

Digital Marketing and Online Communities

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1. "Trust is Good, but Literacy is Better" – The Role of Rating Literacy in Reputation Systems
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“Trust is Good, but Literacy is Better” – The Role of Rating Literacy in Reputation Systems

Platform-based companies such as Uber, Couchsurfing, or Airbnb offer both their customers and their service providers the opportunity to rate each other after a service has been provided. It is unclear, however, whether platform users can trust these ratings and use these ratings to adjust their services and behavior accordingly. One factor to consider in this situation is *rating literacy*, which describes how well users think they understand how the rating system works. This master thesis aims to, (1) provide an overview of the impact of rating literacy on consumer behavior, (2) develop and empirically test campaigns that help to raise the rating literacy of customers, and then analyze rating literacy as an underlying mechanism that helps explain its effect on trust in platform ratings. These findings should be used to (3) critically discuss the importance of rating literacy in platform contexts, (4) derive implications for both marketing research and practice (e.g., platform managers), as well as to (5) provide an outlook for future research.

Type: Literature review, Experiment

Advisor: [Alexander Rupertus](#)

Literature:

Filippas, Apostolos, John J. Horton, and Joseph M. Golden. 2022. “Reputation Inflation.” *Marketing Science* 41(4):305–17. doi: 10.1287/mksc.2022.1350.

Garg, Nikhil, and Ramesh Johari. 2021. “Designing Informative Rating Systems: Evidence from an Online Labor Market.” *Manufacturing & Service Operations Management* 23(3):589–605.

Newlands, Gemma, Christoph Lutz, and Christian Fieseler. 2019. “The Conditioning Function of Rating Mechanisms for Consumers in the Sharing Economy.” *Internet Research* 29(5):1090–1108. doi: 10.1108/INTR-03-2018-0134.