UNDERSTANDING DEJA REVIEWERS

Eric Gilbert & Karrie Karahalios / University of Illinois
WHAT’S IN IT FOR DEJA REVIEWERS?
THE REVIEWS

overview

98,191 Amazon.com reviews

from 200 bestselling products

belonging to 15 product categories
COMPUTATIONAL METHOD

*n-gram & sentiment centrality*

“Our family loves the Wii Fit, but my son loves it most.”

\[
deja \text{ score} = \text{similarity to centroid } & \text{ similarity to running sentiment}
\]

\[
\text{centroid} = \text{statistically representative n-grams normalized to Google 1T corpus}
\]
Family loves the Wii Fit, but my son loves it quite impressed that you can do so and you can work up a good sweat in better than the gym. We love the balance yoga exercises. Wish the aerobic exercise aggressive. But overall a very good pr
THE INTERVIEWS

overview

20 interviews

from 200 invitations extended

conducted via email, phone & IM
THE PROBLEM OF SCALE

*a common refrain*

If there's 5, 10, I'll read those. If there's 50 or 60, I'll skim some titles. If a title looks like it has some wit or humor, I might read that one. *That's about it.*

— P13
I was so moved by this documentary, and as a wolf advocate, I wanted a few others to know about it ... I don't care if I write the first review or the 5,000th. It's cathartic for me.

— P3
I'm sure that other reviewers noted the same features that appealed to me and my kids. A completely unique review wouldn't serve any real purpose, would it?

— P5
PRO DEJA REVIEWERS

*hate mail*

One said we were trying to “stifle dissent.”

Another warned us that she does not write “just to see my own words on the internet.”
[Do you read other reviews?] Absolutely not … I do not condone plagiarism and would never base my opinion on another reviewer’s thoughts. I believe this alone has led me to be rated highly.

— P7
I am trying to build a name for myself … If every other person on earth has said something similar that is fine, it in no way diminishes the value of my personal opinion.

— P19
universal problem of scale

amateurs: ok as a brick in the wall; visceral reactions

pros: special bricks in the wall; cerebral reviews
NUDGEMENTAL COMMUNITIES

*early sketch*

**Share your opinion**

4. Select a review type

- Video review
- Written review

Type your review in the space below

Insert a product link (What's this?)
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