

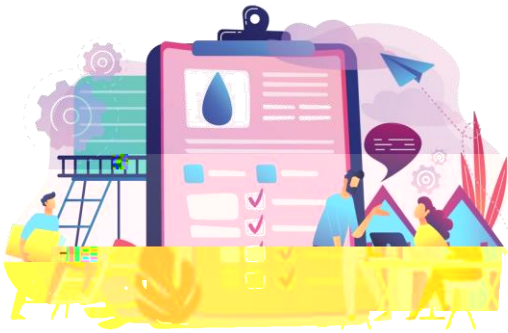


Motivation of user-generated content: social connectedness moderates the effects of monetary rewards

Shelby McIntyre  
, 2017, May-June, 329-337.

### Marketing Science

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

30%



UGC,

Yelp