

## Web Appendix

### Listening to Strangers: Whose Responses are Valuable, How Valuable Are They, and Why?

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#### ADDITIONAL ANALYSES

We present the results of two additional estimation models. First, we relax the assumption that the dependent variable is censored by estimating a generalized least squares model with random effects. The results are shown in Table W1. Second, we consider an alternative to the random effects model by estimating a fixed effects model which does not require a distributional assumption about the question level specific effects. These are presented in Table W2.

TABLE W1  
RESULTS USING RANDOM EFFECTS GLS REGRESSION  
DETERMINANTS OF INFORMATION VALUE

|  | Coef.   | Std. Err. | <i>t</i> |
|--|---------|-----------|----------|
| Constant   | .177**  | .00328    | 54.05    |
| Domain Depth   | .011**  | .00221    | 5.01     |
| Domain Breadth   | -.016** | .00242    | -6.80    |
| Domain Depth* Domain Breadth                             | -.001   | .00090    | -1.45    |
| Frequency  | .051**  | .00260    | 19.65    |
| Speed  | .018**  | .00162    | 11.38    |
| Elaboration  | .053**  | .00189    | 27.95    |
| Decision Orientation (0 = Learning; 1 = Decision Making) | -.002   | .00219    | -.72     |
| Decision Orientation * Domain Depth                      | -.006** | .00280    | -2.27    |
| Decision Orientation * Domain Breadth                    | .014**  | .00321    | 4.33     |
| Decision Orientation * Domain Depth * Domain Breadth     | .002    | .00121    | 1.60     |
| Decision Orientation * Frequency                         | -.002   | .00323    | -.53     |
| Decision Orientation * Speed                             | -.001   | .00210    | -.36     |
| Decision Orientation * Elaboration                       | -.013** | .00249    | -5.08    |
| Number of Responses                                      | -.003** | .00034    | -10.26   |
| Overall R <sup>2</sup>                                   | .33     |           |          |

\*\*  $p < .01$

\*  $p < .05$

TABLE W2  
RESULTS USING FIXED EFFECTS MODEL  
DETERMINANTS OF INFORMATION VALUE

|   | Coef.   | Std. Err. | <i>t</i> |
|---|---------|-----------|----------|
| Constant  | .147**  | .00121    | 121.16   |
| Domain Depth  | .014**  | .00221    | 5.01     |
| Domain Breadth  | -.013** | .00251    | -5.07    |
| Domain Depth* Domain Breadth  | -.004** | .00109    | -3.24    |
| Frequency   | .051**  | .00260    | 19.65    |
| Speed   | .017**  | .00168    | 10.06    |
| Elaboration   | .055**  | .00194    | 28.59    |
| Decision Orientation (0 = Learning; 1 = Decision Making) <sup>a</sup> |         |           |          |
| Decision Orientation * Domain Depth                                   | -.009** | .00292    | -3.00    |
| Decision Orientation * Domain Breadth                                 | .016**  | .00336    | 4.67     |
| Decision Orientation * Domain Depth * Domain Breadth                  | .003**  | .00147    | 2.09     |
| Decision Orientation * Frequency                                      | -.003   | .00664    | -.50     |
| Decision Orientation * Speed  | -.002   | .00218    | -1.03    |
| Decision Orientation * Elaboration                                    | -.011** | .00257    | -4.10    |
| Number of Responses <sup>a</sup>                                      |         |           |          |
| Overall R <sup>2</sup>  | .32     |           |          |

\*\*  $p < .01$

\*  $p < .05$

<sup>a</sup> Both Decision Orientation and Number of Responses is dropped in this model because they do not vary within a question.

*Note for both models.* All coefficients and *t* values are standardized. Speed, Frequency, Elaboration, Domain Depth and Domain Breadth reflect the level of each variable for a given information provider relative to that of other information providers who responded to the same query.