In recent years, competition has served as a core interaction in many online communities. People now typically earn rewards for producing content and engaging with others online. The data science platform, Kaggle, contains a rich online community where people participate in data science challenges and share computational notebooks. This talk describes a series of studies that demonstrate how incentive systems, collaboration, and status relate to competition and productivity in a large online community. Methodologically, the studies employ multiple statistical techniques, including social network analysis, to generate new insights explaining participation in modern online communities. The research helps illustrate the value of strategic social interactions within digital platforms designed around user-generated content production and consumption.

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