

Introduction to the Minitrack “Crowd-based Platforms” HICSS 2019

Track:

Internet and the Digital Economy

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1. Introduction

Crowd-based platforms on the Internet harness the wisdom, labor and money from the crowd, to facilitate idea generation, labor exchange and funding of innovative entrepreneurial projects. Crow-based platforms include online labor markets (e.g., *Amazon Mechanical Turk*, *Freelancer.com*), crowdsourcing platforms (e.g., *Innocentive.com*, *Zhubajie.com*), crowdfunding marketplaces (e.g., *GoFundMe.com*, *Indegogo.com*), online communities (e.g., *Facebook.com*, *Douban.com*) and more broadly, gig economy platforms (e.g., *Uber*, *Lyft*, *AirBnB*). The uprising scale and importance of such platforms has revolutionized the digital economy.

Notably, these crowd-based platforms have attracted much attention from IS academic scholars. The different types of crowd-based platforms offer new opportunities to understand information systems and related problems, such as communication and coordination in software development (Hong and Pavlou 2016), system design in online labor markets (Hong et al. 2014; Liang et al. 2016), and social influence of contribution patterns (Burtch et al. 2013) in crowd funding marketplaces. Therefore, consider the scale of the societal impact of these platforms, more innovative research is warranted in this important research stream.

In this mini-track, we seek to receive submissions of papers related to these three types of platforms below, with topics including but not limited to the following. We also welcome research using different data and methodologies, such as econometrics, field or laboratory experimentation, machine learning, analytical modeling, field surveys, qualitative analyses, or theory grounded approaches.

2. Research topics:

- Crowdsourcing contest platforms
 - 1) New product development
 - 2) Value co-creation
 - 3) Contest performance
 - 4) Contest design
 - 5) Economic value of crowdsourcing projects
- Crowdfunding marketplace
 - 1) Signaling
 - 2) Social capital
 - 3) Social influence
 - 4) Crowdfunding success factors
 - 5) Machine learning of crowdfunding data
- Online labor platforms
 - 1) Auction design
 - 2) Auction performance
 - 3) Effect of online labor markets on local economy
 - 4) Effect of local economy on online labor markets
 - 5) Global dynamics
- Online communities
 - 1) User-generated content
 - 2) Incentives
 - 3) User engagement
 - 4) User participation
 - 5) Online social system design

3. Accepted Papers

1. Externalities in Charitable Crowdfunding

Author:
Deserina Sulaeman
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Abstract:

“This study examines how the existence of multiple charitable campaigns supporting similar causes on the same platform influence the donations received by each campaign. The existence of multiple campaigns supporting similar causes can have negative externalities as they compete for donors. However, the existence of additional campaigns can also result in positive externalities as potential donors benefit from a larger variety of projects to choose from. This study observes negative and positive externalities from the existence of multiple campaigns supporting similar causes. An increase in the number of campaigns leads to a decrease in the average donation received by each campaign, indicating that the additional campaigns do not necessarily expand the market. However, when some of the campaigns perform exceptionally well, other campaigns – including non-top performing campaigns – receive more donation, highlighting the market expansion effect of the presence of successful campaigns on a platform.”

2. Falling from Digital Grace: Participation in Online Software Contests Following Loss of Status

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Abstract:

“We focus on the effects of status loss on decisions to participate in subsequent contests in online coding platform. We advance the relevant literature in several ways. First, by considering the effects of status loss on resource expenditure, we depart from the prior status literature, which has predominantly looked at performance implications of

the status loss. Second, because of the voluntary nature of online contests, we demonstrate how the effects of status loss manifest when permanent exit or abstention is possible. This aspect marks another departure from situations common to the prior work, wherein work demands persist regardless of status changes. Lastly, recognizing that status changes may be endogenous to one's past resource expenditure, we study exogenous variation in status, exploiting a natural experiment wherein status assignments were adjusted overnight by the platform operator, in a manner completely independent of individuals' prior activities, resulting in sudden loss of status.”

3. Startup Founders' Personality Attributes in Crowdfunding Campaigns: The Relevance of Hubris and Charisma in Raising Seed Funding Online

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Abstract:

“Startup founders often display personality traits associated with charisma and hubris. Existing literature contains rich evidence on the relevance of these traits for traditional investments settings that involve a personal interaction between the entrepreneur and the investor. However, the state of theory development on how hubris and charisma also influence the outcomes of raising seed funding online from non-professional investors can still be considered as nascent as a result of missing empirical evidence. We draw upon dual-process theory and argue that hubris and charisma are of particular relevance as they trigger intuitive decision-making processes of non-traditional investors. Our empirical setting involves a true experiment based on three versions of a crowdfunding pitch video that was recorded in collaboration with a professional actor. The primary outcomes suggest that both hubristic and charismatic entrepreneurs are more successful in sourcing capital from the crowd as they are perceived as more trustworthy and passionate.”

4. Read This, Please? The Role of Politeness in Customer Service Engagement on Social Media

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Abstract:

“People are increasingly turning to social media for help. According to a recent report by Twitter, over 5.5M customer service-related tweets are generated per month. In this work, we aim to explore firms’ strategy when engaging customers regarding their concerns and complaints on Twitter. Specifically, we focus on how politeness, a linguistic factor indicating how a customer is questioning or complaining rather than the content of a query, affects firms’ customer service engagement strategy. We develop a novel text mining methodology to mine politeness from tweets. Using this approach, our estimation results show several interesting results, including that firms are more likely to respond to more polite customers, and that this effect is augmented for customers with high social status. However, firms are more likely to engage impolite customers with a high social status in a private channel such as through direct messaging.”

5. Can Title Images Predict the Emotions and the Performance of Crowdfunding Projects?

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Abstract:

“Crowdfunding is a novel way to raise funds from individuals. However, taking Kickstarter for example, more than 60% of projects failed to reach the funding targets. Hence it is imperative to study how to improve the successfulness of the projects.

From a design perspective, we intend to investigate that can the characteristics of title images of the projects on the search page of the crowdfunding website predict the performance of crowdfunding projects. We use objective standards to measure the aesthetic features of the title images. And we introduce emotions as important antecedents for the performance of a project. We used deep learning to extract the emotion metrics from the title images. Analysis results provide significant evidence that aesthetic attributes of images can predict emotion in images, and emotions, such as sadness and contentment, can predict the performance of crowdfunding projects. Our results provide both theoretical and practical values.”

6. Understanding Continuous Citizen Participation on a Green Commuting Platform: The Roles of Public Value and Private Value

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Abstract:

“Citizen participation in IT-enabled social activity is an exchange between creating public value for others and gaining private value offered by public sectors in the perspective of social exchange theory. Prior literatures mostly focused on offline social activities and examined only the effects of participation antecedents on final participation outcomes, not investigating the potential participation mechanism in particular of the roles of public and private values. Thus, this study develops a theoretical model based on theories and incentives of citizen participation to examine what and how antecedents affect continuous citizen participation through public value creation and private value acquisition. With analyzing the survey data in the case of a Green Commuting platform, we identify the effective antecedents and find that private value acquisition has much greater effect on participation than public value creation and two values significantly mediate the effects of antecedents on participation.”

7. Everyone Can Be a Star: Quantifying Grassroots Online Sellers' Live Streaming Effects on Product Sales

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Abstract:

“Live streaming is becoming prevalent and the rapid rise of emoji also makes it an attractive scientific research subject. Despite recent research focuses on understanding the motivations and behavior of people engaging live streaming, we know little about how the adoption of live streaming strategy for e-commerce on product sales. In this paper, we establish a causal relationship between adopting live streaming strategy for e-commerce and online product sales. Our results indicate that there is a 21.8% increase in online sales volume after adopting live streaming strategy. Furthermore, we find live streaming strategy is more efficient for the sellers who mainly sell experience goods—they have 27.9% more than those whose products are mainly search goods. This work is the first quantitative study, to our knowledge, on how the adoption of live streaming strategy on online product sales.”