

MONETIZING FREEMIUM COMMUNITIES: DOES PAYING FOR PREMIUM INCREASE SOCIAL ENGAGEMENT?

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Appendix A

Profile Page of a Random Last.fm User

Library Friends Tracks Albums Charts More...

25, Male, Australia
Last seen: June 2012
13 Loved Tracks | 0 Posts | 0 Playlists | 1 shout

Add as friend
Send a message
Leave a shout

Your musical compatibility with [redacted] is UNKNOWN

Compare your taste

Recently Listened Tracks

The Black Keys – Ten Cent Pistol	7 Jun 2013
The Black Keys – Too Afraid to Love You	7 Jun 2013
The Black Keys – The Only One	7 Jun 2013
The Black Keys – Black Mud	7 Jun 2013
The Black Keys – She's Long Gone	7 Jun 2013
The Black Keys – Howlin' for You	7 Jun 2013
The Black Keys – Tighten Up	7 Jun 2013
The Black Keys – Next Girl	7 Jun 2013
The Black Keys – Everlasting Light	7 Jun 2013
Queens of the Stone Age – In My Head	7 Jun 2013

See more

About Me

Now, the making of a good compilation tape is a very subtle art. Many do's and don'ts. First of all you're using someone else's poetry to express how you feel. This is a delicate thing.

R.I.P The Rev

Friends (8)

Listening Now

See more

Groups (3)

- eksisozluk
3,935 members
- I believe The Rev will find peace in the Afterlife
536 members
- ekSibition
369 members

Note: The user profile page lists user attributes such as age, gender, country of origin, number of friends, and others.

Appendix B

Falsification Tests for Regular Methods

Table B1. Falsification Test for Regular PSM				
	Dependent Variables			
	Posts (1)	Playlists (2)	SongsListened (3)	FriendCount (4)
Constant	0.0079** (0.0037)	0.0004 (0.0010)	1.8039*** (0.0593)	0.1295*** (0.0088)
Tenure	0.00001*** (0.000001)	0.000001*** (0.000000)	0.0002*** (0.00001)	0.00004*** (0.000002)
Age	0.0002*** (0.0001)	0.0001** (0.00002)	0.0530*** (0.0012)	0.0026*** (0.0002)
Gender (Male = 1)	0.0042*** (0.0012)	0.0005 (0.0003)	0.5386*** (0.0195)	0.0114*** (0.0029)
LastFMCountry	0.0015 (0.0011)	0.0001 (0.0003)	0.3174*** (0.0185)	0.0079*** (0.0027)
Adopter	0.0162*** (0.0015)	0.0012*** (0.0004)	2.2330*** (0.0242)	0.1051*** (0.0036)
After	0.0004 (0.0015)	0.0002 (0.0004)	0.0136 (0.0241)	0.0001 (0.0036)
Adopter * After	0.0013 (0.0021)	0.0002 (0.0006)	0.0919*** (0.0338)	0.0065 (0.0050)
Observations	105,417	105,417	105,367	105,432
R ²	0.0036	0.0008	0.1702	0.0271

Notes: *p < 0.1; **p < 0.05; ***p < 0.01
Robust heteroscedasticity-consistent standard errors in parentheses

Table B2. Falsification Test for CEM

	Dependent Variables			
	Posts (1)	Playlists (2)	SongsListened (3)	FriendCount (4)
Constant	0.0098*** (0.0035)	0.0005 (0.0010)	1.6451*** (0.0577)	0.1365*** (0.0089)
Tenure	0.00001*** (0.000001)	0.000001*** (0.000000)	0.0001*** (0.00001)	0.0001*** (0.000002)
Age	0.0003*** (0.0001)	0.0001*** (0.00002)	0.0487*** (0.0011)	0.0026*** (0.0002)
Gender (Male = 1)	0.0036*** (0.0012)	0.0004 (0.0003)	0.5626*** (0.0190)	0.0156*** (0.0029)
LastFMCountry	0.0014 (0.0011)	0.0001 (0.0003)	0.3093*** (0.0181)	0.0083*** (0.0028)
Adopter	0.0178*** (0.0015)	0.0015*** (0.0004)	2.2725*** (0.0237)	0.1139*** (0.0037)
After	0.0003 (0.0015)	0.0003 (0.0004)	0.0075 (0.0237)	0.0039 (0.0037)
Adopter * After	0.0018 (0.0020)	0.0007 (0.0006)	0.0689** (0.0332)	0.0047 (0.0051)
Observations	110,785	110,785	110,731	110,795
R ²	0.0047	0.0009	0.1723	0.0304

Notes: *p < 0.1; **p < 0.05; ***p < 0.01
Robust heteroscedasticity-consistent standard errors in parentheses

Appendix C

Dynamic LA-PSM Falsification Test

Table C1. Falsification Test for Dynamic LA-PSM

	Dependent Variable			
	Posts (1)	Playlist (2)	SongsListened (3)	FriendCount (4)
Constant	0.0260*** (0.0054)	0.0013 (0.0016)	4.0010*** (0.0718)	0.3104*** (0.0133)
Tenure	0.00001*** (0.000001)	0.000002*** (0.000000)	0.0002*** (0.00002)	0.0001*** (0.000003)
Age	0.0004*** (0.0001)	0.0001** (0.00003)	0.0708*** (0.0015)	0.0048*** (0.0003)
Gender (Male = 1)	0.0069*** (0.0018)	0.0009 (0.0005)	0.4449*** (0.0237)	0.0321*** (0.0044)
LastFMCountry	0.0016 (0.0018)	0.0002 (0.0005)	0.5662*** (0.0234)	0.0009 (0.0043)
Adopter	0.0022 (0.0022)	0.0014** (0.0006)	0.0403 (0.0295)	0.0029 (0.0054)
After	0.0006 (0.0023)	0.0006 (0.0007)	0.0258 (0.0302)	0.0031 (0.0056)
Adopter * After	0.0014 (0.0032)	0.0014 (0.0009)	0.0163 (0.0416)	0.0125 (0.0077)
Observations	70,930	70,930	70,925	70,931
R ²	0.0011	0.0007	0.0562	0.0233

Notes: *p < 0.1; **p < 0.05; ***p < 0.01
Robust heteroscedasticity-consistent standard errors in parentheses