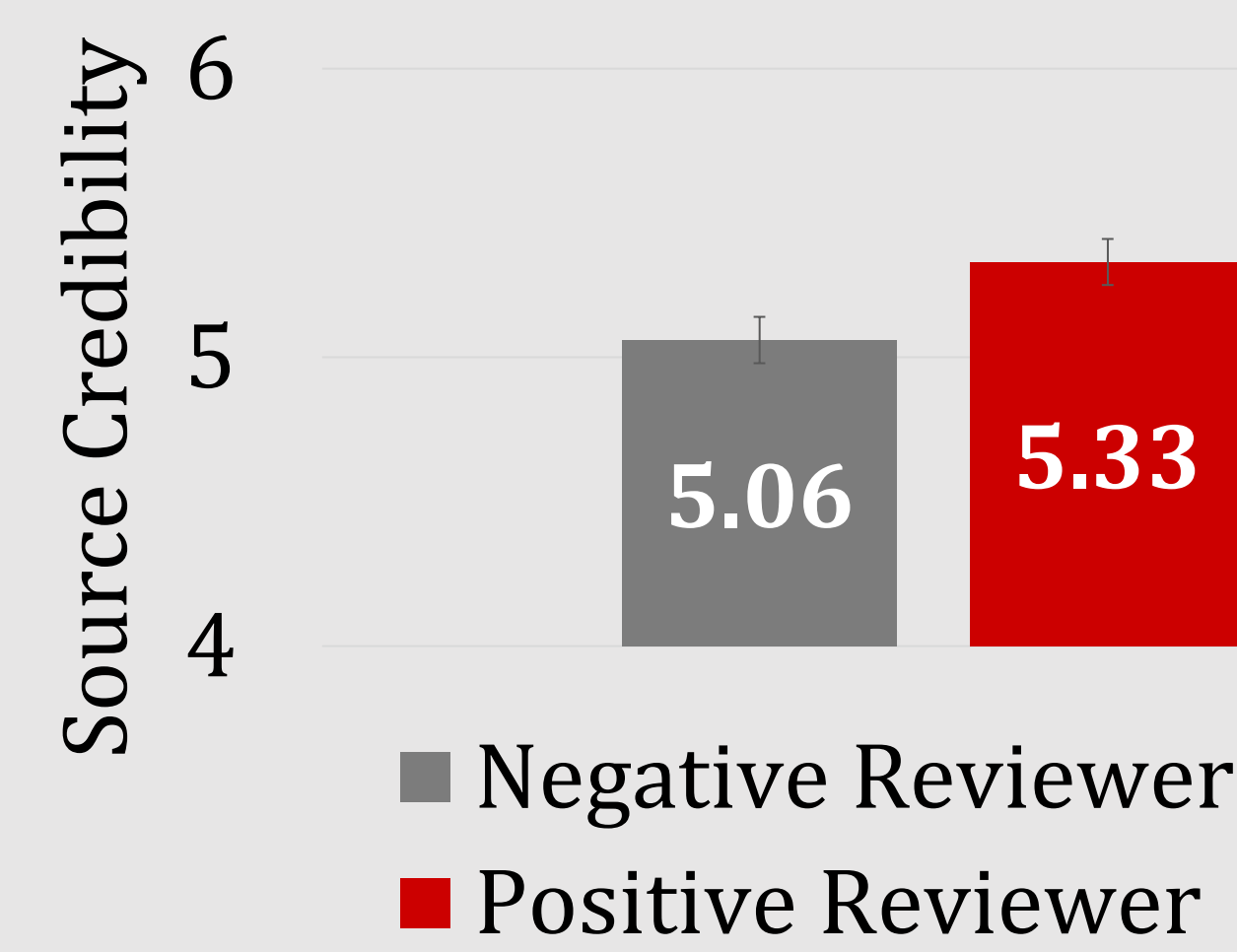


# Are Critics More Credible? Negative Sources are Perceived to be Less Credible

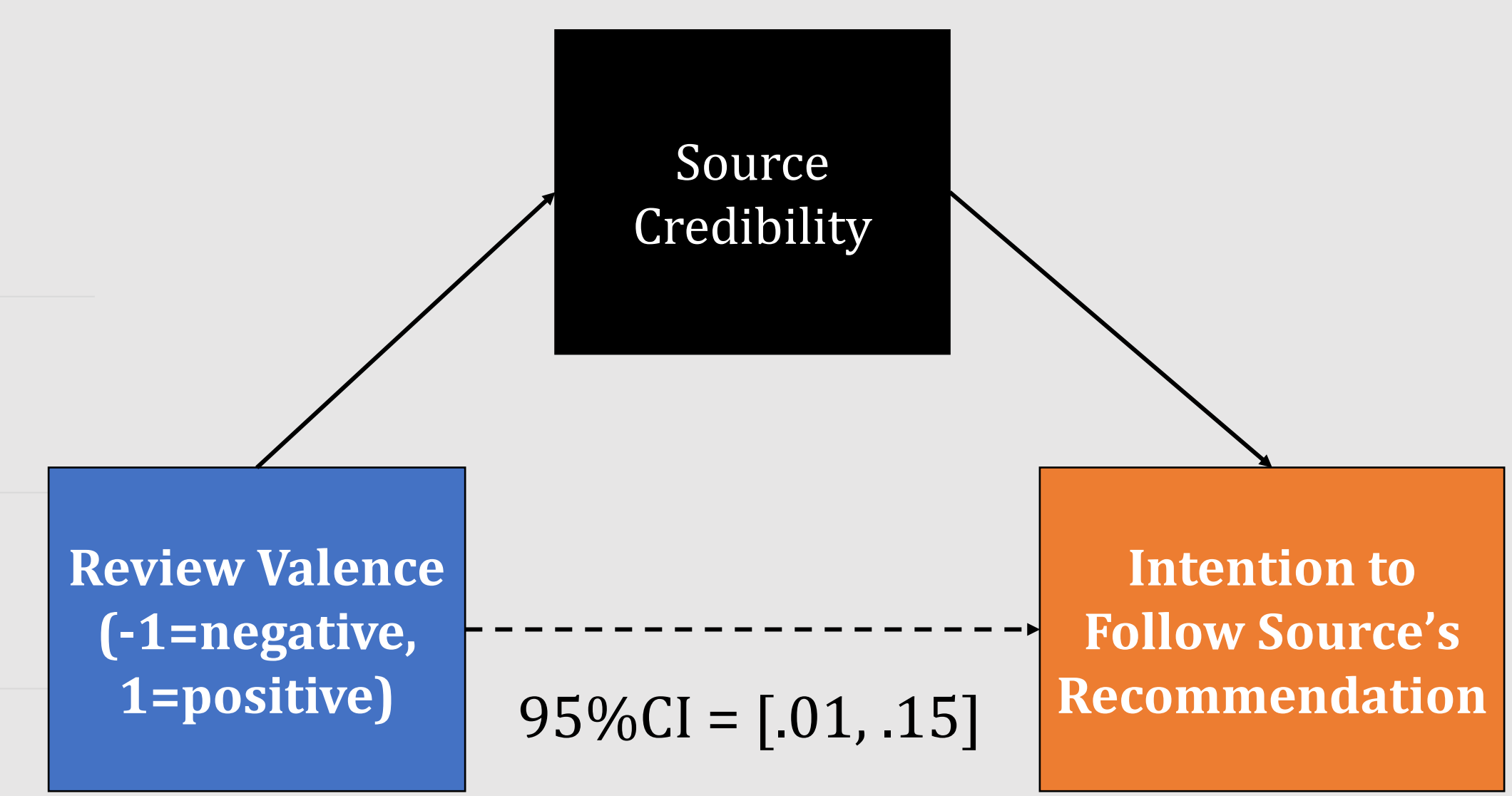
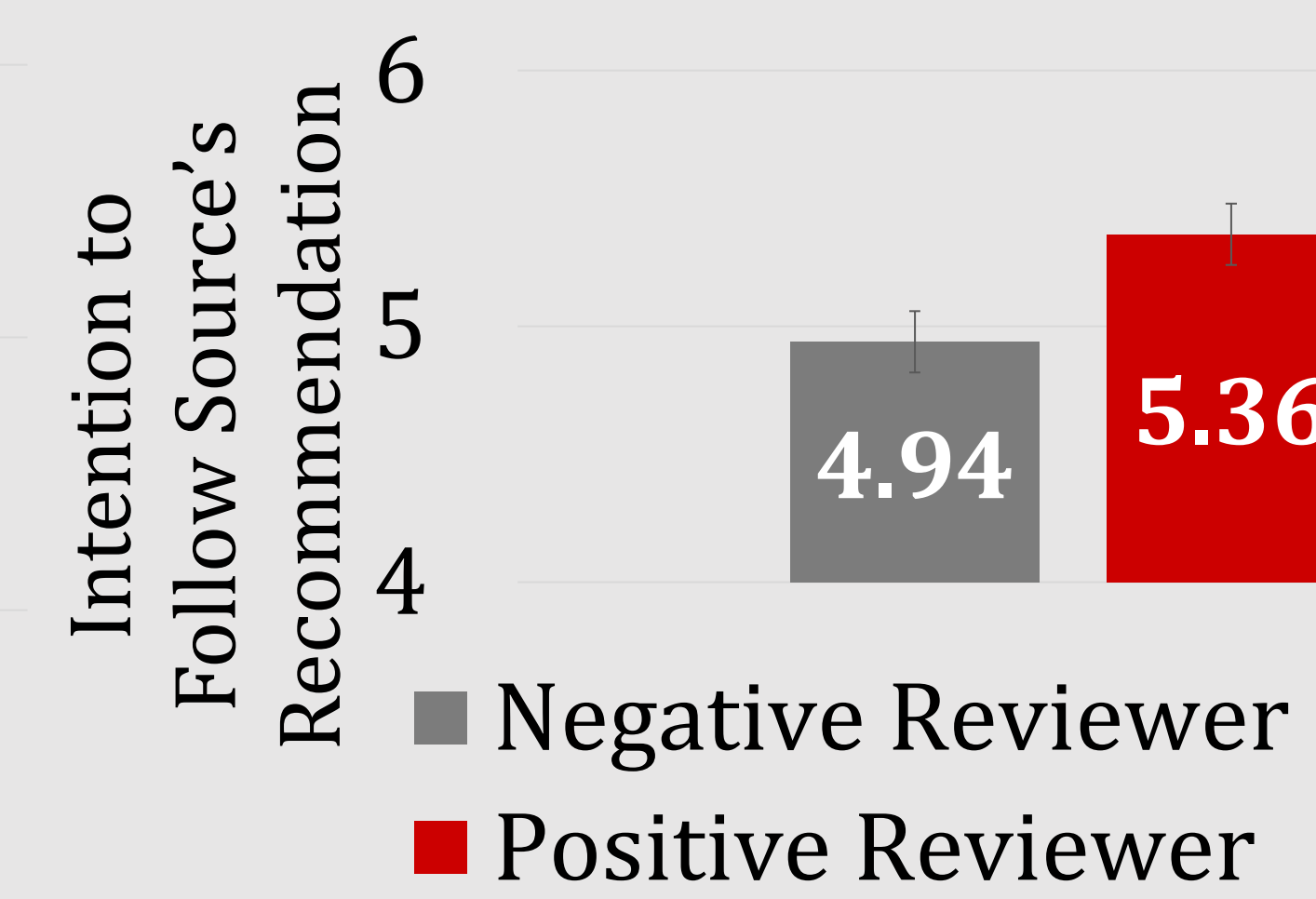
Junha Kim & Joseph K. Goodman  
Fisher College of Business | The Ohio State University



Negative sources are perceived to be LESS credible

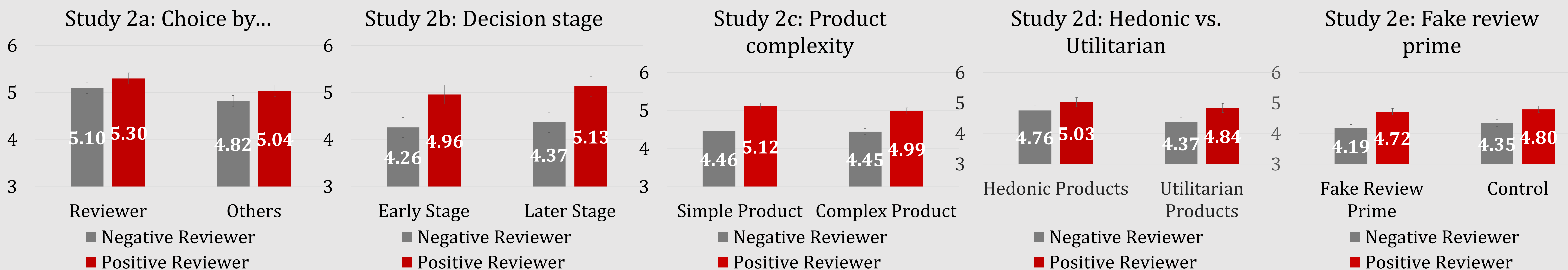


Negative sources are LESS persuasive



**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



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

**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)

