

## Postprint of Research on Usefulness of Comments in Online Reading Communities Based on IAM-I Model

**Authors:** Jun-Cheng Yu, Li Ziqi

**Date:** 2023-10-08T00:00:00+00:00

### Abstract

[Purpose/Significance] Online reviews serve as an important carrier of knowledge exchange among users in reading communities. To assist reading communities in refining their review systems and enhancing book review usefulness, investigating the mediating role of online interaction in book review usefulness can further tap into the value of online reviews. [Method/Process] Grounded in the IAM model, this study develops the IAM-I model for factors influencing review usefulness in online reading communities. Employing OLS regression and Bootstrap mediation testing, it examines the mechanisms through which review information characteristics and reviewer characteristics affect review usefulness, along with the mediating effect of online interaction. [Results/Conclusion] The findings indicate that both review information characteristics and reviewer characteristics can influence online interaction. Online interaction exerts a complete mediating effect on the relationship between text length characteristics and review usefulness, and a partial mediating effect on the relationship between reviewer characteristics and review usefulness. Thus, online reading communities can enhance review usefulness by fostering online interaction.

### Full Text

#### Preamble

#### Research on the Usefulness of Online Reading Community Reviews Based on the IAM-I Model

Yu Juncheng, Li Ziqi

School of Information Management, Central China Normal University, Wuhan 430079

## Abstract

**[Purpose/Significance]** Online reviews serve as a crucial medium for knowledge exchange among users in reading communities. To help these communities improve their review systems and enhance the usefulness of book reviews, exploring the mediating role of online interaction in review usefulness can further unlock the value of online reviews. **[Method/Process]** Building upon the Information Adoption Model (IAM), this study constructs an IAM-I (Information Adoption Model-Interaction) model for factors influencing review usefulness in online reading communities. Using OLS regression and Bootstrap mediation testing, we examine the mechanisms through which comment information characteristics and reviewer characteristics affect review usefulness, as well as the mediating effect of online interaction. **[Result/Conclusion]** The findings reveal that both comment information characteristics and reviewer characteristics significantly influence online interaction. Online interaction plays a complete mediating role in the relationship between text length characteristics and review usefulness, and a partial mediating role in the relationship between reviewer characteristics and review usefulness. This suggests that online reading communities can enhance review usefulness by encouraging online interaction.

**Keywords:** review usefulness; influencing factors; online interaction; mediation; online reading community

## Introduction

Online reading communities represent a typical form of interest-based virtual communities that gather users with shared reading interests to facilitate knowledge exchange and innovation, forming a “reading culture identity” -centered virtual collective [1]. During knowledge interaction processes in these communities, numerous book reviews are generated, reflecting which books users care about, what topics they discuss, and expressing their insights and perspectives on book content. The usefulness of online book reviews refers to the degree to which such reviews help users improve their knowledge level and cognitive abilities [2-3]. Higher usefulness of online book reviews leads to better user experiences in reading communities and greater vitality of the “reading culture community.” Research on review usefulness can help users quickly identify valuable review information and reduce search costs, thereby promoting knowledge exchange.

Current research primarily focuses on review usefulness in commercial communities [4-12], with limited exploration of review usefulness in online reading communities and a lack of investigation into mediating variables. Identifying mediating variables such as online interaction can deepen our understanding of users’ information processing of reviews, expand the existing theoretical framework for review usefulness in reading communities, and provide guidance for future development directions and improvement dimensions for reading-oriented platforms.

The Information Adoption Model (IAM) posits that information quality and information source credibility directly influence perceived usefulness, which in turn affects information adoption [14]. The model identifies two pathways: perceived usefulness is influenced by both information quality and information source credibility. However, IAM-based research has only considered review information and reviewer characteristics, neglecting the role of online interaction factors. In reading comment communities, online interaction serves as a medium for knowledge flow, not only bridging the distance between users and reviewers but also facilitating knowledge sharing through the platform, effectively addressing user questions during review reading and accelerating information acquisition, thereby enhancing review usefulness.

This study focuses on the reading community context, constructing an IAM-I model to examine the impact of online interaction on review usefulness. Specifically, we address: (1) the direct effects of comment information characteristics and reviewer characteristics on online interaction; and (2) the internal mechanisms through which these characteristics indirectly affect online review usefulness via online interaction.

## Literature Review and Theoretical Foundation

### 2.1 Research on Factors Influencing Online Review Usefulness

Existing research on online reviews spans both commercial and non-commercial contexts (e.g., Q&A communities), primarily exploring four aspects: comment information characteristics, reviewer characteristics, product attributes, and platform manipulation.

**Comment information characteristics** include textual external features and content features. External features encompass text length and review readability, while content features mainly involve textual sentiment orientation and review richness. K. K. Y. Kuan et al. found that review length and readability positively affect review usefulness [4]. Peng Lihui et al. argued that within a certain threshold, more images increase usefulness [5]. Hao Yuanyuan et al. confirmed that greater positive sentiment orientation in online reviews enhances usefulness [2]. Chen Zaifei et al. discovered that more informative reviews receive more helpful votes [6].

**Reviewer characteristics** primarily include reviewer reputation and expertise. K. K. Y. Kuan et al. found that review information including reviewer credibility positively influences usefulness [4]. S. Karimia et al. confirmed that reviewer profile images significantly impact review usefulness [7]. C. Forman found that reviewer personal information disclosure significantly affects review usefulness [8]. Qin Liang discovered that reviewers' out-degree network centrality and in-degree network quality positively affect review usefulness [9]. Z. W. Liu and S. Park demonstrated that more professional reviewers produce more useful information [10].

Regarding product attribute characteristics, research has primarily considered experience and search products. Zhang Yanhui et al. found that for experience products, follow-up comments and seller responses have a more pronounced effect on review usefulness, while for search products, uploaded images play a more significant role [11]. Wang Zhisheng et al. found that product type moderates the effect of review polarity on helpful votes [12]. Other studies have examined brand reputation perceptions, with Peng Lihui et al. finding that for high-reputation brands, positive evaluations are more useful than negative ones [5]. Platform manipulation—both direct (e-commerce platform recommendations) and indirect (system-altered display order)—also affects review usefulness, with research showing that direct manipulation positively impacts single review usefulness, while indirect manipulation makes earlier-displayed reviews more useful than later ones [9].

In summary, existing literature has investigated review usefulness factors using survey and secondary data. However, three gaps remain: (1) While online interaction's direct effect on review usefulness has been examined, its important influence mechanism and mediating role remain underexplored; (2) No theoretical framework has integrated online interaction to examine how comment information characteristics and reviewer characteristics affect review usefulness; (3) Most studies focus on commercial community book reviews, neglecting reading communities where reviews target book content quality rather than product external quality. Research on reading community review usefulness can inspire system managers to mine tacit knowledge, improve community quality, and promote knowledge exchange.

## 2.2 IAM Model and Review Usefulness Research

The Information Adoption Model (IAM), proposed by S. W. Sussman and W. S. Siegal in 2003, posits that information quality and information source credibility directly influence information usefulness [14]. The model identifies two pathways for persuading attitude formation and change: information quality involves deep logical reasoning based on causal logic, while information source credibility focuses on environmental factors and representational cues [15]. Upon receiving information, individuals may adopt either pathway or combine both to judge information usefulness.

Most IAM-based research examines review usefulness from information quality and source reliability perspectives. S. Karimi et al. found that reviewer profile images positively affect review usefulness under comment feature moderation [7]. S. S. Zhou et al. studied the moderating effect of review sequence on information and reviewer characteristics [16]. M. Siering et al. explored review usefulness from content-related and reviewer-related signals [17]. Huang Weilai et al. incorporated application context factors into an extended IAM to examine review usefulness [18]. Yin Guopeng et al. investigated how comment features and reviewer factors affect usefulness from a social network perspective [19]. Zhang Yanhui et al. used IAM to explore how information quality affects Taobao review

usefulness [20].

In online reading communities, many users participate in book review voting, a typical information processing process consistent with IAM's application scenario. Users can reference both book review content and reviewer information to complete usefulness voting. However, with improved review systems and emerging online interaction forms, few studies have considered how online interaction factors affect review usefulness. As an important information component in reading communities, online interaction contains substantial valuable knowledge that significantly impacts review usefulness. This study explores how online interaction mediates the effects of comment information characteristics and reviewer characteristics on review usefulness.

## IAM-I Model Construction for Online Reading Community Review Usefulness

Social Interaction Theory, originating from social learning theory in psychology, conceptualizes social interaction as a social action where people influence each other through information exchange. In online platforms, interaction refers to the process where parties exchange information and communicate [21].

Online interaction in reading communities serves as a medium for knowledge flow. Platform features can bridge users and reviewers, enabling knowledge sharing that effectively addresses questions during review reading, accelerates information acquisition, and enhances review usefulness. F. R. Lin et al. found that knowledge in communities forms not spontaneously but gradually through active member communication [22]. Research confirms that when users process reviews from content and reviewer perspectives, online interaction information directly influences them, increasing perceived usefulness [23].

Online interaction information constitutes an important component of reading community review usefulness, including detailed book review supplements and inter-reviewer discussions. Existing research shows that in commercial communities, online interaction enhances consumer trust and information processing behaviors, strengthening review persuasiveness and affecting perceived usefulness [24]. Studies indicate that more review feedback helps readers better understand businesses and products, suggesting greater usefulness [25], while emotional valence and media richness in online reviews significantly affect online interaction [26].

Based on IAM, information quality and source credibility directly affect perceived usefulness. We argue IAM similarly applies to examining how comment information characteristics and reviewer characteristics affect reading community review usefulness. Therefore, our model adopts IAM's basic framework, adds online interaction as a third dimension, and proposes the IAM-I (Information Adoption Model-Interaction) model. We select text length characteristics [27] and emotional characteristics [28] from comment information features, and reviewer social network characteristics [29-30] and reviewer activity [31] from

reviewer characteristics as independent variables, with online interaction as the mediator and online review usefulness as the dependent variable. The conceptual model proposes nine research hypotheses.

### 3.1 Main Effect Analysis

**3.1.1 Comment Information Characteristics** **Text length characteristics** refer to review length, an external feature of comment information [27]. When reading community users process a book review, they must carefully analyze it to find needed information, with complexity increasing as text volume grows, requiring more time and effort. Research shows longer reviews provide sufficient information for decision-making, strengthening consumers' perceived usefulness [32]. Therefore:

**H1:** Text length characteristics positively affect online review usefulness.

**Comment emotional characteristics** refer to sentiment orientation in review content, representing a comment information feature [28]. When reading reviews, users must integrate emotional expressions and conduct systematic analysis. According to emotional consistency theory [33], users preferentially select reviews with consistent sentiment for usefulness voting. Negative sentiment reviews have ambiguous evaluation standards, reducing their reference value for perceived usefulness. Therefore:

**H2:** Comment emotional characteristics positively affect users' perceived usefulness of online reviews, with positive sentiment having stronger effects than negative sentiment.

**3.1.2 Reviewer Characteristics** **Reviewer social network characteristics** reflect structural social network features like node position and connection relationships, measured by follower count and following count. Follower quantity reflects a user's node position in the social network—users with more followers possess more social capital and receive higher likes and reads [29,34]. Following others also generates social capital, positively affecting information resource accumulation and strengthening interactive relationships in network structure [30]. For example, Douban's reading platform has social network features where users can follow others to access interesting reviews and share their own reviews through followers, forming social network connections that determine node position and influence. Therefore:

**H3:** Reviewer follower count positively affects online review usefulness.

**H4:** Reviewer following count positively affects online review usefulness.

**Reviewer activity**, a reviewer characteristic, is measured by historical comment count—more published comments indicate more frequent platform use and higher activity [31]. Research proves increased comment quantity affects consumers' perceived usefulness of review information [31]. Users typically believe highly active reviewers have stronger functional cognition and treat reviewing

as a committed activity, making their information more reliable and influential in usefulness evaluation. Therefore:

**H5:** Reviewer activity positively affects online review usefulness.

### 3.2 Mediating Effect Analysis of Online Interaction

Users' information acquisition process in uncertain situations involves six cyclical stages: initiation, browsing, searching, evaluation, integration, and termination, gradually reducing information uncertainty [38]. Initially, individuals quickly read large amounts of rough information to supplement basic knowledge; after forming basic concepts, they explore specific questions, evaluate and analyze obtained content, determine whether further search is needed, and finally integrate information systematically. Reading community users follow a similar process when searching and reading reviews: browsing online reviews → searching for relevant information → evaluating review usefulness [26], where they still face uncertainty in target domains, search strategies, and goals, needing to supplement information gaps according to their objectives. Online interaction information can fill these gaps and quickly provide valuable information.

Longer, more detailed reviews more easily generate user trust and interest, prompting interaction behavior. Compared to positive sentiment reviews, negative sentiment reviews have ambiguous evaluation standards, reducing users' interest in continued reading. Conversely, positive sentiment reviews can trigger emotional resonance between reviewers and users, increasing communication desire. Therefore:

**H6:** Text length characteristics positively affect online interaction.

**H7:** Comment emotional characteristics positively affect online interaction.

Reviewer social network characteristics and activity are widely recognized as reliability indicators [35-37]. For knowledge-lacking consumers, reviewers with many followers, high following counts, and extensive comment histories produce more attractive, valuable reviews [35]. According to source credibility theory, reviewers with extensive follower and following networks have established strong relational networks that broaden information access channels and increase exposure, with followers receiving immediate notifications when they publish reviews. This social capital acquisition positively influences perceived trustworthiness [36-37], making their reviews more attractive and generating more online interaction. Therefore:

**H8:** Reviewer follower count positively affects online interaction.

**H9:** Reviewer following count positively affects online interaction.

**H10:** Reviewer activity positively affects online interaction.

Comment information characteristics and reviewer characteristics help users make decisions, but these cues alone are insufficient for judging book review

usefulness. After processing this information, users seeking more relevant information can use online interaction as a supplementary clue to quickly understand important information and judge review usefulness. Online interaction, typically highly purposeful, can effectively enhance users' perceived review usefulness. Therefore:

**H11:** Online interaction mediates the relationship between text length characteristics and online review usefulness.

**H12:** Online interaction mediates the relationship between comment emotional characteristics and online review usefulness.

**H13:** Online interaction mediates the relationship between reviewer follower count and online review usefulness.

**H14:** Online interaction mediates the relationship between reviewer following count and online review usefulness.

**H15:** Online interaction mediates the relationship between reviewer activity and online review usefulness.

The research model for online reading community review usefulness is shown in Figure 1 [Figure 1: see original paper].

## Empirical Study of Reading Community Review Usefulness

### 4.1 Data Collection and Descriptive Statistics

Douban Reading, a comprehensive knowledge exchange platform, provides rich reference information through online book reviews with abundant user and comment data. This study uses objective book reviews from Douban as research subjects to test the proposed model and hypotheses. The TOP250 is a book review ranking list on Douban Reading. We collected book reviews from Douban Reading TOP250 via web crawler, cleaned the data by removing blank and invalid entries, and obtained 10,073 valid book review records. Each record includes: review content, reply count, reviewer follower count, reviewer following count, reviewer historical comment count, and helpful votes received.

We used Python 3 to crawl data containing seven variables: five independent variables, one dependent variable, and one mediating variable. Variable measurements are shown in Table 1. Descriptive statistics include mean, standard deviation, and variance, with descriptive statistics and correlation analysis presented in Table 2 and Table 3.

Correlation analysis shows that review usefulness significantly correlates with text length characteristics ( $r=0.062$ ,  $p<0.01$ ), comment emotional characteristics ( $r=0.019$ ,  $p<0.05$ ), reviewer follower count ( $r=0.058$ ,  $p<0.01$ ), reviewer following count ( $r=0.124$ ,  $p<0.01$ ), and online interaction ( $r=0.904$ ,  $p<0.01$ ). Online interaction significantly correlates with text length characteristics ( $r=0.066$ ,  $p<0.01$ ), reviewer follower count ( $r=0.073$ ,  $p<0.01$ ), and reviewer following

count ( $r=0.125$ ,  $p<0.01$ ). These results generally support our hypotheses. Additionally, all correlation coefficients are below 0.75, indicating no serious multicollinearity issues.

## 4.2 Hypothesis Testing

**4.2.1 Main Effect Testing** We used OLS (Ordinary Least Squares) regression to test hypotheses. Table 4 shows that comment emotional characteristics ( $\beta=0.011$ ,  $p<0.01$ ), reviewer follower count ( $\beta=-0.012$ ,  $p<0.01$ ), and reviewer following count ( $\beta=0.014$ ,  $p<0.01$ ) significantly correlate with review usefulness, while text length characteristics and reviewer historical comment count show no significant effect. H2 and H4 are supported: positive emotional comments are perceived as more useful, and reviewer following count positively affects review usefulness. H3 receives partial support: reviewer follower count significantly affects review usefulness but in a negative direction.

Text length characteristics ( $\beta=0.058$ ,  $p<0.01$ ), reviewer follower count ( $\beta=0.114$ ,  $p<0.01$ ), reviewer following count ( $\beta=-0.023$ ,  $p<0.05$ ), and reviewer historical comment count ( $\beta=0.058$ ,  $p<0.01$ ) significantly correlate with online interaction. H6, H8, and H10 are supported: longer reviews generate more online interaction, and reviewer follower count and activity positively affect online interaction. H9 receives partial support: reviewer following count significantly affects online interaction but in a negative direction.

**4.2.2 Bootstrap Mediation Effect Testing** We employed bias-corrected percentile Bootstrap methods, generating 5,000 Bootstrap samples through repeated random sampling from the original data. This produced 5,000 mediation effect estimates forming an approximate sampling distribution. Sorting these values, we used the 2.5th and 97.5th percentiles to estimate 95% confidence intervals for mediation effects. If the interval excludes 0, the mediation effect is significant [39]. Results are shown in Table 5 .

Bootstrap analysis shows online interaction mediation effect confidence intervals as: [0.0055, 0.0221] (text length characteristics), [0.0772, 0.1964] (reviewer follower count), [0.0024, 0.0133] (reviewer following count), and [-0.00246, -0.0001] (reviewer historical comment count). No intervals include 0, indicating significant mediation effects.

For text length characteristics, the total effect is significant ( $c=0.0128$ ,  $P>0.01$ ) while the direct effect is not, indicating online interaction's complete mediation between text length and review usefulness, supporting H11. For reviewer follower count, the total effect is significant ( $c=0.51134$ ,  $P>0.01$ ) and the direct effect is significant ( $c' = -0.0172$ ,  $P>0.05$ ), showing partial mediation, supporting H13. Similarly, reviewer following count shows a significant total effect ( $c=0.0064$ ,  $P>0.01$ ) and direct effect ( $c' = 0.0006$ ,  $P>0.01$ ) with direct effect smaller than total effect, indicating partial mediation and supporting H14. For reviewer historical comment count, both total and direct effects are non-

significant, but the mediation effect confidence interval excludes 0, indicating partial mediation and supporting H15.

## Conclusions and Implications

Based on Social Interaction Theory, this study constructs the IAM-I model incorporating the mediating variable of online interaction to examine its effect and mechanism on review usefulness. Integrating theoretical hypothesis verification, we extract direct and indirect paths affecting user-perceived usefulness:

- **Direct path (main effects):** Comment information characteristics and reviewer characteristics → online review usefulness
- **Indirect path (mediating effects):** Comment information characteristics and reviewer characteristics → online interaction → online review usefulness

Empirical results from 10,073 valid Douban Reading records show: (1) Both comment information characteristics and reviewer characteristics significantly affect online book review usefulness; (2) Both significantly affect online interaction; (3) Online interaction mediates the relationships between text length characteristics, reviewer social network characteristics, reviewer activity characteristics and review usefulness, with complete mediation for text length and partial mediation for other relationships. This study further explains the transmission mechanism of online interaction's effect on review usefulness, verifying its mediating role and demonstrating its importance in users' information processing, providing practical guidance for reading communities to promote knowledge exchange.

## Implications for Reading Community Users and Management

**For Users:** When reading book reviews, users should consider not only comment and reviewer information but also online interaction information. They should focus on factors strongly affecting usefulness such as reply count, emotional polarity, reviewer follower count, and following count to quickly obtain valuable information. Users should actively write reviews to increase online interaction, participate in discussions, ask questions, and provide answers to enhance review usefulness.

**For Platform Managers:** Since users judge review usefulness based on reviewer and comment information, platforms should display reviewer information prominently and enrich it with authoritative details or ranking systems. When filtering and sorting reviews, systems should incorporate online interaction quantity, emotional orientation, and reviewer information to facilitate quick user screening. Given that text length, reviewer follower/following counts, and historical comment counts all affect online interaction, platforms should encourage users to publish more and longer reviews. Since online interaction shows mediating effects, particularly complete mediation for text length, platforms

should provide incentives for online interaction to enhance user engagement and enrich interaction forms, thereby improving review usefulness.

### Limitations and Future Research

This study has two limitations: (1) It only examines online interaction's mediating role from a social interaction perspective, while other potential mediators in reading communities may exist; (2) It does not consider the impact of emoticons in reviews, which contain rich information warranting future analysis.

### References

- [1] Li Guihua. Research on reading communities: Community informatics practice from the perspective of reading promotion[J]. Library Tribune, 2017, 37(7): 33-40.
- [2] Hao Yuanyuan, Ye Qiang, Li Yijun. Research on factors influencing online review usefulness based on movie review data[J]. Journal of Management Sciences in China, 2010, 13(8): 78-88, 96.
- [3] Yin Guopeng. What do consumers consider more useful in online reviews?—The effect of social factors[J]. Management World, 2012(12): 115-124.
- [4] Kuan K K Y, Hui K L, Prasarnphanich P, et al. What makes a review voted? an empirical investigation of review voting in online review systems[J]. Journal of the Association for Information Systems, 2015, 16(1): 48-71.
- [5] Peng Lihui, Li He, Zhang Yanfeng, et al. Empirical research on factors influencing online review usefulness based on brand reputation perception differences[J]. Information Science, 2017, 35(9): 159-164.
- [6] Chen Zaifei, Xu Feng. Research on factors influencing helpful vote counts in e-commerce online reviews[J]. Modern Information, 2014, 34(1): 18-22.
- [7] Karimia S, Wang F. Online review helpfulness: impact of reviewer profile image[J]. Decision Support Systems, 2017, 96: 39-48.
- [8] Forman C, Ghose A, Wiesenfeld B. Examining the relationship between reviews and sales: the role of reviewer identity disclosure in electronic markets[J]. Information Systems Research, 2008, 19(3): 291-313.
- [9] Qin Liang. Research on factors influencing online review usefulness[D]. Dalian: Dalian University of Technology, 2017.
- [10] Liu Z W, Park S. What makes a useful online review? implication for travel product websites[J]. Tourism Management, 2015, 47: 140-151.
- [11] Zhang Yanhui, Li Zongwei. Research on factors influencing online review usefulness: Based on product type moderation effects[J]. Management Review, 2016, 28(10): 127-136.

- [12] Wang Zhisheng, Li Huiying, Sun Rui. Research on factors influencing online review helpfulness voting—Based on product type moderation effects[J]. *Management Review*, 2016, 28(7): 143-153.
- [13] Sun X Y, Han M X, Feng J. Helpfulness of online reviews: examining review informativeness and classification thresholds by search products and experience products[EB/OL].[2020-10-11]. <https://www.sciencedirect.com/science/article/pii/S0167923619301289>
- [14] Sussman S W, Siegal W S. Informational influence in organizations: an integrated approach to knowledge adoption[J]. *Information Systems Research*, 2003, 14(1): 47-65.
- [15] Qituotuo, Bai Ruyi, Wang Tianmei. Research on knowledge payment behavior based on information adoption model—Moderating effect of product type[J]. *Data Analysis and Knowledge Discovery*, 2021, 5(12): 60-73.
- [16] Zhou S S, Guo B. The order effect on online review helpfulness: a social influence perspective[J]. *Decision Support Systems*, 2017, 93: 77-87.
- [17] Siering M, Muntermann J, Rajagopalan B. Explaining and predicting online review helpfulness: the role of content and reviewer-related signals[J]. *Decision Support Systems*, 2018, 108: 1-12.
- [18] Huang Weilai, Pan Xiaobo. Research on online product evaluation information usefulness model—An extended information adoption model incorporating application context factors[J]. *Library and Information Service*, 2014, 58(S1): 141-151.
- [19] Yin Guopeng, Liu Wenwen, Zhu Shan. Research on factors influencing online review usefulness in network communities—Based on information adoption and social network perspectives[J]. *Library and Information Service*, 2012, 56(16): 140-147.
- [20] Zhang Yanhui, Li Zongwei, Zhao Yicheng. The impact of information quality on online review usefulness based on Taobao review data[J]. *Chinese Journal of Management*, 2017, 14(1): 77-85.
- [21] Zhao Hongxia, Wang Xinhai, Zhou Baogang. Research on online interaction and presence and consumer trust in B2C online shopping[J]. *Management Review*, 2015, 27(2): 43-54.
- [22] Lin F R, Lin S C, Huang T P. Knowledge sharing and creation in a teachers' professional virtual community[J]. *Computers & Education*, 2008, 50(3): 742-756.
- [23] Shen Wenrui. Research on factors influencing perceived usefulness of online reviews in e-commerce websites[D]. Taiyuan: Shanxi University of Finance and Economics, 2018.
- [24] Sundar S S, Bellur S, Oh J, et al. User experience of on-screen interaction techniques: an experimental investigation of clicking, sliding, zooming, hovering, dragging, and flipping[J]. *Human-Computer Interaction*, 2014, 29(2): 109-152.

- [25] Liu Jie. Research on factors influencing online review usefulness[D]. Beijing: Capital University of Economics and Business, 2017.
- [26] Han Y. Research on the factors influencing the usefulness of online reviews –Mediating effect based on online interaction[J]. *Frontiers in Economics and Management*, 2021, 2(3): 356-365.
- [27] Baek H, Ahn J H, Choi Y. Helpfulness of online consumer reviews: readers' objectives and review cues[J]. *International Journal of Electronic Commerce*, 2012, 17(2): 99-126.
- [28] Petty R E, Cacioppo J T. The elaboration likelihood model of persuasion[J]. *Advances in Consumer Research*, 1986, 19: 123-205.
- [29] Wang G, Gill K, Mohanlal M, et al. Wisdom in the social crowd: an analysis of quora[C]// *The 22nd International World Wide Web Conference*. Switzerland: International World Wide Web Conferences Steering Committee, 2013: 1341-1352.
- [30] Zhang Pengyi. Empirical research on information seeking behavior in online social networks: Taking Weibo as an example[J]. *Journal of Intelligence*, 2013, 32(7): 83-87.
- [31] Park D H, Lee J. eWOM overload and its effect on consumer behavioral intention depending on consumer involvement[J]. *Electronic Commerce Research and Applications*, 2008, 7(4): 386-398.
- [32] Chevalier J A, Mayzlin D. The effect of word of mouth on sales: online book reviews[J]. *Journal of Marketing Research*, 2006, 43(3): 345-354.
- [33] Yan Lei, Zuo Bin, Wu Yang. Emotional consistency and its impact on cognitive processing[J]. *Journal of Psychological Science*, 2016, 39(6): 1379-1384.
- [34] Zhang Pengyi, Zhang Lu. Research on user social Q&A behavior from a social capital perspective—Taking Zhihu as an example[J]. *Journal of Intelligence*, 2015, 34(12): 186-192.
- [35] Cheung M Y, Luo C, Sia C L, et al. Credibility of electronic word-of-mouth: informational and normative determinants of online consumer recommendations[J]. *International Journal of Electronic Commerce*, 2009, 13(4): 9-38.
- [36] Prell C L. Community networking and social capital: early investigations[J]. *Journal of Computer-Mediated Communication*, 2003, 8(3): 10-20.
- [37] Susarla A, Oh J H, Tan Y. Social networks and the diffusion of user-generated content: evidence from YouTube[J]. *Information Systems Research*, 2012, 23(1): 23-41.
- [38] Yang Qian. Research on the cognitive process of exploratory search behavior and library information service strategies[J]. *Journal of Intelligence*, 2020, 39(10): 176-180, 143.

[39] Fang Jie, Wen Zhonglin, Zhang Minqiang, et al. Analysis of multiple mediating effects based on structural equation modeling[J]. Journal of Psychological Science, 2014, 37(3): 735-741.

**Author Contributions:** Yu Juncheng: model construction, initial draft writing, paper revision; Li Ziqi: suggestions, paper revision.

*Note: Figure translations are in progress. See original paper for figures.*

*Source: ChinaXiv –Machine translation. Verify with original.*