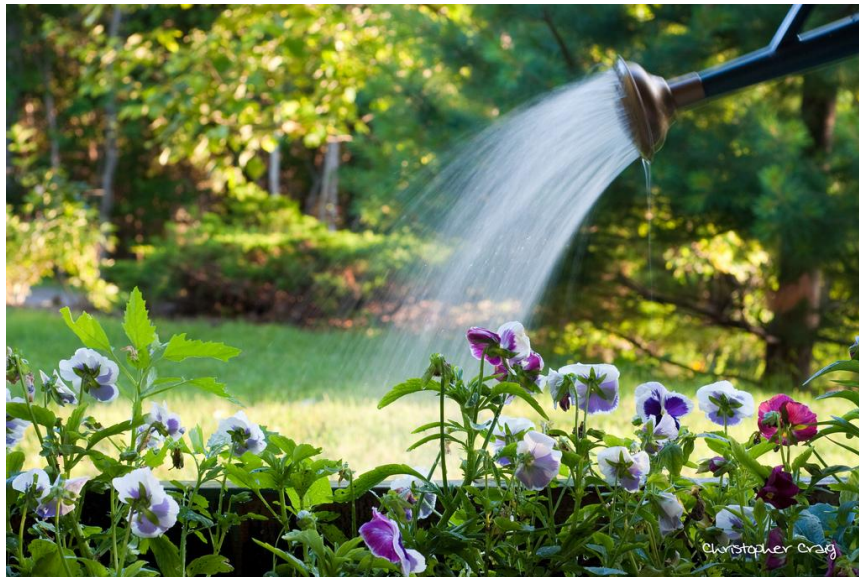


Governance of User-generated Content in Web Communities

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→ Steering and coordinating actions of community members

Goal: Successful and flourishing community

[Benz2004]

- ◆ High quality user-generated content
- ◆ Active community members

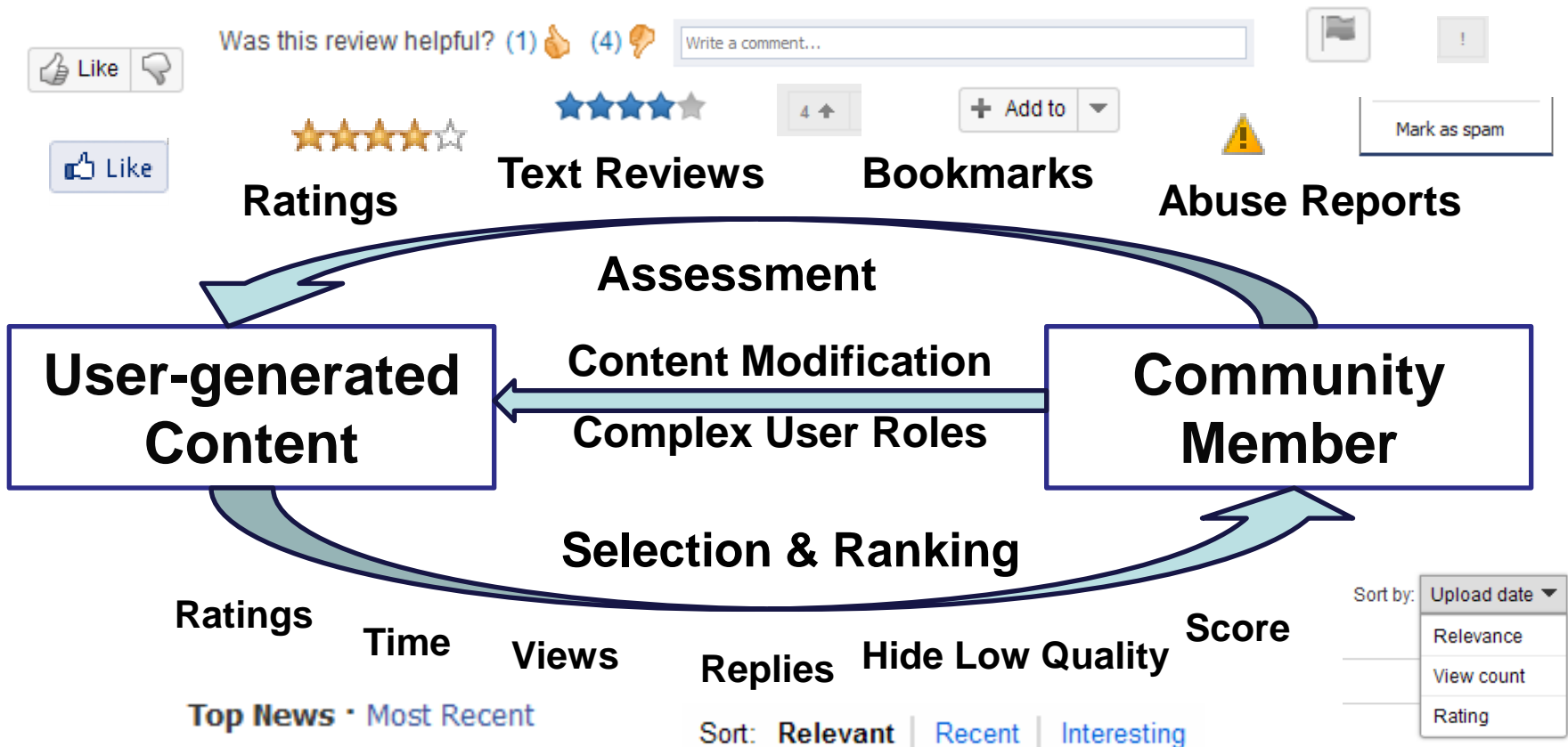
[<http://www.flickr.com/photos/61433480@N02/5593890914/>, <http://www.flickr.com/photos/boojee/3733902852/>]

- Different types of
 - ◆ Web communities
 - ◆ User-generated content (video, photos, comment, article, questions, answers, posting, review text)

What are the most successful means of governance for user-generated content?

→ Analyze **successful** platforms and compare their means of governance!

1. Direct intervention of community owner
Affecting content or users based on apparent properties
2. **Functionality of the community platform**



- Selection of 250 most prominent web sites with community functionality according to Alexa Page Rank
- Clustering web sites in four groups according to purpose

Social Media



Editorial News



Social Networking



Social Reviewing



- Top-5 web sites of each group analyzed (*)

(1) Abuse Reports are a successful means of governance.

- 16 occurrences
- Restricted to filter out unwanted content
- Staff needed – expensive but efficient [Schwagereit2010]

(2) Simple ratings are dominant – but battle between “Like” and “Like/Dislike”

- “Like”: 9 occurrences
- “Like/Dislike”: 7 occurrences
- Tradeoff between simplicity and improved ranking ability

(3) Creation time is most implemented ranking criterion

- 18 occurrences
- Others: score: 8, ratings: 6
- Important content is renewed - unimportant content will be forgotten

(4) Content modification and user roles are rarely implemented

- ◆ 2 occurrences
- ◆ Requires complex role system and users who understand it

- Similar means of governance in each platform type
→ Best-practices can be identified (e.g., abuse reports) for each platform type
- Governance means vary in detail (e.g., rating schemes)
→ Finding the right ones to-day is an art
- Common means of governance cannot be found

- What is needed for better governance?
 - ◆ Quantitative analysis
 - ◆ Governance models

Thank you.

Social Media

- Youtube
- Wikipedia
- Twitter
- Flickr
- Craigslist
- Answers

Editorial

- Yahoo! News
- msnbc.com
- ESPN
- cnn.com
- Spiegel Online

Social Networking

- Facebook
- LinkedIn
- Myspace
- Orkut
- Badoo

Social Reviewing

- Amazon.com
- eBay
- IMDb
- CNET.com
- StumbleUpon

Platform	Content	Content Assessment				Content Selection/Ranking						Content Modification		User Roles
		Rating	Text	Bookmarks	Abuse Report	Rating	Time	Views	Replies	Other Score	Hide low Quality	Owner Deletes	Other Users Modify	
<i>Social Media</i>														
Youtube	video	2	(comment)	•	•	•	•	•		•				
	comment	2			•	•	•			•	•			
Wikipedia	article	5/5/5/5/1/1				////••				•			•	•
Twitter	message			•			•			•				
Flickr	photo		(comment)	•	•		•			•				
	comment				•						•			
Craigslist	post	1			•		•							
Answers	question	1			•		•		•	•			•	•
	answer	1					•						•	
<i>Editorial</i>														
Yahoo! News	comment	2			•		•		•	•	•			
msnbc.com	comment	1			•		•							
ESPN	comment				•		•							
cnr.com	comment	1			•	•	•							
Spiegel Online	comment				•		•							
<i>Social Networking</i>														
Facebook	post	1	(comment)	•	•		•			•				
	comment	1					•			•			•	
Linkedin	-													
Myspace	post	1	(comment)	•			•						•	
	comment				•		•						•	
Orkut	post	1	(comment)		•		•							
	comment						•						•	
Badoo	-													
<i>Social Reviewing</i>														
Amazon.com	review-text	2	(comment)		•	•	•							
	comment	2			•	•	•						•	
eBay	product	3/5/5/5/5/2	(comment)		•		•			•				•
	comment												•	
IMDb	review-text	2			•	•	•							
CNET.com	review-text	2	(comment)		•	•	•							
	comment				•		•							
StumbleUpon	review-text			•			•							

Used Symbols and Notations: Rating: 'a/b' – Two different ratings, each with a resp. b different options; General: '•' – Feature available, '' – Feature not available