

# Online Appendix for Manuscript “More, Faster, and Better? Effects of Rewards on Incentivizing the Creation of User-Generated Content”

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# Web Appendix D: Heterogeneity Analysis with Interaction Effects

**Table D-1: Heterogeneous Effects of Rewards on Top Contributors vs. Casual Users**

	(i)	(ii)	(iii)	(iv)	(v)	(vi)
	Quantity	Timeliness	Quality			
			Length	Complexity	Informativeness	Politeness
Review UGC Type Dummy	0.0230** (0.0091)	0.0368 (0.0342)	0.0081 (0.0044)	0.0435** (0.0171)	0.0286** (0.0114)	0.0477** (0.0195)
Reply UGC Type Dummy	0.0757*** (0.0049)	0.1275*** (0.0159)	0.0318*** (0.0023)	0.1515*** (0.0093)	0.1021*** (0.0062)	0.1677*** (0.0104)
Tips	0.0477*** (0.0106)	0.0927** (0.0393)	0.0180*** (0.0035)	0.0700*** (0.0147)	0.0467*** (0.0096)	0.0783*** (0.0164)
Likes	0.0252*** (0.0022)	0.0311*** (0.0060)	0.0021** (0.0009)	0.0314*** (0.0033)	0.0214*** (0.0022)	0.0347*** (0.0036)
Compensation	-0.0401*** (0.0085)	-0.0868*** (0.0245)	-0.0385*** (0.0096)	-0.0394** (0.0148)	-0.0275** (0.0099)	-0.0450** (0.0164)
Badge	-0.0210*** (0.0026)	-0.0470*** (0.0076)	-0.0101*** (0.0013)	-0.0467*** (0.0052)	-0.0308*** (0.0034)	-0.0516*** (0.0058)
Review UGC Type Dummy $\times$ Tips	-0.0006 (0.0020)	-0.0646*** (0.0100)	0.0099*** (0.0019)	0.0016 (0.0044)	0.0012 (0.0029)	0.0024 (0.0049)
Review UGC Type Dummy $\times$ Likes	0.0489*** (0.0017)	0.1531*** (0.0083)	0.0139*** (0.0016)	0.0867*** (0.0031)	0.0574*** (0.0020)	0.0959*** (0.0034)
Review UGC Type Dummy $\times$ Compensation	-0.0017 (0.0090)	-0.2220*** (0.0305)	0.0676*** (0.0100)	-0.0105 (0.0153)	-0.0055 (0.0102)	-0.0085 (0.0169)
Review UGC Type Dummy $\times$ Badge	0.0116 (0.0103)	-0.0332 (0.0495)	0.0110 (0.0080)	0.0471** (0.0198)	0.0321** (0.0135)	0.0528** (0.0221)
Reply UGC Type Dummy $\times$ Tips	0.0241*** (0.0034)	0.0515*** (0.0077)	0.0085*** (0.0017)	0.0296*** (0.0067)	0.0196*** (0.0045)	0.0328*** (0.0075)
Reply UGC Type Dummy $\times$ Likes	0.0252*** (0.0017)	-0.0072 (0.0051)	0.0165*** (0.0008)	0.0289*** (0.0027)	0.0191*** (0.0018)	0.0323*** (0.0031)
Received Tips for Other UGC	0.0509*** (0.0111)	0.1130** (0.0415)	0.0196*** (0.0036)	0.0664*** (0.0155)	0.0444*** (0.0101)	0.0743*** (0.0173)
Review UGC Type Dummy $\times$ Received Tips for Other UGC	-0.0019*** (0.0004)	-0.0015* (0.0007)	-0.0008*** (0.0002)	-0.0030*** (0.0006)	-0.0020*** (0.0004)	-0.0033*** (0.0007)
Reply UGC Type Dummy $\times$ Received Tips for Other UGC	0.0025*** (0.0007)	0.0110** (0.0037)	0.0017*** (0.0004)	0.0072*** (0.0018)	0.0048*** (0.0012)	0.0081*** (0.0020)
Received Likes for Other UGC	0.0917*** (0.0026)	0.0658*** (0.0075)	0.0382*** (0.0010)	0.1446*** (0.0042)	0.0964*** (0.0028)	0.1606*** (0.0047)
Review UGC Type Dummy $\times$ Received Likes for Other UGC	-0.0065*** (0.0002)	-0.0038*** (0.0003)	-0.0028*** (0.0001)	-0.0104*** (0.0003)	-0.0070*** (0.0002)	-0.0116*** (0.0003)
Reply UGC Type Dummy $\times$ Received Likes for Other UGC	-0.0028*** (0.0005)	-0.0104*** (0.0016)	0.0000 (0.0003)	0.0014 (0.0011)	0.0011 (0.0007)	0.0017 (0.0012)
Received Compensation for Other UGC	-0.0035*** (0.0006)	-0.0110*** (0.0023)	-0.0021*** (0.0003)	-0.0085*** (0.0013)	-0.0056*** (0.0009)	-0.0095*** (0.0015)
Review UGC Type Dummy $\times$ Received Compensation for Other UGC	-0.0019*** (0.0004)	-0.0036*** (0.0006)	-0.0002 (0.0002)	-0.0013** (0.0005)	-0.0007 (0.0004)	-0.0014** (0.0006)
Received Badge for Other UGC	-0.0056*** (0.0010)	-0.0072* (0.0034)	-0.0034*** (0.0006)	-0.0136*** (0.0024)	-0.0092*** (0.0016)	-0.0152*** (0.0027)
Review UGC Type Dummy $\times$ Received Badge for Other UGC	-0.0091*** (0.0007)	-0.0169*** (0.0019)	-0.0034*** (0.0004)	-0.0161*** (0.0014)	-0.0105*** (0.0009)	-0.0178*** (0.0015)

Standard errors in parentheses

The dependent and independent variables are in logarithmic form.

\*  $p < 0.05$ , \*\*  $p < 0.01$ , \*\*\*  $p < 0.001$

**Table D-1: Heterogeneous Effects of Rewards on Top Contributors vs. Casual Users (Cont. 1)**

	(i) Quantity	(ii) Timeliness	(iii)	(iv)	(v) Quality	(vi)
			Length	Complexity	Informativeness	Politeness
Top Contributors $\times$ ...						
...Tips	-0.0175 (0.0150)	0.1111* (0.0556)	-0.0184*** (0.0049)	-0.0477** (0.0194)	-0.0326** (0.0128)	-0.0528** (0.0217)
... Compensation	0.0452** (0.0170)	-0.0920** (0.0391)	0.0490*** (0.0131)	0.0624** (0.0215)	0.0417** (0.0142)	0.0717*** (0.0239)
... Likes	-0.0030 (0.0046)	-0.0132 (0.0146)	-0.0096*** (0.0016)	-0.0430*** (0.0059)	-0.0288*** (0.0039)	-0.0477*** (0.0065)
... Badge	-0.1600*** (0.0106)	-0.1331*** (0.0218)	-0.0277*** (0.0032)	-0.1257*** (0.0132)	-0.0833*** (0.0087)	-0.1388*** (0.0146)
... Review UGC Type Dummy $\times$ Tips	0.0062 (0.0041)	-0.0218 (0.0222)	0.0087 (0.0046)	0.0068 (0.0075)	0.0048 (0.0050)	0.0083 (0.0084)
... Review UGC Type Dummy $\times$ Likes	-0.0366*** (0.0034)	-0.0702*** (0.0141)	-0.0134*** (0.0032)	-0.0447*** (0.0057)	-0.0301*** (0.0038)	-0.0502*** (0.0063)
... Review UGC Type Dummy $\times$ Compensation	-0.0376** (0.0167)	0.0434 (0.0444)	-0.0420*** (0.0136)	-0.0293 (0.0217)	-0.0189 (0.0144)	-0.0344 (0.0241)
... Review UGC Type Dummy $\times$ Badge	0.1170*** (0.0215)	0.1479* (0.0744)	0.0210 (0.0134)	0.0836** (0.0356)	0.0570** (0.0238)	0.0930** (0.0395)
... Reply UGC Type Dummy $\times$ Tips	0.0259*** (0.0069)	0.0760*** (0.0236)	-0.0027 (0.0026)	-0.0244** (0.0099)	-0.0170** (0.0066)	-0.0268** (0.0110)
... Reply UGC Type Dummy $\times$ Likes	0.1250*** (0.0045)	0.1801*** (0.0175)	0.0358*** (0.0017)	0.1597*** (0.0067)	0.1046*** (0.0045)	0.1769*** (0.0075)
... Received Tips for Other UGC	-0.0277 (0.0164)	0.1012 (0.0615)	-0.0231*** (0.0052)	-0.0708*** (0.0213)	-0.0481*** (0.0140)	-0.0780*** (0.0238)
... Review UGC Type Dummy $\times$ Received Tips for Other UGC	0.0007 (0.0006)	0.0010 (0.0013)	0.0004 (0.0003)	0.0016 (0.0011)	0.0011 (0.0007)	0.0019 (0.0012)
... Reply UGC Type Dummy $\times$ Received Tips for Other UGC	0.0108** (0.0042)	0.0392** (0.0134)	0.0051*** (0.0013)	0.0259*** (0.0066)	0.0178*** (0.0045)	0.0292*** (0.0074)
... Received Likes for Other UGC	-0.0500*** (0.0077)	-0.1032*** (0.0279)	-0.0291*** (0.0025)	-0.1313*** (0.0102)	-0.0880*** (0.0068)	-0.1456*** (0.0113)
... Review UGC Type Dummy $\times$ Received Likes for other UGC	-0.0034*** (0.0004)	0.0009 (0.0010)	-0.0007*** (0.0002)	-0.0017** (0.0006)	-0.0012*** (0.0004)	-0.0019** (0.0007)
... Reply UGC Type Dummy $\times$ Received Likes For Other UGC	0.0292*** (0.0028)	0.0055 (0.0093)	0.0170*** (0.0012)	0.0734*** (0.0054)	0.0494*** (0.0036)	0.0817*** (0.0060)
... Received Compensation for Other UGC	-0.0074 (0.0063)	-0.0833** (0.0295)	0.0018 (0.0020)	-0.0003 (0.0089)	0.0011 (0.0057)	-0.0004 (0.0100)
... Review UGC Type Dummy $\times$ Received Compensation for Other UGC	-0.0003 (0.0011)	-0.0043 (0.0033)	-0.0002 (0.0005)	-0.0019 (0.0017)	-0.0011 (0.0011)	-0.0022 (0.0019)
... Received Badge for Other UGC	-0.0989*** (0.0066)	-0.0882*** (0.0167)	-0.0191*** (0.0026)	-0.0872*** (0.0101)	-0.0573*** (0.0067)	-0.0962*** (0.0112)
... Review UGC Type Dummy $\times$ Received Badge For Other UGC	-0.0598*** (0.0041)	-0.0453*** (0.0089)	-0.0129*** (0.0017)	-0.0529*** (0.0059)	-0.0354*** (0.0039)	-0.0583*** (0.0065)

Standard errors in parentheses

The dependent and independent variables are in logarithmic form.

\*  $p < 0.05$ , \*\*  $p < 0.01$ , \*\*\*  $p < 0.001$

**Table D-1: Heterogeneous Effects of Rewards on Top Contributors vs. Casual Users (Cont. 2)**

	(i) Quantity	(ii) Timeliness	(iii)	(iv)	(v) Quality	(vi)
			Length	Complexity	Informativeness	Politeness
If Ever Wrote Post of UGC Type $j$ Dummy	0.0067*** (0.0004)	0.0093*** (0.0012)	0.0028*** (0.0002)	0.0111*** (0.0007)	0.0074*** (0.0004)	0.0124*** (0.0007)
Review UGC Type Dummy $\times$ If Ever Wrote Post of UGC Type $j$ Dummy	-0.0020 (0.0011)	-0.0027 (0.0040)	-0.0021*** (0.0005)	-0.0058** (0.0020)	-0.0041*** (0.0013)	-0.0066*** (0.0022)
Reply UGC Type Dummy $\times$ If Ever Wrote Post of UGC Type $j$ Dummy	-0.0099*** (0.0006)	-0.0253*** (0.0018)	-0.0041*** (0.0002)	-0.0200*** (0.0010)	-0.0131*** (0.0007)	-0.0221*** (0.0011)
Number of Days Since $i$ 's Last Post of UGC Type $j$	-0.0340*** (0.0005)	-0.0387*** (0.0009)	-0.0140*** (0.0002)	-0.0621*** (0.0009)	-0.0412*** (0.0006)	-0.0688*** (0.0010)
Number of Days Since $i$ 's Last Post of UGC Type $j$ Squared	0.0023*** (0.0000)	0.0026*** (0.0001)	0.0010*** (0.0000)	0.0042*** (0.0001)	0.0028*** (0.0000)	0.0047*** (0.0001)
Review UGC Type Dummy $\times$ Number of Days Since $i$ 's Last Post of UGC Type $j$	-0.0121*** (0.0004)	-0.0240*** (0.0008)	-0.0050*** (0.0002)	-0.0236*** (0.0006)	-0.0156*** (0.0004)	-0.0261*** (0.0007)
Review UGC Type Dummy $\times$ Number of Days Since $i$ 's Last Post of UGC Type $j$ Squared	0.0009*** (0.0000)	0.0018*** (0.0001)	0.0004*** (0.0000)	0.0018*** (0.0000)	0.0012*** (0.0000)	0.0020*** (0.0000)
Reply UGC Type Dummy $\times$ Number of Days Since $i$ 's Last Post of UGC Type $j$	-0.0312*** (0.0007)	-0.0576*** (0.0018)	-0.0138*** (0.0003)	-0.0616*** (0.0012)	-0.0409*** (0.0008)	-0.0684*** (0.0013)
Reply UGC Type Dummy $\times$ Number of Days Since $i$ 's Last Post of UGC Type $j$ Squared	0.0025*** (0.0001)	0.0045*** (0.0001)	0.0011*** (0.0000)	0.0050*** (0.0001)	0.0033*** (0.0001)	0.0055*** (0.0001)
Number of Posts of UGC Type $j$ Made	0.0015*** (0.0002)	0.0037*** (0.0008)	0.0003*** (0.0001)	0.0031*** (0.0004)	0.0020*** (0.0003)	0.0034*** (0.0004)
Review UGC Type Dummy $\times$ Number of Posts of UGC Type $j$ Made	0.0014 (0.0011)	0.0141*** (0.0040)	0.0009** (0.0004)	0.0031 (0.0017)	0.0020 (0.0011)	0.0035 (0.0019)
Reply UGC Type Dummy $\times$ Number of Posts of UGC Type $j$ Made	0.0013*** (0.0003)	0.0046*** (0.0009)	0.0009*** (0.0001)	0.0037*** (0.0005)	0.0023*** (0.0003)	0.0041*** (0.0005)
If Wrote Post of UGC Type $j$ at $t$ Dummy		1.1224*** (0.0129)	0.9444*** (0.0048)	2.6919*** (0.0028)	1.7426*** (0.0019)	2.9481*** (0.0030)
Review UGC Type Dummy $\times$ If Wrote Post of UGC Type $j$ at $t$ Dummy		5.0368*** (0.0489)	2.1608*** (0.0322)	2.7692*** (0.0094)	1.8134*** (0.0075)	3.0947*** (0.0091)
Reply UGC Type Dummy $\times$ If Wrote Post of UGC Type $j$ at $t$ Dummy		1.5898*** (0.0145)	0.6394*** (0.0025)	2.4262*** (0.0076)	1.5643*** (0.0051)	2.6713*** (0.0085)
Number of Written Posts of UGC Type $j$ During 3 Days Prior	0.0194*** (0.0025)	0.0278*** (0.0058)	0.0046*** (0.0011)	0.0237*** (0.0040)	0.0157*** (0.0027)	0.0261*** (0.0044)
Review UGC Type Dummy $\times$ Number of Written Posts of UGC Type $j$ During 3 Days Prior	-0.0111 (0.0075)	-0.0033 (0.0215)	0.0024 (0.0042)	-0.0025 (0.0118)	-0.0002 (0.0079)	-0.0026 (0.0132)
Reply UGC Type Dummy $\times$ Number of Written Posts of UGC Type $j$ During 3 Days Prior	0.0332*** (0.0031)	0.0669*** (0.0081)	0.0075*** (0.0011)	0.0314*** (0.0044)	0.0202*** (0.0029)	0.0345*** (0.0049)
If Wrote Post of UGC Type $j$ During 3 Days Prior	-0.0086*** (0.0018)	-0.0105** (0.0041)	-0.0018** (0.0008)	-0.0096*** (0.0029)	-0.0064*** (0.0020)	-0.0106*** (0.0032)
Review UGC Type Dummy $\times$ If Wrote Post of UGC Type $j$ During 3 Days Prior	0.0081 (0.0055)	0.0005 (0.0159)	-0.0032 (0.0033)	-0.0006 (0.0090)	-0.0013 (0.0060)	-0.0008 (0.0101)
Reply UGC Type Dummy $\times$ If Wrote Post of UGC Type $j$ During 3 Days Prior	-0.0332*** (0.0027)	-0.0676*** (0.0076)	-0.0053*** (0.0009)	-0.0226*** (0.0036)	-0.0144*** (0.0024)	-0.0248*** (0.0040)
Number of Written Posts of UGC Type $j$ During 365 Days Prior	0.0023*** (0.0001)	0.0058*** (0.0004)	0.0005*** (0.0000)	0.0028*** (0.0002)	0.0018*** (0.0001)	0.0031*** (0.0002)
Review UGC Type Dummy $\times$ Number of Written Posts of UGC Type $j$ During 365 Days Prior	-0.0045*** (0.0006)	-0.0046** (0.0016)	-0.0018*** (0.0002)	-0.0062*** (0.0009)	-0.0040*** (0.0006)	-0.0069*** (0.0010)
Reply UGC Type Dummy $\times$ Number of Written Posts of UGC Type $j$ During 365 Days Prior	0.0015*** (0.0001)	-0.0011* (0.0005)	0.0013*** (0.0001)	0.0052*** (0.0002)	0.0035*** (0.0002)	0.0058*** (0.0003)

Standard errors in parentheses

The dependent and independent variables are in logarithmic form.

\*  $p < 0.05$ , \*\*  $p < 0.01$ , \*\*\*  $p < 0.001$

**Table D-1: Heterogeneous Effects of Rewards on Top Contributors vs. Casual Users (Cont. 3)**

	(i) Quantity	(ii) Timeliness	(iii)	(iv)	(v) Quality	(vi)
			Length	Complexity	Informativeness	Politeness
1 Thread Badge Earned	0.0010 (0.0046)	-0.0144 (0.0154)	-0.0021 (0.0021)	-0.0006 (0.0085)	0.0003 (0.0057)	-0.0010 (0.0095)
2 Thread Badges Earned	0.0133** (0.0057)	-0.0236 (0.0216)	-0.0020 (0.0027)	0.0096 (0.0108)	0.0072 (0.0071)	0.0104 (0.0120)
3 Thread Badges Earned	0.0039 (0.0173)	-0.0404 (0.0645)	-0.0012 (0.0095)	0.0042 (0.0318)	0.0016 (0.0209)	0.0040 (0.0353)
4+ Thread Badges Earned	0.0424*** (0.0111)	0.0247 (0.0301)	-0.0170 (0.0154)	0.0125 (0.0312)	0.0089 (0.0209)	0.0116 (0.0354)
Number of Posts Needed To Next Thread Badge	-0.0023 (0.0056)	-0.0236 (0.0187)	-0.0050* (0.0025)	-0.0097 (0.0100)	-0.0052 (0.0067)	-0.0113 (0.0111)
Number of Posts Needed To Next Thread Badge Squared	0.0019 (0.0022)	0.0116 (0.0074)	0.0023** (0.0009)	0.0054 (0.0038)	0.0031 (0.0025)	0.0062 (0.0042)
Number of Posts Needed To Next Thread Badge Cubic	-0.0004 (0.0003)	-0.0018* (0.0009)	-0.0003*** (0.0001)	-0.0008* (0.0004)	-0.0005 (0.0003)	-0.0009 (0.0005)
1 Thread Badge Earned $\times$ Number of Posts Needed To Next Thread Badge	0.0082 (0.0072)	0.0275 (0.0242)	0.0080** (0.0032)	0.0174 (0.0131)	0.0107 (0.0087)	0.0198 (0.0145)
1 Thread Badge Earned $\times$ Number of Posts Needed To Next Thread Badge Squared	-0.0024 (0.0030)	-0.0090 (0.0098)	-0.0032** (0.0013)	-0.0064 (0.0054)	-0.0040 (0.0036)	-0.0073 (0.0060)
1 Thread Badge Earned $\times$ Number of Posts Needed To Next Thread Badge Cubic	0.0002 (0.0004)	0.0011 (0.0012)	0.0004* (0.0002)	0.0007 (0.0006)	0.0004 (0.0004)	0.0008 (0.0007)
2 Thread Badges Earned $\times$ Number of Posts Needed To Next Thread Badge	0.0051 (0.0113)	-0.0214 (0.0571)	0.0107* (0.0054)	0.0214 (0.0215)	0.0127 (0.0143)	0.0241 (0.0239)
2 Thread Badges Earned $\times$ Number of Posts Needed To Next Thread Badge Squared	-0.0004 (0.0048)	0.0140 (0.0243)	-0.0037 (0.0023)	-0.0068 (0.0092)	-0.0040 (0.0061)	-0.0076 (0.0102)
2 Thread Badges Earned $\times$ Number of Posts Needed To Next Thread Badge Cubic	0.0000 (0.0005)	-0.0013 (0.0027)	0.0004 (0.0003)	0.0007 (0.0010)	0.0004 (0.0007)	0.0008 (0.0012)
3 Thread Badges Earned $\times$ Number of Posts Needed To Next Thread Badge	0.0678*** (0.0212)	0.0637 (0.0949)	0.0231* (0.0113)	0.1008** (0.0409)	0.0600* (0.0271)	0.1115** (0.0453)
3 Thread Badges Earned $\times$ Number of Posts Needed To Next Thread Badge Squared	-0.0239** (0.0081)	-0.0163 (0.0393)	-0.0080 (0.0042)	-0.0367** (0.0154)	-0.0212* (0.0102)	-0.0405** (0.0170)
3 Thread Badges Earned $\times$ Number of Posts Needed To Next Thread Badge Cubic	0.0023** (0.0008)	0.0015 (0.0043)	0.0008* (0.0004)	0.0037** (0.0016)	0.0021 (0.0011)	0.0041** (0.0018)
4+ Thread Badges Earned $\times$ Number of Posts Needed To Next Thread Badge	0.0011 (0.0176)	-0.0088 (0.0385)	0.0278** (0.0121)	0.0416 (0.0350)	0.0249 (0.0241)	0.0476 (0.0387)
4+ Thread Badges Earned $\times$ Number of Posts Needed To Next Thread Badge Squared	-0.0016 (0.0073)	-0.0019 (0.0145)	-0.0082 (0.0044)	-0.0160 (0.0157)	-0.0098 (0.0107)	-0.0182 (0.0174)
4+ Thread Badges Earned $\times$ Number of Posts Needed To Next Thread Badge Cubic	0.0004 (0.0008)	0.0012 (0.0015)	0.0008 (0.0005)	0.0019 (0.0018)	0.0012 (0.0012)	0.0022 (0.0020)

Standard errors in parentheses

The dependent and independent variables are in logarithmic form.

\*  $p < 0.05$ , \*\*  $p < 0.01$ , \*\*\*  $p < 0.001$

**Table D-1: Heterogeneous Effects of Rewards on Top Contributors vs. Casual Users (Cont. 4)**

	(i)	(ii)	(iii)	(iv)	(v)	(vi)
	Quantity	Timeliness	Quality			
			Length	Complexity	Informativeness	Politeness
1 Review Badge Earned	0.0048 (0.0075)	-0.0098 (0.0306)	0.0002 (0.0038)	0.0082 (0.0145)	0.0067 (0.0097)	0.0089 (0.0166)
2 Review Badges Earned	-0.0126 (0.0118)	-0.0309 (0.0441)	-0.0036 (0.0048)	-0.0345 (0.0249)	-0.0234 (0.0172)	-0.0378 (0.0278)
3 Review Badges Earned	0.0431*** (0.0099)	-0.1227*** (0.0364)	-0.0010 (0.0046)	0.0138 (0.0156)	0.0070 (0.0107)	0.0134 (0.0178)
4+ Review Badges Earned	0.0628*** (0.0184)	0.1798 (0.1355)	0.0674** (0.0281)	0.2057** (0.0907)	0.1372* (0.0619)	0.2289** (0.0976)
Number of Posts Needed To Next Review Badge	0.0029 (0.0129)	-0.0304 (0.0541)	-0.0002 (0.0071)	0.0217 (0.0269)	0.0163 (0.0180)	0.0240 (0.0308)
Number of Posts Needed To Next Review Badge Squared	0.0005 (0.0071)	0.0277 (0.0319)	0.0011 (0.0040)	-0.0106 (0.0151)	-0.0078 (0.0101)	-0.0116 (0.0173)
Number of Posts Needed To Next Review Badge Cubic	-0.0001 (0.0011)	-0.0058 (0.0061)	-0.0002 (0.0006)	0.0019 (0.0024)	0.0014 (0.0016)	0.0021 (0.0028)
1 Review Badge Earned $\times$ Number of Posts Needed To Next Review Badge	0.0118 (0.0184)	-0.0047 (0.0654)	0.0028 (0.0099)	-0.0123 (0.0372)	-0.0117 (0.0250)	-0.0140 (0.0421)
1 Review Badge Earned $\times$ Number of Posts Needed To Next Review Badge Squared	-0.0048 (0.0107)	-0.0067 (0.0403)	-0.0016 (0.0058)	0.0092 (0.0216)	0.0078 (0.0145)	0.0104 (0.0244)
1 Review Badge Earned $\times$ Number of Posts Needed To Next Review Badge Cubic	0.0002 (0.0017)	0.0027 (0.0074)	0.0002 (0.0009)	-0.0022 (0.0034)	-0.0017 (0.0023)	-0.0024 (0.0039)
2 Review Badges Earned $\times$ Number of Posts Needed To Next Review Badge	0.0457 (0.0335)	0.2982 (0.1562)	0.0222 (0.0154)	0.0946 (0.0701)	0.0653 (0.0470)	0.1052 (0.0779)
2 Review Badges Earned $\times$ Number of Posts Needed To Next Review Badge Squared	-0.0167 (0.0207)	-0.2055* (0.1001)	-0.0117 (0.0094)	-0.0442 (0.0425)	-0.0309 (0.0285)	-0.0495 (0.0472)
2 Review Badges Earned $\times$ Number of Posts Needed To Next Review Badge Cubic	0.0016 (0.0033)	0.0342* (0.0163)	0.0016 (0.0015)	0.0057 (0.0067)	0.0040 (0.0045)	0.0064 (0.0074)
3 Review Badges Earned $\times$ Number of Posts Needed To Next Review Badge	0.0191 (0.0221)	0.0687 (0.1139)	0.0193 (0.0172)	-0.0005 (0.0796)	0.0040 (0.0546)	0.0030 (0.0897)
3 Review Badges Earned $\times$ Number of Posts Needed To Next Review Badge Squared	-0.0100 (0.0114)	-0.0431 (0.0615)	-0.0081 (0.0093)	0.0102 (0.0416)	0.0048 (0.0285)	0.0097 (0.0469)
3 Review Badges Earned $\times$ Number of Posts Needed To Next Review Badge Cubic	0.0010 (0.0016)	0.0086 (0.0092)	0.0009 (0.0013)	-0.0028 (0.0054)	-0.0017 (0.0037)	-0.0029 (0.0061)
4+ Review Badges Earned $\times$ Number of Posts Needed To Next Review Badge	-0.1156*** (0.0332)	-0.5674*** (0.1376)	-0.1473*** (0.0443)	-0.2470*** (0.0489)	-0.1814*** (0.0342)	-0.2804*** (0.0543)
4+ Review Badges Earned $\times$ Number of Posts Needed To Next Review Badge Squared	0.0365** (0.0132)	0.1817*** (0.0529)	0.0521*** (0.0159)	0.0795*** (0.0223)	0.0595*** (0.0150)	0.0907*** (0.0258)
4+ Review Badges Earned $\times$ Number of Posts Needed To Next Review Badge Cubic	-0.0033* (0.0016)	-0.0143 (0.0076)	-0.0048** (0.0017)	-0.0082** (0.0035)	-0.0061** (0.0023)	-0.0093** (0.0040)
Constant	-0.0002* (0.0001)	0.0000 (0.0003)	-0.0001*** (0.0000)	-0.0002* (0.0001)	-0.0001 (0.0001)	-0.0002 (0.0002)
Individual-Day Fixed Effects	Yes	Yes	Yes	Yes	Yes	Yes
Source of Reward Fixed Effects	Yes	Yes	Yes	Yes	Yes	Yes
Number of Observations	128,458,902	128,458,902	128,458,902	128,458,902	128,458,902	128,458,902
R <sup>2</sup>	0.18	0.21	0.54	0.49	0.48	0.49

Standard errors in parentheses

The dependent and independent variables are in logarithmic form.

\*  $p < 0.05$ , \*\*  $p < 0.01$ , \*\*\*  $p < 0.001$

**Table D-2: Heterogeneous Effects of Rewards on Original vs. Reactive Content Creators**

	(i) Quantity	(ii) Timeliness	(iii)	(iv)	(v) Quality	(vi)
			Length	Complexity	Informativeness	Politeness
Review UGC Type Dummy	0.0228* (0.0111)	0.0385 (0.0334)	0.0077 (0.0047)	0.0415* (0.0202)	0.0272* (0.0135)	0.0455* (0.0227)
Reply UGC Type Dummy	0.0723*** (0.0051)	0.1222*** (0.0159)	0.0301*** (0.0023)	0.1434*** (0.0097)	0.0967*** (0.0065)	0.1587*** (0.0108)
Tips	0.0307** (0.0121)	0.0828 (0.0576)	0.0035 (0.0049)	0.0331 (0.0185)	0.0225 (0.0124)	0.0370 (0.0206)
Likes	0.0587*** (0.0052)	0.0801*** (0.0089)	0.0129*** (0.0017)	0.0800*** (0.0075)	0.0537*** (0.0050)	0.0886*** (0.0083)
Compensation	-0.0470*** (0.0104)	-0.1097*** (0.0292)	-0.0271* (0.0124)	-0.0332 (0.0193)	-0.0242 (0.0127)	-0.0370 (0.0213)
Badge	0.0041 (0.0027)	0.0056 (0.0088)	-0.0022 (0.0018)	-0.0067 (0.0064)	-0.0044 (0.0043)	-0.0075 (0.0071)
Review UGC Type Dummy $\times$ Tips	0.0121*** (0.0028)	-0.0665*** (0.0151)	0.0170*** (0.0030)	0.0195*** (0.0050)	0.0131*** (0.0033)	0.0226*** (0.0056)
Review UGC Type Dummy $\times$ Likes	0.0466*** (0.0028)	0.1486*** (0.0079)	0.0113*** (0.0021)	0.0843*** (0.0046)	0.0557*** (0.0031)	0.0932*** (0.0052)
Review UGC Type Dummy $\times$ Compensation	0.0073 (0.0107)	-0.2267*** (0.0322)	0.0608*** (0.0125)	-0.0055 (0.0197)	-0.0012 (0.0130)	-0.0038 (0.0217)
Review UGC Type Dummy $\times$ Badge	0.0000 (0.0111)	-0.0817 (0.0511)	0.0103 (0.0086)	0.0203 (0.0215)	0.0145 (0.0145)	0.0239 (0.0240)
Reply UGC Type Dummy $\times$ Tips	0.0319*** (0.0040)	0.0686*** (0.0123)	0.0101*** (0.0018)	0.0381*** (0.0068)	0.0255*** (0.0044)	0.0422*** (0.0075)
Reply UGC Type Dummy $\times$ Likes	0.0415*** (0.0036)	-0.0006 (0.0104)	0.0236*** (0.0014)	0.0620*** (0.0062)	0.0411*** (0.0042)	0.0693*** (0.0069)
Received Tips for Other UGC	0.0395*** (0.0131)	0.1126 (0.0587)	0.0060 (0.0050)	0.0372 (0.0197)	0.0253 (0.0131)	0.0414 (0.0218)
Review UGC Type Dummy $\times$ Received Tips for Other UGC	-0.0039*** (0.0006)	-0.0030** (0.0013)	-0.0015*** (0.0003)	-0.0060*** (0.0012)	-0.0040*** (0.0008)	-0.0066*** (0.0013)
Reply UGC Type Dummy $\times$ Received Tips for Other UGC	0.0060*** (0.0014)	0.0090 (0.0046)	0.0030*** (0.0007)	0.0121*** (0.0029)	0.0082*** (0.0019)	0.0136*** (0.0032)
Received Likes for Other UGC	0.1397*** (0.0066)	0.1239*** (0.0121)	0.0543*** (0.0022)	0.2156*** (0.0096)	0.1437*** (0.0063)	0.2396*** (0.0106)
Review UGC Type Dummy $\times$ Received Likes for Other UGC	-0.0162*** (0.0006)	-0.0101*** (0.0013)	-0.0068*** (0.0002)	-0.0266*** (0.0011)	-0.0177*** (0.0007)	-0.0296*** (0.0012)
Reply UGC Type Dummy $\times$ Received Likes for Other UGC	-0.0034*** (0.0009)	-0.0151*** (0.0034)	-0.0011** (0.0004)	-0.0008 (0.0017)	-0.0003 (0.0011)	-0.0007 (0.0019)
Received Compensation for Other UGC	-0.0057*** (0.0016)	-0.0263** (0.0089)	-0.0039*** (0.0007)	-0.0137*** (0.0031)	-0.0091*** (0.0021)	-0.0153*** (0.0035)
Review UGC Type Dummy $\times$ Received Compensation for Other UGC	0.0002 (0.0009)	-0.0049* (0.0025)	0.0011** (0.0004)	0.0039** (0.0014)	0.0029*** (0.0009)	0.0044** (0.0015)
Received Badge for Other UGC	-0.0035** (0.0013)	0.0030 (0.0043)	-0.0021** (0.0008)	-0.0060 (0.0031)	-0.0043* (0.0021)	-0.0068* (0.0034)
Review UGC Type Dummy $\times$ Received Badge for Other UGC	-0.0055*** (0.0009)	-0.0063** (0.0026)	-0.0026*** (0.0006)	-0.0118*** (0.0020)	-0.0077*** (0.0013)	-0.0131*** (0.0022)

Standard errors in parentheses

The dependent and independent variables are in logarithmic form.

\*  $p < 0.05$ , \*\*  $p < 0.01$ , \*\*\*  $p < 0.001$

**Table D-2: Heterogeneous Effects of Rewards on Original vs. Reactive Content Creators (Cont. 1)**

	(i) Quantity	(ii) Timeliness	(iii)	(iv)	(v) Quality	(vi)
			Length	Complexity	Informativeness	Politeness
Original Content Creators $\times$ ...						
... Tips	0.0218*** (0.0026)	0.0314*** (0.0060)	0.0052*** (0.0011)	0.0265*** (0.0042)	0.0175*** (0.0028)	0.0292*** (0.0046)
... Likes	-0.0007 (0.0015)	-0.0069 (0.0061)	-0.0004 (0.0007)	0.0012 (0.0030)	0.0009 (0.0020)	0.0013 (0.0034)
... Compensation	0.0455*** (0.0032)	0.0848*** (0.0085)	0.0116*** (0.0011)	0.0497*** (0.0046)	0.0323*** (0.0031)	0.0548*** (0.0051)
... Badge	0.0009 (0.0023)	0.0100 (0.0075)	0.0021* (0.0010)	0.0046 (0.0040)	0.0026 (0.0027)	0.0054 (0.0044)
... Review UGC Type Dummy $\times$ Tips	0.0086 (0.0056)	0.0017 (0.0156)	-0.0032 (0.0033)	-0.0002 (0.0093)	-0.0011 (0.0062)	-0.0004 (0.0104)
... Review UGC Type Dummy $\times$ Likes	0.0020 (0.0059)	-0.0415 (0.0236)	-0.0058* (0.0029)	-0.0078 (0.0116)	-0.0043 (0.0077)	-0.0089 (0.0129)
... Review UGC Type Dummy $\times$ Compensation	0.0031*** (0.0001)	0.0014*** (0.0004)	0.0019*** (0.0001)	0.0077*** (0.0003)	0.0052*** (0.0002)	0.0086*** (0.0003)
... Review UGC Type Dummy $\times$ Badge	0.0041 (0.0173)	-0.0308 (0.0526)	0.0006 (0.0077)	0.0251 (0.0331)	0.0186 (0.0222)	0.0277 (0.0374)
... Reply UGC Type Dummy $\times$ Tips	0.0017*** (0.0001)	0.0047*** (0.0004)	0.0003*** (0.0000)	0.0018*** (0.0002)	0.0012*** (0.0001)	0.0020*** (0.0002)
... Reply UGC Type Dummy $\times$ Likes	0.0298** (0.0114)	0.0035 (0.0355)	-0.0214 (0.0180)	-0.0068 (0.0399)	-0.0038 (0.0267)	-0.0098 (0.0454)
... Received Tips for Other UGC	-0.0180 (0.0148)	-0.0395 (0.0407)	-0.0051 (0.0056)	-0.0414 (0.0297)	-0.0279 (0.0205)	-0.0454 (0.0330)
... Review UGC Type Dummy $\times$ Received Tips for Other UGC	-0.0021 (0.0031)	-0.0089 (0.0099)	-0.0031** (0.0013)	-0.0065 (0.0055)	-0.0040 (0.0037)	-0.0074 (0.0061)
... Reply UGC Type Dummy $\times$ Received Tips for Other UGC	-0.0014 (0.0140)	-0.0365 (0.0658)	0.0091 (0.0062)	0.0138 (0.0270)	0.0078 (0.0180)	0.0157 (0.0300)
... Received Likes for Other UGC	-0.0212** (0.0092)	-0.0118 (0.0412)	-0.0070 (0.0040)	-0.0325* (0.0161)	-0.0185 (0.0109)	-0.0359* (0.0178)
... Review UGC Type Dummy $\times$ Received Likes for other UGC	-0.0107 (0.0184)	-0.0252 (0.0511)	0.0237* (0.0118)	0.0240 (0.0394)	0.0132 (0.0276)	0.0282 (0.0436)
... Reply UGC Type Dummy $\times$ Received Likes for other UGC	-0.0002 (0.0007)	0.0003 (0.0019)	0.0006 (0.0004)	0.0010 (0.0017)	0.0006 (0.0012)	0.0011 (0.0019)
... Received Compensation for Other UGC	0.0221 (0.0283)	0.1096 (0.1411)	0.0615 (0.0324)	0.1734** (0.0711)	0.1162** (0.0494)	0.1934** (0.0763)
... Review UGC Type Dummy $\times$ Received Compensation for Other UGC	-0.0003 (0.0006)	-0.0020 (0.0030)	0.0003 (0.0003)	0.0004 (0.0013)	0.0002 (0.0008)	0.0005 (0.0014)
... Received Badge for Other UGC	-0.0106 (0.0139)	-0.0155 (0.0389)	-0.0031 (0.0066)	0.0023 (0.0270)	0.0033 (0.0182)	0.0027 (0.0303)
... Review UGC Type Dummy $\times$ Received Badge for other UGC	0.0732 (0.0390)	0.3431* (0.1562)	0.0294 (0.0184)	0.1270 (0.0844)	0.0866 (0.0567)	0.1411 (0.0937)

Standard errors in parentheses

The dependent and independent variables are in logarithmic form.

\*  $p < 0.05$ , \*\*  $p < 0.01$ , \*\*\*  $p < 0.001$



**Table D-2: Heterogeneous Effects of Rewards on Original vs. Reactive Content Creators (Cont. 2)**

	(i) Quantity	(ii) Timeliness	(iii)	(iv)	(v) Quality	(vi)
			Length	Complexity	Informativeness	Politeness
Reactive Content Creators $\times$ ...						
... Tips	-0.0120 (0.0076)	-0.0053 (0.0210)	0.0025 (0.0042)	-0.0029 (0.0123)	-0.0005 (0.0081)	-0.0030 (0.0137)
... Likes	-0.0015 (0.0048)	-0.0174 (0.0152)	-0.0032 (0.0022)	-0.0053 (0.0090)	-0.0029 (0.0060)	-0.0063 (0.0100)
... Compensation	-0.0090*** (0.0018)	-0.0111** (0.0042)	-0.0018** (0.0008)	-0.0098*** (0.0030)	-0.0065*** (0.0020)	-0.0108*** (0.0033)
... Badge	-0.0001 (0.0003)	-0.0014 (0.0009)	-0.0002* (0.0001)	-0.0005 (0.0005)	-0.0003 (0.0003)	-0.0006 (0.0005)
... Review UGC Type Dummy $\times$ Tips	-0.0405*** (0.0028)	-0.0783*** (0.0079)	-0.0077*** (0.0009)	-0.0333*** (0.0038)	-0.0214*** (0.0025)	-0.0367*** (0.0042)
... Review UGC Type Dummy $\times$ Likes	-0.0158 (0.0170)	-0.0712 (0.0642)	-0.0080 (0.0094)	-0.0266 (0.0314)	-0.0187 (0.0207)	-0.0302 (0.0349)
... Review UGC Type Dummy $\times$ Compensation	-0.0014 (0.0059)	-0.0216 (0.0189)	-0.0049 (0.0026)	-0.0098 (0.0106)	-0.0054 (0.0071)	-0.0115 (0.0118)
... Review UGC Type Dummy $\times$ Badge	0.0026 (0.0096)	0.0320 (0.0313)	0.0015 (0.0043)	-0.0088 (0.0186)	-0.0067 (0.0124)	-0.0097 (0.0210)
... Reply UGC Type Dummy $\times$ Tips	-0.0048*** (0.0007)	-0.0051*** (0.0016)	-0.0018*** (0.0003)	-0.0061*** (0.0011)	-0.0039*** (0.0007)	-0.0067*** (0.0012)
... Reply UGC Type Dummy $\times$ Likes	0.0063 (0.0097)	-0.0089 (0.0301)	0.0009 (0.0041)	0.0113 (0.0179)	0.0087 (0.0120)	0.0123 (0.0201)
... Received Tips for Other UGC	0.0328*** (0.0104)	-0.1321*** (0.0368)	-0.0060 (0.0058)	-0.0080 (0.0209)	-0.0076 (0.0145)	-0.0110 (0.0236)
... Review UGC Type Dummy $\times$ Received Tip for other UGC	0.0002 (0.0004)	0.0011 (0.0012)	0.0004* (0.0002)	0.0007 (0.0007)	0.0004 (0.0004)	0.0008 (0.0007)
... Reply UGC Type Dummy $\times$ Received Tips for Other UGC	0.0019 (0.0059)	0.0197 (0.0279)	-0.0033 (0.0026)	-0.0045 (0.0114)	-0.0026 (0.0076)	-0.0051 (0.0127)
... Received Likes for Other UGC	0.0019 (0.0010)	0.0007 (0.0045)	0.0006 (0.0004)	0.0030 (0.0017)	0.0017 (0.0012)	0.0033 (0.0019)
... Review UGC Type Dummy $\times$ Received Likes for other UGC	0.0035 (0.0072)	0.0051 (0.0188)	-0.0064 (0.0043)	-0.0084 (0.0162)	-0.0048 (0.0112)	-0.0098 (0.0180)
... Reply UGC Type Dummy $\times$ Received Likes for other UGC	0.0127 (0.0240)	-0.0034 (0.0631)	0.0026 (0.0113)	-0.0129 (0.0464)	-0.0122 (0.0313)	-0.0146 (0.0521)
... Received Compensation for Other UGC	0.0063 (0.0073)	0.0253 (0.0242)	0.0075** (0.0033)	0.0155 (0.0134)	0.0095 (0.0090)	0.0178 (0.0149)
... Review UGC Type Dummy $\times$ Received Compensation for Other UGC	0.0640** (0.0231)	0.0572 (0.1004)	0.0216* (0.0105)	0.0946** (0.0417)	0.0560* (0.0280)	0.1047** (0.0462)
... Received Badge for Other UGC	0.0017 (0.0022)	0.0049 (0.0073)	0.0006 (0.0010)	-0.0003 (0.0043)	-0.0005 (0.0029)	-0.0004 (0.0048)
... Review UGC Type Dummy $\times$ Received Badge for other UGC	-0.0365 (0.0234)	-0.2373** (0.1000)	-0.0168 (0.0112)	-0.0676 (0.0506)	-0.0463 (0.0339)	-0.0754 (0.0562)

Standard errors in parentheses

The dependent and independent variables are in logarithmic form.

\*  $p < 0.05$ , \*\*  $p < 0.01$ , \*\*\*  $p < 0.001$

**Table D-2: Heterogeneous Effects of Rewards on Original vs. Reactive Content Creators (Cont. 3)**

	(i) Quantity	(ii) Timeliness	(iii)	(iv)	(v) Quality	(vi)
			Length	Complexity	Informativeness	Politeness
If Ever Wrote Post of UGC Type $j$ Dummy	0.0055*** (0.0004)	0.0076*** (0.0012)	0.0025*** (0.0002)	0.0096*** (0.0007)	0.0063*** (0.0005)	0.0107*** (0.0008)
Review UGC Type Dummy $\times$ If Ever Wrote Post of UGC Type $j$ Dummy	-0.0008 (0.0013)	-0.0012 (0.0039)	-0.0017*** (0.0005)	-0.0043 (0.0023)	-0.0031* (0.0015)	-0.0050* (0.0025)
Reply UGC Type Dummy $\times$ If Ever Wrote Post of UGC Type $j$ Dummy	-0.0112*** (0.0006)	-0.0268*** (0.0018)	-0.0045*** (0.0002)	-0.0217*** (0.0011)	-0.0142*** (0.0007)	-0.0240*** (0.0012)
Number of Days Since $i$ 's Last Post of UGC Type $j$	-0.0340*** (0.0005)	-0.0388*** (0.0009)	-0.0140*** (0.0002)	-0.0622*** (0.0009)	-0.0413*** (0.0006)	-0.0690*** (0.0010)
Number of Days Since $i$ 's Last Post of UGC Type $j$ Squared	0.0023*** (0.0000)	0.0026*** (0.0001)	0.0010*** (0.0000)	0.0042*** (0.0001)	0.0028*** (0.0000)	0.0047*** (0.0001)
Review UGC Type Dummy $\times$ Number of Days Since $i$ 's Last Post of UGC Type $j$	-0.0114*** (0.0004)	-0.0225*** (0.0008)	-0.0048*** (0.0002)	-0.0223*** (0.0006)	-0.0148*** (0.0004)	-0.0248*** (0.0006)
Review UGC Type Dummy $\times$ Number of Days Since $i$ 's Last Post of UGC Type $j$ Squared	0.0009*** (0.0000)	0.0017*** (0.0001)	0.0004*** (0.0000)	0.0017*** (0.0000)	0.0012*** (0.0000)	0.0019*** (0.0000)
Reply UGC Type Dummy $\times$ Number of Days Since $i$ 's Last Post of UGC Type $j$	-0.0284*** (0.0007)	-0.0527*** (0.0018)	-0.0128*** (0.0003)	-0.0569*** (0.0011)	-0.0378*** (0.0007)	-0.0631*** (0.0013)
Reply UGC Type Dummy $\times$ Number of Days Since $i$ 's Last Post of UGC Type $j$ Squared	0.0023*** (0.0001)	0.0042*** (0.0001)	0.0010*** (0.0000)	0.0047*** (0.0001)	0.0031*** (0.0001)	0.0052*** (0.0001)
Number of Posts of UGC Type $j$ Made	0.0028*** (0.0002)	0.0056*** (0.0009)	0.0007*** (0.0001)	0.0049*** (0.0004)	0.0032*** (0.0003)	0.0054*** (0.0005)
Review UGC Type Dummy $\times$ Number of Posts of UGC Type $j$ Made	-0.0010 (0.0012)	0.0103** (0.0040)	0.0001 (0.0004)	-0.0005 (0.0019)	-0.0004 (0.0013)	-0.0005 (0.0021)
Reply UGC Type Dummy $\times$ Number of Posts of UGC Type $j$ Made	0.0005 (0.0003)	0.0033*** (0.0009)	0.0006*** (0.0001)	0.0025*** (0.0005)	0.0016*** (0.0003)	0.0028*** (0.0005)
If Wrote Post of UGC Type $j$ at $t$ Dummy		1.1238*** (0.0129)	0.9446*** (0.0048)	2.6929*** (0.0028)	1.7433*** (0.0019)	2.9493*** (0.0030)
Review UGC Type Dummy $\times$ If Wrote Post of UGC Type $j$ at $t$ Dummy		5.0399*** (0.0494)	2.1622*** (0.0321)	2.7749*** (0.0097)	1.8172*** (0.0077)	3.1012*** (0.0094)
Reply UGC Type Dummy $\times$ If Wrote Post of UGC Type $j$ at $t$ Dummy		1.6065*** (0.0147)	0.6431*** (0.0025)	2.4428*** (0.0075)	1.5753*** (0.0050)	2.6897*** (0.0083)
Number of Written Posts of UGC Type $j$ During 3 Days Prior	0.0049 (0.0037)	0.0395** (0.0162)	0.0025 (0.0017)	0.0096 (0.0079)	0.0066 (0.0053)	0.0107 (0.0087)
Review UGC Type Dummy $\times$ Number of Written Posts of UGC Type $j$ During 3 Days Prior	-0.0239 (0.0310)	0.0019 (0.1207)	0.0072 (0.0229)	-0.0525 (0.1090)	-0.0303 (0.0739)	-0.0545 (0.1219)
Reply UGC Type Dummy $\times$ Number of Written Posts of UGC Type $j$ During 3 Days Prior	0.0084 (0.0162)	-0.0155 (0.0646)	-0.0024 (0.0121)	0.0344 (0.0563)	0.0208 (0.0382)	0.0365 (0.0630)
If Wrote Post of UGC Type $j$ During 3 Days Prior	-0.0008 (0.0022)	0.0060 (0.0094)	0.0003 (0.0016)	-0.0054 (0.0072)	-0.0034 (0.0049)	-0.0058 (0.0081)
Review UGC Type Dummy $\times$ If Wrote Post of UGC Type $j$ During 3 Days Prior	-0.2539*** (0.0739)	-0.7806*** (0.1722)	-0.1933*** (0.0585)	-0.4323*** (0.0747)	-0.3051*** (0.0502)	-0.4865*** (0.0862)
Reply UGC Type Dummy $\times$ If Wrote Post of UGC Type $j$ During 3 Days Prior	0.0976** (0.0339)	0.2760*** (0.0785)	0.0715*** (0.0226)	0.1589*** (0.0477)	0.1125*** (0.0319)	0.1790*** (0.0541)
Review UGC Type Dummy $\times$ Number of Written Posts of UGC Type $j$ During 365 Days Prior	-0.0118 (0.0222)	-0.3385** (0.1143)	-0.0259 (0.0173)	-0.1547** (0.0649)	-0.0959* (0.0435)	-0.1721** (0.0721)
Reply UGC Type Dummy $\times$ Number of Written Posts of UGC Type $j$ During 365 Days Prior	0.0381** (0.0169)	0.1836** (0.0713)	0.0108 (0.0060)	0.0443 (0.0230)	0.0283 (0.0153)	0.0500 (0.0256)
Number of Written Posts of UGC Type $j$ During 365 Days Prior	-0.0095** (0.0039)	-0.0239** (0.0104)	-0.0068** (0.0025)	-0.0162** (0.0065)	-0.0115** (0.0043)	-0.0183** (0.0073)

Standard errors in parentheses

The dependent and independent variables are in logarithmic form.

\*  $p < 0.05$ , \*\*  $p < 0.01$ , \*\*\*  $p < 0.001$

**Table D-2: Heterogeneous Effects of Rewards on Original vs. Reactive Content Creators (Cont. 4)**

	(i) Quantity	(ii) Timeliness	(iii)	(iv)	(v) Quality	(vi)
			Length	Complexity	Informativeness	Politeness
1 Thread Badge Earned	-0.0623 (0.0426)	0.1322 (0.0729)	-0.2341* (0.1131)	-0.0414 (0.1241)	-0.0259 (0.0751)	-0.0446 (0.1394)
2 Thread Badges Earned	-0.0493** (0.0166)	0.0704 (0.0466)	-0.0277 (0.0146)	-0.0367 (0.0239)	-0.0256 (0.0159)	-0.0411 (0.0265)
3 Thread Badges Earned	0.1581*** (0.0266)	-0.2670** (0.1142)	-0.0526** (0.0214)	-0.2229*** (0.0713)	-0.1452*** (0.0478)	-0.2473*** (0.0797)
4+ Thread Badges Earned	-0.1255*** (0.0069)	-0.1435*** (0.0156)	-0.0239*** (0.0026)	-0.1168*** (0.0102)	-0.0772*** (0.0067)	-0.1286*** (0.0113)
Number of Posts Needed To Next Thread Badge	0.0966** (0.0388)	0.0956 (0.0648)	0.2173 (0.1123)	0.0836 (0.1204)	0.0526 (0.0722)	0.0895 (0.1354)
Number of Posts Needed To Next Thread Badge Squared	0.0469** (0.0166)	-0.0386 (0.0378)	0.0223 (0.0141)	0.0389 (0.0226)	0.0273 (0.0149)	0.0436 (0.0250)
Number of Posts Needed To Next Thread Badge Cubic	0.0017 (0.0141)	0.1580 (0.0875)	-0.0093 (0.0107)	-0.0103 (0.0368)	-0.0081 (0.0254)	-0.0116 (0.0411)
1 Thread Badge Earned $\times$ Number of Posts Needed To Next Thread Badge	-0.0264 (0.0156)	0.0027 (0.0679)	-0.0019 (0.0186)	0.0434 (0.0260)	0.0303 (0.0175)	0.0482 (0.0293)
1 Thread Badge Earned $\times$ Number of Posts Needed To Next Thread Badge Squared	-0.0284*** (0.0048)	-0.0676*** (0.0164)	-0.0049 (0.0031)	-0.0310*** (0.0079)	-0.0212*** (0.0053)	-0.0348*** (0.0089)
1 Thread Badge Earned $\times$ Number of Posts Needed To Next Thread Badge Cubic	-0.1726*** (0.0143)	-0.1600*** (0.0489)	-0.0612*** (0.0113)	-0.2423*** (0.0342)	-0.1602*** (0.0242)	-0.2684*** (0.0384)
2 Thread Badges Earned $\times$ Number of Posts Needed To Next Thread Badge	0.1140*** (0.0052)	0.1825*** (0.0180)	0.0337*** (0.0020)	0.1474*** (0.0084)	0.0968*** (0.0056)	0.1632*** (0.0094)
2 Thread Badges Earned $\times$ Number of Posts Needed To Next Thread Badge Squared	-0.0058 (0.0229)	-0.3442** (0.1159)	-0.0270 (0.0176)	-0.1697** (0.0671)	-0.1049** (0.0445)	-0.1881** (0.0744)
2 Thread Badges Earned $\times$ Number of Posts Needed To Next Thread Badge Cubic	0.0292 (0.0184)	0.1739** (0.0756)	0.0076 (0.0062)	0.0231 (0.0249)	0.0139 (0.0166)	0.0270 (0.0277)
3 Thread Badges Earned $\times$ Number of Posts Needed To Next Thread Badge	0.0138** (0.0049)	0.0264* (0.0119)	0.0081** (0.0030)	0.0258** (0.0094)	0.0168** (0.0064)	0.0290** (0.0106)
3 Thread Badges Earned $\times$ Number of Posts Needed To Next Thread Badge Squared	-0.0037 (0.0039)	-0.0244 (0.0164)	0.0028* (0.0013)	0.0036 (0.0057)	0.0032 (0.0037)	0.0041 (0.0064)
3 Thread Badges Earned $\times$ Number of Posts Needed To Next Thread Badge Cubic	-0.0047 (0.0031)	-0.0068 (0.0085)	-0.0049** (0.0019)	-0.0178** (0.0070)	-0.0122** (0.0047)	-0.0200** (0.0078)
4+ Thread Badges Earned $\times$ Number of Posts Needed To Next Thread Badge	0.0023*** (0.0007)	0.0020 (0.0015)	0.0010*** (0.0003)	0.0042*** (0.0013)	0.0028*** (0.0009)	0.0046*** (0.0015)
4+ Thread Badges Earned $\times$ Number of Posts Needed To Next Thread Badge Squared	-0.0310*** (0.0055)	0.0422 (0.0250)	0.0103* (0.0049)	0.0407* (0.0197)	0.0269* (0.0131)	0.0452* (0.0219)
4+ Thread Badges Earned $\times$ Number of Posts Needed To Next Thread Badge Cubic	0.0034 (0.0031)	0.0282** (0.0096)	0.0016 (0.0012)	0.0102 (0.0058)	0.0068 (0.0040)	0.0114 (0.0065)

Standard errors in parentheses

The dependent and independent variables are in logarithmic form.

\*  $p < 0.05$ , \*\*  $p < 0.01$ , \*\*\*  $p < 0.001$

**Table D-2: Heterogeneous Effects of Rewards on Original vs. Reactive Content Creators (Cont. 5)**

	(i) Quantity	(ii) Timeliness	(iii)	(iv)	(v) Quality	(vi)
			Length	Complexity	Informativeness	Politeness
1 Review Badge Earned	-0.0464 (0.0530)	0.9154*** (0.2887)	0.0181 (0.0483)	0.3182*** (0.1060)	0.2103** (0.0707)	0.3501** (0.1183)
2 Review Badges Earned	0.0810*** (0.0219)	0.1510* (0.0716)	0.0110 (0.0131)	0.0764* (0.0354)	0.0521* (0.0238)	0.0836* (0.0393)
3 Review Badges Earned	0.0196 (0.0407)	0.0298 (0.0608)	-0.0053 (0.0224)	-0.0635 (0.0680)	-0.0423 (0.0476)	-0.0709 (0.0759)
4+ Review Badges Earned	-0.0141* (0.0065)	-0.0334* (0.0159)	-0.0126*** (0.0022)	-0.0555*** (0.0087)	-0.0373*** (0.0058)	-0.0615*** (0.0097)
Number of Posts Needed To Next Review Badge	-0.0091* (0.0045)	-0.0028 (0.0227)	-0.0046 (0.0038)	-0.0162* (0.0081)	-0.0104* (0.0053)	-0.0181* (0.0090)
Number of Posts Needed To Next Review Badge Squared	-0.0658*** (0.0095)	-0.0084 (0.0392)	-0.0013 (0.0094)	-0.0033 (0.0337)	-0.0012 (0.0223)	-0.0028 (0.0373)
Number of Posts Needed To Next Review Badge Cubic	0.0168** (0.0071)	0.0419 (0.0218)	-0.0017 (0.0026)	-0.0180 (0.0099)	-0.0128* (0.0065)	-0.0196 (0.0110)
1 Review Badge Earned $\times$ Number of Posts Needed To Next Review Badge	-0.0083** (0.0029)	0.0040 (0.0066)	-0.0006 (0.0018)	0.0038 (0.0053)	0.0024 (0.0036)	0.0041 (0.0059)
1 Review Badge Earned $\times$ Number of Posts Needed To Next Review Badge Squared	-0.0007 (0.0011)	0.0000 (0.0031)	-0.0010** (0.0004)	-0.0049*** (0.0016)	-0.0034*** (0.0011)	-0.0055*** (0.0018)
1 Review Badge Earned $\times$ Number of Posts Needed To Next Review Badge Cubic	-0.0381 (0.0425)	-0.0331 (0.0566)	-0.0144 (0.0203)	-0.0768 (0.0620)	-0.0503 (0.0434)	-0.0855 (0.0690)
2 Review Badges Earned $\times$ Number of Posts Needed To Next Review Badge	-0.0332*** (0.0093)	-0.0669** (0.0280)	-0.0200*** (0.0030)	-0.0900*** (0.0127)	-0.0606*** (0.0084)	-0.0998*** (0.0142)
2 Review Badges Earned $\times$ Number of Posts Needed To Next Review Badge Squared	0.0204*** (0.0018)	-0.0023 (0.0093)	-0.0041 (0.0029)	-0.0187 (0.0117)	-0.0128 (0.0078)	-0.0211 (0.0131)
2 Review Badges Earned $\times$ Number of Posts Needed To Next Review Badge Cubic	0.0078*** (0.0007)	0.0069*** (0.0014)	0.0038*** (0.0003)	0.0166*** (0.0012)	0.0110*** (0.0008)	0.0186*** (0.0013)
3 Review Badges Earned $\times$ Number of Posts Needed To Next Review Badge	-0.0318*** (0.0048)	0.0709 (0.0415)	0.0159*** (0.0044)	0.0676*** (0.0186)	0.0458*** (0.0126)	0.0760*** (0.0209)
3 Review Badges Earned $\times$ Number of Posts Needed To Next Review Badge Squared	0.0034* (0.0017)	-0.0066 (0.0057)	0.0049*** (0.0007)	0.0163*** (0.0031)	0.0110*** (0.0020)	0.0180*** (0.0034)
3 Review Badges Earned $\times$ Number of Posts Needed To Next Review Badge Cubic	0.0534*** (0.0078)	-0.0452 (0.0452)	-0.0165* (0.0082)	-0.0734** (0.0312)	-0.0488** (0.0209)	-0.0821** (0.0347)
4+ Review Badges Earned $\times$ Number of Posts Needed To Next Review Badge	-0.0461*** (0.0033)	-0.0499*** (0.0087)	-0.0094*** (0.0014)	-0.0461*** (0.0056)	-0.0303*** (0.0037)	-0.0508*** (0.0062)
4+ Review Badges Earned $\times$ Number of Posts Needed To Next Review Badge Squared	0.0145** (0.0052)	-0.0888** (0.0328)	-0.0178*** (0.0058)	-0.0770*** (0.0239)	-0.0508*** (0.0161)	-0.0855*** (0.0266)
4+ Review Badges Earned $\times$ Number of Posts Needed To Next Review Badge Cubic	-0.0389*** (0.0024)	-0.0419*** (0.0051)	-0.0074*** (0.0009)	-0.0328*** (0.0034)	-0.0218*** (0.0023)	-0.0359*** (0.0038)
Constant	-0.0002* (0.0001)	0.0000 (0.0003)	-0.0001*** (0.0000)	-0.0002 (0.0002)	-0.0001 (0.0001)	-0.0002 (0.0002)
Individual-Day Fixed Effects	Yes	Yes	Yes	Yes	Yes	Yes
Source of Reward Fixed Effects	Yes	Yes	Yes	Yes	Yes	Yes
Number of Observations	128,458,902	128,458,902	128,458,902	128,458,902	128,458,902	128,458,902
R <sup>2</sup>	0.16	0.21	0.53	0.49	0.48	0.49

Standard errors in parentheses

The dependent and independent variables are in logarithmic form.

\*  $p < 0.05$ , \*\*  $p < 0.01$ , \*\*\*  $p < 0.001$

**Table D-3: Heterogeneous Effects of Rewards on New Vs. Experienced Users**

	(i) Quantity	(ii) Timeliness	(iii)	(iv)	(v) Quality	(vi)
			Length	Complexity	Informativeness	Politeness
Review UGC Type Dummy	0.0161 (0.0114)	0.0286 (0.0333)	0.0057 (0.0046)	0.0329 (0.0199)	0.0216 (0.0133)	0.0360 (0.0223)
Reply UGC Type Dummy	0.0616*** (0.0053)	0.1065*** (0.0160)	0.0268*** (0.0024)	0.1297*** (0.0099)	0.0876*** (0.0066)	0.1435*** (0.0110)
Tips	0.0742*** (0.0104)	0.2520*** (0.0372)	0.0150*** (0.0030)	0.0814*** (0.0119)	0.0535*** (0.0079)	0.0912*** (0.0134)
Likes	0.0406*** (0.0035)	0.0371*** (0.0117)	0.0021 (0.0011)	0.0303*** (0.0042)	0.0205*** (0.0028)	0.0336*** (0.0047)
Compensation	-0.0188* (0.0088)	-0.1308*** (0.0188)	-0.0127* (0.0064)	-0.0082 (0.0108)	-0.0066 (0.0072)	-0.0091 (0.0120)
Badge	-0.0662*** (0.0040)	-0.0812*** (0.0080)	-0.0166*** (0.0013)	-0.0772*** (0.0053)	-0.0509*** (0.0035)	-0.0852*** (0.0059)
Review UGC Type Dummy $\times$ Tips	0.0049* (0.0022)	-0.0692*** (0.0118)	0.0145*** (0.0021)	0.0075* (0.0038)	0.0052* (0.0025)	0.0093* (0.0043)
Review UGC Type Dummy $\times$ Likes	0.0318*** (0.0023)	0.1160*** (0.0072)	0.0080*** (0.0015)	0.0671*** (0.0035)	0.0442*** (0.0023)	0.0739*** (0.0039)
Review UGC Type Dummy $\times$ Compensation	-0.0187* (0.0089)	-0.1825*** (0.0224)	0.0438*** (0.0067)	-0.0285** (0.0111)	-0.0173** (0.0074)	-0.0297** (0.0123)
Review UGC Type Dummy $\times$ Badge	0.0573*** (0.0104)	0.0375 (0.0386)	0.0191** (0.0065)	0.0770*** (0.0171)	0.0523*** (0.0115)	0.0862*** (0.0190)
Reply UGC Type Dummy $\times$ Tips	0.0501*** (0.0049)	0.1136*** (0.0147)	0.0108*** (0.0015)	0.0333*** (0.0060)	0.0216*** (0.0040)	0.0371*** (0.0067)
Reply UGC Type Dummy $\times$ Likes	0.1354*** (0.0028)	0.1526*** (0.0105)	0.0507*** (0.0010)	0.1827*** (0.0041)	0.1204*** (0.0027)	0.2028*** (0.0046)
Received Tips for Other UGC	0.0768*** (0.0113)	0.2772*** (0.0410)	0.0154*** (0.0032)	0.0716*** (0.0130)	0.0469*** (0.0086)	0.0805*** (0.0146)
Review UGC Type Dummy $\times$ Received Tips for Other UGC	-0.0017*** (0.0003)	-0.0013 (0.0007)	-0.0006*** (0.0001)	-0.0022*** (0.0006)	-0.0014*** (0.0004)	-0.0024*** (0.0006)
Reply UGC Type Dummy $\times$ Received Tips for Other UGC	0.0095*** (0.0021)	0.0306*** (0.0061)	0.0045*** (0.0008)	0.0210*** (0.0038)	0.0141*** (0.0026)	0.0235*** (0.0042)
Received Likes for Other UGC	0.1044*** (0.0051)	0.0542** (0.0183)	0.0363*** (0.0016)	0.1349*** (0.0065)	0.0897*** (0.0043)	0.1501*** (0.0072)
Review UGC Type Dummy $\times$ Received Likes for Other UGC	-0.0088*** (0.0003)	-0.0039*** (0.0007)	-0.0032*** (0.0001)	-0.0116*** (0.0004)	-0.0078*** (0.0003)	-0.0129*** (0.0005)
Reply UGC Type Dummy $\times$ Received Likes for Other UGC	-0.0051*** (0.0008)	-0.0238*** (0.0029)	0.0012*** (0.0003)	0.0061*** (0.0015)	0.0044*** (0.0010)	0.0070*** (0.0017)
Received Compensation for Other UGC	-0.0077*** (0.0021)	-0.0402*** (0.0084)	-0.0020** (0.0007)	-0.0103*** (0.0030)	-0.0064*** (0.0019)	-0.0115*** (0.0033)
Review UGC Type Dummy $\times$ Received Compensation for Other UGC	-0.0013** (0.0005)	-0.0059*** (0.0016)	0.0000 (0.0002)	-0.0014 (0.0008)	-0.0008 (0.0005)	-0.0016 (0.0009)
Received Badge for Other UGC	-0.0253*** (0.0016)	-0.0199*** (0.0043)	-0.0069*** (0.0007)	-0.0291*** (0.0028)	-0.0194*** (0.0018)	-0.0322*** (0.0031)
Review UGC Type Dummy $\times$ Received Badge for Other UGC	-0.0235*** (0.0013)	-0.0282*** (0.0026)	-0.0064*** (0.0005)	-0.0281*** (0.0018)	-0.0185*** (0.0012)	-0.0310*** (0.0020)

Standard errors in parentheses

The dependent and independent variables are in logarithmic form.

\*  $p < 0.05$ , \*\*  $p < 0.01$ , \*\*\*  $p < 0.001$

**Table D-3: Heterogeneous Effects of Rewards on New Vs. Experienced Users (Cont. 1)**

	(i) Quantity	(ii) Timeliness	(iii)	(iv) Quality	(v) Quality	(vi)
			Length	Complexity	Informativeness	Politeness
New Users $\times$ ...						
... Tips	0.0003 (0.0016)	0.0141*** (0.0047)	0.0015 (0.0012)	0.0024 (0.0030)	0.0015 (0.0020)	0.0027 (0.0033)
... Compensation	0.0109 (0.0101)	0.0021 (0.0234)	0.0030 (0.0113)	-0.0032 (0.0131)	-0.0025 (0.0085)	-0.0033 (0.0144)
... Likes	-0.0018 (0.0017)	0.0387*** (0.0054)	-0.0063*** (0.0007)	-0.0039 (0.0021)	-0.0033** (0.0014)	-0.0045 (0.0023)
... Badge	-0.1105*** (0.0119)	-0.0970*** (0.0214)	-0.0203*** (0.0036)	-0.0945*** (0.0132)	-0.0644*** (0.0088)	-0.1043*** (0.0146)
... Review UGC Type Dummy $\times$ Tips	0.0159*** (0.0045)	0.0024 (0.0174)	0.0020 (0.0031)	0.0169** (0.0069)	0.0110** (0.0046)	0.0189** (0.0076)
... Review UGC Type Dummy $\times$ Likes	0.0072** (0.0027)	0.0325*** (0.0104)	0.0052** (0.0018)	0.0119** (0.0040)	0.0086*** (0.0026)	0.0134*** (0.0044)
... Review UGC Type Dummy $\times$ Compensation	0.0035 (0.0108)	-0.0651** (0.0284)	0.0119 (0.0116)	0.0333** (0.0140)	0.0227** (0.0091)	0.0374** (0.0154)
... Review UGC Type Dummy $\times$ Badge	0.1318*** (0.0196)	0.0474 (0.0644)	0.0264** (0.0111)	0.1386*** (0.0317)	0.0945*** (0.0215)	0.1523*** (0.0353)
... Reply UGC Type Dummy $\times$ Tips	-0.0062** (0.0025)	-0.0480*** (0.0069)	-0.0026 (0.0014)	-0.0051 (0.0040)	-0.0034 (0.0026)	-0.0058 (0.0044)
... Reply UGC Type Dummy $\times$ Likes	-0.0230*** (0.0015)	-0.0617*** (0.0045)	-0.0028*** (0.0007)	-0.0323*** (0.0022)	-0.0208*** (0.0015)	-0.0356*** (0.0024)
... Received Tips for Other UGC	0.0055*** (0.0013)	-0.0018 (0.0035)	0.0015*** (0.0004)	0.0046** (0.0017)	0.0031** (0.0011)	0.0049** (0.0019)
... Review UGC Type Dummy $\times$ Received Tips for Other UGC	-0.0039*** (0.0010)	0.0015 (0.0027)	-0.0013** (0.0005)	-0.0038** (0.0016)	-0.0026** (0.0011)	-0.0042** (0.0018)
... Reply UGC Type Dummy $\times$ Received Tips for Other UGC	-0.0038 (0.0022)	-0.0049 (0.0057)	-0.0002 (0.0009)	0.0002 (0.0037)	0.0002 (0.0025)	0.0003 (0.0041)
... Received Likes for Other UGC	-0.0244*** (0.0019)	-0.0390*** (0.0060)	-0.0062*** (0.0004)	-0.0268*** (0.0018)	-0.0179*** (0.0012)	-0.0299*** (0.0020)
... Review UGC Type Dummy $\times$ Received Likes for other UGC	-0.0084*** (0.0009)	-0.0021 (0.0014)	-0.0033*** (0.0003)	-0.0106*** (0.0012)	-0.0072*** (0.0008)	-0.0118*** (0.0013)
... Reply UGC Type Dummy $\times$ Received Likes for other UGC	0.0293*** (0.0019)	0.0511*** (0.0061)	0.0093*** (0.0006)	0.0401*** (0.0022)	0.0269*** (0.0014)	0.0446*** (0.0024)
... Received Compensation for Other UGC	0.0105*** (0.0021)	0.0096 (0.0062)	0.0037*** (0.0007)	0.0117*** (0.0030)	0.0081*** (0.0020)	0.0130*** (0.0034)
... Review UGC Type Dummy $\times$ Received Compensation for Other UGC	0.0020 (0.0013)	0.0011 (0.0030)	-0.0009 (0.0006)	0.0005 (0.0016)	0.0005 (0.0011)	0.0006 (0.0018)
... Received Badge for Other UGC	0.0161*** (0.0030)	-0.0024 (0.0098)	0.0060*** (0.0017)	0.0265*** (0.0059)	0.0176*** (0.0039)	0.0293*** (0.0065)
... Review UGC Type Dummy $\times$ Received Badge for other UGC	-0.0737*** (0.0071)	-0.0629*** (0.0124)	-0.0164*** (0.0024)	-0.0789*** (0.0082)	-0.0530*** (0.0054)	-0.0873*** (0.0090)

Standard errors in parentheses

The dependent and independent variables are in logarithmic form.

\*  $p < 0.05$ , \*\*  $p < 0.01$ , \*\*\*  $p < 0.001$

**Table D-3: Heterogeneous Effects of Rewards on New Vs. Experienced Users (Cont. 2)**

	(i) Quantity	(ii) Timeliness	(iii)	(iv)	(v) Quality	(vi)
			Length	Complexity	Informativeness	Politeness
If Ever Wrote Post of UGC Type $j$ Dummy	0.0058*** (0.0004)	0.0080*** (0.0013)	0.0025*** (0.0002)	0.0099*** (0.0007)	0.0065*** (0.0005)	0.0110*** (0.0008)
Review UGC Type Dummy $\times$ If Ever Wrote Post of UGC Type $j$ Dummy	-0.0010 (0.0013)	-0.0013 (0.0040)	-0.0017*** (0.0005)	-0.0044 (0.0023)	-0.0031* (0.0015)	-0.0050* (0.0025)
Reply UGC Type Dummy $\times$ If Ever Wrote Post of UGC Type $j$ Dummy	-0.0132*** (0.0006)	-0.0302*** (0.0018)	-0.0051*** (0.0002)	-0.0244*** (0.0011)	-0.0159*** (0.0007)	-0.0270*** (0.0012)
Number of Days Since $i$ 's Last Post of UGC Type $j$	-0.0342*** (0.0005)	-0.0387*** (0.0009)	-0.0141*** (0.0002)	-0.0624*** (0.0009)	-0.0414*** (0.0006)	-0.0693*** (0.0010)
Number of Days Since $i$ 's Last Post of UGC Type $j$ Squared	0.0024*** (0.0000)	0.0026*** (0.0001)	0.0010*** (0.0000)	0.0043*** (0.0001)	0.0028*** (0.0000)	0.0047*** (0.0001)
Review UGC Type Dummy $\times$ Number of Days Since $i$ 's Last Post of UGC Type $j$	-0.0112*** (0.0004)	-0.0222*** (0.0009)	-0.0047*** (0.0002)	-0.0219*** (0.0006)	-0.0145*** (0.0004)	-0.0243*** (0.0006)
Review UGC Type Dummy $\times$ Number of Days Since $i$ 's Last Post of UGC Type $j$ Squared	0.0009*** (0.0000)	0.0017*** (0.0001)	0.0004*** (0.0000)	0.0017*** (0.0000)	0.0011*** (0.0000)	0.0019*** (0.0000)
Reply UGC Type Dummy $\times$ Number of Days Since $i$ 's Last Post of UGC Type $j$	-0.0268*** (0.0007)	-0.0503*** (0.0018)	-0.0123*** (0.0003)	-0.0548*** (0.0011)	-0.0364*** (0.0007)	-0.0608*** (0.0013)
Reply UGC Type Dummy $\times$ Number of Days Since $i$ 's Last Post of UGC Type $j$ Squared	0.0022*** (0.0001)	0.0040*** (0.0001)	0.0010*** (0.0000)	0.0045*** (0.0001)	0.0030*** (0.0001)	0.0050*** (0.0001)
Number of Posts of UGC Type $j$ Made	0.0027*** (0.0003)	0.0054*** (0.0009)	0.0007*** (0.0001)	0.0048*** (0.0004)	0.0032*** (0.0003)	0.0053*** (0.0005)
Review UGC Type Dummy $\times$ Number of Posts of UGC Type $j$ Made	-0.0005 (0.0012)	0.0113** (0.0040)	0.0003 (0.0004)	0.0002 (0.0020)	0.0001 (0.0013)	0.0004 (0.0022)
Reply UGC Type Dummy $\times$ Number of Posts of UGC Type $j$ Made	0.0013*** (0.0003)	0.0046*** (0.0010)	0.0009*** (0.0001)	0.0034*** (0.0005)	0.0022*** (0.0003)	0.0038*** (0.0006)
If Wrote Post of UGC Type $j$ at $t$ Dummy		1.1245*** (0.0129)	0.9447*** (0.0048)	2.6936*** (0.0028)	1.7438*** (0.0019)	2.9500*** (0.0030)
Review UGC Type Dummy $\times$ If Wrote Post of UGC Type $j$ at $t$ Dummy		5.0402*** (0.0489)	2.1620*** (0.0322)	2.7741*** (0.0098)	1.8167*** (0.0077)	3.1003*** (0.0095)
Reply UGC Type Dummy $\times$ If Wrote Post of UGC Type $j$ at $t$ Dummy		1.6152*** (0.0149)	0.6446*** (0.0025)	2.4495*** (0.0074)	1.5797*** (0.0050)	2.6972*** (0.0082)
Number of Written Posts of UGC Type $j$ During 3 Days Prior	0.0249*** (0.0026)	0.0363*** (0.0060)	0.0063*** (0.0011)	0.0312*** (0.0041)	0.0206*** (0.0028)	0.0344*** (0.0046)
Review UGC Type Dummy $\times$ Number of Written Posts of UGC Type $j$ During 3 Days Prior	-0.0142 (0.0077)	-0.0083 (0.0215)	0.0015 (0.0042)	-0.0068 (0.0122)	-0.0030 (0.0081)	-0.0074 (0.0136)
Reply UGC Type Dummy $\times$ Number of Written Posts of UGC Type $j$ During 3 Days Prior	0.0491*** (0.0034)	0.0910*** (0.0087)	0.0125*** (0.0011)	0.0536*** (0.0047)	0.0349*** (0.0031)	0.0592*** (0.0051)
If Wrote Post of UGC Type $j$ During 3 Days Prior	-0.0103*** (0.0018)	-0.0131*** (0.0042)	-0.0023** (0.0008)	-0.0119*** (0.0030)	-0.0079*** (0.0020)	-0.0131*** (0.0033)
Review UGC Type Dummy $\times$ If Wrote Post of UGC Type $j$ During 3 Days Prior	0.0101 (0.0057)	0.0040 (0.0159)	-0.0025 (0.0033)	0.0023 (0.0093)	0.0006 (0.0062)	0.0025 (0.0104)
Reply UGC Type Dummy $\times$ If Wrote Post of UGC Type $j$ During 3 Days Prior	-0.0436*** (0.0029)	-0.0836*** (0.0081)	-0.0085*** (0.0009)	-0.0369*** (0.0039)	-0.0238*** (0.0026)	-0.0406*** (0.0043)
Number of Written Posts of UGC Type $j$ During 365 Days Prior	0.0023*** (0.0001)	0.0057*** (0.0004)	0.0005*** (0.0000)	0.0027*** (0.0002)	0.0017*** (0.0001)	0.0029*** (0.0002)
Review UGC Type Dummy $\times$ Number of Written Posts of UGC Type $j$ During 365 Days Prior	-0.0041*** (0.0007)	-0.0038** (0.0016)	-0.0017*** (0.0003)	-0.0055*** (0.0011)	-0.0036*** (0.0007)	-0.0062*** (0.0012)
Reply UGC Type Dummy $\times$ Number of Written Posts of UGC Type $j$ During 365 Days Prior	0.0030*** (0.0001)	0.0012*** (0.0004)	0.0018*** (0.0001)	0.0074*** (0.0003)	0.0050*** (0.0002)	0.0083*** (0.0003)

Standard errors in parentheses

The dependent and independent variables are in logarithmic form.

\*  $p < 0.05$ , \*\*  $p < 0.01$ , \*\*\*  $p < 0.001$

**Table D-3: Heterogeneous Effects of Rewards on New Vs. Experienced Users (Cont. 3)**

	(i)	(ii)	(iii)	(iv)	(v)	(vi)
	Quantity	Timeliness	Quality			
			Length	Complexity	Informativeness	Politeness
1 Thread Badge Earned	-0.0033 (0.0049)	-0.0199 (0.0153)	-0.0037 (0.0023)	-0.0075 (0.0092)	-0.0043 (0.0061)	-0.0087 (0.0102)
2 Thread Badges Earned	0.0064 (0.0058)	-0.0341 (0.0223)	-0.0044 (0.0029)	-0.0016 (0.0114)	-0.0003 (0.0075)	-0.0021 (0.0126)
3 Thread Badges Earned	-0.0122 (0.0188)	-0.0648 (0.0641)	-0.0070 (0.0095)	-0.0220 (0.0318)	-0.0157 (0.0210)	-0.0250 (0.0354)
4+ Thread Badges Earned	0.0348*** (0.0110)	0.0134 (0.0316)	-0.0200 (0.0168)	-0.0007 (0.0372)	0.0002 (0.0249)	-0.0031 (0.0423)
Number of Posts Needed To Next Thread Badge	-0.0051 (0.0062)	-0.0269 (0.0191)	-0.0061** (0.0027)	-0.0148 (0.0110)	-0.0086 (0.0073)	-0.0169 (0.0122)
Number of Posts Needed To Next Thread Badge Squared	0.0027 (0.0024)	0.0126 (0.0076)	0.0026** (0.0010)	0.0070 (0.0042)	0.0042 (0.0028)	0.0080 (0.0046)
Number of Posts Needed To Next Thread Badge Cubic	-0.0004 (0.0003)	-0.0017 (0.0009)	-0.0003*** (0.0001)	-0.0009 (0.0005)	-0.0005 (0.0003)	-0.0010* (0.0005)
1 Thread Badge Earned $\times$ Number of Posts Needed To Next Thread Badge	0.0112 (0.0076)	0.0324 (0.0246)	0.0090** (0.0034)	0.0219 (0.0140)	0.0137 (0.0093)	0.0249 (0.0155)
1 Thread Badge Earned $\times$ Number of Posts Needed To Next Thread Badge Squared	-0.0039 (0.0032)	-0.0115 (0.0101)	-0.0037** (0.0014)	-0.0088 (0.0058)	-0.0055 (0.0039)	-0.0100 (0.0064)
1 Thread Badge Earned $\times$ Number of Posts Needed To Next Thread Badge Cubic	0.0004 (0.0004)	0.0014 (0.0012)	0.0004* (0.0002)	0.0010 (0.0007)	0.0006 (0.0005)	0.0011 (0.0008)
2 Thread Badges Earned $\times$ Number of Posts Needed To Next Thread Badge	0.0043 (0.0126)	-0.0271 (0.0612)	0.0106 (0.0059)	0.0205 (0.0242)	0.0121 (0.0162)	0.0231 (0.0269)
2 Thread Badges Earned $\times$ Number of Posts Needed To Next Thread Badge Squared	-0.0006 (0.0053)	0.0155 (0.0260)	-0.0039 (0.0025)	-0.0074 (0.0104)	-0.0045 (0.0070)	-0.0083 (0.0116)
2 Thread Badges Earned $\times$ Number of Posts Needed To Next Thread Badge Cubic	0.0000 (0.0006)	-0.0015 (0.0028)	0.0004 (0.0003)	0.0008 (0.0012)	0.0005 (0.0008)	0.0008 (0.0013)
3 Thread Badges Earned $\times$ Number of Posts Needed To Next Thread Badge	0.0817*** (0.0237)	0.0843 (0.0945)	0.0275** (0.0115)	0.1206** (0.0427)	0.0731** (0.0285)	0.1335** (0.0473)
3 Thread Badges Earned $\times$ Number of Posts Needed To Next Thread Badge Squared	-0.0281*** (0.0092)	-0.0224 (0.0396)	-0.0093* (0.0044)	-0.0425** (0.0165)	-0.0251** (0.0111)	-0.0470** (0.0182)
3 Thread Badges Earned $\times$ Number of Posts Needed To Next Thread Badge Cubic	0.0026** (0.0010)	0.0018 (0.0044)	0.0009 (0.0005)	0.0040** (0.0017)	0.0023 (0.0012)	0.0045** (0.0019)
4+ Thread Badges Earned $\times$ Number of Posts Needed To Next Thread Badge	-0.0006 (0.0173)	-0.0073 (0.0440)	0.0270* (0.0124)	0.0389 (0.0387)	0.0230 (0.0271)	0.0447 (0.0429)
4+ Thread Badges Earned $\times$ Number of Posts Needed To Next Thread Badge Squared	-0.0006 (0.0074)	-0.0021 (0.0160)	-0.0078 (0.0047)	-0.0146 (0.0173)	-0.0088 (0.0118)	-0.0166 (0.0191)
4+ Thread Badges Earned $\times$ Number of Posts Needed To Next Thread Badge Cubic	0.0002 (0.0008)	0.0011 (0.0016)	0.0007 (0.0005)	0.0017 (0.0019)	0.0010 (0.0013)	0.0019 (0.0021)

Standard errors in parentheses

The dependent and independent variables are in logarithmic form.

\*  $p < 0.05$ , \*\*  $p < 0.01$ , \*\*\*  $p < 0.001$



**Table D-3: Heterogeneous Effects of Rewards on New Vs. Experienced Users (Cont. 4)**

	(i) Quantity	(ii) Timeliness	(iii)	(iv)	(v) Quality	(vi)
			Length	Complexity	Informativeness	Politeness
1 Review Badge Earned	0.0089 (0.0100)	-0.0046 (0.0299)	0.0015 (0.0039)	0.0139 (0.0173)	0.0105 (0.0116)	0.0152 (0.0195)
2 Review Badges Earned	-0.0168 (0.0163)	-0.0378 (0.0400)	-0.0049 (0.0057)	-0.0404 (0.0309)	-0.0272 (0.0213)	-0.0443 (0.0344)
3 Review Badges Earned	0.0285** (0.0104)	-0.1387*** (0.0386)	-0.0068 (0.0060)	-0.0111 (0.0216)	-0.0096 (0.0151)	-0.0144 (0.0244)
4+ Review Badges Earned	0.0652** (0.0241)	0.1879 (0.1399)	0.0682* (0.0309)	0.2106** (0.0835)	0.1405** (0.0574)	0.2343** (0.0898)
Number of Posts Needed To Next Review Badge	0.0087 (0.0174)	-0.0234 (0.0518)	0.0018 (0.0072)	0.0299 (0.0320)	0.0218 (0.0215)	0.0330 (0.0360)
Number of Posts Needed To Next Review Badge Squared	-0.0003 (0.0096)	0.0274 (0.0309)	0.0008 (0.0041)	-0.0119 (0.0179)	-0.0087 (0.0120)	-0.0131 (0.0202)
Number of Posts Needed To Next Review Badge Cubic	-0.0003 (0.0015)	-0.0062 (0.0061)	-0.0003 (0.0007)	0.0017 (0.0029)	0.0012 (0.0019)	0.0018 (0.0033)
1 Review Badge Earned $\times$ Number of Posts Needed To Next Review Badge	0.0083 (0.0232)	-0.0074 (0.0632)	0.0012 (0.0107)	-0.0187 (0.0438)	-0.0161 (0.0296)	-0.0211 (0.0492)
1 Review Badge Earned $\times$ Number of Posts Needed To Next Review Badge Squared	-0.0071 (0.0133)	-0.0114 (0.0392)	-0.0020 (0.0062)	0.0068 (0.0254)	0.0063 (0.0171)	0.0077 (0.0284)
1 Review Badge Earned $\times$ Number of Posts Needed To Next Review Badge Cubic	0.0011 (0.0021)	0.0042 (0.0074)	0.0004 (0.0010)	-0.0011 (0.0040)	-0.0010 (0.0027)	-0.0012 (0.0045)
2 Review Badges Earned $\times$ Number of Posts Needed To Next Review Badge	0.0707 (0.0391)	0.3333* (0.1680)	0.0293 (0.0189)	0.1248 (0.0857)	0.0852 (0.0576)	0.1387 (0.0953)
2 Review Badges Earned $\times$ Number of Posts Needed To Next Review Badge Squared	-0.0343 (0.0227)	-0.2304* (0.1084)	-0.0167 (0.0114)	-0.0658 (0.0508)	-0.0451 (0.0341)	-0.0733 (0.0565)
2 Review Badges Earned $\times$ Number of Posts Needed To Next Review Badge Cubic	0.0046 (0.0035)	0.0385* (0.0175)	0.0025 (0.0018)	0.0094 (0.0078)	0.0064 (0.0053)	0.0105 (0.0087)
3 Review Badges Earned $\times$ Number of Posts Needed To Next Review Badge	-0.0060 (0.0293)	0.0358 (0.1075)	0.0113 (0.0227)	-0.0344 (0.1046)	-0.0185 (0.0713)	-0.0346 (0.1172)
3 Review Badges Earned $\times$ Number of Posts Needed To Next Review Badge Squared	0.0027 (0.0154)	-0.0271 (0.0568)	-0.0039 (0.0121)	0.0279 (0.0545)	0.0165 (0.0372)	0.0294 (0.0611)
3 Review Badges Earned $\times$ Number of Posts Needed To Next Review Badge Cubic	-0.0003 (0.0022)	0.0070 (0.0086)	0.0004 (0.0016)	-0.0047 (0.0071)	-0.0029 (0.0048)	-0.0051 (0.0079)
4+ Review Badges Earned $\times$ Number of Posts Needed To Next Review Badge	-0.2049*** (0.0524)	-0.6921*** (0.1515)	-0.1765*** (0.0528)	-0.3673*** (0.0584)	-0.2619*** (0.0401)	-0.4143*** (0.0672)
4+ Review Badges Earned $\times$ Number of Posts Needed To Next Review Badge Squared	0.0731*** (0.0230)	0.2315*** (0.0618)	0.0642*** (0.0199)	0.1291*** (0.0361)	0.0928*** (0.0243)	0.1460*** (0.0412)
4+ Review Badges Earned $\times$ Number of Posts Needed To Next Review Badge Cubic	-0.0069** (0.0027)	-0.0190* (0.0086)	-0.0060** (0.0022)	-0.0131** (0.0052)	-0.0095** (0.0035)	-0.0148** (0.0059)
Constant	0.0001 (0.0001)	0.0003 (0.0003)	0.0000*** (0.0000)	0.0002 (0.0002)	0.0001 (0.0001)	0.0002 (0.0002)
Individual-Day Fixed Effects	Yes	Yes	Yes	Yes	Yes	Yes
Source of Reward Fixed Effects	Yes	Yes	Yes	Yes	Yes	Yes
Number of Observations	128,458,902	128,458,902	128,458,902	128,458,902	128,458,902	128,458,902
Adjusted R <sup>2</sup>	0.16	0.20	0.53	0.49	0.47	0.48

Standard errors in parentheses

The dependent and independent variables are in logarithmic form.

\*  $p < 0.05$ , \*\*  $p < 0.01$ , \*\*\*  $p < 0.001$

# Web Appendix E: Robustness Checks

**Table E-1: Results for UGC Quantity, Timeliness and Quality with 1-Day Time Window**

	(i)	(ii)	(iii)	(iv)	(v)	(vi)
	Quantity	Timeliness	Quality			
			Length	Complexity	Informativeness	Politeness
Review UGC Type Dummy	0.0339** (0.0132)	0.0526 (0.0403)	0.0078 (0.0053)	0.0612** (0.0227)	0.0401** (0.0153)	0.0672** (0.0254)
Reply UGC Type Dummy	0.1085*** (0.0065)	0.1556*** (0.0206)	0.0424*** (0.0030)	0.2104*** (0.0124)	0.1419*** (0.0083)	0.2331*** (0.0138)
Tips	0.0169 (0.0134)	0.2353*** (0.0546)	-0.0012 (0.0049)	-0.0088 (0.0184)	-0.0052 (0.0123)	-0.0086 (0.0205)
Likes	0.0535*** (0.0061)	-0.0262 (0.0217)	0.0058** (0.0021)	0.0054 (0.0074)	0.0032 (0.0050)	0.0064 (0.0082)
Compensation	0.0032 (0.0143)	-0.1904*** (0.0369)	0.0937*** (0.0170)	-0.0765*** (0.0209)	-0.0530*** (0.0138)	-0.0784*** (0.0231)
Badge	-0.1131*** (0.0058)	-0.1299*** (0.0117)	-0.0243*** (0.0021)	-0.1187*** (0.0081)	-0.0788*** (0.0053)	-0.1315*** (0.0089)
Review UGC Type Dummy $\times$ Tips	-0.0040 (0.0037)	0.0049 (0.0139)	-0.0024 (0.0026)	0.0113 (0.0066)	0.0070 (0.0045)	0.0122 (0.0074)
Review UGC Type Dummy $\times$ Likes	0.0154*** (0.0037)	0.0374*** (0.0094)	0.0086*** (0.0020)	0.0618*** (0.0048)	0.0414*** (0.0032)	0.0686*** (0.0053)
Review UGC Type Dummy $\times$ Compensation	-0.0408** (0.0148)	0.3797*** (0.0395)	-0.1364*** (0.0173)	-0.0440* (0.0217)	-0.0293* (0.0144)	-0.0562** (0.0240)
Review UGC Type Dummy $\times$ Badge	0.0502*** (0.0160)	0.0960 (0.0552)	-0.0022 (0.0095)	0.0650** (0.0276)	0.0418* (0.0186)	0.0710** (0.0307)
Reply UGC Type Dummy $\times$ Tips	0.0659*** (0.0050)	0.1676*** (0.0181)	0.0091*** (0.0018)	0.0444*** (0.0063)	0.0289*** (0.0042)	0.0496*** (0.0070)
Reply UGC Type Dummy $\times$ Likes	0.2429*** (0.0040)	0.3774*** (0.0196)	0.0674*** (0.0014)	0.3022*** (0.0055)	0.1999*** (0.0037)	0.3352*** (0.0061)
Received Tips for Other UGC	0.0171 (0.0138)	0.2592*** (0.0578)	-0.0072 (0.0050)	-0.0089 (0.0194)	-0.0053 (0.0130)	-0.0088 (0.0216)
Review UGC Type Dummy $\times$ Received Tips for Other UGC	-0.0025*** (0.0004)	0.0016 (0.0009)	-0.0011*** (0.0002)	-0.0042*** (0.0009)	-0.0028*** (0.0006)	-0.0047*** (0.0009)
Reply UGC Type Dummy $\times$ Received Tips for Other UGC	0.0150*** (0.0029)	0.0547*** (0.0090)	0.0064*** (0.0011)	0.0322*** (0.0054)	0.0217*** (0.0037)	0.0362*** (0.0060)
Received Likes for Other UGC	0.1037*** (0.0078)	0.0198 (0.0308)	0.0256*** (0.0026)	0.0943*** (0.0098)	0.0627*** (0.0066)	0.1052*** (0.0109)
Review UGC Type Dummy $\times$ Received Likes for Other UGC	-0.0120*** (0.0004)	-0.0012 (0.0009)	-0.0048*** (0.0002)	-0.0173*** (0.0007)	-0.0116*** (0.0004)	-0.0193*** (0.0007)
Reply UGC Type Dummy $\times$ Received Likes for Other UGC	0.0238*** (0.0014)	-0.0083 (0.0049)	0.0120*** (0.0006)	0.0535*** (0.0027)	0.0362*** (0.0018)	0.0598*** (0.0031)
Received Compensation for Other UGC	-0.0131*** (0.0031)	-0.0802*** (0.0157)	-0.0013 (0.0011)	-0.0257*** (0.0049)	-0.0164*** (0.0032)	-0.0283*** (0.0055)
Review UGC Type Dummy $\times$ Received Compensation for Other UGC	-0.0061*** (0.0009)	-0.0083*** (0.0020)	-0.0029*** (0.0006)	-0.0037*** (0.0011)	-0.0022*** (0.0007)	-0.0042*** (0.0013)
Received Badge for Other UGC	-0.0416*** (0.0025)	-0.0691*** (0.0071)	-0.0110*** (0.0013)	-0.0566*** (0.0048)	-0.0377*** (0.0032)	-0.0631*** (0.0053)
Review UGC Type Dummy $\times$ Received Badge for Other UGC	-0.0363*** (0.0019)	-0.0243*** (0.0042)	-0.0092*** (0.0008)	-0.0361*** (0.0029)	-0.0240*** (0.0019)	-0.0399*** (0.0032)

Standard errors in parentheses

The dependent and independent variables are in logarithmic form.

\*  $p < 0.05$ , \*\*  $p < 0.01$ , \*\*\*  $p < 0.001$

**Table E-1: Results for UGC Quantity, Timeliness and Quality with 1-Day Time Window (Cont. 1)**

	(i) Quantity	(ii) Timeliness	(iii)	(iv)	(v) Quality	(vi)
			Length	Complexity	Informativeness	Politeness
If Ever Wrote Post of UGC Type $j$ Dummy	0.0081*** (0.0005)	0.0094*** (0.0015)	0.0037*** (0.0002)	0.0134*** (0.0008)	0.0089*** (0.0006)	0.0150*** (0.0009)
Review UGC Type Dummy $\times$ If Ever Wrote Post of UGC Type $j$ Dummy	-0.0023 (0.0015)	-0.0004 (0.0047)	-0.0030*** (0.0006)	-0.0074** (0.0026)	-0.0052** (0.0018)	-0.0084** (0.0029)
Reply UGC Type Dummy $\times$ If Ever Wrote Post of UGC Type $j$ Dummy	-0.0187*** (0.0008)	-0.0392*** (0.0023)	-0.0074*** (0.0003)	-0.0332*** (0.0013)	-0.0217*** (0.0009)	-0.0367*** (0.0015)
Number of Days Since $i$ 's Last Post of UGC Type $j$	-0.0415*** (0.0005)	-0.0505*** (0.0010)	-0.0161*** (0.0002)	-0.0750*** (0.0010)	-0.0497*** (0.0007)	-0.0831*** (0.0011)
Number of Days Since $i$ 's Last Post of UGC Type $j$ Squared	0.0029*** (0.0000)	0.0035*** (0.0001)	0.0011*** (0.0000)	0.0051*** (0.0001)	0.0034*** (0.0000)	0.0057*** (0.0001)
Review UGC Type Dummy $\times$ Number of Days Since $i$ 's Last Post of UGC Type $j$	-0.0177*** (0.0004)	-0.0280*** (0.0009)	-0.0071*** (0.0002)	-0.0326*** (0.0007)	-0.0216*** (0.0005)	-0.0362*** (0.0008)
Review UGC Type Dummy $\times$ Number of Days Since $i$ 's Last Post of UGC Type $j$ Squared	0.0014*** (0.0000)	0.0022*** (0.0001)	0.0005*** (0.0000)	0.0025*** (0.0001)	0.0017*** (0.0000)	0.0028*** (0.0001)
Reply UGC Type Dummy $\times$ Number of Days Since $i$ 's Last Post of UGC Type $j$	-0.0438*** (0.0008)	-0.0652*** (0.0018)	-0.0193*** (0.0003)	-0.0823*** (0.0013)	-0.0549*** (0.0008)	-0.0914*** (0.0014)
Reply UGC Type Dummy $\times$ Number of Days Since $i$ 's Last Post of UGC Type $j$ Squared	0.0035*** (0.0001)	0.0052*** (0.0001)	0.0015*** (0.0000)	0.0066*** (0.0001)	0.0044*** (0.0001)	0.0073*** (0.0001)
Number of Posts of UGC Type $j$ Made	0.0032*** (0.0003)	0.0075*** (0.0011)	0.0005*** (0.0001)	0.0056*** (0.0005)	0.0037*** (0.0004)	0.0062*** (0.0006)
Review UGC Type Dummy $\times$ Number of Posts of UGC Type $j$ Made	-0.0008 (0.0013)	0.0126** (0.0046)	0.0005 (0.0005)	-0.0004 (0.0022)	-0.0003 (0.0015)	-0.0003 (0.0025)
Reply UGC Type Dummy $\times$ Number of Posts of UGC Type $j$ Made	0.0018*** (0.0004)	0.0055*** (0.0012)	0.0013*** (0.0002)	0.0042*** (0.0006)	0.0027*** (0.0004)	0.0048*** (0.0007)
If Wrote Post of UGC Type $j$ at $t$ Dummy		1.1029*** (0.0138)	0.9377*** (0.0048)	2.6438*** (0.0030)	1.7100*** (0.0020)	2.8949*** (0.0033)
Review UGC Type Dummy $\times$ If Wrote Post of UGC Type $j$ at $t$ Dummy		5.1067*** (0.0489)	2.1331*** (0.0314)	2.7303*** (0.0109)	1.7867*** (0.0082)	3.0500*** (0.0109)
Reply UGC Type Dummy $\times$ If Wrote Post of UGC Type $j$ at $t$ Dummy		1.6194*** (0.0152)	0.6558*** (0.0024)	2.4877*** (0.0067)	1.6052*** (0.0045)	2.7387*** (0.0074)
Number of Written Posts of UGC Type $j$ During 3 Days Prior	0.0268*** (0.0029)	0.0400*** (0.0073)	0.0065*** (0.0012)	0.0333*** (0.0047)	0.0220*** (0.0031)	0.0368*** (0.0052)
Review UGC Type Dummy $\times$ Number of Written Posts of UGC Type $j$ During 3 Days Prior	-0.0181 (0.0096)	-0.0254 (0.0213)	-0.0015 (0.0042)	-0.0138 (0.0143)	-0.0076 (0.0094)	-0.0153 (0.0159)
Reply UGC Type Dummy $\times$ Number of Written Posts of UGC Type $j$ During 3 Days Prior	0.0622*** (0.0039)	0.1178*** (0.0110)	0.0143*** (0.0013)	0.0628*** (0.0055)	0.0408*** (0.0037)	0.0691*** (0.0061)
If Wrote Post of UGC Type $j$ During 3 Days Prior	-0.0109*** (0.0021)	-0.0130** (0.0050)	-0.0023** (0.0009)	-0.0125*** (0.0033)	-0.0083*** (0.0022)	-0.0138*** (0.0037)
Review UGC Type Dummy $\times$ If Wrote Post of UGC Type $j$ During 3 Days Prior	0.0129 (0.0070)	0.0176 (0.0162)	-0.0008 (0.0033)	0.0069 (0.0108)	0.0037 (0.0071)	0.0077 (0.0120)
Reply UGC Type Dummy $\times$ If Wrote Post of UGC Type $j$ During 3 Days Prior	-0.0517*** (0.0033)	-0.1050*** (0.0101)	-0.0086*** (0.0011)	-0.0382*** (0.0046)	-0.0245*** (0.0030)	-0.0420*** (0.0051)
Number of Written Posts of UGC Type $j$ During 365 Days Prior	0.0024*** (0.0001)	0.0068*** (0.0006)	0.0005*** (0.0001)	0.0029*** (0.0002)	0.0018*** (0.0002)	0.0032*** (0.0003)
Review UGC Type Dummy $\times$ Number of Written Posts of UGC Type $j$ During 365 Days Prior	-0.0047*** (0.0008)	-0.0004 (0.0021)	-0.0025*** (0.0003)	-0.0062*** (0.0013)	-0.0040*** (0.0009)	-0.0069*** (0.0015)
Reply UGC Type Dummy $\times$ Number of Written Posts of UGC Type $j$ During 365 Days Prior	0.0043*** (0.0002)	0.0014** (0.0006)	0.0021*** (0.0001)	0.0087*** (0.0003)	0.0059*** (0.0002)	0.0097*** (0.0004)

Standard errors in parentheses

The dependent and independent variables are in logarithmic form.

\*  $p < 0.05$ , \*\*  $p < 0.01$ , \*\*\*  $p < 0.001$

**Table E-1: Results for UGC Quantity, Timeliness and Quality with 1-Day Time Window (Cont. 2)**

	(i) Quantity	(ii) Timeliness	(iii)	(iv)	(v) Quality	(vi)
			Length	Complexity	Informativeness	Politeness
1 Thread Badge Earned	-0.0084 (0.0060)	-0.0238 (0.0207)	-0.0092*** (0.0027)	-0.0154 (0.0112)	-0.0095 (0.0075)	-0.0177 (0.0124)
2 Thread Badges Earned	0.0017 (0.0068)	-0.0453 (0.0297)	-0.0113*** (0.0033)	-0.0102 (0.0136)	-0.0061 (0.0091)	-0.0120 (0.0151)
3 Thread Badges Earned	-0.0196 (0.0172)	-0.0856 (0.0736)	-0.0159 (0.0096)	-0.0481 (0.0323)	-0.0321 (0.0211)	-0.0545 (0.0360)
4+ Thread Badges Earned	0.0270 (0.0169)	-0.0364 (0.0866)	-0.0218** (0.0093)	-0.0183 (0.0470)	-0.0129 (0.0320)	-0.0221 (0.0525)
Number of Posts Needed To Next Thread Badge	-0.0134 (0.0076)	-0.0248 (0.0245)	-0.0143*** (0.0033)	-0.0253 (0.0135)	-0.0157 (0.0090)	-0.0291 (0.0150)
Number of Posts Needed To Next Thread Badge Squared	0.0062* (0.0029)	0.0122 (0.0098)	0.0059*** (0.0013)	0.0113* (0.0051)	0.0070* (0.0034)	0.0130** (0.0056)
Number of Posts Needed To Next Thread Badge Cubic	-0.0008** (0.0003)	-0.0017 (0.0012)	-0.0007*** (0.0001)	-0.0013* (0.0006)	-0.0008* (0.0004)	-0.0015* (0.0007)
1 Thread Badge Earned $\times$ Number of Posts Needed To Next Thread Badge	0.0186 (0.0095)	0.0278 (0.0331)	0.0175*** (0.0041)	0.0330 (0.0171)	0.0211 (0.0115)	0.0377* (0.0190)
1 Thread Badge Earned $\times$ Number of Posts Needed To Next Thread Badge Squared	-0.0067 (0.0040)	-0.0097 (0.0135)	-0.0071*** (0.0017)	-0.0133 (0.0071)	-0.0085 (0.0048)	-0.0151 (0.0079)
1 Thread Badge Earned $\times$ Number of Posts Needed To Next Thread Badge Cubic	0.0007 (0.0005)	0.0012 (0.0016)	0.0008*** (0.0002)	0.0014 (0.0008)	0.0009 (0.0006)	0.0017 (0.0009)
2 Thread Badges Earned $\times$ Number of Posts Needed To Next Thread Badge	0.0118 (0.0145)	-0.0451 (0.0824)	0.0196** (0.0067)	0.0332 (0.0278)	0.0196 (0.0187)	0.0376 (0.0309)
2 Thread Badges Earned $\times$ Number of Posts Needed To Next Thread Badge Squared	-0.0043 (0.0060)	0.0227 (0.0352)	-0.0077** (0.0028)	-0.0135 (0.0118)	-0.0081 (0.0079)	-0.0152 (0.0131)
2 Thread Badges Earned $\times$ Number of Posts Needed To Next Thread Badge Cubic	0.0005 (0.0007)	-0.0022 (0.0038)	0.0009*** (0.0003)	0.0015 (0.0013)	0.0009 (0.0009)	0.0017 (0.0015)
3 Thread Badges Earned $\times$ Number of Posts Needed To Next Thread Badge	0.0874*** (0.0236)	0.0840 (0.1429)	0.0334** (0.0123)	0.1381** (0.0488)	0.0822** (0.0321)	0.1539** (0.0543)
3 Thread Badges Earned $\times$ Number of Posts Needed To Next Thread Badge Squared	-0.0304*** (0.0096)	-0.0230 (0.0600)	-0.0116** (0.0049)	-0.0487** (0.0193)	-0.0283* (0.0127)	-0.0543** (0.0215)
3 Thread Badges Earned $\times$ Number of Posts Needed To Next Thread Badge Cubic	0.0029** (0.0010)	0.0019 (0.0065)	0.0012** (0.0005)	0.0047* (0.0021)	0.0027 (0.0014)	0.0053** (0.0023)
4+ Thread Badges Earned $\times$ Number of Posts Needed To Next Thread Badge	0.0121 (0.0256)	0.0447 (0.0935)	0.0378** (0.0135)	0.0648 (0.0565)	0.0401 (0.0388)	0.0736 (0.0628)
4+ Thread Badges Earned $\times$ Number of Posts Needed To Next Thread Badge Squared	-0.0063 (0.0095)	-0.0231 (0.0332)	-0.0119** (0.0051)	-0.0238 (0.0216)	-0.0149 (0.0148)	-0.0270 (0.0241)
4+ Thread Badges Earned $\times$ Number of Posts Needed To Next Thread Badge Cubic	0.0009 (0.0010)	0.0034 (0.0033)	0.0011* (0.0005)	0.0025 (0.0023)	0.0016 (0.0015)	0.0029 (0.0025)

Standard errors in parentheses

The dependent and independent variables are in logarithmic form.

\*  $p < 0.05$ , \*\*  $p < 0.01$ , \*\*\*  $p < 0.001$

**Table E-1: Results for UGC Quantity, Timeliness and Quality with 1-Day Time Window (Cont. 3)**

	(i) Quantity	(ii) Timeliness	(iii)	(iv)	(v) Quality	(vi)
			Length	Complexity	Informativeness	Politeness
1 Review Badge Earned	0.0068 (0.0112)	-0.0051 (0.0353)	0.0003 (0.0043)	0.0155 (0.0191)	0.0119 (0.0129)	0.0167 (0.0214)
2 Review Badges Earned	-0.0267 (0.0224)	-0.0235 (0.0452)	-0.0084 (0.0065)	-0.0468 (0.0377)	-0.0315 (0.0261)	-0.0517 (0.0418)
3 Review Badges Earned	0.0084 (0.0127)	-0.1774*** (0.0560)	-0.0213** (0.0073)	-0.0444 (0.0269)	-0.0325 (0.0189)	-0.0523 (0.0304)
4+ Review Badges Earned	0.0688** (0.0287)	0.2401 (0.1817)	0.0717** (0.0275)	0.1341 (0.1110)	0.0888 (0.0747)	0.1529 (0.1216)
Number of Posts Needed To Next Review Badge	0.0059 (0.0201)	-0.0263 (0.0623)	-0.0003 (0.0082)	0.0385 (0.0356)	0.0282 (0.0241)	0.0422 (0.0400)
Number of Posts Needed To Next Review Badge Squared	0.0010 (0.0112)	0.0289 (0.0367)	0.0021 (0.0047)	-0.0181 (0.0200)	-0.0132 (0.0135)	-0.0197 (0.0225)
Number of Posts Needed To Next Review Badge Cubic	-0.0004 (0.0018)	-0.0063 (0.0070)	-0.0005 (0.0008)	0.0030 (0.0032)	0.0021 (0.0022)	0.0032 (0.0036)
1 Review Badge Earned $\times$ Number of Posts Needed To Next Review Badge	0.0137 (0.0266)	-0.0042 (0.0781)	0.0030 (0.0125)	-0.0227 (0.0503)	-0.0199 (0.0342)	-0.0254 (0.0563)
1 Review Badge Earned $\times$ Number of Posts Needed To Next Review Badge Squared	-0.0106 (0.0153)	-0.0138 (0.0482)	-0.0043 (0.0073)	0.0077 (0.0293)	0.0074 (0.0199)	0.0086 (0.0328)
1 Review Badge Earned $\times$ Number of Posts Needed To Next Review Badge Cubic	0.0016 (0.0024)	0.0044 (0.0088)	0.0008 (0.0012)	-0.0013 (0.0046)	-0.0012 (0.0031)	-0.0014 (0.0052)
2 Review Badges Earned $\times$ Number of Posts Needed To Next Review Badge	0.0849 (0.0485)	0.3955* (0.1789)	0.0274 (0.0237)	0.1298 (0.1008)	0.0886 (0.0679)	0.1438 (0.1119)
2 Review Badges Earned $\times$ Number of Posts Needed To Next Review Badge Squared	-0.0397 (0.0282)	-0.2753** (0.1162)	-0.0157 (0.0142)	-0.0669 (0.0598)	-0.0460 (0.0402)	-0.0744 (0.0663)
2 Review Badges Earned $\times$ Number of Posts Needed To Next Review Badge Cubic	0.0051 (0.0044)	0.0457** (0.0190)	0.0024 (0.0022)	0.0093 (0.0092)	0.0064 (0.0062)	0.0103 (0.0102)
3 Review Badges Earned $\times$ Number of Posts Needed To Next Review Badge	0.0271 (0.0332)	-0.0230 (0.1319)	0.0343 (0.0269)	-0.0010 (0.1305)	0.0037 (0.0895)	0.0041 (0.1469)
3 Review Badges Earned $\times$ Number of Posts Needed To Next Review Badge Squared	-0.0114 (0.0174)	0.0055 (0.0664)	-0.0150 (0.0139)	0.0159 (0.0667)	0.0086 (0.0458)	0.0153 (0.0751)
3 Review Badges Earned $\times$ Number of Posts Needed To Next Review Badge Cubic	0.0013 (0.0025)	0.0032 (0.0098)	0.0018 (0.0018)	-0.0038 (0.0084)	-0.0023 (0.0058)	-0.0040 (0.0095)
4+ Review Badges Earned $\times$ Number of Posts Needed To Next Review Badge	-0.2234*** (0.0576)	-0.4637 (0.2649)	-0.2549*** (0.0303)	-0.3299*** (0.0955)	-0.2332*** (0.0642)	-0.3841*** (0.1067)
4+ Review Badges Earned $\times$ Number of Posts Needed To Next Review Badge Squared	0.0800** (0.0278)	0.1355 (0.1128)	0.0935*** (0.0128)	0.1244** (0.0500)	0.0879** (0.0341)	0.1448** (0.0560)
4+ Review Badges Earned $\times$ Number of Posts Needed To Next Review Badge Cubic	-0.0076* (0.0034)	-0.0091 (0.0137)	-0.0089*** (0.0016)	-0.0135* (0.0067)	-0.0095* (0.0046)	-0.0156* (0.0076)
Constant	0.0001 (0.0001)	0.0002 (0.0002)	0.0000*** (0.0000)	0.0001 (0.0001)	0.0001 (0.0001)	0.0001 (0.0001)
Individual-Day Fixed Effects	Yes	Yes	Yes	Yes	Yes	Yes
Source of Reward Fixed Effects	Yes	Yes	Yes	Yes	Yes	Yes
Number of Observations	128,458,902	128,458,902	128,458,902	128,458,902	128,458,902	128,458,902
R <sup>2</sup>	0.25	0.24	0.57	0.54	0.52	0.53

Standard errors in parentheses

The dependent and independent variables are in logarithmic form.

\*  $p < 0.05$ , \*\*  $p < 0.01$ , \*\*\*  $p < 0.001$

**Table E-2: Results for UGC Quantity, Timeliness and Quality with 6-Day Time Window**

	(i) Quantity	(ii) Timeliness	(iii)	(iv)	(v) Quality	(vi)
			Length	Complexity	Informativeness	Politeness
Review UGC Type Dummy	0.0231** (0.0097)	0.0333 (0.0362)	0.0057 (0.0046)	0.0487** (0.0184)	0.0318** (0.0124)	0.0534** (0.0209)
Reply UGC Type Dummy	0.0773*** (0.0047)	0.1188*** (0.0159)	0.0323*** (0.0022)	0.1594*** (0.0090)	0.1076*** (0.0060)	0.1767*** (0.0100)
Tips	0.0400*** (0.0077)	0.2039*** (0.0289)	0.0024 (0.0021)	0.0195** (0.0081)	0.0120* (0.0054)	0.0223** (0.0091)
Likes	0.0360*** (0.0024)	-0.0122 (0.0081)	0.0098*** (0.0009)	0.0306*** (0.0030)	0.0203*** (0.0020)	0.0342*** (0.0034)
Compensation	-0.0038 (0.0074)	-0.0592*** (0.0159)	0.0088 (0.0056)	-0.0227** (0.0090)	-0.0153** (0.0060)	-0.0248** (0.0100)
Badge	-0.0630*** (0.0036)	-0.0839*** (0.0072)	-0.0133*** (0.0010)	-0.0648*** (0.0042)	-0.0425*** (0.0028)	-0.0716*** (0.0047)
Review UGC Type Dummy $\times$ Tips	0.0078*** (0.0021)	-0.0041 (0.0086)	0.0062*** (0.0015)	0.0206*** (0.0032)	0.0136*** (0.0021)	0.0231*** (0.0036)
Review UGC Type Dummy $\times$ Likes	-0.0041 (0.0021)	0.0334*** (0.0085)	-0.0022 (0.0012)	0.0087** (0.0030)	0.0062*** (0.0020)	0.0095** (0.0034)
Review UGC Type Dummy $\times$ Compensation	-0.0105 (0.0077)	0.0877*** (0.0235)	-0.0260*** (0.0057)	-0.0125 (0.0096)	-0.0086 (0.0065)	-0.0148 (0.0106)
Review UGC Type Dummy $\times$ Badge	0.0662*** (0.0083)	0.0617 (0.0357)	0.0226*** (0.0054)	0.0939*** (0.0128)	0.0638*** (0.0087)	0.1045*** (0.0142)
Reply UGC Type Dummy $\times$ Tips	0.0431*** (0.0037)	0.1062*** (0.0128)	0.0057*** (0.0010)	0.0199*** (0.0038)	0.0128*** (0.0025)	0.0224*** (0.0042)
Reply UGC Type Dummy $\times$ Likes	0.1371*** (0.0022)	0.2031*** (0.0102)	0.0438*** (0.0008)	0.1962*** (0.0033)	0.1299*** (0.0022)	0.2174*** (0.0037)
Received Tips for Other UGC	0.0499*** (0.0086)	0.2289*** (0.0328)	0.0045 (0.0023)	0.0284*** (0.0091)	0.0178** (0.0061)	0.0325*** (0.0103)
Review UGC Type Dummy $\times$ Received Tips for Other UGC	-0.0016*** (0.0003)	-0.0008 (0.0007)	-0.0004*** (0.0001)	-0.0017*** (0.0005)	-0.0011*** (0.0003)	-0.0019*** (0.0006)
Reply UGC Type Dummy $\times$ Received Tips for Other UGC	0.0054*** (0.0014)	0.0299*** (0.0053)	0.0032*** (0.0005)	0.0158*** (0.0025)	0.0107*** (0.0017)	0.0178*** (0.0028)
Received Likes for Other UGC	0.0673*** (0.0038)	0.0144 (0.0155)	0.0224*** (0.0012)	0.0857*** (0.0049)	0.0572*** (0.0033)	0.0955*** (0.0054)
Review UGC Type Dummy $\times$ Received Likes for Other UGC	-0.0067*** (0.0002)	-0.0023*** (0.0006)	-0.0026*** (0.0001)	-0.0093*** (0.0003)	-0.0063*** (0.0002)	-0.0103*** (0.0003)
Reply UGC Type Dummy $\times$ Received Likes for Other UGC	-0.0074*** (0.0006)	-0.0227*** (0.0025)	-0.0004 (0.0003)	-0.0006 (0.0011)	-0.0001 (0.0007)	-0.0005 (0.0012)
Received Compensation for Other UGC	-0.0044*** (0.0014)	-0.0332*** (0.0064)	-0.0001 (0.0004)	-0.0056*** (0.0018)	-0.0033** (0.0012)	-0.0062*** (0.0020)
Review UGC Type Dummy $\times$ Received Compensation for Other UGC	-0.0010** (0.0004)	-0.0063*** (0.0015)	-0.0005** (0.0002)	-0.0007 (0.0007)	-0.0002 (0.0004)	-0.0008 (0.0007)
Received Badge for Other UGC	-0.0255*** (0.0014)	-0.0323*** (0.0036)	-0.0060*** (0.0005)	-0.0282*** (0.0021)	-0.0186*** (0.0014)	-0.0313*** (0.0023)
Review UGC Type Dummy $\times$ Received Badge for Other UGC	-0.0251*** (0.0011)	-0.0259*** (0.0023)	-0.0061*** (0.0004)	-0.0256*** (0.0014)	-0.0170*** (0.0009)	-0.0283*** (0.0015)

Standard errors in parentheses

The dependent and independent variables are in logarithmic form.

\*  $p < 0.05$ , \*\*  $p < 0.01$ , \*\*\*  $p < 0.001$

**Table E-2: Results for UGC Quantity, Timeliness and Quality with 6-Day Time Window (Cont. 1)**

	(i) Quantity	(ii) Timeliness	(iii)	(iv)	(v) Quality	(vi)
			Length	Complexity	Informativeness	Politeness
If Ever Wrote Post of UGC Type $j$ Dummy	0.0065*** (0.0004)	0.0077*** (0.0012)	0.0031*** (0.0002)	0.0110*** (0.0007)	0.0073*** (0.0004)	0.0122*** (0.0007)
Review UGC Type Dummy $\times$ If Ever Wrote Post of UGC Type $j$ Dummy	-0.0017 (0.0012)	-0.0016 (0.0042)	-0.0025*** (0.0005)	-0.0060** (0.0021)	-0.0042*** (0.0014)	-0.0068** (0.0024)
Reply UGC Type Dummy $\times$ If Ever Wrote Post of UGC Type $j$ Dummy	-0.0104*** (0.0006)	-0.0255*** (0.0018)	-0.0045*** (0.0002)	-0.0203*** (0.0010)	-0.0133*** (0.0007)	-0.0225*** (0.0012)
Number of Days Since $i$ 's Last Post of UGC Type $j$	-0.0383*** (0.0005)	-0.0452*** (0.0009)	-0.0154*** (0.0002)	-0.0717*** (0.0010)	-0.0475*** (0.0006)	-0.0795*** (0.0011)
Number of Days Since $i$ 's Last Post of UGC Type $j$ Squared	0.0026*** (0.0000)	0.0031*** (0.0001)	0.0010*** (0.0000)	0.0049*** (0.0001)	0.0032*** (0.0000)	0.0054*** (0.0001)
Review UGC Type Dummy $\times$ Number of Days Since $i$ 's Last Post of UGC Type $j$	-0.0118*** (0.0004)	-0.0219*** (0.0009)	-0.0051*** (0.0002)	-0.0234*** (0.0006)	-0.0155*** (0.0004)	-0.0259*** (0.0007)
Review UGC Type Dummy $\times$ Number of Days Since $i$ 's Last Post of UGC Type $j$ Squared	0.0009*** (0.0000)	0.0017*** (0.0001)	0.0004*** (0.0000)	0.0018*** (0.0000)	0.0012*** (0.0000)	0.0020*** (0.0000)
Reply UGC Type Dummy $\times$ Number of Days Since $i$ 's Last Post of UGC Type $j$	-0.0303*** (0.0007)	-0.0513*** (0.0018)	-0.0145*** (0.0003)	-0.0610*** (0.0011)	-0.0407*** (0.0008)	-0.0679*** (0.0013)
Reply UGC Type Dummy $\times$ Number of Days Since $i$ 's Last Post of UGC Type $j$ Squared	0.0025*** (0.0001)	0.0041*** (0.0001)	0.0012*** (0.0000)	0.0050*** (0.0001)	0.0033*** (0.0001)	0.0055*** (0.0001)
Number of Posts of UGC Type $j$ Made	0.0022*** (0.0002)	0.0058*** (0.0008)	0.0003*** (0.0001)	0.0040*** (0.0004)	0.0026*** (0.0003)	0.0044*** (0.0004)
Review UGC Type Dummy $\times$ Number of Posts of UGC Type $j$ Made	-0.0003 (0.0011)	0.0123** (0.0042)	0.0007 (0.0004)	0.0009 (0.0018)	0.0006 (0.0012)	0.0011 (0.0020)
Reply UGC Type Dummy $\times$ Number of Posts of UGC Type $j$ Made	0.0007** (0.0003)	0.0031*** (0.0009)	0.0010*** (0.0001)	0.0029*** (0.0005)	0.0019*** (0.0003)	0.0033*** (0.0005)
If Wrote Post of UGC Type $j$ at $t$ Dummy		1.0837*** (0.0137)	0.9400*** (0.0049)	2.6472*** (0.0030)	1.7126*** (0.0020)	2.8988*** (0.0033)
Review UGC Type Dummy $\times$ If Wrote Post of UGC Type $j$ at $t$ Dummy		5.0848*** (0.0502)	2.1333*** (0.0312)	2.7322*** (0.0108)	1.7878*** (0.0083)	3.0522*** (0.0106)
Reply UGC Type Dummy $\times$ If Wrote Post of UGC Type $j$ at $t$ Dummy		1.5379*** (0.0145)	0.6295*** (0.0027)	2.3766*** (0.0083)	1.5323*** (0.0055)	2.6162*** (0.0092)
Number of Written Posts of UGC Type $j$ During 3 Days Prior	0.0223*** (0.0023)	0.0297*** (0.0056)	0.0048*** (0.0012)	0.0264*** (0.0041)	0.0174*** (0.0028)	0.0291*** (0.0046)
Review UGC Type Dummy $\times$ Number of Written Posts of UGC Type $j$ During 3 Days Prior	-0.0125 (0.0064)	-0.0116 (0.0213)	0.0015 (0.0036)	-0.0042 (0.0118)	-0.0013 (0.0078)	-0.0045 (0.0131)
Reply UGC Type Dummy $\times$ Number of Written Posts of UGC Type $j$ During 3 Days Prior	0.0360*** (0.0029)	0.0766*** (0.0080)	0.0077*** (0.0012)	0.0318*** (0.0044)	0.0205*** (0.0030)	0.0350*** (0.0049)
If Wrote Post of UGC Type $j$ During 3 Days Prior	-0.0096*** (0.0016)	-0.0100** (0.0039)	-0.0017* (0.0008)	-0.0102*** (0.0030)	-0.0067*** (0.0020)	-0.0112*** (0.0033)
Review UGC Type Dummy $\times$ If Wrote Post of UGC Type $j$ During 3 Days Prior	0.0091 (0.0047)	0.0061 (0.0162)	-0.0026 (0.0029)	-0.0001 (0.0089)	-0.0009 (0.0060)	-0.0003 (0.0100)
Reply UGC Type Dummy $\times$ If Wrote Post of UGC Type $j$ During 3 Days Prior	-0.0334*** (0.0024)	-0.0721*** (0.0075)	-0.0048*** (0.0009)	-0.0201*** (0.0036)	-0.0128*** (0.0024)	-0.0221*** (0.0040)
Number of Written Posts of UGC Type $j$ During 365 Days Prior	0.0024*** (0.0001)	0.0057*** (0.0004)	0.0006*** (0.0000)	0.0031*** (0.0002)	0.0020*** (0.0001)	0.0034*** (0.0002)
Review UGC Type Dummy $\times$ Number of Written Posts of UGC Type $j$ During 365 Days Prior	-0.0038*** (0.0006)	-0.0008 (0.0017)	-0.0021*** (0.0002)	-0.0055*** (0.0010)	-0.0036*** (0.0006)	-0.0062*** (0.0011)
Reply UGC Type Dummy $\times$ Number of Written Posts of UGC Type $j$ During 365 Days Prior	0.0020*** (0.0001)	0.0001 (0.0004)	0.0014*** (0.0001)	0.0057*** (0.0002)	0.0038*** (0.0002)	0.0063*** (0.0003)

Standard errors in parentheses

The dependent and independent variables are in logarithmic form.

\*  $p < 0.05$ , \*\*  $p < 0.01$ , \*\*\*  $p < 0.001$

**Table E-2: Results for UGC Quantity, Timeliness and Quality with 6-Day Time Window (Cont. 2)**

	(i) Quantity	(ii) Timeliness	(iii)	(iv)	(v) Quality	(vi)
			Length	Complexity	Informativeness	Politeness
1 Thread Badge Earned	0.0023 (0.0043)	-0.0139 (0.0171)	-0.0041 (0.0021)	0.0033 (0.0084)	0.0027 (0.0056)	0.0031 (0.0093)
2 Thread Badges Earned	0.0118* (0.0054)	-0.0343 (0.0230)	-0.0049 (0.0027)	0.0103 (0.0106)	0.0071 (0.0070)	0.0110 (0.0117)
3 Thread Badges Earned	0.0102 (0.0169)	-0.0048 (0.0532)	-0.0008 (0.0100)	0.0120 (0.0331)	0.0067 (0.0214)	0.0120 (0.0368)
4+ Thread Badges Earned	0.0366** (0.0127)	-0.0199 (0.0606)	-0.0125 (0.0065)	0.0322 (0.0289)	0.0200 (0.0199)	0.0338 (0.0324)
Number of Posts Needed To Next Thread Badge	0.0001 (0.0054)	-0.0162 (0.0188)	-0.0074** (0.0025)	-0.0010 (0.0097)	0.0002 (0.0065)	-0.0019 (0.0108)
Number of Posts Needed To Next Thread Badge Squared	0.0007 (0.0021)	0.0081 (0.0074)	0.0032*** (0.0009)	0.0015 (0.0037)	0.0006 (0.0024)	0.0020 (0.0041)
Number of Posts Needed To Next Thread Badge Cubic	-0.0001 (0.0002)	-0.0012 (0.0009)	-0.0004*** (0.0001)	-0.0002 (0.0004)	-0.0001 (0.0003)	-0.0003 (0.0005)
1 Thread Badge Earned $\times$ Number of Posts Needed To Next Thread Badge	0.0023 (0.0067)	0.0222 (0.0256)	0.0104*** (0.0031)	0.0081 (0.0123)	0.0047 (0.0082)	0.0098 (0.0137)
1 Thread Badge Earned $\times$ Number of Posts Needed To Next Thread Badge Squared	0.0000 (0.0028)	-0.0069 (0.0103)	-0.0041*** (0.0013)	-0.0025 (0.0050)	-0.0014 (0.0034)	-0.0031 (0.0056)
1 Thread Badge Earned $\times$ Number of Posts Needed To Next Thread Badge Cubic	-0.0001 (0.0003)	0.0008 (0.0012)	0.0005*** (0.0001)	0.0002 (0.0006)	0.0001 (0.0004)	0.0002 (0.0007)
2 Thread Badges Earned $\times$ Number of Posts Needed To Next Thread Badge	0.0004 (0.0116)	-0.0261 (0.0597)	0.0124** (0.0054)	0.0133 (0.0226)	0.0077 (0.0149)	0.0154 (0.0251)
2 Thread Badges Earned $\times$ Number of Posts Needed To Next Thread Badge Squared	0.0011 (0.0049)	0.0162 (0.0255)	-0.0048* (0.0023)	-0.0046 (0.0096)	-0.0028 (0.0064)	-0.0054 (0.0107)
2 Thread Badges Earned $\times$ Number of Posts Needed To Next Thread Badge Cubic	-0.0002 (0.0006)	-0.0017 (0.0028)	0.0005 (0.0003)	0.0004 (0.0011)	0.0002 (0.0007)	0.0005 (0.0012)
3 Thread Badges Earned $\times$ Number of Posts Needed To Next Thread Badge	0.0772** (0.0258)	0.0658 (0.1203)	0.0264* (0.0134)	0.1135* (0.0512)	0.0682* (0.0335)	0.1267* (0.0569)
3 Thread Badges Earned $\times$ Number of Posts Needed To Next Thread Badge Squared	-0.0297** (0.0101)	-0.0227 (0.0505)	-0.0101 (0.0053)	-0.0431* (0.0203)	-0.0255 (0.0134)	-0.0481* (0.0225)
3 Thread Badges Earned $\times$ Number of Posts Needed To Next Thread Badge Cubic	0.0029** (0.0011)	0.0021 (0.0055)	0.0010 (0.0006)	0.0042* (0.0021)	0.0024 (0.0014)	0.0047 (0.0024)
4+ Thread Badges Earned $\times$ Number of Posts Needed To Next Thread Badge	0.0074 (0.0247)	0.0024 (0.0609)	0.0343 (0.0176)	0.0235 (0.0489)	0.0158 (0.0324)	0.0287 (0.0545)
4+ Thread Badges Earned $\times$ Number of Posts Needed To Next Thread Badge Squared	-0.0037 (0.0108)	-0.0047 (0.0231)	-0.0107 (0.0067)	-0.0091 (0.0216)	-0.0062 (0.0141)	-0.0110 (0.0241)
4+ Thread Badges Earned $\times$ Number of Posts Needed To Next Thread Badge Cubic	0.0005 (0.0012)	0.0013 (0.0024)	0.0010 (0.0007)	0.0011 (0.0024)	0.0007 (0.0016)	0.0013 (0.0027)

Standard errors in parentheses

The dependent and independent variables are in logarithmic form.

\*  $p < 0.05$ , \*\*  $p < 0.01$ , \*\*\*  $p < 0.001$



**Table E-2: Results for UGC Quantity, Timeliness and Quality with 6-Day Time Window (Cont. 3)**

	(i) Quantity	(ii) Timeliness	(iii)	(iv)	(v) Quality	(vi)
			Length	Complexity	Informativeness	Politeness
1 Review Badge Earned	0.0092 (0.0085)	-0.0011 (0.0332)	0.0009 (0.0040)	0.0137 (0.0162)	0.0104 (0.0109)	0.0149 (0.0183)
2 Review Badges Earned	-0.0125 (0.0146)	-0.0110 (0.0450)	-0.0048 (0.0052)	-0.0299 (0.0273)	-0.0201 (0.0188)	-0.0328 (0.0304)
3 Review Badges Earned	0.0357*** (0.0093)	-0.1338** (0.0548)	-0.0157*** (0.0059)	-0.0188 (0.0219)	-0.0154 (0.0154)	-0.0236 (0.0249)
4+ Review Badges Earned	0.0545* (0.0255)	0.0018 (0.3022)	0.0702* (0.0330)	0.0991 (0.0842)	0.0566 (0.0564)	0.1175 (0.0917)
Number of Posts Needed To Next Review Badge	0.0102 (0.0149)	-0.0178 (0.0578)	0.0005 (0.0076)	0.0326 (0.0301)	0.0237 (0.0203)	0.0360 (0.0342)
Number of Posts Needed To Next Review Badge Squared	-0.0027 (0.0082)	0.0238 (0.0341)	0.0012 (0.0043)	-0.0163 (0.0169)	-0.0117 (0.0114)	-0.0179 (0.0192)
Number of Posts Needed To Next Review Badge Cubic	0.0003 (0.0013)	-0.0055 (0.0066)	-0.0003 (0.0007)	0.0027 (0.0027)	0.0020 (0.0018)	0.0030 (0.0031)
1 Review Badge Earned $\times$ Number of Posts Needed To Next Review Badge	0.0059 (0.0208)	-0.0083 (0.0713)	0.0015 (0.0109)	-0.0218 (0.0413)	-0.0186 (0.0280)	-0.0245 (0.0467)
1 Review Badge Earned $\times$ Number of Posts Needed To Next Review Badge Squared	-0.0036 (0.0119)	-0.0096 (0.0441)	-0.0021 (0.0063)	0.0118 (0.0240)	0.0099 (0.0163)	0.0133 (0.0271)
1 Review Badge Earned $\times$ Number of Posts Needed To Next Review Badge Cubic	0.0003 (0.0019)	0.0036 (0.0081)	0.0004 (0.0010)	-0.0023 (0.0038)	-0.0018 (0.0026)	-0.0025 (0.0043)
2 Review Badges Earned $\times$ Number of Posts Needed To Next Review Badge	0.0614 (0.0359)	0.3171 (0.1734)	0.0274 (0.0199)	0.1165 (0.0793)	0.0801 (0.0532)	0.1291 (0.0884)
2 Review Badges Earned $\times$ Number of Posts Needed To Next Review Badge Squared	-0.0271 (0.0215)	-0.2240* (0.1121)	-0.0156 (0.0121)	-0.0599 (0.0479)	-0.0416 (0.0321)	-0.0667 (0.0533)
2 Review Badges Earned $\times$ Number of Posts Needed To Next Review Badge Cubic	0.0033 (0.0034)	0.0376* (0.0183)	0.0023 (0.0019)	0.0082 (0.0075)	0.0057 (0.0050)	0.0091 (0.0083)
3 Review Badges Earned $\times$ Number of Posts Needed To Next Review Badge	-0.0012 (0.0243)	-0.0466 (0.1325)	0.0328 (0.0225)	0.0005 (0.1076)	0.0030 (0.0751)	0.0062 (0.1217)
3 Review Badges Earned $\times$ Number of Posts Needed To Next Review Badge Squared	0.0010 (0.0127)	0.0144 (0.0669)	-0.0137 (0.0119)	0.0143 (0.0556)	0.0084 (0.0388)	0.0133 (0.0629)
3 Review Badges Earned $\times$ Number of Posts Needed To Next Review Badge Cubic	-0.0004 (0.0018)	0.0020 (0.0098)	0.0015 (0.0016)	-0.0037 (0.0071)	-0.0024 (0.0049)	-0.0038 (0.0080)
4+ Review Badges Earned $\times$ Number of Posts Needed To Next Review Badge	-0.1538*** (0.0485)	-0.0312 (0.2443)	-0.2876*** (0.0265)	-0.1614** (0.0631)	-0.1079** (0.0458)	-0.2091** (0.0707)
4+ Review Badges Earned $\times$ Number of Posts Needed To Next Review Badge Squared	0.0558** (0.0188)	-0.0008 (0.0882)	0.1061*** (0.0107)	0.0595 (0.0371)	0.0409 (0.0262)	0.0773 (0.0414)
4+ Review Badges Earned $\times$ Number of Posts Needed To Next Review Badge Cubic	-0.0055** (0.0021)	0.0027 (0.0110)	-0.0101*** (0.0013)	-0.0070 (0.0052)	-0.0049 (0.0036)	-0.0089 (0.0058)
Constant	0.0006*** (0.0001)	0.0007** (0.0003)	0.0002*** (0.0000)	0.0008*** (0.0001)	0.0006*** (0.0001)	0.0009*** (0.0001)
Individual-Day Fixed Effects	Yes	Yes	Yes	Yes	Yes	Yes
Source of Reward Fixed Effects	Yes	Yes	Yes	Yes	Yes	Yes
Number of Observations	128,458,902	128,458,902	128,458,902	128,458,902	128,458,902	128,458,902
R <sup>2</sup>	0.20	0.21	0.54	0.50	0.49	0.50

Standard errors in parentheses

The dependent and independent variables are in logarithmic form.

\*  $p < 0.05$ , \*\*  $p < 0.01$ , \*\*\*  $p < 0.001$

**Table E-3: Results for UGC Quantity, Timeliness and Quality Using Number of Rewards with 3-Day Time Window**

	(i) Quantity	(ii) Timeliness	(iii)	(iv)	(v) Quality	(vi)
			Length	Complexity	Informativeness	Politeness
Review UGC Type Dummy	0.0162 (0.0113)	0.0283 (0.0331)	0.0056 (0.0045)	0.0327 (0.0197)	0.0214 (0.0132)	0.0357 (0.0221)
Reply UGC Type Dummy	0.0624*** (0.0053)	0.1079*** (0.0161)	0.0269*** (0.0024)	0.1300*** (0.0099)	0.0878*** (0.0066)	0.1438*** (0.0110)
Tips	0.1151*** (0.0143)	0.3416*** (0.0512)	0.0249*** (0.0038)	0.1323*** (0.0150)	0.0863*** (0.0100)	0.1486*** (0.0169)
Likes	0.0377*** (0.0034)	0.0329** (0.0116)	0.0011 (0.0011)	0.0264*** (0.0042)	0.0179*** (0.0028)	0.0293*** (0.0047)
Compensation	-0.0264 (0.0137)	-0.1957*** (0.0295)	-0.0217* (0.0109)	-0.0129 (0.0178)	-0.0110 (0.0118)	-0.0143 (0.0198)
Badge	-0.0754*** (0.0042)	-0.0899*** (0.0083)	-0.0184*** (0.0013)	-0.0854*** (0.0054)	-0.0565*** (0.0036)	-0.0943*** (0.0060)
Review UGC Type Dummy $\times$ Tips	0.0054 (0.0035)	-0.1196*** (0.0179)	0.0229*** (0.0023)	0.0075 (0.0050)	0.0050 (0.0034)	0.0097 (0.0056)
Review UGC Type Dummy $\times$ Likes	0.0314*** (0.0021)	0.1247*** (0.0070)	0.0068*** (0.0015)	0.0664*** (0.0034)	0.0437*** (0.0023)	0.0731*** (0.0038)
Review UGC Type Dummy $\times$ Compensation	-0.0268 (0.0143)	-0.2948*** (0.0374)	0.0749*** (0.0113)	-0.0365* (0.0186)	-0.0210 (0.0123)	-0.0373 (0.0206)
Review UGC Type Dummy $\times$ Badge	0.0677*** (0.0101)	0.0552 (0.0378)	0.0184** (0.0064)	0.0887*** (0.0168)	0.0603*** (0.0113)	0.0989*** (0.0187)
Reply UGC Type Dummy $\times$ Tips	0.1286*** (0.0073)	0.2468*** (0.0254)	0.0288*** (0.0021)	0.1060*** (0.0080)	0.0685*** (0.0054)	0.1175*** (0.0089)
Reply UGC Type Dummy $\times$ Likes	0.1234*** (0.0025)	0.1307*** (0.0094)	0.0479*** (0.0009)	0.1701*** (0.0039)	0.1122*** (0.0026)	0.1889*** (0.0043)
Received Tips for Other UGC	0.1261*** (0.0165)	0.4027*** (0.0593)	0.0260*** (0.0042)	0.1241*** (0.0170)	0.0802*** (0.0114)	0.1399*** (0.0192)
Review UGC Type Dummy $\times$ Received Tips for Other UGC	-0.0038*** (0.0005)	-0.0002 (0.0011)	-0.0009*** (0.0002)	-0.0025*** (0.0008)	-0.0016*** (0.0005)	-0.0027*** (0.0008)
Reply UGC Type Dummy $\times$ Received Tips for Other UGC	0.0159*** (0.0024)	0.0355*** (0.0068)	0.0088*** (0.0009)	0.0388*** (0.0044)	0.0262*** (0.0030)	0.0435*** (0.0049)
Received Likes for Other UGC	0.0970*** (0.0050)	0.0403** (0.0179)	0.0343*** (0.0016)	0.1262*** (0.0064)	0.0839*** (0.0043)	0.1403*** (0.0072)
Review UGC Type Dummy $\times$ Received Likes for Other UGC	-0.0090*** (0.0003)	-0.0041*** (0.0006)	-0.0034*** (0.0001)	-0.0121*** (0.0004)	-0.0081*** (0.0003)	-0.0135*** (0.0004)
Reply UGC Type Dummy $\times$ Received Likes for Other UGC	-0.0023** (0.0008)	-0.0206*** (0.0029)	0.0020*** (0.0003)	0.0092*** (0.0014)	0.0065*** (0.0010)	0.0105*** (0.0016)
Received Compensation for Other UGC	-0.0044** (0.0019)	-0.0444*** (0.0089)	-0.0001 (0.0006)	-0.0044 (0.0027)	-0.0025 (0.0018)	-0.0050 (0.0030)
Review UGC Type Dummy $\times$ Received Compensation for Other UGC	-0.0003 (0.0005)	-0.0055*** (0.0016)	0.0001 (0.0002)	-0.0003 (0.0007)	0.0000 (0.0004)	-0.0003 (0.0008)
Received Badge for Other UGC	-0.0258*** (0.0017)	-0.0215*** (0.0043)	-0.0069*** (0.0007)	-0.0291*** (0.0028)	-0.0194*** (0.0019)	-0.0322*** (0.0031)
Review UGC Type Dummy $\times$ Received Badge for Other UGC	-0.0291*** (0.0013)	-0.0332*** (0.0027)	-0.0077*** (0.0005)	-0.0343*** (0.0018)	-0.0226*** (0.0012)	-0.0378*** (0.0020)

Standard errors in parentheses

The dependent and independent variables are in logarithmic form.

\*  $p < 0.05$ , \*\*  $p < 0.01$ , \*\*\*  $p < 0.001$

**Table E-3: Results for UGC Quantity, Timeliness and Quality Using Number of Rewards with 3-Day Time Window (Cont. 1)**

	(i)	(ii)	(iii)	(iv)	(v)	(vi)
	Quantity	Timeliness	Quality			
			Length	Complexity	Informativeness	Politeness
If Ever Wrote Post of UGC Type $j$ Dummy	0.0060*** (0.0004)	0.0082*** (0.0012)	0.0026*** (0.0002)	0.0101*** (0.0007)	0.0067*** (0.0005)	0.0112*** (0.0008)
Review UGC Type Dummy $\times$ If Ever Wrote Post of UGC Type $j$ Dummy	-0.0010 (0.0013)	-0.0016 (0.0040)	-0.0017*** (0.0005)	-0.0043 (0.0023)	-0.0031* (0.0015)	-0.0050* (0.0025)
Reply UGC Type Dummy $\times$ If Ever Wrote Post of UGC Type $j$ Dummy	-0.0126*** (0.0006)	-0.0292*** (0.0018)	-0.0050*** (0.0002)	-0.0238*** (0.0011)	-0.0156*** (0.0007)	-0.0263*** (0.0012)
Number of Days Since $i$ 's Last Post of UGC Type $j$	-0.0343*** (0.0005)	-0.0388*** (0.0009)	-0.0141*** (0.0002)	-0.0625*** (0.0009)	-0.0414*** (0.0006)	-0.0693*** (0.0010)
Number of Days Since $i$ 's Last Post of UGC Type $j$ Squared	0.0024*** (0.0000)	0.0027*** (0.0001)	0.0010*** (0.0000)	0.0043*** (0.0001)	0.0028*** (0.0000)	0.0047*** (0.0001)
Review UGC Type Dummy $\times$ Number of Days Since $i$ 's Last Post of UGC Type $j$	-0.0112*** (0.0004)	-0.0223*** (0.0008)	-0.0047*** (0.0002)	-0.0219*** (0.0006)	-0.0145*** (0.0004)	-0.0243*** (0.0006)
Review UGC Type Dummy $\times$ Number of Days Since $i$ 's Last Post of UGC Type $j$ Squared	0.0009*** (0.0000)	0.0017*** (0.0001)	0.0004*** (0.0000)	0.0017*** (0.0000)	0.0011*** (0.0000)	0.0019*** (0.0000)
Reply UGC Type Dummy $\times$ Number of Days Since $i$ 's Last Post of UGC Type $j$	-0.0273*** (0.0007)	-0.0514*** (0.0018)	-0.0124*** (0.0003)	-0.0553*** (0.0011)	-0.0368*** (0.0007)	-0.0614*** (0.0013)
Reply UGC Type Dummy $\times$ Number of Days Since $i$ 's Last Post of UGC Type $j$ Squared	0.0023*** (0.0001)	0.0041*** (0.0001)	0.0010*** (0.0000)	0.0046*** (0.0001)	0.0030*** (0.0001)	0.0051*** (0.0001)
Number of Posts of UGC Type $j$ Made	0.0026*** (0.0003)	0.0052*** (0.0009)	0.0007*** (0.0001)	0.0047*** (0.0004)	0.0031*** (0.0003)	0.0051*** (0.0005)
Review UGC Type Dummy $\times$ Number of Posts of UGC Type $j$ Made	-0.0002 (0.0012)	0.0122*** (0.0040)	0.0003 (0.0004)	0.0006 (0.0019)	0.0004 (0.0013)	0.0008 (0.0021)
Reply UGC Type Dummy $\times$ Number of Posts of UGC Type $j$ Made	0.0012*** (0.0003)	0.0042*** (0.0010)	0.0008*** (0.0001)	0.0033*** (0.0005)	0.0021*** (0.0003)	0.0037*** (0.0006)
If Wrote Post of UGC Type $j$ at $t$ Dummy		1.1245*** (0.0129)	0.9449*** (0.0048)	2.6941*** (0.0028)	1.7441*** (0.0019)	2.9506*** (0.0030)
Review UGC Type Dummy $\times$ If Wrote Post of UGC Type $j$ at $t$ Dummy		5.0380*** (0.0490)	2.1618*** (0.0322)	2.7725*** (0.0098)	1.8156*** (0.0077)	3.0985*** (0.0095)
Reply UGC Type Dummy $\times$ If Wrote Post of UGC Type $j$ at $t$ Dummy		1.6153*** (0.0149)	0.6447*** (0.0025)	2.4500*** (0.0074)	1.5801*** (0.0050)	2.6977*** (0.0082)
Number of Written Posts of UGC Type $j$ During 3 Days Prior	0.0245*** (0.0026)	0.0354*** (0.0060)	0.0062*** (0.0011)	0.0306*** (0.0041)	0.0203*** (0.0028)	0.0338*** (0.0046)
Review UGC Type Dummy $\times$ Number of Written Posts of UGC Type $j$ During 3 Days Prior	-0.0138 (0.0078)	-0.0067 (0.0215)	0.0014 (0.0042)	-0.0065 (0.0123)	-0.0028 (0.0081)	-0.0070 (0.0137)
Reply UGC Type Dummy $\times$ Number of Written Posts of UGC Type $j$ During 3 Days Prior	0.0482*** (0.0034)	0.0893*** (0.0086)	0.0123*** (0.0012)	0.0528*** (0.0047)	0.0343*** (0.0031)	0.0582*** (0.0052)
If Wrote Post of UGC Type $j$ During 3 Days Prior	-0.0101*** (0.0018)	-0.0128*** (0.0042)	-0.0022** (0.0008)	-0.0116*** (0.0030)	-0.0077*** (0.0020)	-0.0128*** (0.0033)
Review UGC Type Dummy $\times$ If Wrote Post of UGC Type $j$ During 3 Days Prior	0.0099 (0.0057)	0.0028 (0.0159)	-0.0024 (0.0033)	0.0021 (0.0093)	0.0005 (0.0062)	0.0023 (0.0104)
Reply UGC Type Dummy $\times$ If Wrote Post of UGC Type $j$ During 3 Days Prior	-0.0427*** (0.0029)	-0.0818*** (0.0080)	-0.0083*** (0.0009)	-0.0361*** (0.0039)	-0.0232*** (0.0026)	-0.0397*** (0.0043)
Number of Written Posts of UGC Type $j$ During 365 Days Prior	0.0023*** (0.0001)	0.0057*** (0.0004)	0.0005*** (0.0000)	0.0027*** (0.0002)	0.0017*** (0.0001)	0.0030*** (0.0002)
Review UGC Type Dummy $\times$ Number of Written Posts of UGC Type $j$ During 365 Days Prior	-0.0044*** (0.0007)	-0.0041** (0.0016)	-0.0018*** (0.0002)	-0.0058*** (0.0011)	-0.0038*** (0.0007)	-0.0065*** (0.0012)
Reply UGC Type Dummy $\times$ Number of Written Posts of UGC Type $j$ During 365 Days Prior	0.0031*** (0.0002)	0.0014*** (0.0004)	0.0018*** (0.0001)	0.0075*** (0.0003)	0.0051*** (0.0002)	0.0084*** (0.0003)

Standard errors in parentheses

The dependent and independent variables are in logarithmic form.

\*  $p < 0.05$ , \*\*  $p < 0.01$ , \*\*\*  $p < 0.001$

**Table E-3: Results for UGC Quantity, Timeliness and Quality Using Number of Rewards with 3-Day Time Window (Cont. 2)**

	(i) Quantity	(ii) Timeliness	(iii)	(iv)	(v)	(vi)
			Quality			
			Length	Complexity	Informativeness	Politeness
1 Thread Badge Earned	-0.0038 (0.0048)	-0.0213 (0.0155)	-0.0038 (0.0022)	-0.0083 (0.0091)	-0.0048 (0.0061)	-0.0096 (0.0101)
2 Thread Badges Earned	0.0058 (0.0057)	-0.0341 (0.0220)	-0.0047 (0.0029)	-0.0025 (0.0113)	-0.0008 (0.0075)	-0.0030 (0.0126)
3 Thread Badges Earned	-0.0123 (0.0185)	-0.0647 (0.0643)	-0.0071 (0.0095)	-0.0225 (0.0318)	-0.0160 (0.0210)	-0.0256 (0.0354)
4+ Thread Badges Earned	0.0347*** (0.0106)	0.0133 (0.0319)	-0.0200 (0.0166)	-0.0006 (0.0365)	0.0003 (0.0245)	-0.0029 (0.0415)
Number of Posts Needed To Next Thread Badge	-0.0060 (0.0061)	-0.0285 (0.0191)	-0.0064** (0.0027)	-0.0160 (0.0109)	-0.0094 (0.0073)	-0.0183 (0.0121)
Number of Posts Needed To Next Thread Badge Squared	0.0031 (0.0024)	0.0132 (0.0076)	0.0028** (0.0010)	0.0075 (0.0041)	0.0045 (0.0028)	0.0085 (0.0046)
Number of Posts Needed To Next Thread Badge Cubic	-0.0004 (0.0003)	-0.0018* (0.0009)	-0.0003*** (0.0001)	-0.0009 (0.0005)	-0.0006* (0.0003)	-0.0011* (0.0005)
1 Thread Badge Earned $\times$ Number of Posts Needed To Next Thread Badge	0.0122 (0.0076)	0.0356 (0.0248)	0.0092** (0.0034)	0.0232 (0.0139)	0.0145 (0.0093)	0.0263 (0.0155)
1 Thread Badge Earned $\times$ Number of Posts Needed To Next Thread Badge Squared	-0.0042 (0.0032)	-0.0128 (0.0101)	-0.0038** (0.0014)	-0.0093 (0.0058)	-0.0058 (0.0039)	-0.0105 (0.0064)
1 Thread Badge Earned $\times$ Number of Posts Needed To Next Thread Badge Cubic	0.0004 (0.0004)	0.0015 (0.0012)	0.0004* (0.0002)	0.0010 (0.0007)	0.0006 (0.0005)	0.0012 (0.0008)
2 Thread Badges Earned $\times$ Number of Posts Needed To Next Thread Badge	0.0048 (0.0125)	-0.0247 (0.0607)	0.0107 (0.0059)	0.0212 (0.0242)	0.0126 (0.0162)	0.0239 (0.0269)
2 Thread Badges Earned $\times$ Number of Posts Needed To Next Thread Badge Squared	-0.0008 (0.0053)	0.0145 (0.0258)	-0.0039 (0.0025)	-0.0076 (0.0104)	-0.0046 (0.0069)	-0.0086 (0.0116)
2 Thread Badges Earned $\times$ Number of Posts Needed To Next Thread Badge Cubic	0.0000 (0.0006)	-0.0013 (0.0028)	0.0004 (0.0003)	0.0008 (0.0012)	0.0005 (0.0008)	0.0009 (0.0013)
3 Thread Badges Earned $\times$ Number of Posts Needed To Next Thread Badge	0.0823*** (0.0230)	0.0855 (0.0953)	0.0281** (0.0115)	0.1227** (0.0427)	0.0745** (0.0285)	0.1358** (0.0473)
3 Thread Badges Earned $\times$ Number of Posts Needed To Next Thread Badge Squared	-0.0284*** (0.0090)	-0.0231 (0.0399)	-0.0095* (0.0044)	-0.0435** (0.0165)	-0.0257** (0.0111)	-0.0481** (0.0183)
3 Thread Badges Earned $\times$ Number of Posts Needed To Next Thread Badge Cubic	0.0026** (0.0010)	0.0019 (0.0044)	0.0009 (0.0005)	0.0042** (0.0017)	0.0024* (0.0012)	0.0046** (0.0019)
4+ Thread Badges Earned $\times$ Number of Posts Needed To Next Thread Badge	-0.0012 (0.0176)	-0.0118 (0.0438)	0.0272* (0.0123)	0.0387 (0.0383)	0.0229 (0.0268)	0.0445 (0.0424)
4+ Thread Badges Earned $\times$ Number of Posts Needed To Next Thread Badge Squared	-0.0006 (0.0074)	-0.0007 (0.0157)	-0.0079 (0.0046)	-0.0147 (0.0171)	-0.0089 (0.0117)	-0.0167 (0.0189)
4+ Thread Badges Earned $\times$ Number of Posts Needed To Next Thread Badge Cubic	0.0002 (0.0008)	0.0010 (0.0016)	0.0007 (0.0005)	0.0017 (0.0019)	0.0010 (0.0013)	0.0019 (0.0021)

Standard errors in parentheses

The dependent and independent variables are in logarithmic form.

\*  $p < 0.05$ , \*\*  $p < 0.01$ , \*\*\*  $p < 0.001$

**Table E-3: Results for UGC Quantity, Timeliness and Quality Using Number of Rewards with 3-Day Time Window (Cont. 3)**

	(i) Quantity	(ii) Timeliness	(iii)	(iv)	(v) Quality	(vi)
			Length	Complexity	Informativeness	Politeness
1 Review Badge Earned	0.0081 (0.0098)	-0.0061 (0.0294)	0.0013 (0.0038)	0.0130 (0.0171)	0.0098 (0.0115)	0.0142 (0.0192)
2 Review Badges Earned	-0.0172 (0.0163)	-0.0398 (0.0395)	-0.0049 (0.0057)	-0.0407 (0.0309)	-0.0274 (0.0213)	-0.0447 (0.0343)
3 Review Badges Earned	0.0285** (0.0102)	-0.1394*** (0.0383)	-0.0069 (0.0059)	-0.0109 (0.0212)	-0.0094 (0.0148)	-0.0142 (0.0240)
4+ Review Badges Earned	0.0684** (0.0244)	0.1965 (0.1403)	0.0662** (0.0290)	0.2149** (0.0834)	0.1435** (0.0574)	0.2389** (0.0897)
Number of Posts Needed To Next Review Badge	0.0071 (0.0173)	-0.0273 (0.0511)	0.0013 (0.0071)	0.0279 (0.0316)	0.0205 (0.0213)	0.0308 (0.0356)
Number of Posts Needed To Next Review Badge Squared	0.0005 (0.0095)	0.0298 (0.0305)	0.0010 (0.0040)	-0.0109 (0.0177)	-0.0081 (0.0119)	-0.0120 (0.0199)
Number of Posts Needed To Next Review Badge Cubic	-0.0004 (0.0015)	-0.0066 (0.0060)	-0.0003 (0.0007)	0.0016 (0.0029)	0.0012 (0.0019)	0.0017 (0.0032)
1 Review Badge Earned $\times$ Number of Posts Needed To Next Review Badge	0.0090 (0.0231)	-0.0075 (0.0627)	0.0016 (0.0106)	-0.0173 (0.0437)	-0.0151 (0.0296)	-0.0195 (0.0490)
1 Review Badge Earned $\times$ Number of Posts Needed To Next Review Badge Squared	-0.0071 (0.0132)	-0.0109 (0.0390)	-0.0021 (0.0062)	0.0065 (0.0254)	0.0061 (0.0171)	0.0074 (0.0284)
1 Review Badge Earned $\times$ Number of Posts Needed To Next Review Badge Cubic	0.0010 (0.0021)	0.0040 (0.0073)	0.0004 (0.0010)	-0.0011 (0.0040)	-0.0010 (0.0027)	-0.0013 (0.0045)
2 Review Badges Earned $\times$ Number of Posts Needed To Next Review Badge	0.0653 (0.0382)	0.3286* (0.1625)	0.0273 (0.0184)	0.1181 (0.0836)	0.0807 (0.0562)	0.1312 (0.0930)
2 Review Badges Earned $\times$ Number of Posts Needed To Next Review Badge Squared	-0.0307 (0.0223)	-0.2275* (0.1052)	-0.0153 (0.0111)	-0.0611 (0.0496)	-0.0420 (0.0332)	-0.0681 (0.0551)
2 Review Badges Earned $\times$ Number of Posts Needed To Next Review Badge Cubic	0.0040 (0.0035)	0.0381* (0.0171)	0.0023 (0.0017)	0.0086 (0.0077)	0.0059 (0.0051)	0.0096 (0.0085)
3 Review Badges Earned $\times$ Number of Posts Needed To Next Review Badge	0.0040 (0.0264)	0.0541 (0.1095)	0.0137 (0.0220)	-0.0242 (0.1021)	-0.0118 (0.0697)	-0.0233 (0.1145)
3 Review Badges Earned $\times$ Number of Posts Needed To Next Review Badge Squared	-0.0028 (0.0139)	-0.0377 (0.0581)	-0.0052 (0.0117)	0.0223 (0.0531)	0.0129 (0.0362)	0.0232 (0.0595)
3 Review Badges Earned $\times$ Number of Posts Needed To Next Review Badge Cubic	0.0004 (0.0020)	0.0084 (0.0087)	0.0006 (0.0016)	-0.0040 (0.0069)	-0.0025 (0.0047)	-0.0043 (0.0077)
4+ Review Badges Earned $\times$ Number of Posts Needed To Next Review Badge	-0.2132*** (0.0523)	-0.7158*** (0.1596)	-0.1761*** (0.0509)	-0.3774*** (0.0580)	-0.2684*** (0.0398)	-0.4255*** (0.0667)
4+ Review Badges Earned $\times$ Number of Posts Needed To Next Review Badge Squared	0.0753*** (0.0229)	0.2377*** (0.0648)	0.0641*** (0.0194)	0.1318*** (0.0358)	0.0945*** (0.0240)	0.1490*** (0.0409)
4+ Review Badges Earned $\times$ Number of Posts Needed To Next Review Badge Cubic	-0.0070** (0.0027)	-0.0194* (0.0088)	-0.0060** (0.0021)	-0.0133** (0.0051)	-0.0096** (0.0034)	-0.0150** (0.0058)
Constant	-0.0001 (0.0001)	0.0000 (0.0003)	-0.0001*** (0.0000)	-0.0002 (0.0002)	-0.0001 (0.0001)	-0.0002 (0.0002)
Individual-Day Fixed Effects	Yes	Yes	Yes	Yes	Yes	Yes
Source of Reward Fixed Effects	Yes	Yes	Yes	Yes	Yes	Yes
Number of Observations	128,458,902	128,458,902	128,458,902	128,458,902	128,458,902	128,458,902
R <sup>2</sup>	0.16	0.20	0.53	0.49	0.47	0.48

Standard errors in parentheses

The dependent and independent variables are in logarithmic form.

\*  $p < 0.05$ , \*\*  $p < 0.01$ , \*\*\*  $p < 0.001$

**Table E-4: Results for UGC Quantity, Timeliness and Quality Using Individual-Week FEs with 3-Day Time Window**

	(i) Quantity	(ii) Timeliness	(iii)	(iv)	(v) Quality	(vi)
			Length	Complexity	Informativeness	Politeness
Review UGC Type Dummy	0.0256* (0.0120)	0.0438 (0.0316)	0.0083 (0.0047)	0.0550** (0.0211)	0.0360** (0.0142)	0.0606** (0.0236)
Reply UGC Type Dummy	0.0778*** (0.0054)	0.1275*** (0.0157)	0.0329*** (0.0026)	0.1638*** (0.0105)	0.1101*** (0.0070)	0.1817*** (0.0116)
Tips	0.0072*** (0.0010)	-0.0019 (0.0030)	0.0005 (0.0008)	0.0239*** (0.0018)	0.0159*** (0.0012)	0.0262*** (0.0020)
Likes	-0.0469*** (0.0010)	0.0012 (0.0025)	-0.0307*** (0.0006)	-0.0713*** (0.0017)	-0.0467*** (0.0012)	-0.0797*** (0.0019)
Compensation	0.0022 (0.0079)	-0.1306*** (0.0192)	-0.0282*** (0.0074)	0.0696*** (0.0084)	0.0449*** (0.0056)	0.0762*** (0.0093)
Badge	-0.0416*** (0.0021)	-0.0505*** (0.0042)	-0.0093*** (0.0008)	-0.0432*** (0.0029)	-0.0285*** (0.0019)	-0.0477*** (0.0032)
Review UGC Type Dummy $\times$ Tips	-0.0102*** (0.0018)	-0.0932*** (0.0109)	-0.0047*** (0.0013)	-0.0067** (0.0027)	-0.0040* (0.0018)	-0.0081** (0.0030)
Review UGC Type Dummy $\times$ Likes	0.0407*** (0.0016)	0.1457*** (0.0066)	0.0303*** (0.0013)	0.0753*** (0.0026)	0.0493*** (0.0017)	0.0838*** (0.0029)
Review UGC Type Dummy $\times$ Compensation	-0.0517*** (0.0081)	-0.2101*** (0.0237)	0.0316*** (0.0078)	-0.0182* (0.0088)	-0.0106 (0.0059)	-0.0193* (0.0098)
Review UGC Type Dummy $\times$ Badge	0.0223** (0.0082)	0.0002 (0.0349)	0.0017 (0.0048)	0.0391*** (0.0104)	0.0251*** (0.0070)	0.0427*** (0.0116)
Reply UGC Type Dummy $\times$ Tips	0.0453*** (0.0050)	0.0878*** (0.0129)	0.0115*** (0.0017)	0.0346*** (0.0070)	0.0226*** (0.0047)	0.0385*** (0.0078)
Reply UGC Type Dummy $\times$ Likes	0.1039*** (0.0022)	0.1157*** (0.0084)	0.0449*** (0.0009)	0.1403*** (0.0035)	0.0919*** (0.0023)	0.1561*** (0.0039)
Received Tips for Other UGC	-0.0051*** (0.0005)	-0.0164*** (0.0016)	-0.0021*** (0.0002)	-0.0050*** (0.0008)	-0.0033*** (0.0005)	-0.0056*** (0.0009)
Review UGC Type Dummy $\times$ Received Tips for Other UGC	-0.0033*** (0.0004)	-0.0033*** (0.0008)	-0.0011*** (0.0002)	-0.0044*** (0.0006)	-0.0029*** (0.0004)	-0.0048*** (0.0007)
Reply UGC Type Dummy $\times$ Received Tips for Other UGC	0.0133*** (0.0024)	0.0373*** (0.0062)	0.0057*** (0.0009)	0.0262*** (0.0042)	0.0176*** (0.0028)	0.0293*** (0.0047)
Received Likes for Other UGC	-0.0193*** (0.0005)	-0.0241*** (0.0021)	-0.0047*** (0.0002)	-0.0183*** (0.0007)	-0.0121*** (0.0005)	-0.0202*** (0.0008)
Review UGC Type Dummy $\times$ Received Likes for Other UGC	-0.0114*** (0.0004)	-0.0061*** (0.0007)	-0.0045*** (0.0001)	-0.0151*** (0.0005)	-0.0101*** (0.0004)	-0.0168*** (0.0006)
Reply UGC Type Dummy $\times$ Received Likes for Other UGC	0.0317*** (0.0011)	0.0236*** (0.0033)	0.0137*** (0.0004)	0.0597*** (0.0018)	0.0400*** (0.0012)	0.0664*** (0.0020)
Received Compensation for Other UGC	0.0179*** (0.0011)	0.0138*** (0.0037)	0.0068*** (0.0004)	0.0369*** (0.0018)	0.0247*** (0.0012)	0.0408*** (0.0020)
Review UGC Type Dummy $\times$ Received Compensation for Other UGC	-0.0020*** (0.0006)	-0.0068*** (0.0016)	0.0000 (0.0003)	-0.0045*** (0.0010)	-0.0028*** (0.0006)	-0.0049*** (0.0011)
Received Badge for Other UGC	0.0007 (0.0006)	0.0011 (0.0018)	0.0005 (0.0004)	0.0043*** (0.0013)	0.0026** (0.0009)	0.0046*** (0.0015)
Review UGC Type Dummy $\times$ Received Badge for Other UGC	-0.0267*** (0.0010)	-0.0277*** (0.0020)	-0.0071*** (0.0004)	-0.0324*** (0.0014)	-0.0214*** (0.0009)	-0.0358*** (0.0016)

Standard errors in parentheses

The dependent and independent variables are in logarithmic form.

\*  $p < 0.05$ , \*\*  $p < 0.01$ , \*\*\*  $p < 0.001$

**Table E-4: Results for UGC Quantity, Timeliness and Quality Using Individual-Week FEs with 3-Day Time Window (Cont. 1)**

	(i)	(ii)	(iii)	(iv)	(v)	(vi)
	Quantity	Timeliness	Quality			
			Length	Complexity	Informativeness	Politeness
If Ever Wrote Post of UGC Type $j$ Dummy	0.0049*** (0.0004)	0.0078*** (0.0012)	0.0024*** (0.0002)	0.0094*** (0.0007)	0.0062*** (0.0005)	0.0105*** (0.0008)
Review UGC Type Dummy $\times$ If Ever Wrote Post of UGC Type $j$ Dummy	0.0005 (0.0013)	0.0003 (0.0039)	-0.0013* (0.0006)	-0.0023 (0.0024)	-0.0017 (0.0016)	-0.0027 (0.0026)
Reply UGC Type Dummy $\times$ If Ever Wrote Post of UGC Type $j$ Dummy	-0.0130*** (0.0007)	-0.0294*** (0.0019)	-0.0052*** (0.0003)	-0.0252*** (0.0012)	-0.0165*** (0.0008)	-0.0279*** (0.0013)
Number of Days Since $i$ 's Last Post of UGC Type $j$	-0.0267*** (0.0005)	-0.0354*** (0.0008)	-0.0123*** (0.0002)	-0.0522*** (0.0009)	-0.0347*** (0.0006)	-0.0579*** (0.0010)
Number of Days Since $i$ 's Last Post of UGC Type $j$ Squared	0.0019*** (0.0000)	0.0025*** (0.0001)	0.0009*** (0.0000)	0.0036*** (0.0001)	0.0024*** (0.0000)	0.0040*** (0.0001)
Review UGC Type Dummy $\times$ Number of Days Since $i$ 's Last Post of UGC Type $j$	-0.0115*** (0.0004)	-0.0256*** (0.0008)	-0.0047*** (0.0002)	-0.0253*** (0.0006)	-0.0167*** (0.0004)	-0.0281*** (0.0007)
Review UGC Type Dummy $\times$ Number of Days Since $i$ 's Last Post of UGC Type $j$ Squared	0.0009*** (0.0000)	0.0020*** (0.0001)	0.0004*** (0.0000)	0.0020*** (0.0000)	0.0013*** (0.0000)	0.0022*** (0.0000)
Reply UGC Type Dummy $\times$ Number of Days Since $i$ 's Last Post of UGC Type $j$	-0.0288*** (0.0007)	-0.0554*** (0.0018)	-0.0133*** (0.0003)	-0.0619*** (0.0012)	-0.0411*** (0.0008)	-0.0688*** (0.0013)
Reply UGC Type Dummy $\times$ Number of Days Since $i$ 's Last Post of UGC Type $j$ Squared	0.0023*** (0.0001)	0.0043*** (0.0001)	0.0011*** (0.0000)	0.0050*** (0.0001)	0.0033*** (0.0001)	0.0055*** (0.0001)
Number of Posts of UGC Type $j$ Made	0.0039*** (0.0003)	0.0068*** (0.0009)	0.0012*** (0.0001)	0.0069*** (0.0005)	0.0046*** (0.0003)	0.0076*** (0.0005)
Review UGC Type Dummy $\times$ Number of Posts of UGC Type $j$ Made	-0.0010 (0.0012)	0.0103** (0.0039)	0.0001 (0.0005)	-0.0012 (0.0020)	-0.0008 (0.0013)	-0.0011 (0.0023)
Reply UGC Type Dummy $\times$ Number of Posts of UGC Type $j$ Made	0.0005 (0.0003)	0.0038*** (0.0010)	0.0007*** (0.0001)	0.0028*** (0.0005)	0.0018*** (0.0004)	0.0031*** (0.0006)
If Wrote Post of UGC Type $j$ at $t$ Dummy		1.0204*** (0.0108)	0.9318*** (0.0050)	2.6318*** (0.0029)	1.7033*** (0.0021)	2.8829*** (0.0032)
Review UGC Type Dummy $\times$ If Wrote Post of UGC Type $j$ at $t$ Dummy		4.8453*** (0.0485)	2.1780*** (0.0328)	2.6961*** (0.0062)	1.7663*** (0.0055)	3.0157*** (0.0073)
Reply UGC Type Dummy $\times$ If Wrote Post of UGC Type $j$ at $t$ Dummy		1.4410*** (0.0135)	0.5917*** (0.0023)	2.2197*** (0.0065)	1.4266*** (0.0044)	2.4425*** (0.0072)
Number of Written Posts of UGC Type $j$ During 3 Days Prior	0.0074*** (0.0018)	0.0086** (0.0038)	0.0018* (0.0009)	0.0094*** (0.0030)	0.0064*** (0.0020)	0.0104*** (0.0034)
Review UGC Type Dummy $\times$ Number of Written Posts of UGC Type $j$ During 3 Days Prior	-0.0037 (0.0056)	0.0036 (0.0181)	0.0011 (0.0025)	0.0010 (0.0063)	0.0009 (0.0042)	0.0009 (0.0071)
Reply UGC Type Dummy $\times$ Number of Written Posts of UGC Type $j$ During 3 Days Prior	0.0511*** (0.0029)	0.0920*** (0.0076)	0.0145*** (0.0010)	0.0631*** (0.0041)	0.0411*** (0.0027)	0.0697*** (0.0045)
If Wrote Post of UGC Type $j$ During 3 Days Prior	-0.0046*** (0.0013)	-0.0042 (0.0028)	-0.0012 (0.0007)	-0.0062** (0.0022)	-0.0043** (0.0015)	-0.0069** (0.0025)
Review UGC Type Dummy $\times$ If Wrote Post of UGC Type $j$ During 3 Days Prior	0.0027 (0.0040)	-0.0026 (0.0132)	-0.0012 (0.0019)	0.0002 (0.0049)	0.0000 (0.0032)	0.0003 (0.0054)
Reply UGC Type Dummy $\times$ If Wrote Post of UGC Type $j$ During 3 Days Prior	-0.0382*** (0.0024)	-0.0720*** (0.0065)	-0.0085*** (0.0008)	-0.0368*** (0.0033)	-0.0238*** (0.0021)	-0.0406*** (0.0036)
Number of Written Posts of UGC Type $j$ During 365 Days Prior	0.0013*** (0.0001)	0.0042*** (0.0003)	0.0002*** (0.0000)	0.0011*** (0.0002)	0.0007*** (0.0001)	0.0012*** (0.0002)
Review UGC Type Dummy $\times$ Number of Written Posts of UGC Type $j$ During 365 Days Prior	-0.0037*** (0.0006)	-0.0045*** (0.0012)	-0.0016*** (0.0002)	-0.0052*** (0.0009)	-0.0034*** (0.0006)	-0.0058*** (0.0010)
Reply UGC Type Dummy $\times$ Number of Written Posts of UGC Type $j$ During 365 Days Prior	0.0042*** (0.0001)	0.0033*** (0.0004)	0.0024*** (0.0001)	0.0100*** (0.0003)	0.0067*** (0.0002)	0.0111*** (0.0003)

Standard errors in parentheses

The dependent and independent variables are in logarithmic form.

\*  $p < 0.05$ , \*\*  $p < 0.01$ , \*\*\*  $p < 0.001$

**Table E-4: Results for UGC Quantity, Timeliness and Quality Using Individual-Week FEs with 3-Day Time Window (Cont. 2)**

	(i)	(ii)	(iii)	(iv)	(v)	(vi)
	Quantity	Timeliness	Quality			
			Length	Complexity	Informativeness	Politeness
1 Thread Badge Earned	0.0011 (0.0049)	-0.0192 (0.0147)	-0.0026 (0.0025)	-0.0017 (0.0097)	-0.0006 (0.0064)	-0.0022 (0.0107)
2 Thread Badges Earned	0.0106 (0.0060)	-0.0372 (0.0227)	-0.0026 (0.0032)	0.0053 (0.0121)	0.0043 (0.0080)	0.0057 (0.0134)
3 Thread Badges Earned	-0.0004 (0.0196)	-0.0364 (0.0572)	-0.0003 (0.0107)	-0.0011 (0.0330)	-0.0021 (0.0215)	-0.0020 (0.0367)
4+ Thread Badges Earned	0.0420** (0.0146)	0.0255 (0.0335)	-0.0189 (0.0173)	-0.0005 (0.0412)	0.0006 (0.0278)	-0.0023 (0.0464)
Number of Posts Needed To Next Thread Badge	0.0038 (0.0063)	-0.0245 (0.0188)	-0.0031 (0.0029)	-0.0046 (0.0116)	-0.0019 (0.0077)	-0.0055 (0.0129)
Number of Posts Needed To Next Thread Badge Squared	-0.0009 (0.0024)	0.0118 (0.0075)	0.0014 (0.0011)	0.0030 (0.0044)	0.0015 (0.0029)	0.0035 (0.0049)
Number of Posts Needed To Next Thread Badge Cubic	0.0001 (0.0003)	-0.0017 (0.0009)	-0.0002* (0.0001)	-0.0004 (0.0005)	-0.0002 (0.0003)	-0.0004 (0.0006)
1 Thread Badge Earned $\times$ Number of Posts Needed To Next Thread Badge	0.0044 (0.0079)	0.0313 (0.0241)	0.0070 (0.0037)	0.0129 (0.0151)	0.0079 (0.0101)	0.0148 (0.0168)
1 Thread Badge Earned $\times$ Number of Posts Needed To Next Thread Badge Squared	-0.0009 (0.0033)	-0.0107 (0.0099)	-0.0028 (0.0015)	-0.0049 (0.0063)	-0.0030 (0.0042)	-0.0057 (0.0070)
1 Thread Badge Earned $\times$ Number of Posts Needed To Next Thread Badge Cubic	0.0000 (0.0004)	0.0012 (0.0012)	0.0003 (0.0002)	0.0005 (0.0007)	0.0003 (0.0005)	0.0005 (0.0008)
2 Thread Badges Earned $\times$ Number of Posts Needed To Next Thread Badge	-0.0020 (0.0139)	-0.0225 (0.0633)	0.0078 (0.0066)	0.0077 (0.0275)	0.0036 (0.0183)	0.0088 (0.0306)
2 Thread Badges Earned $\times$ Number of Posts Needed To Next Thread Badge Squared	0.0023 (0.0059)	0.0147 (0.0269)	-0.0026 (0.0028)	-0.0016 (0.0119)	-0.0006 (0.0079)	-0.0019 (0.0132)
2 Thread Badges Earned $\times$ Number of Posts Needed To Next Thread Badge Cubic	-0.0004 (0.0007)	-0.0015 (0.0029)	0.0002 (0.0003)	0.0000 (0.0013)	0.0000 (0.0009)	0.0000 (0.0015)
3 Thread Badges Earned $\times$ Number of Posts Needed To Next Thread Badge	0.0668** (0.0261)	0.0625 (0.0914)	0.0255* (0.0130)	0.1105** (0.0465)	0.0678* (0.0308)	0.1224** (0.0515)
3 Thread Badges Earned $\times$ Number of Posts Needed To Next Thread Badge Squared	-0.0221* (0.0100)	-0.0149 (0.0391)	-0.0087 (0.0048)	-0.0393* (0.0180)	-0.0235 (0.0120)	-0.0435* (0.0200)
3 Thread Badges Earned $\times$ Number of Posts Needed To Next Thread Badge Cubic	0.0019 (0.0010)	0.0010 (0.0044)	0.0008 (0.0005)	0.0036 (0.0019)	0.0021 (0.0013)	0.0040 (0.0021)
4+ Thread Badges Earned $\times$ Number of Posts Needed To Next Thread Badge	-0.0147 (0.0206)	-0.0176 (0.0444)	0.0237 (0.0156)	0.0357 (0.0497)	0.0204 (0.0347)	0.0406 (0.0552)
4+ Thread Badges Earned $\times$ Number of Posts Needed To Next Thread Badge Squared	0.0050 (0.0083)	0.0005 (0.0154)	-0.0063 (0.0057)	-0.0123 (0.0204)	-0.0071 (0.0140)	-0.0140 (0.0227)
4+ Thread Badges Earned $\times$ Number of Posts Needed To Next Thread Badge Cubic	-0.0004 (0.0009)	0.0009 (0.0016)	0.0006 (0.0006)	0.0013 (0.0022)	0.0008 (0.0015)	0.0015 (0.0024)

Standard errors in parentheses

The dependent and independent variables are in logarithmic form.

\*  $p < 0.05$ , \*\*  $p < 0.01$ , \*\*\*  $p < 0.001$



**Table E-4: Results for UGC Quantity, Timeliness and Quality Using Individual-Week FEs with 3-Day Time Window (Cont. 3)**

	(i) Quantity	(ii) Timeliness	(iii)	(iv)	(v) Quality	(vi)
			Length	Complexity	Informativeness	Politeness
1 Review Badge Earned	0.0043 (0.0108)	-0.0090 (0.0284)	-0.0002 (0.0040)	0.0080 (0.0188)	0.0064 (0.0126)	0.0086 (0.0210)
2 Review Badges Earned	-0.0196 (0.0166)	-0.0449 (0.0372)	-0.0072 (0.0062)	-0.0428 (0.0324)	-0.0288 (0.0222)	-0.0471 (0.0359)
3 Review Badges Earned	0.0166 (0.0110)	-0.1404*** (0.0362)	-0.0108 (0.0057)	-0.0123 (0.0223)	-0.0101 (0.0154)	-0.0156 (0.0251)
4+ Review Badges Earned	-0.0065 (0.0337)	0.2007 (0.2191)	0.0688** (0.0298)	0.1932* (0.0906)	0.1336** (0.0578)	0.2157* (0.0968)
Number of Posts Needed To Next Review Badge	0.0001 (0.0186)	-0.0342 (0.0486)	-0.0018 (0.0073)	0.0165 (0.0343)	0.0127 (0.0231)	0.0182 (0.0383)
Number of Posts Needed To Next Review Badge Squared	0.0062 (0.0103)	0.0355 (0.0292)	0.0035 (0.0042)	-0.0021 (0.0192)	-0.0021 (0.0129)	-0.0022 (0.0215)
Number of Posts Needed To Next Review Badge Cubic	-0.0015 (0.0016)	-0.0077 (0.0059)	-0.0008 (0.0007)	-0.0001 (0.0031)	0.0000 (0.0021)	-0.0002 (0.0035)
1 Review Badge Earned $\times$ Number of Posts Needed To Next Review Badge	0.0288 (0.0272)	0.0218 (0.0604)	0.0091 (0.0119)	0.0133 (0.0498)	0.0055 (0.0336)	0.0145 (0.0556)
1 Review Badge Earned $\times$ Number of Posts Needed To Next Review Badge Squared	-0.0213 (0.0158)	-0.0300 (0.0375)	-0.0076 (0.0070)	-0.0137 (0.0289)	-0.0075 (0.0195)	-0.0151 (0.0323)
1 Review Badge Earned $\times$ Number of Posts Needed To Next Review Badge Cubic	0.0035 (0.0025)	0.0071 (0.0071)	0.0013 (0.0011)	0.0023 (0.0046)	0.0013 (0.0031)	0.0025 (0.0051)
2 Review Badges Earned $\times$ Number of Posts Needed To Next Review Badge	0.0860* (0.0415)	0.3641* (0.1671)	0.0378 (0.0210)	0.1484 (0.0905)	0.1011 (0.0608)	0.1649 (0.1006)
2 Review Badges Earned $\times$ Number of Posts Needed To Next Review Badge Squared	-0.0460 (0.0241)	-0.2475** (0.1072)	-0.0225 (0.0126)	-0.0821 (0.0533)	-0.0561 (0.0357)	-0.0915 (0.0592)
2 Review Badges Earned $\times$ Number of Posts Needed To Next Review Badge Cubic	0.0067 (0.0037)	0.0410** (0.0173)	0.0035 (0.0019)	0.0122 (0.0082)	0.0083 (0.0055)	0.0136 (0.0091)
3 Review Badges Earned $\times$ Number of Posts Needed To Next Review Badge	0.0068 (0.0332)	0.0540 (0.1013)	0.0173 (0.0228)	-0.0199 (0.1053)	-0.0098 (0.0716)	-0.0187 (0.1177)
3 Review Badges Earned $\times$ Number of Posts Needed To Next Review Badge Squared	-0.0043 (0.0178)	-0.0355 (0.0534)	-0.0072 (0.0123)	0.0187 (0.0556)	0.0109 (0.0378)	0.0193 (0.0621)
3 Review Badges Earned $\times$ Number of Posts Needed To Next Review Badge Cubic	0.0009 (0.0025)	0.0082 (0.0081)	0.0010 (0.0017)	-0.0031 (0.0073)	-0.0019 (0.0050)	-0.0032 (0.0082)
4+ Review Badges Earned $\times$ Number of Posts Needed To Next Review Badge	-0.1533** (0.0630)	-0.7664*** (0.2159)	-0.2230*** (0.0501)	-0.4083*** (0.0577)	-0.2914*** (0.0390)	-0.4643*** (0.0661)
4+ Review Badges Earned $\times$ Number of Posts Needed To Next Review Badge Squared	0.0572* (0.0268)	0.2531*** (0.0745)	0.0801*** (0.0200)	0.1455*** (0.0388)	0.1041*** (0.0264)	0.1657*** (0.0441)
4+ Review Badges Earned $\times$ Number of Posts Needed To Next Review Badge Cubic	-0.0050 (0.0031)	-0.0202* (0.0091)	-0.0073*** (0.0023)	-0.0142** (0.0055)	-0.0102** (0.0037)	-0.0162** (0.0062)
Constant	-0.0002* (0.0001)	-0.0001 (0.0003)	-0.0001*** (0.0000)	-0.0003 (0.0002)	-0.0002* (0.0001)	-0.0003 (0.0002)
Individual-Day Fixed Effects	Yes	Yes	Yes	Yes	Yes	Yes
Source of Reward Fixed Effects	Yes	Yes	Yes	Yes	Yes	Yes
Number of Observations	128,458,902	128,458,902	128,458,902	128,458,902	128,458,902	128,458,902
R <sup>2</sup>	0.23	0.21	0.57	0.53	0.51	0.52

Standard errors in parentheses

The dependent and independent variables are in logarithmic form.

\*  $p < 0.05$ , \*\*  $p < 0.01$ , \*\*\*  $p < 0.001$

**Table E-5: Results for UGC Quantity, Timeliness and Quality with No FEs**

	(i) Quantity	(ii) Timeliness	(iii)	(iv)	(v) Quality	(vi)
			Length	Complexity	Informativeness	Politeness
Review UGC Type Dummy	-0.0190 (0.0134)	-0.0036 (0.0200)	-0.0168** (0.0061)	-0.0246 (0.0260)	-0.0166 (0.0173)	-0.0280 (0.0289)
Reply UGC Type Dummy	0.1235*** (0.0105)	0.2091*** (0.0169)	0.0601*** (0.0048)	0.3111*** (0.0202)	0.2074*** (0.0134)	0.3448*** (0.0224)
Tips	-0.0025*** (0.0008)	-0.0157*** (0.0015)	-0.0011 (0.0006)	-0.0102*** (0.0014)	-0.0068*** (0.0010)	-0.0113*** (0.0016)
Likes	0.0003 (0.0007)	-0.0169*** (0.0012)	-0.0005 (0.0005)	-0.0196*** (0.0012)	-0.0131*** (0.0008)	-0.0215*** (0.0013)
Compensation	0.0192** (0.0070)	-0.0566*** (0.0162)	0.0475*** (0.0085)	-0.0136 (0.0131)	-0.0094 (0.0085)	-0.0125 (0.0147)
Badge	-0.0167*** (0.0015)	-0.0334*** (0.0030)	-0.0082*** (0.0008)	-0.0404*** (0.0028)	-0.0268*** (0.0018)	-0.0449*** (0.0031)
Review UGC Type Dummy $\times$ Tips	0.0006 (0.0019)	0.0042 (0.0075)	0.0049*** (0.0012)	0.0157*** (0.0028)	0.0103*** (0.0018)	0.0177*** (0.0031)
Review UGC Type Dummy $\times$ Likes	-0.0007 (0.0014)	0.0263*** (0.0037)	0.0001 (0.0008)	0.0106*** (0.0021)	0.0071*** (0.0014)	0.0117*** (0.0023)
Review UGC Type Dummy $\times$ Compensation	0.0256*** (0.0077)	0.2114*** (0.0207)	-0.0484*** (0.0087)	0.0241 (0.0132)	0.0166 (0.0086)	0.0240 (0.0148)
Review UGC Type Dummy $\times$ Badge	0.0283*** (0.0066)	0.0531 (0.0308)	0.0068 (0.0037)	0.0688*** (0.0083)	0.0462*** (0.0055)	0.0757*** (0.0092)
Reply UGC Type Dummy $\times$ Tips	0.0571*** (0.0048)	0.1474*** (0.0152)	0.0088*** (0.0012)	0.0302*** (0.0041)	0.0193*** (0.0028)	0.0336*** (0.0046)
Reply UGC Type Dummy $\times$ Likes	0.1205*** (0.0023)	0.2196*** (0.0109)	0.0321*** (0.0008)	0.1582*** (0.0028)	0.1043*** (0.0019)	0.1751*** (0.0031)
Received Tips for Other UGC	-0.0091*** (0.0005)	-0.0158*** (0.0008)	-0.0041*** (0.0003)	-0.0191*** (0.0010)	-0.0127*** (0.0007)	-0.0212*** (0.0011)
Review UGC Type Dummy $\times$ Received Tips for Other UGC	-0.0016*** (0.0003)	-0.0001 (0.0006)	-0.0008*** (0.0002)	-0.0029*** (0.0007)	-0.0019*** (0.0004)	-0.0033*** (0.0007)
Reply UGC Type Dummy $\times$ Received Tips for Other UGC	0.0108*** (0.0031)	0.0569*** (0.0095)	0.0044*** (0.0009)	0.0240*** (0.0047)	0.0163*** (0.0032)	0.0271*** (0.0053)
Received Likes for Other UGC	-0.0203*** (0.0005)	-0.0334*** (0.0010)	-0.0092*** (0.0002)	-0.0433*** (0.0009)	-0.0288*** (0.0006)	-0.0481*** (0.0010)
Review UGC Type Dummy $\times$ Received Likes for Other UGC	-0.0084*** (0.0003)	-0.0069*** (0.0004)	-0.0035*** (0.0001)	-0.0131*** (0.0005)	-0.0087*** (0.0003)	-0.0146*** (0.0005)
Reply UGC Type Dummy $\times$ Received Likes for Other UGC	0.0411*** (0.0018)	0.0090 (0.0075)	0.0192*** (0.0006)	0.0801*** (0.0025)	0.0539*** (0.0017)	0.0895*** (0.0028)
Received Compensation for Other UGC	-0.0163*** (0.0017)	-0.0300*** (0.0023)	-0.0072*** (0.0008)	-0.0409*** (0.0030)	-0.0273*** (0.0020)	-0.0454*** (0.0034)
Review UGC Type Dummy $\times$ Received Compensation for Other UGC	-0.0061*** (0.0006)	-0.0034*** (0.0009)	-0.0033*** (0.0004)	-0.0054*** (0.0009)	-0.0035*** (0.0006)	-0.0061*** (0.0010)
Received Badge for Other UGC	0.0098*** (0.0007)	0.0125*** (0.0016)	0.0048*** (0.0005)	0.0167*** (0.0014)	0.0110*** (0.0009)	0.0185*** (0.0016)
Review UGC Type Dummy $\times$ Received Badge for Other UGC	-0.0183*** (0.0008)	-0.0246*** (0.0017)	-0.0088*** (0.0005)	-0.0348*** (0.0015)	-0.0231*** (0.0010)	-0.0387*** (0.0016)

Standard errors in parentheses

The dependent and independent variables are in logarithmic form.

\*  $p < 0.05$ , \*\*  $p < 0.01$ , \*\*\*  $p < 0.001$

**Table E-5: Results for UGC Quantity, Timeliness and Quality with No FEs (Cont.1)**

	(i) Quantity	(ii) Timeliness	(iii)	(iv)	(v) Quality	(vi)
			Length	Complexity	Informativeness	Politeness
If Ever Wrote Post of UGC Type $j$ Dummy	0.0021*** (0.0004)	0.0015** (0.0006)	0.0019*** (0.0002)	0.0020** (0.0007)	0.0015*** (0.0005)	0.0023** (0.0008)
Review UGC Type Dummy $\times$ If Ever Wrote Post of UGC Type $j$ Dummy	-0.0023 (0.0012)	-0.0020 (0.0018)	-0.0021*** (0.0006)	-0.0027 (0.0024)	-0.0019 (0.0016)	-0.0031 (0.0027)
Reply UGC Type Dummy $\times$ If Ever Wrote Post of UGC Type $j$ Dummy	-0.0134*** (0.0007)	-0.0308*** (0.0022)	-0.0064*** (0.0003)	-0.0264*** (0.0013)	-0.0174*** (0.0009)	-0.0292*** (0.0015)
Number of Days Since $i$ 's Last Post of UGC Type $j$	-0.0367*** (0.0005)	-0.0449*** (0.0009)	-0.0140*** (0.0002)	-0.0676*** (0.0010)	-0.0447*** (0.0007)	-0.0749*** (0.0011)
Number of Days Since $i$ 's Last Post of UGC Type $j$ Squared	0.0025*** (0.0000)	0.0030*** (0.0001)	0.0009*** (0.0000)	0.0045*** (0.0001)	0.0030*** (0.0000)	0.0050*** (0.0001)
Review UGC Type Dummy $\times$ Number of Days Since $i$ 's Last Post of UGC Type $j$	0.0052*** (0.0004)	0.0005 (0.0008)	0.0012*** (0.0002)	0.0096*** (0.0007)	0.0062*** (0.0004)	0.0107*** (0.0007)
Review UGC Type Dummy $\times$ Number of Days Since $i$ 's Last Post of UGC Type $j$ Squared	-0.0003*** (0.0000)	0.0000 (0.0001)	-0.0001*** (0.0000)	-0.0006*** (0.0000)	-0.0004*** (0.0000)	-0.0007*** (0.0001)
Reply UGC Type Dummy $\times$ Number of Days Since $i$ 's Last Post of UGC Type $j$	-0.0406*** (0.0009)	-0.0666*** (0.0026)	-0.0229*** (0.0004)	-0.0964*** (0.0015)	-0.0645*** (0.0010)	-0.1070*** (0.0017)
Reply UGC Type Dummy $\times$ Number of Days Since $i$ 's Last Post of UGC Type $j$ Squared	0.0032*** (0.0001)	0.0052*** (0.0002)	0.0018*** (0.0000)	0.0075*** (0.0001)	0.0050*** (0.0001)	0.0083*** (0.0001)
Number of Posts of UGC Type $j$ Made	0.0001 (0.0003)	0.0020*** (0.0004)	-0.0008*** (0.0002)	0.0012* (0.0006)	0.0007 (0.0004)	0.0013* (0.0006)
Review UGC Type Dummy $\times$ Number of Posts of UGC Type $j$ Made	-0.0030** (0.0012)	-0.0054*** (0.0018)	-0.0007 (0.0005)	-0.0081*** (0.0024)	-0.0053*** (0.0016)	-0.0090*** (0.0026)
Reply UGC Type Dummy $\times$ Number of Posts of UGC Type $j$ Made	-0.0010*** (0.0003)	0.0018** (0.0007)	0.0008*** (0.0002)	0.0002 (0.0006)	0.0001 (0.0004)	0.0002 (0.0007)
If Wrote Post of UGC Type $j$ at $t$ Dummy		0.9478*** (0.0113)	0.9289*** (0.0051)	2.5774*** (0.0034)	1.6671*** (0.0024)	2.8231*** (0.0038)
Review UGC Type Dummy $\times$ If Wrote Post of UGC Type $j$ at $t$ Dummy		4.9276*** (0.0495)	2.1491*** (0.0324)	2.6147*** (0.0061)	1.7127*** (0.0053)	2.9241*** (0.0074)
Reply UGC Type Dummy $\times$ If Wrote Post of UGC Type $j$ at $t$ Dummy		1.2689*** (0.0171)	0.5507*** (0.0030)	2.0110*** (0.0097)	1.2895*** (0.0065)	2.2087*** (0.0107)
Number of Written Posts of UGC Type $j$ During 3 Days Prior	0.0135*** (0.0021)	0.0154*** (0.0048)	0.0024* (0.0012)	0.0186*** (0.0050)	0.0122*** (0.0033)	0.0206*** (0.0055)
Review UGC Type Dummy $\times$ Number of Written Posts of UGC Type $j$ During 3 Days Prior	-0.0038 (0.0054)	-0.0044 (0.0170)	-0.0027 (0.0024)	-0.0085 (0.0080)	-0.0053 (0.0053)	-0.0099 (0.0089)
Reply UGC Type Dummy $\times$ Number of Written Posts of UGC Type $j$ During 3 Days Prior	0.0889*** (0.0044)	0.1656*** (0.0168)	0.0174*** (0.0015)	0.0732*** (0.0066)	0.0474*** (0.0044)	0.0804*** (0.0074)
If Wrote Post of UGC Type $j$ During 3 Days Prior	-0.0082*** (0.0015)	-0.0100** (0.0035)	-0.0014 (0.0009)	-0.0112*** (0.0036)	-0.0074*** (0.0024)	-0.0124*** (0.0039)
Review UGC Type Dummy $\times$ If Wrote Post of UGC Type $j$ During 3 Days Prior	0.0036 (0.0039)	0.0087 (0.0126)	0.0016 (0.0018)	0.0051 (0.0061)	0.0031 (0.0040)	0.0059 (0.0067)
Reply UGC Type Dummy $\times$ If Wrote Post of UGC Type $j$ During 3 Days Prior	-0.0779*** (0.0040)	-0.1434*** (0.0153)	-0.0109*** (0.0012)	-0.0458*** (0.0054)	-0.0293*** (0.0036)	-0.0502*** (0.0060)
Number of Written Posts of UGC Type $j$ During 365 Days Prior	0.0025*** (0.0001)	0.0038*** (0.0002)	0.0007*** (0.0001)	0.0035*** (0.0003)	0.0023*** (0.0002)	0.0039*** (0.0003)
Review UGC Type Dummy $\times$ Number of Written Posts of UGC Type $j$ During 365 Days Prior	-0.0004 (0.0005)	0.0042*** (0.0011)	-0.0007*** (0.0002)	-0.0039*** (0.0010)	-0.0026*** (0.0007)	-0.0043*** (0.0011)
Reply UGC Type Dummy $\times$ Number of Written Posts of UGC Type $j$ During 365 Days Prior	0.0032*** (0.0002)	0.0028*** (0.0005)	0.0018*** (0.0001)	0.0073*** (0.0004)	0.0049*** (0.0002)	0.0081*** (0.0004)

Standard errors in parentheses

The dependent and independent variables are in logarithmic form.

\*  $p < 0.05$ , \*\*  $p < 0.01$ , \*\*\*  $p < 0.001$

**Table E-5: Results for UGC Quantity, Timeliness and Quality with No FEs (Cont.2)**

	(i)	(ii)	(iii)	(iv)	(v)	(vi)
	Quantity	Timeliness	Quality			
			Length	Complexity	Informativeness	Politeness
1 Thread Badge Earned	0.0135 (0.0099)	0.0198 (0.0149)	-0.0031 (0.0046)	0.0336 (0.0192)	0.0214 (0.0128)	0.0367 (0.0214)
2 Thread Badges Earned	0.0087 (0.0125)	-0.0002 (0.0188)	-0.0091 (0.0059)	0.0139 (0.0245)	0.0080 (0.0163)	0.0148 (0.0272)
3 Thread Badges Earned	0.0198 (0.0165)	0.0391 (0.0333)	-0.0026 (0.0089)	0.0255 (0.0322)	0.0143 (0.0210)	0.0272 (0.0357)
4+ Thread Badges Earned	0.0395** (0.0169)	0.0404 (0.0291)	-0.0028 (0.0101)	0.0334 (0.0339)	0.0216 (0.0226)	0.0365 (0.0374)
Number of Posts Needed To Next Thread Badge	0.0091 (0.0097)	0.0170 (0.0147)	-0.0090 (0.0046)	0.0306 (0.0189)	0.0193 (0.0125)	0.0332 (0.0209)
Number of Posts Needed To Next Thread Badge Squared	-0.0031 (0.0032)	-0.0069 (0.0049)	0.0039** (0.0015)	-0.0116 (0.0062)	-0.0073 (0.0041)	-0.0126 (0.0069)
Number of Posts Needed To Next Thread Badge Cubic	0.0004 (0.0003)	0.0010* (0.0005)	-0.0005** (0.0002)	0.0015* (0.0007)	0.0010** (0.0004)	0.0016** (0.0007)
1 Thread Badge Earned $\times$ Number of Posts Needed To Next Thread Badge	-0.0208 (0.0126)	-0.0399* (0.0192)	0.0064 (0.0059)	-0.0528* (0.0244)	-0.0341* (0.0162)	-0.0576* (0.0271)
1 Thread Badge Earned $\times$ Number of Posts Needed To Next Thread Badge Squared	0.0095* (0.0048)	0.0179** (0.0074)	-0.0024 (0.0023)	0.0226** (0.0094)	0.0146** (0.0062)	0.0246** (0.0104)
1 Thread Badge Earned $\times$ Number of Posts Needed To Next Thread Badge Cubic	-0.0012** (0.0005)	-0.0023** (0.0008)	0.0003 (0.0003)	-0.0029** (0.0010)	-0.0019** (0.0007)	-0.0032** (0.0012)
2 Thread Badges Earned $\times$ Number of Posts Needed To Next Thread Badge	-0.0116 (0.0178)	-0.0253 (0.0277)	0.0132 (0.0082)	-0.0253 (0.0334)	-0.0154 (0.0221)	-0.0270 (0.0371)
2 Thread Badges Earned $\times$ Number of Posts Needed To Next Thread Badge Squared	0.0064 (0.0078)	0.0130 (0.0115)	-0.0042 (0.0035)	0.0142 (0.0142)	0.0088 (0.0094)	0.0153 (0.0158)
2 Thread Badges Earned $\times$ Number of Posts Needed To Next Thread Badge Cubic	-0.0009 (0.0009)	-0.0017 (0.0013)	0.0004 (0.0004)	-0.0021 (0.0016)	-0.0013 (0.0010)	-0.0023 (0.0018)
3 Thread Badges Earned $\times$ Number of Posts Needed To Next Thread Badge	0.0396 (0.0244)	-0.0064 (0.0529)	0.0299* (0.0140)	0.0718 (0.0532)	0.0463 (0.0349)	0.0810 (0.0591)
3 Thread Badges Earned $\times$ Number of Posts Needed To Next Thread Badge Squared	-0.0156 (0.0096)	0.0017 (0.0201)	-0.0117* (0.0055)	-0.0268 (0.0213)	-0.0171 (0.0140)	-0.0301 (0.0236)
3 Thread Badges Earned $\times$ Number of Posts Needed To Next Thread Badge Cubic	0.0014 (0.0010)	-0.0005 (0.0021)	0.0012* (0.0006)	0.0022 (0.0023)	0.0014 (0.0015)	0.0025 (0.0025)
4+ Thread Badges Earned $\times$ Number of Posts Needed To Next Thread Badge	-0.0063 (0.0316)	-0.0290 (0.0465)	0.0414* (0.0206)	0.0327 (0.0563)	0.0222 (0.0361)	0.0393 (0.0633)
4+ Thread Badges Earned $\times$ Number of Posts Needed To Next Thread Badge Squared	0.0005 (0.0124)	0.0063 (0.0172)	-0.0135 (0.0076)	-0.0113 (0.0213)	-0.0081 (0.0135)	-0.0135 (0.0239)
4+ Thread Badges Earned $\times$ Number of Posts Needed To Next Thread Badge Cubic	0.0000 (0.0013)	-0.0007 (0.0017)	0.0012 (0.0008)	0.0009 (0.0022)	0.0007 (0.0014)	0.0011 (0.0025)

Standard errors in parentheses

The dependent and independent variables are in logarithmic form.

\*  $p < 0.05$ , \*\*  $p < 0.01$ , \*\*\*  $p < 0.001$

**Table E-5: Results for UGC Quantity, Timeliness and Quality with No FEs (Cont.3)**

	(i)	(ii)	(iii)	(iv)	(v)	(vi)
	Quantity	Timeliness	Quality			
			Length	Complexity	Informativeness	Politeness
1 Review Badge Earned	0.0180** (0.0076)	0.0265** (0.0115)	0.0082** (0.0034)	0.0351** (0.0149)	0.0233** (0.0099)	0.0389** (0.0166)
2 Review Badges Earned	0.0114 (0.0137)	0.0132 (0.0228)	0.0048 (0.0055)	0.0205 (0.0240)	0.0135 (0.0159)	0.0228 (0.0267)
3 Review Badges Earned	0.0229* (0.0104)	0.0245 (0.0199)	0.0115** (0.0041)	0.0510** (0.0180)	0.0339** (0.0119)	0.0565** (0.0199)
4+ Review Badges Earned	0.0292 (0.0295)	0.0749 (0.1296)	-0.0007 (0.0285)	0.0709 (0.0403)	0.0514 (0.0267)	0.0752 (0.0437)
Number of Posts Needed To Next Review Badge	0.0343** (0.0139)	0.0492** (0.0213)	0.0158** (0.0061)	0.0678** (0.0274)	0.0450** (0.0182)	0.0752** (0.0305)
Number of Posts Needed To Next Review Badge Squared	-0.0182** (0.0079)	-0.0251* (0.0121)	-0.0085** (0.0035)	-0.0365** (0.0155)	-0.0242** (0.0103)	-0.0405** (0.0172)
Number of Posts Needed To Next Review Badge Cubic	0.0027* (0.0013)	0.0036 (0.0020)	0.0013* (0.0006)	0.0055* (0.0026)	0.0037* (0.0017)	0.0061* (0.0029)
1 Review Badge Earned $\times$ Number of Posts Needed To Next Review Badge	-0.0071 (0.0176)	-0.0027 (0.0272)	-0.0044 (0.0078)	-0.0171 (0.0351)	-0.0116 (0.0233)	-0.0191 (0.0390)
1 Review Badge Earned $\times$ Number of Posts Needed To Next Review Badge Squared	0.0043 (0.0102)	0.0011 (0.0158)	0.0027 (0.0046)	0.0101 (0.0204)	0.0068 (0.0136)	0.0113 (0.0227)
1 Review Badge Earned $\times$ Number of Posts Needed To Next Review Badge Cubic	-0.0009 (0.0017)	-0.0005 (0.0026)	-0.0005 (0.0008)	-0.0020 (0.0034)	-0.0013 (0.0022)	-0.0022 (0.0037)
2 Review Badges Earned $\times$ Number of Posts Needed To Next Review Badge	0.0539 (0.0358)	0.1879** (0.0730)	0.0200 (0.0173)	0.0493 (0.0711)	0.0321 (0.0473)	0.0557 (0.0789)
2 Review Badges Earned $\times$ Number of Posts Needed To Next Review Badge Squared	-0.0295 (0.0224)	-0.1083** (0.0443)	-0.0107 (0.0107)	-0.0244 (0.0445)	-0.0158 (0.0296)	-0.0276 (0.0494)
2 Review Badges Earned $\times$ Number of Posts Needed To Next Review Badge Cubic	0.0041 (0.0036)	0.0158** (0.0069)	0.0015 (0.0017)	0.0031 (0.0071)	0.0020 (0.0047)	0.0035 (0.0079)
3 Review Badges Earned $\times$ Number of Posts Needed To Next Review Badge	-0.0301 (0.0354)	-0.1020 (0.0795)	-0.0050 (0.0153)	-0.0247 (0.0619)	-0.0156 (0.0407)	-0.0266 (0.0685)
3 Review Badges Earned $\times$ Number of Posts Needed To Next Review Badge Squared	0.0226 (0.0193)	0.0646 (0.0421)	0.0041 (0.0086)	0.0242 (0.0344)	0.0156 (0.0226)	0.0263 (0.0380)
3 Review Badges Earned $\times$ Number of Posts Needed To Next Review Badge Cubic	-0.0037 (0.0027)	-0.0093 (0.0055)	-0.0008 (0.0012)	-0.0048 (0.0048)	-0.0032 (0.0032)	-0.0053 (0.0053)
4+ Review Badges Earned $\times$ Number of Posts Needed To Next Review Badge	-0.1733*** (0.0562)	0.0569 (0.1742)	0.0270 (0.0290)	-0.3887*** (0.0643)	-0.2686*** (0.0440)	-0.4124*** (0.0733)
4+ Review Badges Earned $\times$ Number of Posts Needed To Next Review Badge Squared	0.0711*** (0.0234)	-0.0058 (0.0566)	-0.0040 (0.0098)	0.1604*** (0.0354)	0.1099*** (0.0242)	0.1712*** (0.0394)
4+ Review Badges Earned $\times$ Number of Posts Needed To Next Review Badge Cubic	-0.0079*** (0.0026)	-0.0013 (0.0054)	-0.0003 (0.0010)	-0.0177*** (0.0046)	-0.0121*** (0.0031)	-0.0190*** (0.0051)
Constant	-0.0376*** (0.0102)	-0.0536*** (0.0157)	-0.0106* (0.0048)	-0.1083*** (0.0198)	-0.0713*** (0.0131)	-0.1196*** (0.0219)
Individual-Day Fixed Effects	Yes	Yes	Yes	Yes	Yes	Yes
Source of Reward Fixed Effects	Yes	Yes	Yes	Yes	Yes	Yes
Number of Observations	128,458,902	128,458,902	128,458,902	128,458,902	128,458,902	128,458,902
R <sup>2</sup>	0.45	0.31	0.65	0.64	0.63	0.63

Standard errors in parentheses

The dependent and independent variables are in logarithmic form.

\*  $p < 0.05$ , \*\*  $p < 0.01$ , \*\*\*  $p < 0.001$

**Table E-6: Results for UGC Quantity, Timeliness and Quality with Tips Reward Only**

	(i)	(ii)	(iii)	(iv)	(v)	(vi)
	Quantity	Timeliness	Quality			
			Length	Complexity	Informativeness	Politeness
Review UGC Type Dummy	0.0531*** (0.0014)	0.0951*** (0.0030)	0.0200*** (0.0006)	0.0889*** (0.0020)	0.0588*** (0.0013)	0.0984*** (0.0023)
Reply UGC Type Dummy	0.1130*** (0.0023)	0.2031*** (0.0054)	0.0453*** (0.0008)	0.1948*** (0.0037)	0.1292*** (0.0024)	0.2161*** (0.0041)
Tips	0.1361*** (0.0131)	0.3328*** (0.0427)	0.0267*** (0.0036)	0.1443*** (0.0148)	0.0953*** (0.0097)	0.1610*** (0.0166)
Review UGC Type Dummy $\times$ Tips	-0.0018 (0.0032)	-0.1257*** (0.0146)	0.0278*** (0.0019)	0.0168*** (0.0042)	0.0110*** (0.0028)	0.0199*** (0.0046)
Reply UGC Type Dummy $\times$ Tips	0.1293*** (0.0081)	0.2302*** (0.0212)	0.0371*** (0.0023)	0.1347*** (0.0094)	0.0883*** (0.0063)	0.1495*** (0.0105)
Received Tips for Other UGC	0.1454*** (0.0144)	0.3501*** (0.0472)	0.0354*** (0.0039)	0.1543*** (0.0162)	0.1016*** (0.0107)	0.1723*** (0.0182)
Review UGC Type Dummy $\times$ Received Tips for Other UGC	-0.0104*** (0.0008)	-0.0074*** (0.0011)	-0.0032*** (0.0002)	-0.0127*** (0.0009)	-0.0085*** (0.0006)	-0.0141*** (0.0010)
Reply UGC Type Dummy $\times$ Received Tips for Other UGC	0.0193*** (0.0029)	0.0458*** (0.0068)	0.0077*** (0.0010)	0.0344*** (0.0048)	0.0230*** (0.0033)	0.0385*** (0.0054)
If Ever Wrote Post of UGC Type $j$ Dummy	0.0070*** (0.0004)	0.0079*** (0.0010)	0.0029*** (0.0001)	0.0121*** (0.0007)	0.0081*** (0.0004)	0.0135*** (0.0007)
Review UGC Type Dummy $\times$ If Ever Wrote Post of UGC Type $j$ Dummy	-0.0024* (0.0012)	0.0041 (0.0029)	-0.0018*** (0.0005)	-0.0040* (0.0019)	-0.0030** (0.0013)	-0.0046* (0.0022)
Reply UGC Type Dummy $\times$ If Ever Wrote Post of UGC Type $j$ Dummy	-0.0180*** (0.0007)	-0.0366*** (0.0018)	-0.0066*** (0.0003)	-0.0311*** (0.0012)	-0.0205*** (0.0008)	-0.0344*** (0.0013)
Number of Days Since $i$ 's Last Post of UGC Type $j$	-0.0378*** (0.0006)	-0.0465*** (0.0010)	-0.0142*** (0.0002)	-0.0647*** (0.0010)	-0.0429*** (0.0007)	-0.0717*** (0.0011)
Number of Days Since $i$ 's Last Post of UGC Type $j$ Squared	0.0026*** (0.0000)	0.0032*** (0.0001)	0.0010*** (0.0000)	0.0044*** (0.0001)	0.0029*** (0.0000)	0.0049*** (0.0001)
Review UGC Type Dummy $\times$ Number of Days Since $i$ 's Last Post of UGC Type $j$	-0.0178*** (0.0004)	-0.0313*** (0.0010)	-0.0067*** (0.0002)	-0.0299*** (0.0007)	-0.0198*** (0.0005)	-0.0331*** (0.0008)
Review UGC Type Dummy $\times$ Number of Days Since $i$ 's Last Post of UGC Type $j$ Squared	0.0014*** (0.0000)	0.0024*** (0.0001)	0.0005*** (0.0000)	0.0023*** (0.0001)	0.0015*** (0.0000)	0.0025*** (0.0001)
Reply UGC Type Dummy $\times$ Number of Days Since $i$ 's Last Post of UGC Type $j$	-0.0429*** (0.0008)	-0.0735*** (0.0019)	-0.0172*** (0.0003)	-0.0748*** (0.0013)	-0.0496*** (0.0008)	-0.0830*** (0.0014)
Reply UGC Type Dummy $\times$ Number of Days Since $i$ 's Last Post of UGC Type $j$ Squared	0.0034*** (0.0001)	0.0058*** (0.0001)	0.0014*** (0.0000)	0.0060*** (0.0001)	0.0040*** (0.0001)	0.0067*** (0.0001)
Number of Posts of UGC Type $j$ Made	0.0042*** (0.0002)	0.0093*** (0.0005)	0.0011*** (0.0001)	0.0062*** (0.0003)	0.0039*** (0.0002)	0.0068*** (0.0003)
Review UGC Type Dummy $\times$ Number of Posts of UGC Type $j$ Made	-0.0040*** (0.0008)	-0.0017 (0.0019)	-0.0014*** (0.0003)	-0.0064*** (0.0014)	-0.0043*** (0.0009)	-0.0071*** (0.0016)
Reply UGC Type Dummy $\times$ Number of Posts of UGC Type $j$ Made	0.0012*** (0.0002)	0.0027*** (0.0005)	0.0008*** (0.0001)	0.0038*** (0.0003)	0.0025*** (0.0002)	0.0042*** (0.0004)
If Wrote Post of UGC Type $j$ at $t$ Dummy		1.1278*** (0.0130)	0.9518*** (0.0048)	2.7158*** (0.0028)	1.7585*** (0.0019)	2.9748*** (0.0030)
Review UGC Type Dummy $\times$ If Wrote Post of UGC Type $j$ at $t$ Dummy		5.0315*** (0.0493)	2.1649*** (0.0320)	2.7800*** (0.0097)	1.8206*** (0.0078)	3.1068*** (0.0094)
Reply UGC Type Dummy $\times$ If Wrote Post of UGC Type $j$ at $t$ Dummy		1.6356*** (0.0151)	0.6483*** (0.0025)	2.4658*** (0.0069)	1.5905*** (0.0047)	2.7152*** (0.0077)
Number of Written Posts of UGC Type $j$ During 3 Days Prior	0.0323*** (0.0031)	0.0444*** (0.0066)	0.0075*** (0.0011)	0.0379*** (0.0045)	0.0249*** (0.0030)	0.0418*** (0.0050)
Review UGC Type Dummy $\times$ Number of Written Posts of UGC Type $j$ During 3 Days Prior	-0.0133 (0.0076)	-0.0071 (0.0216)	0.0024 (0.0042)	-0.0054 (0.0122)	-0.0019 (0.0081)	-0.0057 (0.0136)
Reply UGC Type Dummy $\times$ Number of Written Posts of UGC Type $j$ During 3 Days Prior	0.0604*** (0.0041)	0.1127*** (0.0099)	0.0159*** (0.0013)	0.0676*** (0.0053)	0.0443*** (0.0035)	0.0747*** (0.0059)
If Wrote Post of UGC Type $j$ During 3 Days Prior	-0.0130*** (0.0021)	-0.0157*** (0.0045)	-0.0026*** (0.0008)	-0.0142*** (0.0032)	-0.0093*** (0.0021)	-0.0156*** (0.0035)
Review UGC Type Dummy $\times$ If Wrote Post of UGC Type $j$ During 3 Days Prior	0.0091 (0.0057)	0.0009 (0.0162)	-0.0032 (0.0034)	0.0007 (0.0094)	-0.0006 (0.0063)	0.0007 (0.0105)
Reply UGC Type Dummy $\times$ If Wrote Post of UGC Type $j$ During 3 Days Prior	-0.0528*** (0.0034)	-0.1003*** (0.0089)	-0.0111*** (0.0010)	-0.0478*** (0.0044)	-0.0310*** (0.0029)	-0.0527*** (0.0048)
Number of Written Posts of UGC Type $j$ During 365 Days Prior	0.0035*** (0.0001)	0.0071*** (0.0004)	0.0008*** (0.0001)	0.0038*** (0.0002)	0.0024*** (0.0001)	0.0042*** (0.0002)
Review UGC Type Dummy $\times$ Number of Written Posts of UGC Type $j$ During 365 Days Prior	-0.0053*** (0.0009)	-0.0081*** (0.0022)	-0.0021*** (0.0003)	-0.0078*** (0.0014)	-0.0052*** (0.0010)	-0.0087*** (0.0016)
Reply UGC Type Dummy $\times$ Number of Written Posts of UGC Type $j$ During 365 Days Prior	0.0029*** (0.0002)	0.0014*** (0.0004)	0.0019*** (0.0001)	0.0077*** (0.0003)	0.0052*** (0.0002)	0.0086*** (0.0003)
Constant	-0.0002* (0.0001)	-0.0001 (0.0003)	-0.0001*** (0.0000)	-0.0002 (0.0002)	-0.0001 (0.0001)	-0.0002 (0.0002)
Individual-Day Fixed Effects	Yes	Yes	Yes	Yes	Yes	Yes
Source of Reward Fixed Effects	Yes	Yes	Yes	Yes	Yes	Yes
Number of Observations	128,458,902	128,458,902	128,458,902	128,458,902	128,458,902	128,458,902
R <sup>2</sup>	0.14	0.20	0.53	0.48	0.47	0.48

Standard errors in parentheses

The dependent and independent variables are in logarithmic form.

\*  $p < 0.05$ , \*\*  $p < 0.01$ , \*\*\*  $p < 0.001$

**Table E-7: Results for UGC Quantity, Timeliness and Quality with Like Reward Only**

	(i)	(ii)	(iii)	(iv)	(v)	(vi)
	Quantity	Timeliness	Quality			
			Length	Complexity	Informativeness	Politeness
Review UGC Type Dummy	0.0315*** (0.0011)	0.0651*** (0.0026)	0.0131*** (0.0005)	0.0623*** (0.0018)	0.0413*** (0.0012)	0.0690*** (0.0020)
Reply UGC Type Dummy	0.0655*** (0.0020)	0.1364*** (0.0054)	0.0306*** (0.0007)	0.1360*** (0.0033)	0.0904*** (0.0022)	0.1509*** (0.0037)
Likes	0.0443*** (0.0035)	0.0487*** (0.0116)	0.0022* (0.0011)	0.0350*** (0.0042)	0.0235*** (0.0028)	0.0387*** (0.0047)
Review UGC Type Dummy $\times$ Likes	0.0226*** (0.0022)	0.0099 (0.0062)	0.0207*** (0.0014)	0.0590*** (0.0032)	0.0388*** (0.0021)	0.0656*** (0.0036)
Reply UGC Type Dummy $\times$ Likes	0.1374*** (0.0030)	0.1511*** (0.0109)	0.0522*** (0.0010)	0.1840*** (0.0042)	0.1213*** (0.0028)	0.2043*** (0.0047)
Received Likes for Other UGC	0.1045*** (0.0052)	0.0530** (0.0185)	0.0365*** (0.0016)	0.1350*** (0.0066)	0.0897*** (0.0044)	0.1502*** (0.0074)
Review UGC Type Dummy $\times$ Received Likes for Other UGC	-0.0098*** (0.0003)	-0.0050*** (0.0007)	-0.0036*** (0.0001)	-0.0128*** (0.0004)	-0.0086*** (0.0003)	-0.0142*** (0.0004)
Reply UGC Type Dummy $\times$ Received Likes for Other UGC	-0.0004 (0.0007)	-0.0063*** (0.0020)	0.0024*** (0.0003)	0.0130*** (0.0013)	0.0089*** (0.0009)	0.0147*** (0.0015)
If Ever Wrote Post of UGC Type $j$ Dummy	0.0047*** (0.0003)	0.0039*** (0.0010)	0.0023*** (0.0001)	0.0093*** (0.0006)	0.0063*** (0.0004)	0.0104*** (0.0006)
Review UGC Type Dummy $\times$ If Ever Wrote Post of UGC Type $j$ Dummy	-0.0013 (0.0009)	0.0064** (0.0028)	-0.0014*** (0.0004)	-0.0025 (0.0017)	-0.0020 (0.0011)	-0.0028 (0.0018)
Reply UGC Type Dummy $\times$ If Ever Wrote Post of UGC Type $j$ Dummy	-0.0113*** (0.0006)	-0.0249*** (0.0015)	-0.0047*** (0.0002)	-0.0230*** (0.0010)	-0.0152*** (0.0007)	-0.0255*** (0.0011)
Number of Days Since $i$ 's Last Post of UGC Type $j$	-0.0342*** (0.0005)	-0.0383*** (0.0009)	-0.0141*** (0.0002)	-0.0624*** (0.0009)	-0.0414*** (0.0006)	-0.0692*** (0.0010)
Number of Days Since $i$ 's Last Post of UGC Type $j$ Squared	0.0024*** (0.0000)	0.0026*** (0.0001)	0.0010*** (0.0000)	0.0042*** (0.0001)	0.0028*** (0.0000)	0.0047*** (0.0001)
Review UGC Type Dummy $\times$ Number of Days Since $i$ 's Last Post of UGC Type $j$	-0.0111*** (0.0004)	-0.0217*** (0.0009)	-0.0046*** (0.0002)	-0.0217*** (0.0006)	-0.0144*** (0.0004)	-0.0241*** (0.0007)
Review UGC Type Dummy $\times$ Number of Days Since $i$ 's Last Post of UGC Type $j$ Squared	0.0009*** (0.0000)	0.0017*** (0.0001)	0.0004*** (0.0000)	0.0017*** (0.0000)	0.0011*** (0.0000)	0.0019*** (0.0000)
Reply UGC Type Dummy $\times$ Number of Days Since $i$ 's Last Post of UGC Type $j$	-0.0272*** (0.0007)	-0.0512*** (0.0018)	-0.0124*** (0.0003)	-0.0552*** (0.0011)	-0.0367*** (0.0007)	-0.0613*** (0.0013)
Reply UGC Type Dummy $\times$ Number of Days Since $i$ 's Last Post of UGC Type $j$ Squared	0.0023*** (0.0001)	0.0041*** (0.0001)	0.0010*** (0.0000)	0.0046*** (0.0001)	0.0030*** (0.0001)	0.0051*** (0.0001)
Number of Posts of UGC Type $j$ Made	0.0034*** (0.0002)	0.0086*** (0.0005)	0.0009*** (0.0001)	0.0052*** (0.0002)	0.0033*** (0.0002)	0.0058*** (0.0003)
Review UGC Type Dummy $\times$ Number of Posts of UGC Type $j$ Made	-0.0011 (0.0006)	0.0009 (0.0018)	-0.0005 (0.0003)	-0.0029** (0.0011)	-0.0020** (0.0008)	-0.0032** (0.0013)
Reply UGC Type Dummy $\times$ Number of Posts of UGC Type $j$ Made	0.0003 (0.0002)	0.0008 (0.0005)	0.0006*** (0.0001)	0.0027*** (0.0003)	0.0018*** (0.0002)	0.0030*** (0.0003)
If Wrote Post of UGC Type $j$ at $t$ Dummy		1.1232*** (0.0130)	0.9451*** (0.0048)	2.6943*** (0.0027)	1.7442*** (0.0019)	2.9508*** (0.0030)
Review UGC Type Dummy $\times$ If Wrote Post of UGC Type $j$ at $t$ Dummy		5.0386*** (0.0493)	2.1621*** (0.0320)	2.7736*** (0.0099)	1.8163*** (0.0078)	3.0997*** (0.0095)
Reply UGC Type Dummy $\times$ If Wrote Post of UGC Type $j$ at $t$ Dummy		1.6181*** (0.0149)	0.6451*** (0.0025)	2.4516*** (0.0074)	1.5812*** (0.0050)	2.6995*** (0.0082)
Number of Written Posts of UGC Type $j$ During 3 Days Prior	0.0276*** (0.0029)	0.0369*** (0.0063)	0.0069*** (0.0011)	0.0338*** (0.0043)	0.0222*** (0.0029)	0.0372*** (0.0048)
Review UGC Type Dummy $\times$ Number of Written Posts of UGC Type $j$ During 3 Days Prior	-0.0143 (0.0077)	-0.0074 (0.0215)	0.0015 (0.0042)	-0.0080 (0.0122)	-0.0036 (0.0081)	-0.0087 (0.0136)
Reply UGC Type Dummy $\times$ Number of Written Posts of UGC Type $j$ During 3 Days Prior	0.0462*** (0.0036)	0.0903*** (0.0090)	0.0119*** (0.0012)	0.0509*** (0.0049)	0.0333*** (0.0032)	0.0562*** (0.0054)
If Wrote Post of UGC Type $j$ During 3 Days Prior	-0.0117*** (0.0020)	-0.0133*** (0.0044)	-0.0026*** (0.0008)	-0.0133*** (0.0030)	-0.0088*** (0.0020)	-0.0147*** (0.0034)
Review UGC Type Dummy $\times$ If Wrote Post of UGC Type $j$ During 3 Days Prior	0.0106 (0.0056)	0.0010 (0.0159)	-0.0024 (0.0034)	0.0032 (0.0093)	0.0011 (0.0062)	0.0035 (0.0104)
Reply UGC Type Dummy $\times$ If Wrote Post of UGC Type $j$ During 3 Days Prior	-0.0423*** (0.0030)	-0.0840*** (0.0082)	-0.0083*** (0.0010)	-0.0356*** (0.0040)	-0.0230*** (0.0026)	-0.0392*** (0.0044)
Number of Written Posts of UGC Type $j$ During 365 Days Prior	0.0026*** (0.0001)	0.0063*** (0.0004)	0.0006*** (0.0001)	0.0029*** (0.0002)	0.0019*** (0.0001)	0.0032*** (0.0002)
Review UGC Type Dummy $\times$ Number of Written Posts of UGC Type $j$ During 365 Days Prior	-0.0038*** (0.0007)	-0.0078*** (0.0020)	-0.0018*** (0.0003)	-0.0062*** (0.0011)	-0.0041*** (0.0008)	-0.0070*** (0.0013)
Reply UGC Type Dummy $\times$ Number of Written Posts of UGC Type $j$ During 365 Days Prior	0.0028*** (0.0001)	0.0008* (0.0004)	0.0018*** (0.0001)	0.0074*** (0.0003)	0.0050*** (0.0002)	0.0082*** (0.0003)
Constant	-0.0001 (0.0001)	0.0000 (0.0003)	-0.0001*** (0.0000)	-0.0002 (0.0002)	-0.0001 (0.0001)	-0.0002 (0.0002)
Individual-Day Fixed Effects	Yes	Yes	Yes	Yes	Yes	Yes
Source of Reward Fixed Effects	Yes	Yes	Yes	Yes	Yes	Yes
Number of Observations	128,458,902	128,458,902	128,458,902	128,458,902	128,458,902	128,458,902
R <sup>2</sup>	0.16	0.20	0.53	0.49	0.47	0.48

Standard errors in parentheses

The dependent and independent variables are in logarithmic form.

\*  $p < 0.05$ , \*\*  $p < 0.01$ , \*\*\*  $p < 0.001$

**Table E-8: Results for UGC Quantity, Timeliness and Quality with Compensation Reward Only**

	(i)	(ii)	(iii)	(iv)	(v)	(vi)
	Quantity	Timeliness	Quality			
			Length	Complexity	Informativeness	Politeness
Review UGC Type Dummy	0.0565*** (0.0014)	0.1012*** (0.0031)	0.0209*** (0.0005)	0.0930*** (0.0021)	0.0615*** (0.0014)	0.1031*** (0.0023)
Reply UGC Type Dummy	0.1168*** (0.0024)	0.2095*** (0.0056)	0.0463*** (0.0008)	0.1989*** (0.0037)	0.1319*** (0.0025)	0.2206*** (0.0042)
Compensation	-0.0281** (0.0098)	-0.1175*** (0.0179)	-0.0262*** (0.0066)	-0.0431*** (0.0110)	-0.0298*** (0.0073)	-0.0480*** (0.0123)
Review UGC Type Dummy $\times$ Compensation	-0.0151 (0.0099)	-0.1451*** (0.0209)	0.0500*** (0.0068)	0.0008 (0.0113)	0.0018 (0.0075)	0.0025 (0.0125)
Received Compensation for Other UGC	-0.0232*** (0.0027)	-0.0532*** (0.0085)	-0.0083*** (0.0009)	-0.0365*** (0.0039)	-0.0240*** (0.0025)	-0.0408*** (0.0043)
Review UGC Type Dummy $\times$ Received Compensation for Other UGC	-0.0109*** (0.0010)	-0.0130*** (0.0020)	-0.0029*** (0.0003)	-0.0127*** (0.0013)	-0.0083*** (0.0008)	-0.0140*** (0.0014)
If Ever Wrote Post of UGC Type $j$ Dummy	0.0071*** (0.0004)	0.0080*** (0.0010)	0.0029*** (0.0002)	0.0121*** (0.0007)	0.0082*** (0.0004)	0.0135*** (0.0007)
Review UGC Type Dummy $\times$ If Ever Wrote Post of UGC Type $j$ Dummy	-0.0024* (0.0012)	0.0041 (0.0029)	-0.0018*** (0.0005)	-0.0040* (0.0020)	-0.0030** (0.0013)	-0.0046* (0.0022)
Reply UGC Type Dummy $\times$ If Ever Wrote Post of UGC Type $j$ Dummy	-0.0184*** (0.0007)	-0.0372*** (0.0018)	-0.0066*** (0.0003)	-0.0314*** (0.0012)	-0.0207*** (0.0008)	-0.0348*** (0.0014)
Number of Days Since $i$ 's Last Post of UGC Type $j$	-0.0383*** (0.0006)	-0.0474*** (0.0011)	-0.0143*** (0.0002)	-0.0653*** (0.0010)	-0.0433*** (0.0007)	-0.0724*** (0.0011)
Number of Days Since $i$ 's Last Post of UGC Type $j$ Squared	0.0027*** (0.0000)	0.0033*** (0.0001)	0.0010*** (0.0000)	0.0045*** (0.0001)	0.0030*** (0.0000)	0.0050*** (0.0001)
Review UGC Type Dummy $\times$ Number of Days Since $i$ 's Last Post of UGC Type $j$	-0.0187*** (0.0005)	-0.0329*** (0.0010)	-0.0070*** (0.0002)	-0.0310*** (0.0007)	-0.0205*** (0.0005)	-0.0344*** (0.0008)
Review UGC Type Dummy $\times$ Number of Days Since $i$ 's Last Post of UGC Type $j$ Squared	0.0014*** (0.0000)	0.0025*** (0.0001)	0.0005*** (0.0000)	0.0024*** (0.0001)	0.0016*** (0.0000)	0.0026*** (0.0001)
Reply UGC Type Dummy $\times$ Number of Days Since $i$ 's Last Post of UGC Type $j$	-0.0438*** (0.0008)	-0.0751*** (0.0020)	-0.0175*** (0.0003)	-0.0757*** (0.0013)	-0.0503*** (0.0009)	-0.0841*** (0.0014)
Reply UGC Type Dummy $\times$ Number of Days Since $i$ 's Last Post of UGC Type $j$ Squared	0.0035*** (0.0001)	0.0059*** (0.0002)	0.0014*** (0.0000)	0.0061*** (0.0001)	0.0040*** (0.0001)	0.0067*** (0.0001)
Number of Posts of UGC Type $j$ Made	0.0043*** (0.0002)	0.0095*** (0.0005)	0.0011*** (0.0001)	0.0063*** (0.0003)	0.0040*** (0.0002)	0.0069*** (0.0003)
Review UGC Type Dummy $\times$ Number of Posts of UGC Type $j$ Made	-0.0040*** (0.0009)	-0.0016 (0.0019)	-0.0014*** (0.0003)	-0.0064*** (0.0014)	-0.0043*** (0.0010)	-0.0071*** (0.0016)
Reply UGC Type Dummy $\times$ Number of Posts of UGC Type $j$ Made	0.0011*** (0.0002)	0.0027*** (0.0005)	0.0008*** (0.0001)	0.0037*** (0.0003)	0.0025*** (0.0002)	0.0042*** (0.0004)
If Wrote Post of UGC Type $j$ at $t$ Dummy		1.1297*** (0.0130)	0.9519*** (0.0048)	2.7165*** (0.0028)	1.7590*** (0.0019)	2.9756*** (0.0030)
Review UGC Type Dummy $\times$ If Wrote Post of UGC Type $j$ at $t$ Dummy		5.0155*** (0.0487)	2.1667*** (0.0321)	2.7779*** (0.0098)	1.8192*** (0.0078)	3.1046*** (0.0094)
Reply UGC Type Dummy $\times$ If Wrote Post of UGC Type $j$ at $t$ Dummy		1.6384*** (0.0152)	0.6487*** (0.0025)	2.4675*** (0.0069)	1.5916*** (0.0046)	2.7171*** (0.0076)
Number of Written Posts of UGC Type $j$ During 3 Days Prior	0.0328*** (0.0032)	0.0455*** (0.0066)	0.0076*** (0.0011)	0.0385*** (0.0045)	0.0253*** (0.0030)	0.0425*** (0.0050)
Review UGC Type Dummy $\times$ Number of Written Posts of UGC Type $j$ During 3 Days Prior	-0.0132 (0.0077)	-0.0063 (0.0219)	0.0023 (0.0042)	-0.0054 (0.0123)	-0.0019 (0.0082)	-0.0057 (0.0137)
Reply UGC Type Dummy $\times$ Number of Written Posts of UGC Type $j$ During 3 Days Prior	0.0619*** (0.0042)	0.1153*** (0.0100)	0.0163*** (0.0013)	0.0693*** (0.0054)	0.0453*** (0.0036)	0.0765*** (0.0060)
If Wrote Post of UGC Type $j$ During 3 Days Prior	-0.0132*** (0.0021)	-0.0163*** (0.0045)	-0.0027*** (0.0008)	-0.0144*** (0.0032)	-0.0095*** (0.0021)	-0.0159*** (0.0035)
Review UGC Type Dummy $\times$ If Wrote Post of UGC Type $j$ During 3 Days Prior	0.0090 (0.0058)	0.0013 (0.0163)	-0.0033 (0.0034)	0.0007 (0.0094)	-0.0006 (0.0063)	0.0006 (0.0105)
Reply UGC Type Dummy $\times$ If Wrote Post of UGC Type $j$ During 3 Days Prior	-0.0543*** (0.0035)	-0.1027*** (0.0090)	-0.0115*** (0.0010)	-0.0493*** (0.0044)	-0.0320*** (0.0029)	-0.0543*** (0.0049)
Number of Written Posts of UGC Type $j$ During 365 Days Prior	0.0036*** (0.0001)	0.0072*** (0.0004)	0.0008*** (0.0001)	0.0039*** (0.0002)	0.0025*** (0.0001)	0.0043*** (0.0002)
Review UGC Type Dummy $\times$ Number of Written Posts of UGC Type $j$ During 365 Days Prior	-0.0053*** (0.0010)	-0.0073*** (0.0023)	-0.0023*** (0.0003)	-0.0079*** (0.0015)	-0.0053*** (0.0010)	-0.0088*** (0.0017)
Reply UGC Type Dummy $\times$ Number of Written Posts of UGC Type $j$ During 365 Days Prior	0.0028*** (0.0002)	0.0013*** (0.0004)	0.0018*** (0.0001)	0.0076*** (0.0003)	0.0051*** (0.0002)	0.0085*** (0.0003)
Constant	-0.0002* (0.0001)	-0.0001 (0.0003)	-0.0001*** (0.0000)	-0.0002 (0.0002)	-0.0001 (0.0001)	-0.0002 (0.0002)
Individual-Day Fixed Effects	Yes	Yes	Yes	Yes	Yes	Yes
Source of Reward Fixed Effects	Yes	Yes	Yes	Yes	Yes	Yes
Number of Observations	128,458,902	128,458,902	128,458,902	128,458,902	128,458,902	128,458,902
R <sup>2</sup>	0.13	0.20	0.53	0.48	0.47	0.48

Standard errors in parentheses

The dependent and independent variables are in logarithmic form.

\*  $p < 0.05$ , \*\*  $p < 0.01$ , \*\*\*  $p < 0.001$



**Table E-9: Results for UGC Quantity, Timeliness and Quality with Badge Reward Only**

	(i)	(ii)	(iii)	(iv)	(v)	(vi)
	Quantity	Timeliness	Quality			
			Length	Complexity	Informativeness	Politeness
Review UGC Type Dummy	0.0322* (0.0155)	0.0526 (0.0346)	0.0113** (0.0050)	0.0547** (0.0231)	0.0359** (0.0155)	0.0601** (0.0258)
Reply UGC Type Dummy	0.1149*** (0.0062)	0.1838*** (0.0174)	0.0438*** (0.0025)	0.1979*** (0.0107)	0.1326*** (0.0071)	0.2192*** (0.0119)
Badge	-0.1028*** (0.0044)	-0.1418*** (0.0083)	-0.0260*** (0.0013)	-0.1191*** (0.0054)	-0.0785*** (0.0036)	-0.1316*** (0.0060)
Received Badge for Other UGC	-0.0480*** (0.0019)	-0.0560*** (0.0047)	-0.0141*** (0.0007)	-0.0599*** (0.0030)	-0.0398*** (0.0020)	-0.0665*** (0.0033)
Review UGC Type Dummy $\times$ Badge	0.0312** (0.0112)	-0.1581*** (0.0392)	0.0430*** (0.0067)	0.0587*** (0.0172)	0.0400*** (0.0116)	0.0669*** (0.0191)
Review UGC Type Dummy $\times$ Received Badge for Other UGC	-0.0448*** (0.0015)	-0.0514*** (0.0027)	-0.0115*** (0.0005)	-0.0511*** (0.0019)	-0.0338*** (0.0013)	-0.0565*** (0.0021)
If Ever Wrote Post of UGC Type $j$ Dummy	0.0073*** (0.0005)	0.0106*** (0.0014)	0.0028*** (0.0002)	0.0113*** (0.0008)	0.0075*** (0.0005)	0.0126*** (0.0009)
Review UGC Type Dummy $\times$ If Ever Wrote Post of UGC Type $j$ Dummy	-0.0013 (0.0017)	-0.0014 (0.0041)	-0.0017** (0.0006)	-0.0045 (0.0027)	-0.0032 (0.0018)	-0.0052 (0.0030)
Reply UGC Type Dummy $\times$ If Ever Wrote Post of UGC Type $j$ Dummy	-0.0187*** (0.0008)	-0.0401*** (0.0021)	-0.0066*** (0.0003)	-0.0307*** (0.0013)	-0.0201*** (0.0008)	-0.0340*** (0.0014)
Number of Days Since $i$ 's Last Post of UGC Type $j$	-0.0383*** (0.0006)	-0.0472*** (0.0011)	-0.0143*** (0.0002)	-0.0652*** (0.0010)	-0.0432*** (0.0007)	-0.0723*** (0.0011)
Number of Days Since $i$ 's Last Post of UGC Type $j$ Squared	0.0027*** (0.0000)	0.0033*** (0.0001)	0.0010*** (0.0000)	0.0045*** (0.0001)	0.0030*** (0.0000)	0.0050*** (0.0001)
Review UGC Type Dummy $\times$ Number of Days Since $i$ 's Last Post of UGC Type $j$	-0.0183*** (0.0005)	-0.0323*** (0.0010)	-0.0069*** (0.0002)	-0.0305*** (0.0007)	-0.0202*** (0.0005)	-0.0338*** (0.0008)
Review UGC Type Dummy $\times$ Number of Days Since $i$ 's Last Post of UGC Type $j$ Squared	0.0014*** (0.0000)	0.0025*** (0.0001)	0.0005*** (0.0000)	0.0023*** (0.0001)	0.0015*** (0.0000)	0.0026*** (0.0001)
Reply UGC Type Dummy $\times$ Number of Days Since $i$ 's Last Post of UGC Type $j$	-0.0442*** (0.0008)	-0.0761*** (0.0020)	-0.0176*** (0.0003)	-0.0763*** (0.0013)	-0.0506*** (0.0009)	-0.0847*** (0.0014)
Reply UGC Type Dummy $\times$ Number of Days Since $i$ 's Last Post of UGC Type $j$ Squared	0.0035*** (0.0001)	0.0060*** (0.0002)	0.0014*** (0.0000)	0.0061*** (0.0001)	0.0041*** (0.0001)	0.0068*** (0.0001)
Number of Posts of UGC Type $j$ Made	0.0043*** (0.0003)	0.0074*** (0.0010)	0.0012*** (0.0001)	0.0069*** (0.0005)	0.0046*** (0.0003)	0.0076*** (0.0005)
Review UGC Type Dummy $\times$ Number of Posts of UGC Type $j$ Made	-0.0034** (0.0015)	0.0076 (0.0041)	-0.0007 (0.0005)	-0.0036 (0.0024)	-0.0024 (0.0016)	-0.0038 (0.0026)
Reply UGC Type Dummy $\times$ Number of Posts of UGC Type $j$ Made	0.0013*** (0.0003)	0.0050*** (0.0010)	0.0008*** (0.0001)	0.0033*** (0.0006)	0.0021*** (0.0004)	0.0037*** (0.0006)
If Wrote Post of UGC Type $j$ at $t$ Dummy		1.1291*** (0.0130)	0.9521*** (0.0048)	2.7169*** (0.0028)	1.7592*** (0.0019)	2.9760*** (0.0030)
Review UGC Type Dummy $\times$ If Wrote Post of UGC Type $j$ at $t$ Dummy		5.0331*** (0.0495)	2.1641*** (0.0320)	2.7788*** (0.0096)	1.8198*** (0.0076)	3.1055*** (0.0093)
Reply UGC Type Dummy $\times$ If Wrote Post of UGC Type $j$ at $t$ Dummy		1.6392*** (0.0152)	0.6488*** (0.0025)	2.4679*** (0.0069)	1.5919*** (0.0046)	2.7176*** (0.0076)
Number of Written Posts of UGC Type $j$ During 3 Days Prior	0.0307*** (0.0028)	0.0458*** (0.0063)	0.0074*** (0.0011)	0.0369*** (0.0044)	0.0244*** (0.0029)	0.0408*** (0.0048)
Review UGC Type Dummy $\times$ Number of Written Posts of UGC Type $j$ During 3 Days Prior	-0.0144 (0.0077)	-0.0094 (0.0216)	0.0018 (0.0042)	-0.0062 (0.0123)	-0.0026 (0.0081)	-0.0067 (0.0136)
Reply UGC Type Dummy $\times$ Number of Written Posts of UGC Type $j$ During 3 Days Prior	0.0643*** (0.0038)	0.1154*** (0.0097)	0.0166*** (0.0012)	0.0711*** (0.0051)	0.0464*** (0.0034)	0.0785*** (0.0056)
If Wrote Post of UGC Type $j$ During 3 Days Prior	-0.0120*** (0.0019)	-0.0164*** (0.0043)	-0.0025*** (0.0008)	-0.0134*** (0.0031)	-0.0089*** (0.0021)	-0.0147*** (0.0034)
Review UGC Type Dummy $\times$ If Wrote Post of UGC Type $j$ During 3 Days Prior	0.0090 (0.0057)	0.0030 (0.0160)	-0.0029 (0.0033)	0.0007 (0.0094)	-0.0005 (0.0063)	0.0006 (0.0105)
Reply UGC Type Dummy $\times$ If Wrote Post of UGC Type $j$ During 3 Days Prior	-0.0556*** (0.0034)	-0.1028*** (0.0090)	-0.0117*** (0.0010)	-0.0505*** (0.0043)	-0.0327*** (0.0028)	-0.0557*** (0.0048)
Number of Written Posts of UGC Type $j$ During 365 Days Prior	0.0035*** (0.0001)	0.0070*** (0.0004)	0.0008*** (0.0001)	0.0040*** (0.0002)	0.0026*** (0.0001)	0.0044*** (0.0002)
Review UGC Type Dummy $\times$ Number of Written Posts of UGC Type $j$ During 365 Days Prior	-0.0059*** (0.0009)	-0.0055*** (0.0017)	-0.0021*** (0.0003)	-0.0075*** (0.0014)	-0.0049*** (0.0009)	-0.0084*** (0.0015)
Reply UGC Type Dummy $\times$ Number of Written Posts of UGC Type $j$ During 365 Days Prior	0.0030*** (0.0002)	0.0016*** (0.0004)	0.0018*** (0.0001)	0.0076*** (0.0003)	0.0051*** (0.0002)	0.0084*** (0.0003)

Standard errors in parentheses

The dependent and independent variables are in logarithmic form.

\*  $p < 0.05$ , \*\*  $p < 0.01$ , \*\*\*  $p < 0.001$

**Table E-9: Results for UGC Quantity, Timeliness and Quality with Badge Reward Only (Cont. 1)**

	(i)	(ii)	(iii)	(iv)	(v)	(vi)
	Quantity	Timeliness	Quality			
			Length	Complexity	Informativeness	Politeness
1 Thread Badge Earned	-0.0063 (0.0055)	-0.0261 (0.0157)	-0.0041 (0.0023)	-0.0095 (0.0096)	-0.0057 (0.0064)	-0.0109 (0.0106)
2 Thread Badges Earned	0.0000 (0.0065)	-0.0452 (0.0232)	-0.0061* (0.0030)	-0.0089 (0.0119)	-0.0050 (0.0079)	-0.0101 (0.0132)
3 Thread Badges Earned	-0.0159 (0.0201)	-0.0821 (0.0637)	-0.0080 (0.0095)	-0.0259 (0.0319)	-0.0181 (0.0210)	-0.0293 (0.0354)
4+ Thread Badges Earned	0.0340** (0.0146)	0.0134 (0.0345)	-0.0216 (0.0181)	-0.0051 (0.0410)	-0.0027 (0.0274)	-0.0080 (0.0466)
Number of Posts Needed To Next Thread Badge	-0.0083 (0.0070)	-0.0335 (0.0200)	-0.0062* (0.0028)	-0.0162 (0.0116)	-0.0095 (0.0077)	-0.0184 (0.0129)
Number of Posts Needed To Next Thread Badge Squared	0.0037 (0.0027)	0.0149 (0.0080)	0.0026** (0.0010)	0.0072 (0.0044)	0.0043 (0.0029)	0.0082 (0.0049)
Number of Posts Needed To Next Thread Badge Cubic	-0.0004 (0.0003)	-0.0019 (0.0010)	-0.0003*** (0.0001)	-0.0008 (0.0005)	-0.0005 (0.0003)	-0.0009 (0.0006)
1 Thread Badge Earned $\times$ Number of Posts Needed To Next Thread Badge	0.0139 (0.0086)	0.0391 (0.0260)	0.0087** (0.0035)	0.0219 (0.0147)	0.0137 (0.0098)	0.0248 (0.0163)
1 Thread Badge Earned $\times$ Number of Posts Needed To Next Thread Badge Squared	-0.0052 (0.0036)	-0.0149 (0.0107)	-0.0037** (0.0014)	-0.0091 (0.0061)	-0.0057 (0.0041)	-0.0103 (0.0068)
1 Thread Badge Earned $\times$ Number of Posts Needed To Next Thread Badge Cubic	0.0005 (0.0004)	0.0018 (0.0013)	0.0004* (0.0002)	0.0010 (0.0007)	0.0006 (0.0005)	0.0011 (0.0008)
2 Thread Badges Earned $\times$ Number of Posts Needed To Next Thread Badge	0.0108 (0.0144)	-0.0213 (0.0657)	0.0116 (0.0061)	0.0258 (0.0261)	0.0156 (0.0174)	0.0289 (0.0290)
2 Thread Badges Earned $\times$ Number of Posts Needed To Next Thread Badge Squared	-0.0032 (0.0061)	0.0131 (0.0278)	-0.0044 (0.0026)	-0.0097 (0.0112)	-0.0060 (0.0075)	-0.0108 (0.0125)
2 Thread Badges Earned $\times$ Number of Posts Needed To Next Thread Badge Cubic	0.0003 (0.0007)	-0.0012 (0.0030)	0.0005 (0.0003)	0.0010 (0.0013)	0.0006 (0.0008)	0.0011 (0.0014)
3 Thread Badges Earned $\times$ Number of Posts Needed To Next Thread Badge	0.0888*** (0.0274)	0.1023 (0.0987)	0.0268** (0.0114)	0.1207** (0.0450)	0.0731** (0.0301)	0.1335** (0.0499)
3 Thread Badges Earned $\times$ Number of Posts Needed To Next Thread Badge Squared	-0.0311** (0.0107)	-0.0283 (0.0417)	-0.0092* (0.0044)	-0.0431** (0.0176)	-0.0254* (0.0118)	-0.0476** (0.0195)
3 Thread Badges Earned $\times$ Number of Posts Needed To Next Thread Badge Cubic	0.0029** (0.0011)	0.0023 (0.0046)	0.0008 (0.0005)	0.0041* (0.0019)	0.0023 (0.0013)	0.0045* (0.0021)
4+ Thread Badges Earned $\times$ Number of Posts Needed To Next Thread Badge	-0.0121 (0.0213)	-0.0163 (0.0504)	0.0244 (0.0125)	0.0244 (0.0415)	0.0133 (0.0291)	0.0285 (0.0460)
4+ Thread Badges Earned $\times$ Number of Posts Needed To Next Thread Badge Squared	0.0032 (0.0087)	0.0004 (0.0180)	-0.0070 (0.0049)	-0.0098 (0.0184)	-0.0056 (0.0127)	-0.0113 (0.0204)
4+ Thread Badges Earned $\times$ Number of Posts Needed To Next Thread Badge Cubic	-0.0001 (0.0009)	0.0008 (0.0018)	0.0007 (0.0005)	0.0012 (0.0020)	0.0007 (0.0014)	0.0014 (0.0023)

Standard errors in parentheses

The dependent and independent variables are in logarithmic form.

\*  $p < 0.05$ , \*\*  $p < 0.01$ , \*\*\*  $p < 0.001$

**Table E-9: Results for UGC Quantity, Timeliness and Quality with Badge Reward Only (Cont. 2)**

	(i) Quantity	(ii) Timeliness	(iii)	(iv)	(v) Quality	(vi)
			Length	Complexity	Informativeness	Politeness
1 Review Badge Earned	0.0131 (0.0145)	0.0009 (0.0316)	0.0030 (0.0044)	0.0198 (0.0211)	0.0143 (0.0141)	0.0217 (0.0234)
2 Review Badges Earned	-0.0139 (0.0210)	-0.0303 (0.0394)	-0.0044 (0.0067)	-0.0361 (0.0353)	-0.0244 (0.0242)	-0.0396 (0.0392)
3 Review Badges Earned	0.0129 (0.0159)	-0.1346** (0.0453)	-0.0138 (0.0076)	-0.0340 (0.0298)	-0.0249 (0.0207)	-0.0400 (0.0335)
4+ Review Badges Earned	0.0419 (0.0377)	0.1865 (0.1406)	0.0569 (0.0408)	0.1772** (0.0694)	0.1185** (0.0484)	0.1967** (0.0743)
Number of Posts Needed To Next Review Badge	0.0152 (0.0253)	-0.0161 (0.0535)	0.0043 (0.0080)	0.0394 (0.0380)	0.0280 (0.0256)	0.0436 (0.0423)
Number of Posts Needed To Next Review Badge Squared	-0.0009 (0.0141)	0.0268 (0.0321)	0.0001 (0.0045)	-0.0139 (0.0213)	-0.0100 (0.0143)	-0.0153 (0.0237)
Number of Posts Needed To Next Review Badge Cubic	-0.0006 (0.0023)	-0.0066 (0.0064)	-0.0003 (0.0008)	0.0015 (0.0035)	0.0011 (0.0024)	0.0017 (0.0039)
1 Review Badge Earned $\times$ Number of Posts Needed To Next Review Badge	0.0145 (0.0322)	0.0108 (0.0663)	0.0008 (0.0116)	-0.0164 (0.0502)	-0.0146 (0.0339)	-0.0186 (0.0559)
1 Review Badge Earned $\times$ Number of Posts Needed To Next Review Badge Squared	-0.0155 (0.0187)	-0.0278 (0.0411)	-0.0031 (0.0068)	-0.0002 (0.0291)	0.0017 (0.0196)	0.0001 (0.0324)
1 Review Badge Earned $\times$ Number of Posts Needed To Next Review Badge Cubic	0.0030 (0.0031)	0.0073 (0.0078)	0.0007 (0.0011)	0.0007 (0.0047)	0.0002 (0.0032)	0.0007 (0.0052)
2 Review Badges Earned $\times$ Number of Posts Needed To Next Review Badge	0.1231* (0.0616)	0.3821 (0.1974)	0.0471 (0.0256)	0.1861 (0.1123)	0.1258 (0.0754)	0.2069 (0.1250)
2 Review Badges Earned $\times$ Number of Posts Needed To Next Review Badge Squared	-0.0707 (0.0362)	-0.2664* (0.1274)	-0.0287 (0.0157)	-0.1083 (0.0669)	-0.0733 (0.0448)	-0.1206 (0.0745)
2 Review Badges Earned $\times$ Number of Posts Needed To Next Review Badge Cubic	0.0106 (0.0056)	0.0446* (0.0205)	0.0044 (0.0024)	0.0164 (0.0103)	0.0111 (0.0069)	0.0183 (0.0114)
3 Review Badges Earned $\times$ Number of Posts Needed To Next Review Badge	-0.0321 (0.0631)	0.0089 (0.1155)	0.0017 (0.0318)	-0.0647 (0.1404)	-0.0385 (0.0949)	-0.0683 (0.1565)
3 Review Badges Earned $\times$ Number of Posts Needed To Next Review Badge Squared	0.0181 (0.0341)	-0.0150 (0.0588)	0.0022 (0.0170)	0.0471 (0.0742)	0.0293 (0.0501)	0.0508 (0.0827)
3 Review Badges Earned $\times$ Number of Posts Needed To Next Review Badge Cubic	-0.0021 (0.0047)	0.0058 (0.0088)	-0.0003 (0.0023)	-0.0071 (0.0098)	-0.0045 (0.0066)	-0.0077 (0.0109)
4+ Review Badges Earned $\times$ Number of Posts Needed To Next Review Badge	-0.2295** (0.0852)	-0.6605*** (0.1485)	-0.1742** (0.0687)	-0.3498*** (0.0911)	-0.2509*** (0.0610)	-0.3947*** (0.1047)
4+ Review Badges Earned $\times$ Number of Posts Needed To Next Review Badge Squared	0.0880** (0.0382)	0.2221*** (0.0671)	0.0657** (0.0257)	0.1300** (0.0531)	0.0936** (0.0355)	0.1470** (0.0602)
4+ Review Badges Earned $\times$ Number of Posts Needed To Next Review Badge Cubic	-0.0084 (0.0045)	-0.0181 (0.0095)	-0.0063** (0.0028)	-0.0135 (0.0071)	-0.0097* (0.0048)	-0.0152 (0.0080)
Constant	-0.0002* (0.0001)	-0.0001 (0.0003)	-0.0001*** (0.0000)	-0.0002 (0.0002)	-0.0001 (0.0001)	-0.0002 (0.0002)
Individual-Day Fixed Effects	Yes	Yes	Yes	Yes	Yes	Yes
Source of Reward Fixed Effects	Yes	Yes	Yes	Yes	Yes	Yes
Number of Observations	128,458,902	128,458,902	128,458,902	128,458,902	128,458,902	128,458,902
R <sup>2</sup>	0.13	0.20	0.53	0.48	0.47	0.48

Standard errors in parentheses

The dependent and independent variables are in logarithmic form.

\*  $p < 0.05$ , \*\*  $p < 0.01$ , \*\*\*  $p < 0.001$