

The Hong Kong University of Science and Technology  
Department of Information Systems,  
Business Statistics and Operations Management

Seminar Announcement

***How Do We Use Online Product Reviews?  
A Cognitive Psychology Perspective***

by

***Mr Ben Liu***

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**Date: Wednesday, 23 February 2011**

**Time: 2:30 – 4:00 pm**

**Venue: Room 4379, ISOM Conference Room (Lift 17/18)**

~~~~~ All interested are welcome ~~~~~

**Abstract:** Customer generated reviews have become a critical feature of many e-commerce web sites over the past few years. Although many MIS studies have examined the impact of online reviews on various aggregate market outcomes (e.g. sales, price premiums), two important aspects of consumers' online behavior are often ignored: (1) limited information processing capability and the resulting information selectivity and (2) the constructive nature of consumers' preferences. To address these gaps in the literature and advance our understanding of this phenomenon, the current research attempts to answer two questions: (1) **how do people select which reviews to read?** And (2) **how do online reviews influence people's criteria for evaluating a product?** Drawing on the theories from behavioral economics and cognitive psychology, I develop a process model to address the two research questions. Based on the process model, this research also discusses how the organization and presentation of online reviews can be improved to help people make informed purchase decision.

**Biography:** Ben Liu is a doctoral candidate in the Department of Management Information Systems, Terry College of Business, University of Georgia. He is expected to receive his PhD degree in May 2011.

Ben's current research interests center around the behavioral aspects of information-intensive environments. His research areas include (1) human judgment and decision-making on the Internet, (2) trust in the electronic environment, and (3) the role of emotion in technology acceptance and human computer interaction. He is also interested in research methods including the application of econometrics models, Bayesian statistics, and Propensity score matching.

Ben's research draws from theories in behavioral economics and cognitive psychology. Most of his research has a strong component of empirical data collection, theory building and testing. He uses both the variance approach (e.g. using primary or secondary data to test theoretical models via econometrics or other statistical techniques) and the process approach (e.g. collecting verbal protocols or tracing information acquisition in experimental settings to study psychological processes that precede judgment or choice).