

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.



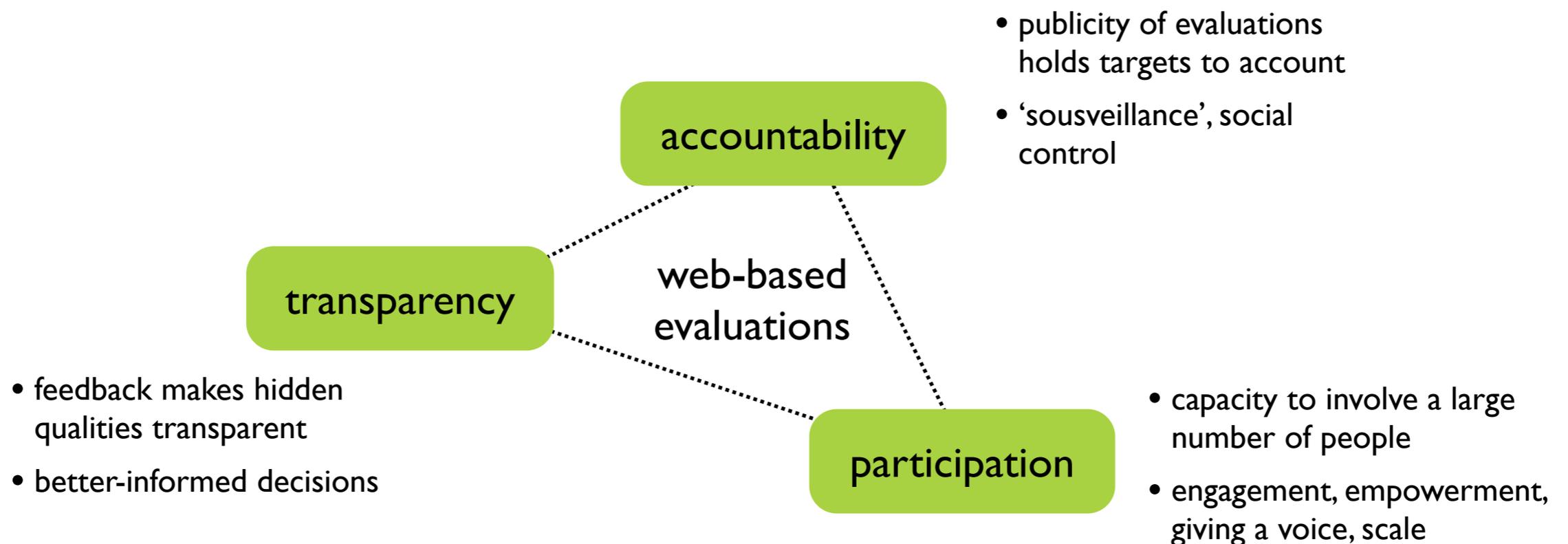
The rise of online reviews and ratings



“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,

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Customer Reviews
Tuscan Whole Milk, 1 Gallon, 128 fl oz

1,260 Reviews Average Customer Review: ★★★★★ (1,260 customer reviews)
Share your thoughts with other customers. Search Customer Reviews:
 Only search this product's reviews

This product
Tuscan Whole Milk, 1 Gallon, 128 fl oz by Tuscan
Used & New from: \$0.01

The most helpful favorable review
5,187 of 5,282 people found the following review helpful:
★★★★★ **Make this your only stock and store**
Once upon a mid-day sunny, while I savored Nuts 'N Honey, With my Tuscan Whole Milk, 1 gal, 128 fl. oz., I swore As I went on with my lapping, suddenly there came a tapping, As of some one gently rapping, rapping at the icebox door. 'Bad condensor, that,' I muttered, 'vibrating the icebox door - Only this, and nothing more.'
Not...
[Read the full review](#)
Published on July 8, 2008 by Edgar
[See more 5 star, 4 star reviews](#)

The most helpful critical review
3,309 of 3,388 people found the following review helpful:
★★★★☆ **One Friday, Without the Milk**
He always brought home milk on Friday.
After a long hard week full of days he would burst through the door, his fatigue hidden behind a smile. There was an icy jug of Tuscan Whole Milk, 1 Gallon, 128 fl oz in his right hand. With his left hand he would grip my waist - I was always cooking dinner - and press the cold frostiness of the jug against my arm as he...
[Read the full review](#)
Published on October 30, 2006 by Catherine Swinford
[See more 3 star, 2 star, 1 star reviews](#)

Customers who viewed this item also viewed

The Mountain Three Wolf Moon Short Sleeve Tee by The Mountain
★★★★★ (1,929)
Buy new: \$20.00 \$11.50 - \$24.96

Uranium One by Images SI Inc.
★★★★★ (283)
Buy new: \$39.95

Wheelmate Laptop Steering Wheel Desk by Go Office
★★★★★ (560)
Buy new: \$24.43
In Stock
2 used & new from \$24.43

Customer Communities
Amazon Oddities

5,187 of 5,282 people found the following review helpful:
★★★★★ **Make this your only stock and store**, July 8, 2008
By [Edgar](#) (Baltimore) - [See all my reviews](#)
This review is from: **Tuscan Whole Milk, 1 Gallon, 128 fl oz (Misc.)**

Previous | 1 | 2 | ... | 126 | Next > **Most Helpful First** | [Newest First](#)

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

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- 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 various negative behaviors and legal issues. Below the post, a search results overlay is visible, showing several links related to "Kurtis Burns", including YouTube videos, a Reunion.com profile, and a food business listing.

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, ...
dontdatehimget.com » DDHG Forums » Dating Smarter - Cached

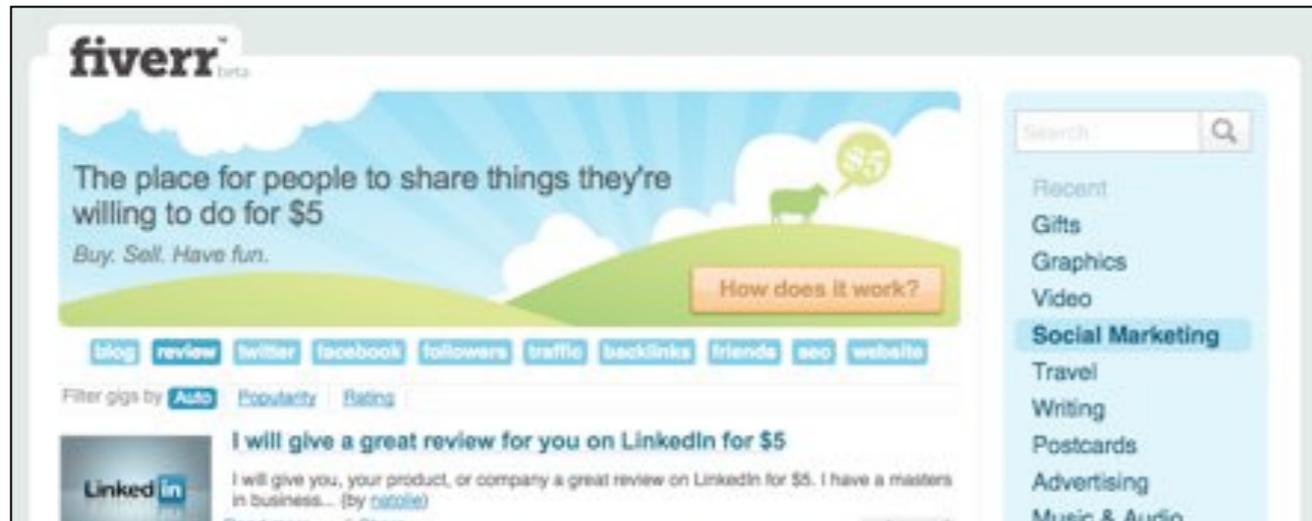
Curtis Burns Foods
by EV Raghubeer - 1995 - Cited by 38 - Related articlesAffiliations: 1: Nailey's Fine Foods , Division of Curtis Burns Foods , 3303 South 35th. ...
membres.multimania.fr/ae505dxyl/adrenpp/curtis-m.html

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

A [video](#) | [email](#)



guardian.co.uk

Contact: 08444 935 088

GUESTSCAN Protecting You from Unwelcome Guests

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

What is Guestscan? | Accommodation Owners | Booking Agents

- 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.

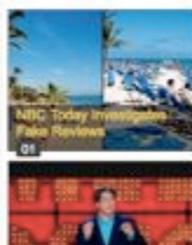
The TA statement in full:
http://www.tripadvisor.co.uk/vpages/more_information.html

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



for the
remodellon,
and
the public
ons when...

For people offering booking and reservation services, Guestscan offers an added level of due diligence. Operators can check all clients, or just...

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WHAT PEOPLE SAY

"There is nothing worse for a B&B owner than to become victim to a malicious or destructive guest, or a fraudster. There is a need for additional protection for owners against known repeat offenders, so we welcome the launch of Guestscan."
David Weston, CE, The Bed & Breakfast Association

"Guestscan is another level of due diligence and provides an innovative new safeguard for anybody letting out property. EASCO welcomes new services for self catering operators and Guestscan is a genuinely new idea that will give peace of mind to its subscribers."
Martin Sachs, CE, English Association of Self Catering Operators



- 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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