Person to Person Trust Factors in Word of Mouth Recommendation

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### Indesit Washing Machine ★★☆☆☆

3 out of 3 people found this review helpful

(24/01/2006) by: Anonymous

**Pros**: Visually appealing. Useful delay timer function.

**Cons**: Poor durability. Poor customer service.

I bought this machine just over a year ago. After 13 months of low-moderate use (2-3 times/week) the machine malfunctioned. Indesit customer service were completely inflexible as the machine was (just) out of warranty. Their offer of a £70 warranty plus parts was not acceptable to me. I got it fixed elsewhere for less but next time I’ll buy a Bosch as recommended by Which magazine. I expected better durability. Take my advice - spend a bit extra and get a better brand!
Customers who bought music by Max Romeo & the Upsetters also bought music by these artists:

- Johnny Clarke
- King Tubby
- Chantells & Friends
- Keith Hudson
- Yabby You

Customers who bought this item also bought:

- Super Ape; Audio CD ~ Lee Perry
- Open the Iron Gate 1973-1977; Audio CD ~ Max Romeo
- Police and Thieves; Audio CD ~ Junior Murvin
Was this review helpful to you? [YES] [NO]
Our Approach

Online systems that support recommendations from people we already know
Known Person
Recommendation
Questions

• Who do people seek recommendations from in different scenarios?

• How do they decide whether or not to trust this information?
Methodology

• In depth interviews with 12 participants
• 4 recommendation seeking scenarios
  – plumber, hotel, back pain, holiday activities
  – variation by type of task, criticality of task
  – “who would you ask for recommendations, and why”
• Qualitative analysis to identify key themes
5 Trust Factors in Word of Mouth Recommendation
Expertise

“i would probably go and ask my friend who is a plumber or my friend who is a gas fitter, working on the principle that their domain expertise, their knowledge, is in a similar area”
Experience

“people i know in the area, it’s good to have word of mouth, you know they’ve got experience good or bad”
Impartiality

“with travel agents you’d have to question what they were promoting to you - is it because they get commission?”
Affinity

“may not ask people who i don’t feel comfortable with, who haven’t got the same values as me, or have a completely different lifestyle that i don’t relate to”
Track Record

“I looked on the internet yesterday about going to see a masseur, but they were too expensive so I’ll go back to [ask] my sister as I had a good experience with her before”
How the Factors are Used
expertise and experience cited most frequently
The more *critical* the task, the greater the emphasis on externally validated *expertise*
subjective

solution

objective

affinity

factors emphasised

expertise experience
Summary
5 factors that underpin how people choose sources and make decisions about their trustworthiness
Affinity
under represented in previous studies
taste++
Patterns showing how these factors are used in different types of scenarios
Future Work

(details in the paper)
Thankyou