

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

Seminar Announcement

***Effects of Warning Message Content and
Warning Message Framing on
Consumers' Performance in Detecting Deception
by Online Product Recommendation Agents***

by

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Date: Thursday, 27 January 2011
Time: 11:00 am – 12:30 pm
Venue: Room 4379, ISOM Conference Room (Lift 17/18)

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

**Abstract:** The various innovative technologies supporting e-commerce have given rise to novel forms of deceptive practices. Focusing on deception by online product recommendation agents (i.e., software artifacts that take as input individual consumers' product-related preferences and provide recommendations accordingly), this study explores the design of effective support mechanisms that can enhance consumers' deception detection performance. More specifically, this study examines the effects of two warning message design factors, namely, *warning message content* and *warning message frame*, on consumers' performance in detecting such a novel form of deception. The results of an online experiment show that, compared to those receiving simple *warning* messages (i.e., ones that included *no risk-avoiding advice*) about potential deception by product recommendation agents, consumers who were provided with *warning* messages that included risk-avoiding advice performed better in deception detection, with significantly more *hits* and fewer *false alarms*. More importantly, the provision of *warning* messages that included *negatively-framed* risk-avoiding advice proved to be the most effective mechanism in supporting consumers' effort in detecting deception. To our knowledge, this is the first empirical study that examines and explicitly compares the effectiveness of different warning manipulations in supporting consumers in deception detection process. It thus fills a void in the literature and contributes not only to a better understanding of the phenomenon of e-commerce deception but also to the concerted effort by government agencies, consumer protection organizations, and industry associations to combat online deception.

**Biography:** Dr. Bo (Sophia) Xiao obtained a PhD in Management Information Systems from the University of British Columbia, under the supervision of Professor Izak Benbasat. She is currently an Assistant Professor of Computing and Information Systems at Hong Kong Baptist University. Dr. Xiao's primary research interests include human-computer interaction, e-commerce trust, risk, and deception, online consumer decision support, and social networking. She has two papers published in *Management Information Systems Quarterly* and one paper conditionally accepted by *Information Systems Research*. She has served as reviewer for journals and international conferences, including *Management Information Systems Quarterly*, *Journal of Management Information Systems*, *International Journal of Electronic Commerce*, *Journal of Electronic Commerce Research*, *International Conference on Information Systems*, *Hawaii International Conference on System Sciences*, *European Conference on Information Systems*, and *Americas Conference on Information Systems*.