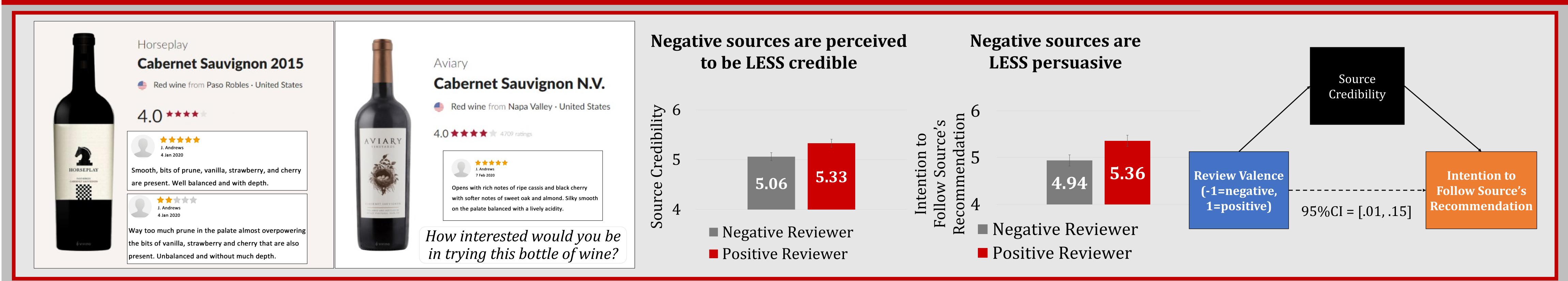
Are Critics More Credible? Negative Sources are Perceived to be Less Credible

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Be Nice: People who leave negative reviews have lower source credibility (and are less persuasive) than people who leave positive reviews. Effect is due to a norm of positivity.

ROBUSTNESS: Replicates in Many Situations Study 2c: Product Study 2a: Choice by... Study 2b: Decision stage Study 2d: Hedonic vs. Study 2e: Fake review complexity Utilitarian prime 4.35 4.80 Fake Review **Hedonic Products** Utilitarian Control Simple Product Complex Product Early Stage Later Stage Reviewer Others Products Prime ■ Negative Reviewer ■ Positive Reviewer

Products: Wines, Vacuums, Blenders, Movies, Chocolates, Scales, Thermometers, AA batteries, Public parking, BMV

The effect is driven by expectations: People expect positive reviews, which are the norm. When expectations to find a positive review were low, the effect was eliminated.

(Study 3 lowered expectations with a "New Brand"; Study 4 used different products that have either negative or positive priors)

