Motivations of Electronic Word-of-mouth Communications by Reviewers: A Proposed Study

Vic Matta  
Ohio University, matta@ohio.edu

Raymond Frost  
Ohio University, frostr@ohio.edu

Follow this and additional works at: http://aisel.aisnet.org/amcis2011_submissions

Recommended Citation
http://aisel.aisnet.org/amcis2011_submissions/413

This material is brought to you by AIS Electronic Library (AISeL). It has been accepted for inclusion in AMCIS 2011 Proceedings - All Submissions by an authorized administrator of AIS Electronic Library (AISeL). For more information, please contact elibrary@aisnet.org.
Motivations of Electronic Word-of-mouth Communications by Reviewers: A Proposed Study

Vic Matta
Ohio University
matta@ohio.edu

Raymond Frost
Ohio University
FrostR@ohio.edu

ABSTRACT
Shopping sites, such as Amazon, encourage consumers to create online reviews for products through product reviews. Such review systems enhance the value of Amazon and eBay as shopping destinations. However, Amazon takes it one step further by allowing other consumers to rate the reviews, creating reputation systems for reviewers. Those reviewers with the highest ratings are given greater prominence. They are featured first in the listings, they are given an honorary title, membership in an honorary group, and sometimes they are even provided with products in advance of the product’s release. These reviewers work long hours, without pay, to provide a valuable service to their fellow consumers. For instance, the top 1000 reviewers each write hundreds of reviews. What exactly motivates this extraordinary effort? How does the reputation system of helpfulness votes affect the case for Amazon’s reviewers?

Keywords
Electronic Word-of-mouth communications, Motivations, top reviewers, eWOM, online feedback systems, web 2.0