Review quality/helpfulness: reviews considered independently, potentially also considering context. (diff. connotations)

**[Intro]** (1) prediction in and of itself: a few features/tricks for labeling labels.

**[Focus]** (2) using quality/helpfulness as a lens on social influence. I will talk about.

(2) Using quality/helpfulness as a lens on social influence: focus of this course.

[Sipos, Ghosh, Joachims WWW '14]: (mis)-ordering of ranking by community (to some degree also propensity to Amazon factors; Tau = .84 for reviews with > 10 votes)

"true" quality by "final" (future) ranking technique for biased labels

- effect on helpfulness vote, and on whether they vote,

[Muchnik, Aral, Taylor, Science 2013]: manipulation study ("true" quality)

[Danescu-Nicolescu-Mizil, Kossinets, Kleinberg, Lee WWW '09]: effect of conformity to group opinion: cultural drifts in

- natural experiment: "plagiarized" reviews to side step true quality

[Cheng, Danescu-Nicolescu-Mizil, Lecture ICWSM '14]: effect of evaluations on the author's propensity matching; & 'natural experiment', but requires measuring text quality to pair "similar" reviews.

post quality: events drop significantly after a neg. eval.

rise is not significant after pos. eval.

(Other controls in pairing: # of words, # of posts written, general helpfulness evaluation, overall.)