

THE HONG KONG POLYTECHNIC UNIVERSITY
DEPARTMENT OF MANAGEMENT AND MARKETING
Departmental Research Seminar



Learning from Online Ratings
By

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Washington University in St. Louis

Date : 3 June 2024 (MON)
Time : 10:30 am – 12 noon
Venue : QR513

Abstract

Online ratings play an important role in many markets. However, how fast they can reveal seller types remains unclear. We propose a simple model of rating behavior where learning about the seller type influences the rating decision. We calibrate the model to eBay data and find that ratings can be very informative. After 25 transactions, the likelihood of correctly predicting the seller type is above 95 percent.

Dr Xiang Hui is an Assistant Professor of Marketing at Washington University in St. Louis. He studies the design of trust mechanisms and the economics of technology. His latest research focuses on designing quality certification and rating systems for digital platforms, and analyzing the economic and policy implications of Artificial Intelligence (AI) and blockchain.

All interested are welcome.



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