



IEEE

Technical Co-sponsor: IEEE Hong Kong Section
Robotics and Automation/Control Systems Joint Chapter

Jointly presents

SEMINAR SERIES ON COMPLEX SYSTEMS, NETWORKS, CONTROL AND APPLICATIONS

Contributing by Learning: Continuity of Knowledge Contribution on Online Knowledge-Sharing Platforms

Prof. Ye Wu

Beijing Normal University, China

Date and Time: Friday, 17 January 2020, 4:30-5:50pm

Venue: Room **G6302**, City University of Hong Kong

Reception starts at 4:15pm

(Language: **Putonghua** 普通话)

Abstract

Knowledge contribution on online knowledge-sharing platforms has long been considered instrumental behavior performed based on utilitarian considerations. We used cognitive evaluation theory and analyzed users' behavior metrics to understand the underlying factors of why some users continue to contribute their knowledge for a long time while others quickly drop out. We found that involvement in learning activities was an important indicator of intrinsic motivation to maintain knowledge contribution behaviors. Furthermore, online learning activities mediated the widely known effects of social rewards in increasing the duration of knowledge contribution. We conclude that there is a self-reinforcement mechanism in the reciprocal relationship between learning activity and social rewards, which governs continuous online knowledge contribution behavior.

About the Speaker

吴晔，男，物理学博士，北京师范大学新闻传播学院教授，博士生导师。2010年9月在德国波茨坦大学自然科学学院获得自然科学博士学位。长期从事复杂系统，社交网络的研究，2016年开始转行社会科学研究，目前专注于计算传播学的研究，近年来在 PNAS, PRE, EPL, Chaos 等国际学术期刊以及《国际新闻界》、《新闻大学》等国内期刊上发表 40 余篇论文。