Online Community Participation and Crowdsourcing Performance
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Abstract
On a crowdsourcing platform where crowdsourcing contests are held to help businesses seek solutions for product or technology development, contestants can participate in online community interactions by having online discussions or sharing knowledge in the platform forums associated with the contests. On one hand, a contestant’s participating in and actively contributing to a community can increase this contestant’s engagement with the contest. On the other hand, with the competition among contestants, one may hurt his or her own chance of winning in a contest by sharing knowledge to the community. This study provides an in-depth analysis on how contestants’ participation in online community, specifically in knowledge sharing process, is related to and contribute to their performance in a contest. The results show that for different types of contestants and under different contest conditions, online community participation has different impact on a contestant’s performance in a crowdsourcing contest.

Keywords
Crowdsourcing platform, crowdsourcing performance, online community, community participation