

# Person to Person Trust Factors in Word of Mouth Recommendation

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**Workshop on Reinventing Trust, Collaboration and Compliance in Social Systems, CHI2006, Montreal**

22/04/2006

**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!

<b>Overall Rating:</b>	★★☆☆☆
<b>Ease of Cleaning :</b>	★★★☆☆
<b>Durability :</b>	★☆☆☆☆
<b>Ease of Use :</b>	★★☆☆☆
<b>Quality :</b>	★★☆☆☆
<b>Value for Money :</b>	★★☆☆☆
<b>Recommend Product:</b>	<b>No</b>

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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?

# Our Approach

**Online systems that support  
recommendations from people we  
already know**

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# Known Person Recommendation

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# Questions

- Who do people seek recommendations from *in different scenarios*?
- How do they decide whether or not to trust this information?

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# 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

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# 5 Trust Factors in Word of Mouth Recommendation

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# 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”

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# Experience

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

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# Impartiality

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

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# 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”

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# 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”

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# How the Factors are Used

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# **expertise and experience** cited most frequently

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The more ***critical*** the task, the greater the emphasis on externally validated **expertise**

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# Summary

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# 5 factors that underpin how people choose sources and make decisions about their trustworthiness

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# Affinity

under represented in previous studies

taste++

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# Patterns showing how these factors are used in different types of scenarios

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# Future Work

(details in the paper)

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# Thankyou

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