论文课 LESSON1

科研论文写作的基本规范

(刘佳妮, joeyliu1997@163.com)

回顾课程内容

日期	课程内容
1. 互联网营销概述 （7-24）	1. 互联网营销的应用场景
2. 基于消费者数据的互联网营销 （7-26）	1. 企业收集并利用数据辅助经营决策 2. 大数据的含义及分类 3. 如何分析文本数据的长度、情感、内容 4. 如何分析图片的特征及内容
3. 数字营销：以众筹为例 （7-28）	1. 四种常见的众筹形式 2. 为何研究众筹？帮助创业者、平台及用户、政府和公共政策部门 （**研究的听众**） 3. 以Kickstart为例，拿到数据之后我们可以去回答哪些问题？ 4. 如何挖掘众筹的特点、并将它放到现有的研究版图中？ （**研究的理论基础**）
4. 传统行业的数字化转型 （8-1）	1.传统行业的挑战与数据的价值 2.以房屋中介和相亲网站为例，企业可以利用数据作什么？ 3.不同的平台收费方式会如何影响服务质量？

论文课的计划

营销学中文顶级期刊

- 心理学报、心理科学进展
- 管理世界
- 南开管理评论、营销科学学报
  （来源：国家自然科学基金委管理科学部"管理科学重要学术期刊表"）

营销学国际顶级期刊

- Marketing Science
- Journal of Marketing Research
- Journal of Consumer Research
- Journal of Marketing

其他国际顶级管理学期刊列表

- Top 24 Leading Business Journals, Database from UT Dallas (UTD-24)
- Financial Times Top 50 Journals (FT-50)

科研论文的结构规范

1. 为什么要学习科研论文的规范结构？

　　科研论文结构是否完整、合理，不仅体现了作者的写作水平，而且也体现了作者在论证过程中的逻辑思考能力。

2. 如何学习科研论文的规范结构？（多读！！）

（1）通过日常阅读顶级期刊，来学习，积累，培养"常识与审美"

（2）写作的时候集中地有针对性地、有目的性地阅读并"模仿"

科研论文的结构规范

1. ***题目——画龙点睛***
2. 摘要和关键词——全文缩影
3. 引言——引出问题，言明价值
4. 文献——有述有评
5. 模型、分析和讨论
6. 参考文献

题目——画龙点睛

1. **基础版本：准确传达文章内容（"信"），清晰明确（"达"）**

   要素内容：主题词汇、研究对象、研究方法、研究视角等

   - 凸显论文的核心关键词
   - 直观简洁地写出整篇论文的核心论点或拟解决的关键问题
   - 体现论文的性质或研究方法
   - 必要时可以采用副标题，表明文章的研究视角和切入点，使研究内容更加细化具体，对于缩小研究范围非常有效
   - 力求清晰、明确和简洁（中文长度最好20字以内）

题目——画龙点睛

例子1: 发表于营销学中文顶级期刊《心理学报》上的论文题目

- [不确定性和预期有效性对运动方向感知决策的影响]
- [配偶情绪智力对员工工作投入的影响：员工生活幸福感的中介作用和性别的调节作用]
- [员工跨界行为的收益与代价：元分析的证据]
- [共情关怀对公平决策的影响——来自ERP的证据]
- [反馈对自我欺骗的影响：来自ERP的证据]
- [个人主义文化价值观对疫情控制效果的影响及其计算心理机制]

题目——画龙点睛

例子2: 发表于营销学国际顶级期刊 Marketing Science 上的论文题目

- **Identifying Food Labeling Effects on Consumer Behavior**
- **The Value of Descriptive Analytics: Evidence from Online Retailers**
- **The Value of Verified Employment Data for Consumer Lending: Evidence from Equifax**
- **Visibility and Peer Influence in Durable Good Adoption**
- **Impact of Stay-at-Home-Orders and Cost-of-Living on Stimulus Response: Evidence from the CARES Act**

题目——画龙点睛

1. **基础版本：准确传达文章内容（"信"），清晰明确（"达"）**

   要素内容：主题词汇、研究对象、研究方法、研究视角等

   - 凸显论文的核心关键词
   - 直观简洁地写出整篇论文的核心论点或拟解决的关键问题
   - 体现论文的性质或研究方法
   - 必要时可以采用副标题，表明文章的研究视角和切入点，使研究内容更加细化具体，对于缩小研究范围非常有效
   - 力求清晰、明确和简洁（中文长度最好20字以内）

2. **进阶版本：（"雅"）**

   体现论文的神韵、精神与水平。需要多多积累！！

题目——画龙点睛

例子3: 发表于营销学中文顶级期刊《心理学报》上的论文题目

- 有"新"同享：共有消费促进对不熟悉产品的选择
- "多"反而少：元认知推断视角下支付渠道数量对个体捐赠的影响
- "力求相同"还是"与众不同"?偶发焦虑情绪对从众消费的影响
- "近朱者赤"：同事主动行为如何激发员工动机和绩效
- "美男诱惑"真的奏效吗：男性代言女性产品对女性消费者产品评价的影响

题目——画龙点睛

例子4: 发表于营销学国际顶级期刊上的论文题目

- **Counterfeiters: Foes or Friends? How Counterfeits Affect Sales by Product Quality Tier**
- **Changing their tune: How consumers' adoption of online streaming affects music consumption and discovery**
- **Virus shook the streaming star: estimating the COVID-19 impact on music consumption**
- **Looking back: Exploring the psychology of queuing and the effect of the number of people behind**
- **It's the End of the Competition: When Social Comparison Is Not Always Motivating for Goal Achievement**
- **Killing Hope with Good Intentions: The Effects of Consolation Prizes on Preference for Lottery Promotions**

科研论文的结构规范

1. 题目——画龙点睛

2. ***摘要和关键词——全文缩影*** ◆

3. 引言——引出问题，言明价值

4. 文献——有述有评

5. 模型、分析和讨论

6. 参考文献

摘要和关键词——全文缩影

1. 摘要和关键词的作用：

（1）简洁精准地囊括论文的主要观点，供读者在短时间内把握文章内容；

（2）回顾与梳理文章在内容与逻辑上与其他文献相比的区别和创新；

（3）提供的关键词要便于文献检索，可以精准定位文章在现有文献中的位置

2．摘要的内容：

（1）研究背景或研究对象

（2）研究目的或研究问题描述

（3）研究方法或研究过程

（4）主要研究结果及重要结论

（5）研究的理论意义

（6）研究的实践意义或管理启示

摘要和关键词——全文缩影

Do Spoilers Really Spoil? Using Topic Modeling to Measure the Effect of Spoiler Reviews on Box Office Revenue

剧透一定不好么？利用主题模型评估剧透评论对于票房的影响

Jun Hyun (Joseph) Ryoo, Xin (Shane) Wang, and Shijie Lu

Abstract

1.研究对象

A sizable portion of online movie reviews contain spoilers, defined as information that prematurely resolves plot uncertainty. In this research, the authors study the consequences of spoiler reviews using data on box office revenue and online word of mouth for movies released in the United States. To capture the degree of information in spoiler review text that reduces plot uncertainty, the authors propose a spoiler intensity metric and measure it using a correlated topic model. Using a dynamic panel model with movie fixed effects and instrumental variables, the authors find a significant and positive relationship between spoiler intensity and box office revenue with an elasticity of .06. The positive effect of spoiler intensity is greater for movies with a limited release, smaller advertising spending, and moderate user ratings, and is stronger in the earlier days after the movie's release. Using an event study and online experiments, the authors provide further evidence that spoiler reviews can help consumers reduce their uncertainty about the quality of movies, consequently encouraging theater visits. Thus, movie studios may benefit from consumers' access to plot-intense reviews and should actively monitor the content of spoiler reviews to better forecast box office performance.

2.研究方法

3.研究结论

4.结果分析

5.实践价值

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6. 参考文献

引言——引出问题，言明价值

1. **引言的意义**：引言是学术论文正文内容的开篇，主要向读者阐明（1）论文所要研究的问题，以及（2）为什么研究该问题，以引出后文对研究问题的详细探讨。

2. **引言的写作目标：**
 （1）紧紧围绕研究问题的"是什么"和"为什么"展开
 （2）详略得当：
 · 既需要概括问题的提出、对话学界已有的文献，进而给读者一目了然的感觉，同时为论述本研究的创新性与价值提供基础、避免过于空洞；
 · 又需要避免长篇大论、没有重点、平铺直叙；
 （3）让论文的创新点、理论价值、和实践价值，尽可能地显而易见同时又有据可循

引言——引出问题，言明价值

3. 引言涵盖的内容：

（1）选题背景和研究问题的提出：问题或者答案足够重要！

（2）理论"对话"，即"述" + "评"

- 综述：前人研究

- 评价：现有文献的不足，找到 GAP（并据此引出本文的创新之处）

（3）研究方法及研究流程：数据的收集、分析

（4）研究结论

（5）研究的价值：

- 理论贡献：弥补了现有文献的不足

- 对于企业、政策制定者的管理启示

引言——引出问题，言明价值

例子1: 一篇英文引言

5. 这一做法有文献基础么？

1. 由现实生活出发，提出研究问题

2. 现有文献对这一问题的回答

3. 现有文献的不足

6. 本文做了哪些研究

7. 本文的发现是否有理论基础

8. 本文进一步做了哪些分析、理由为何

9. 本文的理论贡献与实战贡献

In April 2019, the directors of *Avengers: Endgame* issued a stern warning to fans about the much anticipated blockbuster film: "When you see *Endgame* in the coming weeks, please don't spoil it for others, the same way you wouldn't want it spoiled for you" (Kooser 2019). As a marketing tactic, this ploy was successful, generating significant buzz on social media. However, the directors' true intention behind their statement remains ambiguous. Did they truly want to silence viewers? What is the relationship between spoilers and box office revenue? Should movie studios be concerned about the exchange of spoilers among consumers? Extant marketing research is unequivocal that online word of mouth (WOM) is vital for the financial success of new products such as movies (e.g., Babić Rosario et al. 2016; Kerrigan 2017). However, the understanding of spoilers and how they influence consumer purchase decisions is still limited.

In the context of movies, a "spoiler review" refers to a movie review that contains spoilers, and a "nonspoiler review" refers to a movie review without any spoilers, where a "spoiler" is defined as information that prematurely resolves plot uncertainty for those who have yet to see the movie. According to

Internet Movie Database (IMDb) data, approximately 93% of movies released between January 2013 and December 2017 in the United States garnered at least one spoiler review throughout their screenings, and approximately 31% of total movie reviews contained spoilers, suggesting the prevalence of spoiler reviews in the movie industry. With the growth of social media, spoiler reviews can spread rapidly throughout the internet to reach a broad audience. Conventional wisdom suggests a negative relationship between spoiler reviews and consumer demand, as exemplified by the concern raised by the directors of *Avengers: Endgame*. However, previous research has shown either mixed or null effects of spoilers on consumer behavior (Johnson and Rosenbaum 2015; Leavitt and Christenfeld 2011). Thus, the prevalence of spoilers in the movie industry and its unclear ramifications call for a deeper understanding of whether and

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how spoiler reviews affect consumers' moviegoing decisions—questions we attempt to address in this research.

We provide a conceptual discussion of spoilers that guides the development of *spoiler intensity*, which we define as the degree of information in spoiler reviews that reduces plot uncertainty. Although previous marketing research has examined the relationship between consumer demand and various aspects of online WOM such as volume (Godes and Mayzlin 2004; Liu 2006), valence (Chevalier and Mayzlin 2006; Chintagunta, Gopinath, and Venkataraman 2010; Moon, Bergey, and Iacobucci 2010), and variance (Sun 2012), most studies have not considered the information within review content beyond the sentiment. Unlike spoiler volume, spoiler intensity is a latent construct that needs to be inferred from review text. In this study, we use a correlated topic model (CTM; Blei and Lafferty 2005) to identify key topics in movie reviews and propose a spoiler intensity metric as a function of these topics.

We assembled a data set of 140,869 reviews for 993 movies released in the United States between January 2013 and December 2017. We collected both spoiler and nonspoiler reviews from IMDb and exploited the review platform's spoiler labels for movie reviews as a training sample to identify topics that appear in spoiler than nonspoiler reviews, which we then used in the construction of the spoiler intensity metric. Using a dynamic panel model with movie fixed effects, we quantified the association between spoiler reviews and box office revenue. We alleviated the potential endogeneity concern arising from the inclusion of WOM-related variables and marketing mix variables using instrumental variables. We find that the spoiler intensity of a movie's reviews is positively associated with subsequent box office revenue, whereas the association between spoiler volume and subsequent box office revenue is not evident. We also provide evidence that these findings are robust to alternative specifications of spoiler intensity.

We further investigate the behavioral mechanism that may drive the positive relationship between spoiler intensity and demand. Moviegoers often visit online review platforms to seek diagnostic information from their peers and resolve uncertainty about movie quality (Dellarocas 2003; Goh, Heng, and Lin 2013). Unlike nonspoiler reviews, spoiler reviews can reveal plot-related information as justifications when critiquing a movie and therefore tend to be more diagnostic for potential moviegoers. As such, we expected that the diagnostic value of spoiler reviews would help consumers reduce uncertainty about movie quality, which in turn would encourage theater visits. To indirectly test the uncertainty-reduction mechanism of spoiler reviews, we considered four potential moderators of the effect of spoiler intensity: (1) release type (limited release vs. wide release), (2) movie age, (3) advertising, and (4) average user rating. We find that the positive effect of spoiler intensity is larger for movies characterized by greater uncertainty for moviegoers, such as limited release movies and movies with smaller advertising spending. In addition, the effect of spoiler intensity decays over time, which is consistent with the higher uncertainty in the earlier (rather than later) stages of a movie's

life cycle. We also find an inverted U relationship between average user ratings and the effect of spoiler intensity, which suggests that the positive spoiling effect is stronger for movies that receive moderate or mixed ratings compared to movies that receive extreme ratings (i.e., either very high or low). This finding is likely driven by the fact that user ratings in the middle range tend to convey more ambiguous signals about movie quality than extreme ratings (Tang, Fang, and Wang 2014). Thus, potential consumers of movies that receive moderate ratings have greater incentive to seek diagnostic information to reduce their uncertainty about future movies.

Moreover, we present additional evidence in support of the uncertainty-reduction mechanism of spoiler reviews from an event study. In particular, we examine the change in effects of spoiler intensity on box office revenue after an exogenous update on the IMDb website that increased both consumers' cost for reading spoiler reviews and the diagnosticity of non-spoiler reviews. If the uncertainty-reduction mechanism is indeed important, we would expect the positive effect of spoiler intensity on demand to be weakened after the website update because of the decrease in the relative diagnostic value and the increase in the cost of reading spoiler reviews. Our results from the event study are consistent with this expectation and therefore provide additional support for the proposed mechanism.

To complement the findings from the field study, we ran online experiments for two different movies to test causal links between spoiler intensity and moviegoing decisions. Specifically, we employed a 2 (high spoiler intensity vs. low spoiler intensity) × 2 (high uncertainty vs. low uncertainty) between-subjects design, in which we asked each subject to read a spoiler review and a nonspoiler review before expressing their willingness to watch the movie. We manipulated movie uncertainty by showing subjects video clips with different levels of plot-related information. We then presented artificially created spoiler reviews that were the same except for one sentence to manipulate spoiler intensity between the two conditions. The results show that for subjects in the high-uncertainty condition, reading a more "spoiled" review increases the willingness to watch the movie. However, for those in the low-uncertainty condition, the effect is statistically nonsignificant. These findings are consistent with the proposed uncertainty-reduction mechanism of spoiler reviews. When consumers have low uncertainty about movie quality, they do not benefit much from the additional reduction in uncertainty from spoiler reviews, which explains the null effect we find in the low-uncertainty condition.

With this research, we aim to make three contributions. First, we provide a conceptual background of spoilers by formally defining what constitutes spoiling information in a movie review and discussing several key properties that a spoiler intensity metric needs to capture. Second, we make substantive contributions by showing a positive association between spoiler reviews and consumer demand driven by spoiler intensity rather than spoiler volume. Furthermore, we show that the effect of spoiler intensity is more prominent for movies with a limited release, smaller advertising spending, and moderate user ratings. The positive effect of spoiler intensity is also stronger in

科研论文的结构规范

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3. 引言——引出问题，言明价值

4. ***文献——有述有评***

5. 模型、分析和讨论

6. 参考文献

文献——有述有评

1. **文献评述的作用**（e.g., Constructing Opportunities for Contribution: Structuring Intertextual Coherence and 'Problematizing' in Organization Studies, Locke and Golden-Biddle (1997; AMJ)）：
   - 梳理、总结前人研究，构建文本之间的脉络（Structuring Intertextual Coherence）
   - 找到文献缺口，并从理论上提出研究问题（'Problematizing'）

2. **文献评述时可以尝试的脉络（"述"）：**
   （1）收束：描述现有研究结论的共同点；或者重新解读现有文献中的共同机制

文献——有述有评

消费者触摸渴望的形成机制解析
——基于认知体验视角[*]

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回顾已有文献, 会发现迄今学界关于消费者为什么表现出强渴望触摸这一话题的探讨多属于间接提及, 具体探究视角可以分为信息加工视角(Peck and Childers, 2003a; Marlow & Jansson-Boyd, 2011)、动机视角(Holbrook & Hirschman, 1982)和决策视角(e.g., McCabe & Nowlis, 2003)。这些视角对

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　　本文的这一认知体验视角要比上述信息加工视角、动机视角、决策视角以及先天视角更优。这种优势主要体现在: 其一、认知体验视角可以解释

文献——有述有评

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   （1）收束：描述现有研究结论的共同点；或者重新解读现有文献中的共同机制
   （2）冲突：凸显现有研究结论的不一致，或者举出反例以及来自其他领域的挑战

文献——有述有评

消费者的权力感与冲动购买*

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近来的研究给出了一个简单的答案。比如, 高权力感带来更高的行动导向, 更容易冲动; 低权力感使得人们有较强的规避导向, 表现出更多的克制行为(Keltner, Gruenfeld, & Anderson, 2003)。然而这一直接的回答受到了越来越多的挑战。比如, 一些学者基于建构水平理论(construal level theory)认为, 高权力感的人倾向于在高建构水平上进行决策, 更关注决策的长期结果, 所以会尽量避免冲动购买这样的短视行为(Liberman, Sagristano, & Trope, 2002; Smith & Trope, 2006)。类似地, Garbinsky, Klesse 和 Aaker (2014)发现权力感提高了消费者的储蓄行为, 这暗示权力感提高了人们的控制行为。因此, 权力感究竟如何影响人们的冲动消费, 能否找到潜在的

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本文从冲动购买对象的角度解决既有文献中存在于权力感与冲动购买关系中的矛盾。我们根据文献将购买对象分为实用品(utilitarian product)和享乐品(hedonic product) (Hirschman & Holbrook, 1982; Dhar & Wertenbroch, 2000; Khan & Dhar, 2006); 探究权力感的高低是否会导致消费者对实用品和享乐品产生不同的冲动购买倾向, 并进一步探究其内在的作用机制。基于加工流畅性的解释和

文献——有述有评

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2. **文献评述时可以尝试的脉络（"述"）：**
   （1）收束：描述现有研究结论的共同点；或者重新解读现有文献中的共同机制
   （2）冲突：凸显现有研究结论的不一致，或者举出反例以及来自其他领域的挑战
   （3）形式上：利用表格，可以更好地凸显、定位文章的创新点

文献——有述有评

TABLE 2
Previous Empirical Research Related to Consumer Reviews

Study	Method	Data	Key Findings
Resnick and Zeck-hauser (2002)	Multiple regression	eBay, 1999	Sellers with better reputations are more likely to sell their items but they enjoy no boost in price.
Godes and Mayzlin (2004)	Multiple regression	Television shows, 1999–2000	Online conversations offer one way to measure word of mouth.
Chen, Wu, and Yoon (2004)	Multiple regression	Amazon.com books, 2003	Consumer ratings are not correlated with sales.
Senecal and Nantel (2004)	Generalized esti-mating equations	Online experiment	Participants who consulted product recommendations selected recommended products twice as often as those who did not consult recommendations.
Liu (2006)	Multiple regression	Movies, 2002	WOM information offers significant explanatory power for both aggregate and weekly box office revenue, especially in the early weeks after a movie opens.
Chevalier and Mayzlin (2006)	Differences-in-differences	Books, 2003–2004	Online amateur book ratings affect consumer purchasing behavior.
Dellarocas, Zhang, and Awad (2007)	Diffusion model	Movies, 2002	Online amateur movie ratings can be used as a proxy for word of mouth.
Duan, Gu, and Whinston (2008)	Simultaneous system	Movies, 2003–2004	The rating of online user reviews has no significant impact on movies' box office revenues.

Table 1. Our Study Relative to Related Studies on Either Advertising or Stock Price Synchronicity.

Authors	Literature Domain	Independent Variable(s)	Dependent Variable(s)	Moderator Variable(s) Not Under Influence of Marketing Function		Moderator Variable(s) Under Influence of Marketing Function	
				Product Complexity	Institutional Ownership	Ticker Symbol	Branding Strategy
Previous Studies with Advertising as Independent Variable[a]							
Aaker and Jacobson (1994)	Marketing	Advertising investments	Stock returns (−, n.s.)	No	No	No	No
Grullon, Kanatas, and Weston (2004)	Finance	Advertising investments	Breadth of ownership (+), stock market liquidity (+)	No	No	No	No
Fehle, Tsyplakov, and Zdorovtsov (2005)	Finance	Advertising investments	Stock returns (+)	No	No	No	No
Singh, Faircloth, and Nejadmalayeri (2005)	Marketing	Advertising investments	Cost of capital (−)	No	No	No	No
McAlister et al. (2007)	Marketing	Advertising investments	Systematic risk (−)	No	No	No	No
Luo and Bhattacharya (2009)	Marketing	Advertising investments[c]	Relative idiosyncratic risk (−)	No	No	No	No
Joshi and Hanssens (2009)	Marketing	Advertising investments	Stock returns (+)	No	No	No	No
Srinivasan et al. (2009)	Marketing	Advertising investments	Stock returns (+)	No	No	No	No
Wang, Zhang, and Ouyang (2009)	Marketing	Advertising investments	Tobin's q (+)	No	No	No	No
Joshi and Hanssens (2010)	Marketing	Advertising investments	Market capitalization (+)	No	No	No	No
Peterson and Jeong (2010)	Marketing	Advertising investments	Brand value (+), market capacity (+), market-to-book ratio (+), market asset value (+)	No	No	No	Partially (+)[d]
Kim and McAlister (2011)	Marketing	Advertising investments	Stock returns (+/−)[e]	No	No	No	No
Osinga et al. (2011)	Marketing	Advertising investments	Stock returns (+), systematic risk (−), idiosyncratic risk (+)	No	No	No	No
Srinivasan, Lilien, and Sridhar (2011)	Marketing	Advertising investments	Profit (+, n.s.), stock returns (+, n.s.)[f]	No	No	No	No
Luo and De Jong (2012)	Marketing	Advertising investments	Stock returns (+)	No	No	No	No
Xiong and Bharadwaj (2013)	Marketing	Advertising investments	Stock returns (+)	No	No	No	No
Previous Studies with Synchronicity as Dependent Variable[b]							
Morck, Yeung, and Yu (2000)	Finance	Gross domestic product (−), property rights (−)	Stock price synchronicity	No	No	No	No
Piotroski and Roulstone (2004)	Finance	Analyst coverage (+), insider trading (−), institutional trading (−)	Stock price synchronicity	No	No	No	No
Chan and Hameed (2006)	Finance	Analyst coverage (+)	Stock price synchronicity	No	No	No	No
Haggard, Martin, and Pereira (2008)	Finance	Voluntary disclosure (−)	Stock price synchronicity	No	No	No	No
Brockman and Yan (2009)	Finance	Blockholder ownership (−)	Stock price synchronicity	No	No	No	No
Fernandes and Ferreira (2009)	Finance	Insider trading laws (−)	Stock price synchronicity	No	No	No	No
Dasgupta, Gan, and Gao (2010)	Finance	Transparency of firm's information environment (+)	Stock price synchronicity	No	No	No	No
Gul, Kim, and Qiu (2010)	Finance	Shareholder ownership concentration (+), foreign ownership (−), audit quality (+), Implementation of EDGAR system (−)	Stock price synchronicity	No	No	No	No
Dang et al. (2020)	Finance	Media coverage (−)	Stock price synchronicity	No	Partially (+)[k]	No	No
Ding, Zhou, and Li (2020)	Finance	Social media coverage (−)	Stock price synchronicity	No	No	No	No
Grewal, Hauptmann, and Serafeim (2020)	Finance	Voluntary disclosure of sustainability information (−)	Stock price synchronicity	No	Yes	No	No
This Study[a]							
Cheong, Hoffmann, and Zurbruegg (2021)	Marketing	Advertising investments	Stock price synchronicity (-)	Yes (−)	Yes (+)	Yes (−)	Yes (−)

[a]Sign(s) of the effect on the dependent variable(s) in parentheses.

科研论文的结构规范

1. 题目——画龙点睛

2. 摘要和关键词——全文缩影

3. 引言——引出问题，言明价值

4. 文献——有述有评

5. **_数据、模型、分析和讨论_**

6. 参考文献

数据、模型、分析和讨论

1. 数据的获取

（1）数据的选择：为什么要使用这个数据？

- 是否可以支持我们回答研究问题？

- 是否存在优势、独特之处？独特的数据可以帮助我们回答许多以往无法回答的问题

（2）数据的获取、清洗流程 **（将在第三、四节论文课中与大家详细讨论）**

- 如何获取数据？

  - 实验数据：如何设计实验？

  - 二手数据：如何分析二手数据？

- 如何清洗数据？（在大多数基于二手数据的实证研究中，清洗数据需要花费60%左右的时长）

- 多来源的数据

数据、模型、分析和讨论

Setting and Data

We obtained a list of movies released in the United States between January 2013 and December 2017 from WildAboutMovies.com. From this list, we sampled 993 movies that have their daily box office revenue data available on BoxOfficeMojo.com.

We focused on the first eight weeks of daily box office revenue because 97% of total box office revenue is accrued within the first eight weeks of a movie's release (Liu 2006). We collected daily box office revenue and daily number of theaters in which a movie was playing, as well as other movie characteristics (e.g., Motion Picture Association of America rating, genre, and release type) from both BoxOfficeMojo.com and IMDb. We matched our movie sample with advertising spending data provided by Kantar Media.

We used IMDb to collect online WOM data for two reasons. First, IMDb is by far the most popular online movie review platform in the United States.[1] Second, IMDb requires users to label their reviews with spoiler warnings if a user believes that their review discloses any critical plot elements of a movie. As Figure 1 shows, IMDb penalizes users who do not label spoiler reviews by blacklisting their accounts and deleting their reviews automatically. This institutional feature gives us a data set with a clear classification between spoiler and nonspoiler reviews.

Table 1 lists key time-varying variables in this study, along with their descriptions. Table 2 presents summary statistics of time-varying variables and time-invariant movie characteristics. On average, each movie's daily box office revenue was $1.04 million. Each movie received approximately one spoiler review and two nonspoiler reviews per day.[2] As shown in Figure 2, Panel A, both the volume of spoiler reviews and the

数据、模型、分析和讨论

2. 模型的建立：

（1）从研究问题出发，确定分析变量

- 变量能否回答研究问题？变量如何度量？数据是否可得易得？

- 变量间满足何种关系？

（2）根据数据类型，确定模型的数学形式

（3）应用统计分析软件，对样本中变量之间的关系展开度量

（4）模型的检验：

- 模型的效度检验

- 参数估计的结果是否符合经济意义？是否可理解？

- 参数估计的结果的稳健性检验

3. 营销实证分析中的常见模型（将在第三、四节论文课中与大家详细讨论）：

OLS，GLM，IV

数据、模型、分析和讨论

4. 如何解读模型结果?

　(1) 解读回归模型中的估计结果

　(2) 解读经济模型中变量之间的关系

　(3) 引用文献、问卷调查、访谈、新闻等，提升结果的实践意义和理论高度

数据、模型、分析和讨论

values as alternative dependent variables, I arrive at robust results. For brevity, I report the specifications with the log sale quantity as dependent variables and detail the others in the online appendix. Table 4 presents the results and reveals interesting patterns. Results show that the entry of counterfeiters has a positive effect on high-end shoe sales but a negative one on low-end sales, statistically significant at the 5%

level (column (2) in Table 4). The magnitude of the entry coefficients are larger than the OLS estimates, as discussed in §3.3 (coefficient $= 0.49$ for the high-end sales and -0.75 for the low-end sales), implying that counterfeiter entry increased high-end authentic sales by 63.23% and decreased low-end sales by 52.76%. I also execute the IV regression within each quality-tier

Counterfeit entry hurts low-end products but helps high-end ones within a brand. This is because counterfeits are closer substitutes for low-end shoes than for high-end ones. Counterfeiters entered for different quality tiers for each infringed brand, yet it is harder and more costly to imitate the high-tier products due to both technology and incentive constraints. It is intuitive that the low-end product lines suffered more business-stealing effects because of counterfeits. The sales of the high-end authentic products increased significantly after counterfeiters entered, controlling for year- and product-line fixed effects and other time-varying company and shoe characteristics, such as company age and size. This reflects the potential advertising effect of counterfeits on the brand. Counterfeits could serve as a form of mass advertising, increasing brand awareness, especially for customers who would not have been captured by the brand otherwise. Qian and Xie (2014) provide survey results in which Chinese consumers learned about their favorite brands initially through counterfeits.[6] In China, brand awareness has definitely been an increasing function of the number of people using the brand.

This relates to the "diseconomies of scope" theory proposed by Bresnahan et al. (2011) and to the finding in Godes and Mayzlin (2009) that the word of mouth that is most effective at driving sales is created by less loyal customers. Counterfeits could in that sense serve as "buzz agents" by providing "independent" affirmations of the brand. The advertising effect is more pronounced when new customers who learn the brand name, and who value quality and authenticity, subsequently choose the high-end authentic products. These new customers recruited by the counterfeits are then acquired by the authentic company. Thus the potential spillover effect of counterfeits may be considered an "externality" to the branded firm. Since the authentic branded companies do not internalize such advertising costs in their own optimizations, the advertising hype can lead to heterogeneous sales impacts for authentic products of different quality tiers. It can both shift and rotate demand functions for products of different quality levels. Notably, because counterfeits impose less competitive pressure on a high-end authentic product due to a wider quality gap, the equilibrium sale quantity of the high-end authentic

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6. ***参考文献***

参考文献

1.　格式

（1）常用格式：APA、MLA、Chicago等；可通过常用论文数据库直接导出

（2）期刊格式：在导出参考文献的引用格式后，需要对照期刊要求、或者期刊最新一期的引用格式，仔细检查

（3）英文文献及近五年发表的最新文献占比

2.　如何利用参考文献检索文章?

（1）"翻译"：将现象转化为学术概念（例：众筹，crowdfunding；假货，counterfeits；盗版：pirate）

（2）找到3-4篇核心的"种子文献"

（3）检索"种子文献"的被引用情况，进而建立起这一学术概念的理论沿革