-.243* (.0979)	.0732 (.0521)
2009	.0833 (.240)	-.0919 (.0971)	-.238 (.355)	-.184 (.109)	-.308 (.162)	.032 (.0812)
2010	-.0729 (.383)	-.182 (.116)	-.798 (.473)	-.00790 (.181)	-.350 (.312)	-.101 (.101)
2011	.638 (.576)	.241 (.289)	-.419 (.977)	-.117 (.172)	-.695* (.351)	-.165 (.151)

Robust standard errors in parentheses. *, ** and *** indicate significance at the $p < .05$, $p < .01$ and $p < .001$ level, respectively.

Appendix B. Control Estimates For Models Estimating Opinions in Chapter 4

	<i>i</i> =1		<i>i</i> =2		<i>i</i> >2	
	AGREE _{ki}	DISAGREE _{ki}	AGREE _{ki}	DISAGREE _{ki}	AGREE _{ki}	DISAGREE _{ki}
CONFIRMITY _j	2.626 ^{***} (.0992)	-2.391 ^{***} (.0934)	2.246 ^{***} (.105)	-2.227 ^{***} (.102)	2.407 ^{***} (.0434)	-2.485 ^{***} (.0456)
OPINIONATED _j	2.891 ^{***} (.192)	2.051 ^{***} (.173)	2.456 ^{***} (.198)	2.168 ^{***} (.195)	2.306 ^{***} (.0828)	2.147 ^{***} (.0869)
FREQUENCY _j	.0285 (.0242)	.124 ^{***} (.0221)	.0421 (.0271)	.0919 ^{***} (.0265)	.0500 ^{***} (.00907)	.0508 ^{***} (.00888)
EMPLOYEE _{ki-1}			-.220 (.145)	.0833 (.135)	-.0850 (.0523)	.110 [*] (.0526)
PRODUCT _k	-.146 (.0976)	-.00828 (.0923)	-.175 (.106)	-.164 (.102)	-.186 ^{***} (.0421)	-.0790 (.0444)
DELL _k	.0848 (.0905)	-.0217 (.0854)	.00913 (.0997)	-.0228 (.0953)	.0283 (.0479)	-.00242 (.0419)
TOPIC _k	-.490 ^{**} (.155)	-.00632 (.131)	-.147 (.155)	-.0963 (.145)	-.227 ^{**} (.0678)	-.0447 (.0688)
WORD COUNTS _k	.000461 [*] (.000203)	.000247 (.000201)	.000456 (.000244)	-.000247 (.000236)	.000153 (.0000947)	.000487 (.0001)
COMMENTS _{ki-1}					-.000187 (.0000991)	-.000412 ^{***} (.0001)
WEEKEND _{ki}	-.0948 (.0635)	.0620 (.0592)	-.0494 (.0723)	.121 (.0693)	-.0710 ^{**} (.0273)	.0465 (.0267)
2008	.109 (.0616)	.0156 (.0587)	.270 ^{***} (.0659)	-.153 [*] (.0644)	.0363 (.0239)	-.00596 (.0247)
2009	-.0919 (.0870)	.0805 (.0803)	.208 [*] (.104)	-.0160 (.102)	-.00566 (.0525)	.126 (.0526)
2010	-.121 (.134)	-.207 (.129)	.235 (.164)	.142 (.166)	-.00726 (.0996)	.156 (.103)
2011	.0815 (.162)	-.0191 (.162)	-.0643 (.199)	.359 (.199)	.00569 (.131)	.180 (.137)

Robust standard errors in parentheses. *, ** and *** indicate significance at the $p < .05$, $p < .01$ and $p < .001$ level, respectively.