



University of Pavia

Department of Economics and Management

DREAMT seminars

Venue: Board Room (Sala del Consiglio), first floor

Oct 30th 2013, 11:00 am

Detecting Opinion Spam – Insights From Three Experimental Studies on Deceptive Online Reviews

Andreas Munzel

University of Toulouse, France

Abstract:

Consumers rely on opinions and experiences from other individuals articulated online when forming an attitude and making purchase decisions.

However, the trustworthiness of consumers' online articulations is jeopardized through deceptive behavior by firms.

Three experimental studies were conducted in order to research the effects of potentially deceptive positive reviews by including different detection support mechanisms. The results show that priming self-protection, as well as two of the three tested detection support mechanisms, affect the source's trustworthiness.

This research contributes to the field of online interactions by highlighting the dark sides of the rising practice of fake reviews.