Paper Summary
How community feedback shapes user behaviour

In the research Paper "How community feedback shapes user behaviour", we looked upon how feedback to a post not only shapes the views of the author, but also that of the community. We also introspected whether community bias against/for the author can have effects on the post and does negative feedback drives the behaviour of the user in the direction that is beneficial for the community. We additionally saw how feedback to the author's post affects his psychology, posts and posting frequency on the platform. In this paper, a methodology was developed for quantifying and comparing the effects of rewards and punishments on multiple facets of the author's future behaviour in the community.

For the research part, two user/author with the same qualities/writing styles were picked up and their post was sent for evaluation. A received positive feedback and B received negative feedback. After working upon their respective feedback, we saw that positive feedback had little to no effect on the quality of post that was published by author A, whereas B's post had a staggering downfall in quality. This effect was consistent across various other platforms too, which were mentioned in the paper. It leads us to the conclusion that negative feedback gives rise to significant changes in the author's behaviour which are more salient than the effects of positive feedback. This asymmetry echoes the negativity effect studied extensively in social psychology literature that "negative events have a greater impact on an individual than positive events of same intensity ". The paper also explored aspects of community bias/perception towards the author and whether such biases were actually affecting the overall feedback of the post. It was concluded that community bias was clearly reflective in proportions of upvotes. Other topics like voting behaviour, user activity were also dwelled upon.

There were some places where only the observation and the concluding result was provided, but "why" it actually happened was never actually dwelled upon, for eg why negative evaluations encourage users to post more frequently, or why "very negatively evaluated user" respond in a positive direction ie give out more upvotes than they receive.

For further work on this paper and in this specific field, we can first work upon answering the above-mentioned whys. Next, we can broaden our scope to platforms such as Youtube, Reddit, Instagram, etc where the system of upvote and downvote (used to push content to other users) is more prevalent, as it helps reveal more about user behaviour. Further building ML models that identify what would receive positive feedback and what would not identify which users improve after receiving feedback would allow for targeted intervention. Additionally integrating NLP to our ML models would help perform us a deeper linguistic analysis and help understand the role of "context" and sentiments.

To conclude, feedback mechanisms are heavily used in today's social media system and allow users to express their opinions about the content they are consuming. It was via this paper, we tried to understand how feedback mechanisms work and how they affect the community.

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