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Speaker: Professor Paulo Goes, Eller College, University of Arizona

Date: Friday, April 12, 2013

Time: 2-3:30 pm

Location: Room 1333

Title: “Popularity Effect” in User-Generated Contents: Evidence from Online Product Reviews

Abstract:

Online product reviews are increasingly important for consumer decisions, yet we still know little about how reviews are generated in the first place. In an effort to gather more reviews, many websites encourage user interactions such as allowing one user to subscribe to another. Do these interactions actually facilitate the generation of product reviews, and more important, what kind of reviews do such interactions induce? We study these questions using data from epinions.com, one of the largest product review websites where users can subscribe to one another. By applying both panel data and flexible matching methods, we find that as users become more popular, they produce more reviews and more objective reviews; however, their numeric ratings systematically change, and become more negative and more varied. Such tradeoff has not been previously documented, and has important implications for not just product review websites, but user-generated content sites as well.

Bio:

Paulo Goes is the Nancy and Peter Salter Distinguished Professor of Management and Technology and the head of the Management Information Systems Department at the Eller College, University of Arizona. He has BS in Civil Engineering from the Federal University of Minas Gerais, Brazil, and a MS in Production Engineering from the Federal University of Rio de Janeiro. He received his PhD from the University of Rochester.

Dr. Goes’ research interests are in the areas of design and evaluation of IT-enabled business models, business intelligence and analytics, innovation exploration, e-commerce and online auctions, database technology and systems, and technology infrastructure. His research has appeared in several journals.