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

Lee, H.H.

Citation for published version (APA):

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.
REFERENCES


Cova, B., & White, T. (2010). Counter-brand and alter-brand communities: the impact of


Füller, J., (2010). Refining virtual co-creation from a consumer perspective. *California


Ho-Dac, N.N., Carson, S.J., & Moore, W.L. (2013). The effects of positive and negative online customer reviews: Do brand strength and category maturity matter?. *Journal of Marketing*, in press, doi: [http://dx.doi.org/10.1509/jm.11.0011](http://dx.doi.org/10.1509/jm.11.0011)


Papyrina, V. (2012). If I want you to like me, should I be like you or unlike you? The effect of prior positive interaction with the group on conformity and distinctiveness in consumer decision making. *Journal of Consumer Behaviour, 11*(6), 467–476.


Peloza, J., & Shang, J. (2011). How can corporate social responsibility activities create


Thelwall, M. (2006). Bloggers during the London attacks: Top information sources and


