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Motivation and Performance of User-Contributors: Evidence from a CQA Forum

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Highlights

- We track the activities of a cohort of new Yahoo Answers users over 12 months.
- Predictions from contest theory are tested against these users' behavior on Yahoo Answers.
- For users who are more contest driven, exible hours are associated with higher performance.
- But for these same users, multitasking across subjects is associated with lower performance.

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