





Observation: Inconsistency of Online Reviews

Product	Average rating		Number of reviews		Price				
	Amazon	Walmart	Amazon	Walmart	Amazon	Walmart			
A 	4.0	>	2.2	303	>	4	79.00	=	79.00
B 	2.5	<	4.0	8	<	81	36.68	<	39.80
C 	4.2	>	3.0	328	>	2	80.99	<	89.99

What makes the sentiment different?



Data


- All the vacuum cleaners with at least one review from both Amazon and Best Buy at the time of data collection (January 6, 2015).
 - This results in a total of 177 vacuum cleaner models in our data set.
 - For each of these products, the authors collect the number of reviews, the order of each review, the date each review was posted, the rating of each review, the review texts, and the price of the product from both platforms.
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Initial Evidence: The First Review Matters

First Review		Average rating			Number of reviews			Sample size
Amazon	Best Buy	Amazon	Best Buy	Difference	Amazon	Best Buy	Difference	
(+)	(-)	3.974	2.835	1.138***	66.143	14.952	51.190**	21
(-)	(+)	3.046	4.264	-1.218***	41.147	18.970	22.176*	34
(+)	(+)	4.099	4.386	-0.286***	92.216	35.108	57.108***	111
(-)	(-)	3.151	2.857	0.293	55.182	17.545	37.636**	11
All samples		3.823	4.083	-0.260***	77.011	28.525	48.486***	177

Secret Hotels

UNIQUE



★★★★★
Hot Rate 4-star Hotel
in Hong Kong (Central & Western) area
0.5 miles from search

4.0/5 Very good! (999 reviews)

Free Includes [View all amenities](#)


\$120
per night
\$148 total

[What hotel will I get?](#)


[Hotel name](#) [Amenities](#) [Location](#)

Due to our incredibly low prices, we can only reveal the hotel name after you've booked.


Your hotel is guaranteed to be one of these:



★★★★★
4.0+
Garden View Hong Kong



★★★★★
3.0+
Ramada Hong Kong Harbour ...



★★★★★
4.0+
Hotel Jen Hong Kong

Ratings powered by

On some online travel agencies (e.g., Hotwire), you can find a cheap secret hotel at a lower price.

But Why?

Secret Hotels

Price checker

Save **\$32 per night** with this Hot Rate® Hotel!

 Hot Rate®

\$120

Retail Price

\$152

On some online travel agencies (e.g., Hotwire), you can find a cheap secret hotel at a lower price.

But Why?

Secret Flight



And you can even find flight "blind box"!

But Why?

Data Trading



全新數據交易平台 2nd exChange market



China Mobile Hong Kong

20 dicembre 2013 · 1 · 8

連數據都有得Trade?

中國移動香港隆重推出「2cm」，開創先河，提供「數據買賣平台」，給4G Pro系列服務計劃客戶自由買賣4G數據。

- 交易平台只限4G Pro 服務計劃客戶，詳情請向店員查詢。
- 中國移動香港客戶下載1cm應用程式，再於「我的服務」下便可找到「2cm數據交易平台」。使用此服務須繳付數據傳輸費用，或從月費計劃之數據用量中扣除。如有任何爭議，中國移動香港保留最終決定權。

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Data Trading

In 2013, China Mobile Hong Kong launched its 2cm platform, allowing users to sell their unused data to others through online trading. This service was later cancelled in 2019.

Why did CMHK offer this data trading service?
Why was the service eventually cancelled?





Similar Services

Livedrive, an online storage service provider, allows users to resell their storage to others through its trading platform.

Start selling cloud backup today

Instant setup & 30 day money back guarantee

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