

# How's my feedback? – Expert Workshop 1

Thursday, 31 March 2011

2-6pm

Which? Head Office, 2 Marylebone Road, London, NW1 4DF

- 13.45 – 14.00*      *Arriving and Coffee/Tea*
- 14.00 – 14.15*      Welcome by the organisers and introductions  
*James Munro, Steve Woolgar, Malte Ziewitz*
- 14.15 – 14.30*      How's my feedback? – A bit of background and six puzzles  
*Malte Ziewitz, Oxford University*

## **Stories from the field: what are the issues?**

*Four members of the expert group will share their personal experience with different aspects of online reviews and ratings. There will be lots of room for questions and discussion.*

- 14.30 – 14.55*      “Reviews and Social Commerce: Learnings from 1000 Brands”  
*Jason Smith, Bazaarvoice*
- 14.55 – 15.20*      “My Experience as a Top 10 Amazon Reviewer”  
*Peter Durward Harris, Amazon Reviewer*
- 15.20 – 15.35*      *Short Break*
- 15.35 – 16.00*      “Online Reviews - The Good, the Bad and the Downright Ugly”  
*Chris Emmins, Kwikchex*
- 16.00 – 16.25*      “Introducing Patient Feedback on NHS Choices: The Challenges and What We've Learned”  
*John Robinson, NHS Choices*
- 16.25 – 16.45*      *Coffee break*

## **Drawing it together: lessons for the prototype**

*In small groups, we will discuss criteria and requirements for the ‘How's my feedback?’ prototype.*

- 16.45 – 16.50*      Introduction to Group Discussions
- 16.50 – 17.30*      Group Discussions
- 17.30 – 17.50*      Presentations of Ideas
- 17.50 – 18.00*      Wrap-up and Outlook on Expert Workshop 2
- 18.00 –*              *Drinks in nearby pub for those able to stay*