

How's my feedback?

A Simple Model and Six Puzzles

Malte Ziewitz
Expert Workshop I
31 March 2011

A collaborative project to rethink and evaluate web-based review and rating schemes.



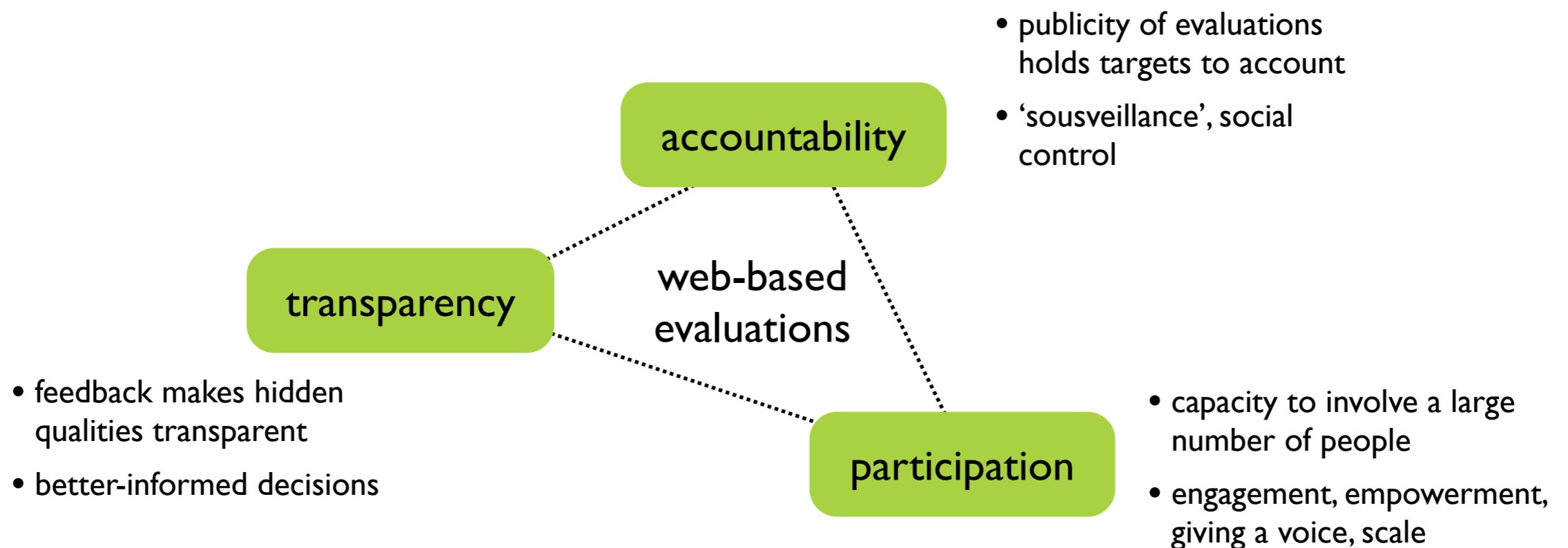
The rise of online reviews and ratings



“using the web to generate and mobilize public evaluations”

A new mode of social ordering?

- Long history of evaluation technologies: accounting, audit, polling, etc.
- Three interlocking claims about web-based reviews and ratings:



- A useful way of thinking about web-based feedback, but...

I. Users sometimes behave strangely

- Users as “configured” in the design of a system
- The ‘real’ user often behaves in unexpected ways
- What assumptions about users come with these schemes – and how do they work out in practice?

4 of 6 people found the following review helpful:

★★★★★ **This book is a must. Highly recommended.**, April 14, 2003
By [Alex Tremain](#) (Hollywood, CA USA) - [See all my reviews](#)
This review is from: **Electronic Music Pioneers (Book) (Paperback)**

The sleek digital synthesizer of today is so easy to play and so ubiquitous in the world of popular music that its presence is often taken for granted. In this well-researched, entertaining, and immensely readable book, Kettiewell chronicles the synthesizer's early years, from the turn of the 20th century - through the mid-1990s. The author gives preeminent pioneer Robert Moog due prominence, but also charts the achievements of other luminaries from this era, such as rival inventors Donald Buchla, Tom Oberheim, Serge Teraphin and Alan Periman,


The screenshot shows the Amazon.com interface for the product 'Tuscan Whole Milk, 1 Gallon, 128 fl oz'. The page features a search bar at the top, a navigation menu, and a section for customer reviews. The reviews section is highlighted with a dashed box, showing a 5-star review by Alex Tremain from April 14, 2003. The review text is highlighted in yellow. Below the review, there are sections for 'The most helpful favorable review' and 'The most helpful critical review'. The page also includes a 'This product' section with a product image and price, and a 'Customers who viewed this item also viewed' section with related products.

2. Not everybody wants to be empowered


Hanoi Stop-over (4 days)

Prices from \$197.00 Per person

A good introduction to Hanoi and its surroundings. Experience the charming chaos of Hanoi and the relaxing waters of Halong Bay. This is a worry-free package with time for your own discoveries and e...





Reviews : Average Rating: 0.0 - Total Votes: 0
Click to show reviews




The Oxford Lodge

Map this hotel




 Be the first to review this hotel

Lisburn Road Dental & Implant Clinic



Lisburn Road Dental & Implant Clinic
028 9038 2262
424 Lisburn Road, Belfast
No reviews. Be the first to make one!

 Review this practice

- Many schemes struggle with a lack of input.
- ‘Empowering’ people can be hard work – and quite expensive.
- What does this tell us about calls for ‘democracy’ and ‘participation’?

3. There is more than one truth

found managers incredibly rude

La Basse Cour



rockpiggy 1 contribution
australa

Sep 16, 2009 | Trip type: Couples

0/1 found this review helpful

Place is nice but the people who run it are downright rude. I had a friend call from Australia with some big news and after being hung up on, he was asked, 'do you know what time it is?'. 10pm is hardly late. He was then told, 'it's not a hotel you know'. If that's their idea of good service, they're not going to last long. My advice is stay away.

My ratings for this hotel

Rooms	Service
Location	
Cleanliness	

Date of stay August 2009

Owner response

La Basse Cour



Basse_Cour 5 contributions
Alencon, France

Sep 17, 2009

I don't know who you are, but the people you called from Australia are here for another couple of nights! I told them about your call over breakfast this morning (before you posted this review). They are out for the day. When you rang the guests had already retired to bed (after 10.00pm may not appear late but some people retire early) and I did not wish to disturb them unless the call was urgent. Yes, I said we are not a hotel - so we don't have phones in the rooms and I can't put a call through.

Regards

Phil

This review is the subjective opinion of a TripAdvisor member and not of TripAdvisor LLC.

Was this review helpful? Yes | No

[View profile](#) | [Send message](#) | [Compliment reviewer](#)

[Report inappropriate content](#)

- What counts as 'valid' knowledge – and to whom? What does it take to be an expert?

4. Not all publicity is good publicity

- Concerns over privacy and libel
- Amplified by comprehensive indexing and searchability
- Where does 'fair' marketing end, where does 'unfair' exposure start?



The image shows a screenshot of a forum post from DDHG Forums. The post title is "KURTIS BURNS, MICHIGAN: HABITUAL CONVICT, LIAR, STOLE MONEY, ABUSE, DRUG ADDICT" by user LoserMagnet116, dated March 22, 2011. The post includes a profile picture of a man and a detailed text description of a relationship with the man, detailing his criminal history and abusive behavior. A search results overlay is visible, showing various links related to "Kurtis Burns", including YouTube videos, a Reunion.com profile, a forum post, a food business listing, and a law firm profile.

DDHG Forums » Dating Smarter

» **KURTIS BURNS, MICHIGAN: HABITUAL CONVICT, LIAR, STOLE MONEY, ABUSE, DRUG ADDICT**
by LoserMagnet116, March 22, 2011 06:35

Views: 32

 I am not writing this in malice. I want women to know that this type of guy is out there and will never change his behavior no matter what you do for him. He will give you every excuse as to why he is not able to be "all he can be." He talks of the importance of his children, his childhood neglect, his criminal mind now that he has been in and out of prison and jail since he was 11, although most was no fault of his own. BULLSHIT. He has never paid child support and does not take care of his kids when he is allowed visits. I met him 5 years ago and we dated off and on. He took my atm card while I was sleeping to get drugs and shoot them up with a hooker he met in my building. He has verbally and physically abused me. He is a meth addict. I moved to his hometown, away from everything I knew after months of talking and repairing the damage in our relationship. He was in jail when I got here, I took care of his children, made his family mine, of a very nice apartment, a car, visited him every week, spent thousands of dollars. ... He got out of jail, rent was paid by me for 6 months so he could have a simple transition into work and bills. He never worked for a job.

Videos for kurtis burns - Report videos

 **Curtis Burns on Predictions for 2009**
4 min - 31 Aug 2009
Uploaded by CurtisAST
youtube.com

 **Curtis burns through the first stage.**
31 sec - 18 May 2008
Uploaded by snarkvalid
youtube.com

Kurtis Burns @ Reunion.com
Find Kurtis Burns @ Reunion.com - Now part of Mylife.
www.reunion.com » ... » Keely Burns - Lonny Burns - Cached

KURTIS BURNS, MICHIGAN: HABITUAL CONVICT, LIAR, STOLE MONEY ...
1 post - Last post: 22 Mar
KURTIS JAMES BURNS of COLDWATER, MI will drag you down to an idiots level, and beat you by experience. I'm sure he will be locked up again, ...
dontdatehimgirl.com » DDHG Forums » Dating Smarter - Cached

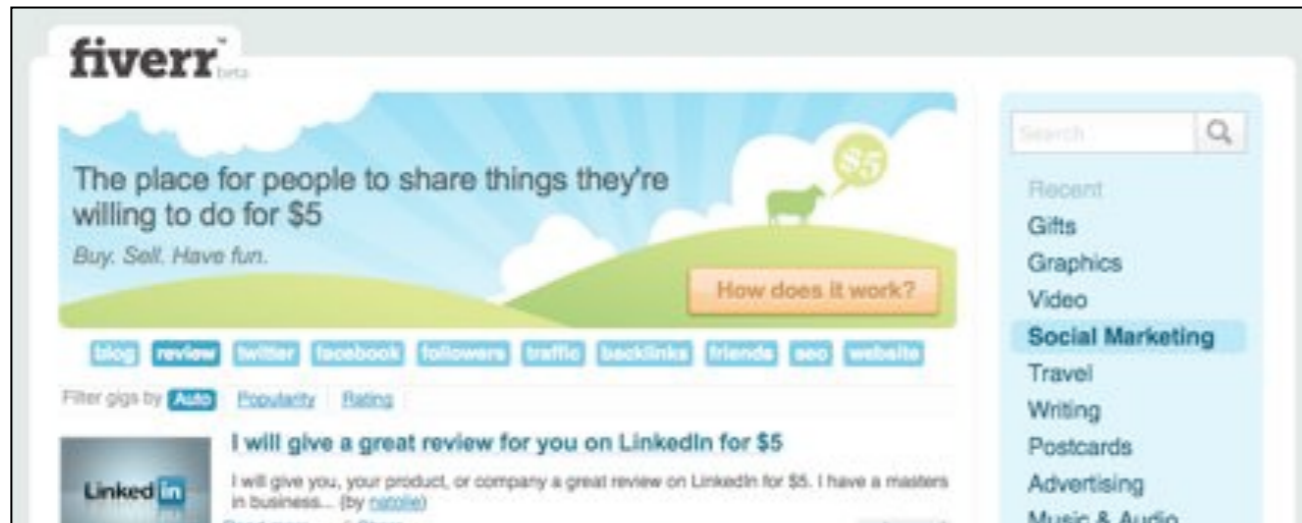
Curtis Burns Foods
by EV Raghubeer - 1995 - Cited by 38 - Related articlesAffiliations: 1: Nailey's Fine Foods , Division of Curtis Burns Foods , 3303 South 35th. ...
membres.multimania.fr/ae505dydi/adrenpp/curtis-m.html

Curtis M. Burns >
Curtis M. Burns (Associate). Curtis' practice focuses on civil litigation with an emphasis on

Share Like

Please login to post a reply.

5. Metrics become targets



- Influx of consultants, PR advisors, reputation services
- Blurring boundary between manipulation and promotion
- What counts as 'legitimate' or 'ethical' engagement?

6. Resistance is tricky

guardian.co.uk
TripAdvisor could face legal action over reviews
As many as 700 owners of guesthouses, B&Bs and hotels are joining forces over what they see as unfair reports

Steven Morris
guardian.co.uk, Friday 24 September

What is Guestscan? Accommodation Owners Booking Agents

Contact: 08444 935 088

Protecting You from Unwelcome Guests

HOME JOIN GUESTSCAN HOW IT WORKS FAQ INSURANCE LEGAL NEWS CONTACT MEMBER LOGIN

- Increasing concerns over due process
- Case in point: Tripadvisor
 - legal action
 - counter schemes
 - watchblogs

TripAdvisorWatch: Hotel Reviews in Focus
Keeping an Eye on TripAdvisor, Hotpot, Google Places and More

HOME AN OWNER'S STORY ABOUT TRIPADVISORWATCH

TripAdvisor Membership Database Hacked
Posted on March 24, 2011 | Leave a comment

TripAdvisor reports that part of its mailing email list has been stolen by a hacker.

The TripAdvisor statement says that while password information was not retrieved, people can expect to receive SPAM mail.

TA does not say how many members were affected and does not know when it happened.

TripAdvisor added that the company is looking into implementing new security precautions to prevent future incidents.

The company warned members that any SPAM received may ask for personal information, credit card details as well as passwords and bank information.


The TA statement in full:
http://www.tripadvisor.co.uk/vpages/more_information.html

Posted in [tripadvisor](#) -- Leave a comment

FOLLOW TA_WATCH ON TWITTER – WE FOLLOW BACK

- The "Official Google Blog" is only blog I know that does not allow comments. What kind of crap blog is that? #google 3 days ago
- TripAdvisor Membership Database Hacked <http://wp.me/p82vC-3r> 6 days ago
- Restaurant Review Dilemma <http://wp.me/p82vC-3j> 2 weeks ago

TA_Watch



- Who checks on the evaluators and holds them to account? And does this business ever stop?

To sum up

- In practice, many schemes defy the simple logic of the underlying models.
- Web-based evaluation is not just about ‘data’ and ‘information’, but deeply embedded in social relations.
- Qualities are never simply measured or described, but negotiated and performed in an ongoing process.
- As a result, public evaluation is not innocent, but highly political – with sometimes devastating consequences for those reviewed, ranked and rated.

How's my feedback?

- Tackle the puzzles through “knowledge exchange”: invitation to brainstorm, tinker and experiment
- Key question:
In view of recent concerns about online reviews and ratings, can the idea of public evaluation be usefully turned upon itself?
- Task:
Design a website prototype that allows people to publicly evaluate web-based review and rating schemes.

For further information:

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