

Spillovers in Content Networks Identification through Quasi Experiments

**Evidence from 23 Natural Experiments on Wikipedia
(on 4 slides)**

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Spillovers & Link Structure in German Wikipedia

→ Focus on citation network between articles

- **Asks:** How do citations affect user search & contributions?
 - How much attention spills between articles?
 - Does attention trigger content contributions?

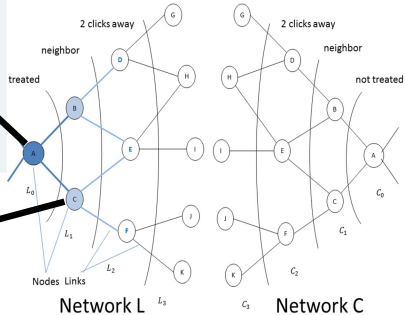
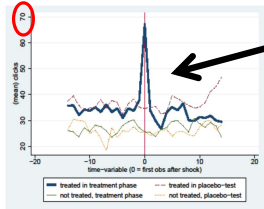
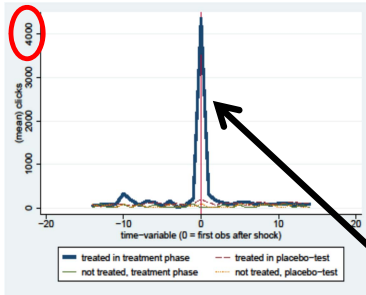
- **Worry:** Correlations of Network and Outcome not causal.
 - endogenous network structure?
 - might unobserved factors drive outcome and network position?

- **Solution:** → 23 natural and 34 pseudo-experiments
 - Identification: shocks to specific nodes on specific events.
 - Pseudo-experimental treated-control design.
 - How does the shock affect neighboring pages?



...and trace out the ripples...

“Today’s featured articles” condition



Spillovers in Content Networks

→ 23 natural and 34 pseudo-experiments

■ Main Results:

1. **0.3** → 30% of average clicks on neighbors spill to focal node.
2. Only 1 in 1000 readers make an edit - Tourists don't do the work.
3. Clear attention driven pattern in clicks and "light edits".

■ Contribution: Formal Framework and Application.

- extension of Bramoullé et al. (2009) to include exogeneous shocks.
- analysis of 23 disasters and 34 "Today's featured articles."
- Applicable other peer-production settings (Open Source, etc.)

■ More Details: → cf. POSTER:

- **"Spillovers in Content Networks"**

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