

# Potential and challenges of online service quality mechanisms

**Lisa Trigg**  
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University of  
**Kent**

**LSE** THE LONDON SCHOOL  
OF ECONOMICS AND  
POLITICAL SCIENCE ■

 UNIVERSITY OF  
**OXFORD**

# Agenda

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- Why is this important?
- Examples of review sites
- Some challenges
  - Barriers to access
  - Volume of reviews
  - Quality of reviews
  - Supporting information seekers
- Towards better information

# Why is the subject of online reviews important?

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- Focus on personalisation
- People who fund their own care
- Experience good
- Gravity of the decision
- *Provider quality*

# The Telegraph

## Rate your grandmother's care: TripAdvisor-style ratings introduced for care homes

Care homes for the elderly are to be given star ratings by the public under a new online system, which ministers say will reveal "the good, the bad and the ugly".



Charges can differ per person even when the care and amenities are the same Photo: REX

# MailOnline

## Care homes to get 'TripAdvisor' treatment allowing residents to rate homes on abuse and theft

Relatives of elderly care home residents will be able to rate homes on a website and identify failures such as abuse and theft under a new initiative.

The proposals would involve all care homes in England being included on an online database for the first time. Relatives would be able to post feedback and record instances of mistreatment.

It is intended to include a ratings system to allow people to compare how different homes are performing. It would operate in a similar way to the TripAdvisor site, which allows customers to review hotels.



© Alamy

Care: The new proposals would see all care homes in England being put on an online database (picture posed by models)

# EXAMPLES

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**Conrad Centennial Singapore**

2 Temasek Blvd, Singapore 038982, Singapore

**Your first-hand experiences really help other travellers. Thanks!****Your overall rating of this property**[Click to rate](#)**Title of your review****Your review**

(200 character minimum)

By sharing your experiences, you're helping travellers make better choices and plan their dream trips. Thank you!

**What sort of trip was this?**

Business



Couples



Family



Friends



Solo

**When did you travel?**

Select one

**Recent reviews of this property**

bitzyTX

""Smart Casual""

This is a tired hotel in a great location. While the lobby is grand the rooms are stuck in the 90s and are in great need of a renovation. The beds are comfortable and the service is great. The executive lounge has an odd policy of requiring "smart casual" clothing in the lounge which is selectively enforced on its...

[more](#) ▾

Jing W

"good location,great service"

very close to the marina bay attractions, all in walking distance.Subway is closed to the door and transportation hub in flyer is in 5 minutes walk.lots of food choices around hotel,shopping too.staff are willing to help.business and pleasure are suitable in this place.



Alibaba1

"Beautiful suite, wonderful executive lounge, great location"

My husband has a hiltons honours card and therefore normally is entitled to an upgrade to the next level, however the hotel was full and they upgraded us two levels to a beautiful suite. The staff and facilities and view from the executive lounge were impeccable. Last time we stayed in Singapore a few months back we...

[more](#) ▾[Tips for writing a great review](#) ▾



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Yelp London

Liverpool Edinburgh Glasgow Manchester Leeds Belfast More Areas »

## Yelp is the best way to find great local businesses

People use Yelp to search for everything from the city's tastiest burger to the most renowned cardiologist. What will you uncover in your neighbourhood?

Create Your Free Account

## Best of Yelp: London

Restaurants  
14,497 reviewed

Nightlife  
5,491 reviewed

Food  
6,417 reviewed

Shopping  
8,239 reviewed

Bars  
4,776 reviewed

Pubs  
3,090 reviewed

### Restaurants

[See More](#)



#### 1. The Ledbury

★★★★★ 85 reviews



We went big and splurged on the tasting menu and wine pairings.



#### 2. Barrafinna

★★★★★ 127 reviews



Great little place with authentic Spanish tapas.

### Review of the Day



Lauren V. reviewed **Hawker House**

★★★★★

Go there. Do it this weekend. Seriously, there is no reason not to go -- not even those reasons you deal with because those street feasts, they are so hot right now! And by that I mean, long lines for...

[Read more](#)

[Archive](#)

### Yelp on the Go



Get the Yelp app on your mobile phone. It's free and helps you find great, local businesses on the go!

Get it for free now

**NHS** choices



Google+



yourcarehome.co.uk



**HousingCare.org**  
Information for older people

**FirstStop**  
Advice for older people

**FindTheBest**

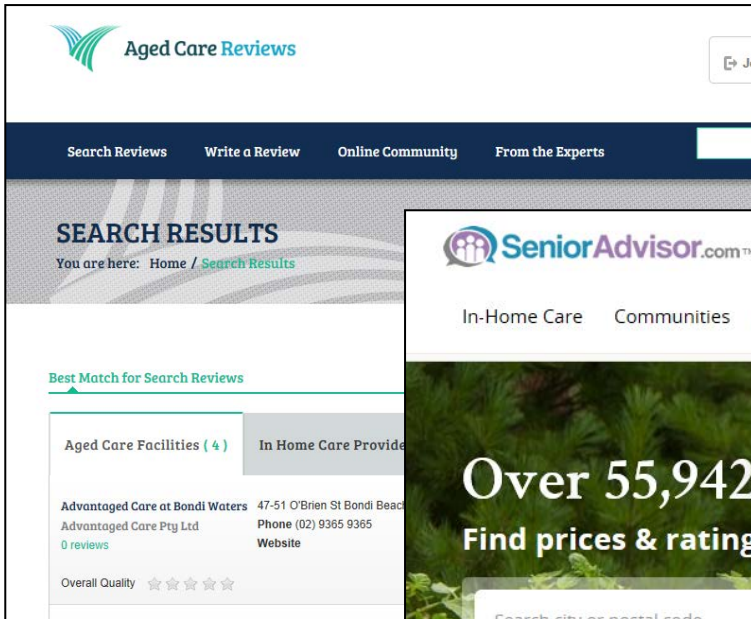


**BestCareHome.co.uk**  
*Find the care homes that care the most*



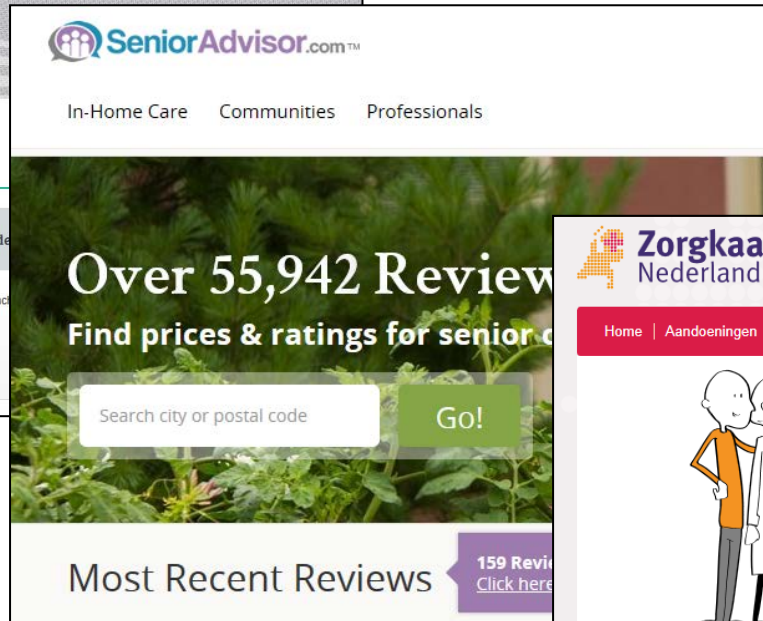


# International examples



The screenshot shows the Aged Care Reviews website. At the top left is the logo "Aged Care Reviews" with a stylized green bird icon. Below the logo is a navigation bar with links: "Search Reviews", "Write a Review", "Online Community", and "From the Experts". The main content area is titled "SEARCH RESULTS" and includes a breadcrumb "You are here: Home / Search Results". A section titled "Best Match for Search Reviews" lists "Aged Care Facilities (4)" and "In Home Care Provider". One facility listed is "Advantaged Care at Bondi Waters" with details: "47-51 O'Brien St Bondi Beach", "Advantaged Care Pty Ltd", "Phone (02) 9365 9365", "Website", and "0 reviews". An "Overall Quality" rating of five stars is also visible.

www.agedcareguide.com.au  
Australia



The screenshot shows the SeniorAdvisor.com website. The logo "SeniorAdvisor.com" is at the top left. Below it are navigation links: "In-Home Care", "Communities", and "Professionals". The main banner features a green background with the text "Over 55,942 Reviews" and "Find prices & ratings for senior care". A search bar with the placeholder "Search city or postal code" and a green "Go!" button is present. Below the banner, it says "Most Recent Reviews" and "159 Reviews Click here".

www.senioradvisor.com  
USA



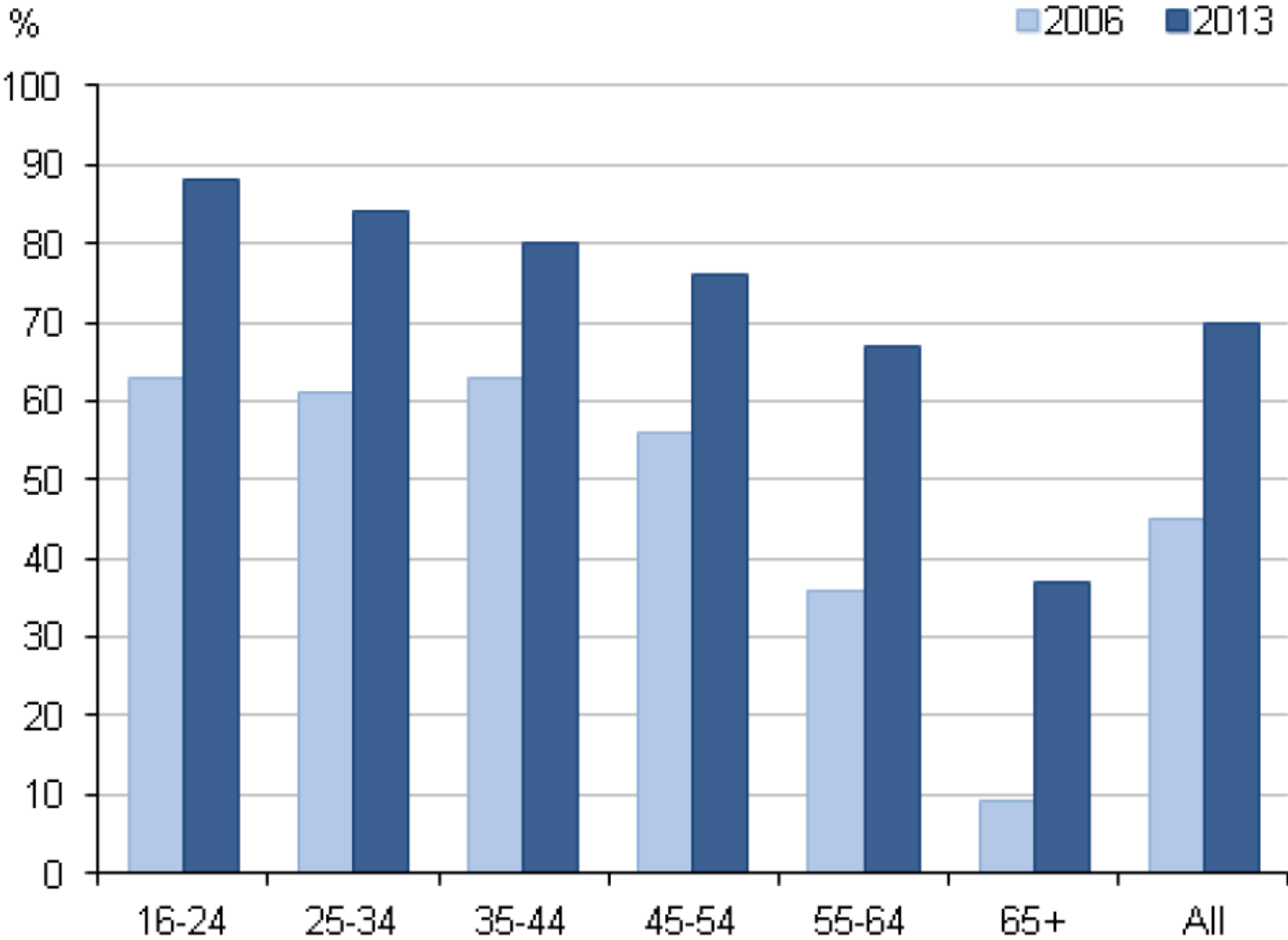
The screenshot shows the Zorgkaart Nederland website. The logo "Zorgkaart Nederland" is at the top left. Below it is a search bar with the placeholder "Zoek op zorgaanbieder, persoon, etc.". A navigation bar includes links: "Home", "Aandoeningen", "Feiten en cijfers", "Blog", "Keuzehulp", and "Contact". The main content area features a cartoon illustration of a doctor and a patient. Below the illustration, it says "Zoek, vind en waardeer 130.791 zorgaanbieder" and "Zoek op zorgaanbieder, persoon, etc.". A counter shows "Er staan 1 8 3 6 5 9 waar". At the bottom, there are two search buttons: "Zoek op beroep" and "Zoek op organisatie". Below these buttons are lists of professions and organizations with their respective counts: "Fysiotherapeut (22174)", "Huisarts (9236)", "Tandarts (8359)", "Fysiotherapiepraktijk (6972)", "Huisartsenpraktijk (4672)", and "Tandartsenpraktijk (4613)".

www.zorgkaartnederland.nl  
Netherlands

# **BARRIERS TO ACCESS**

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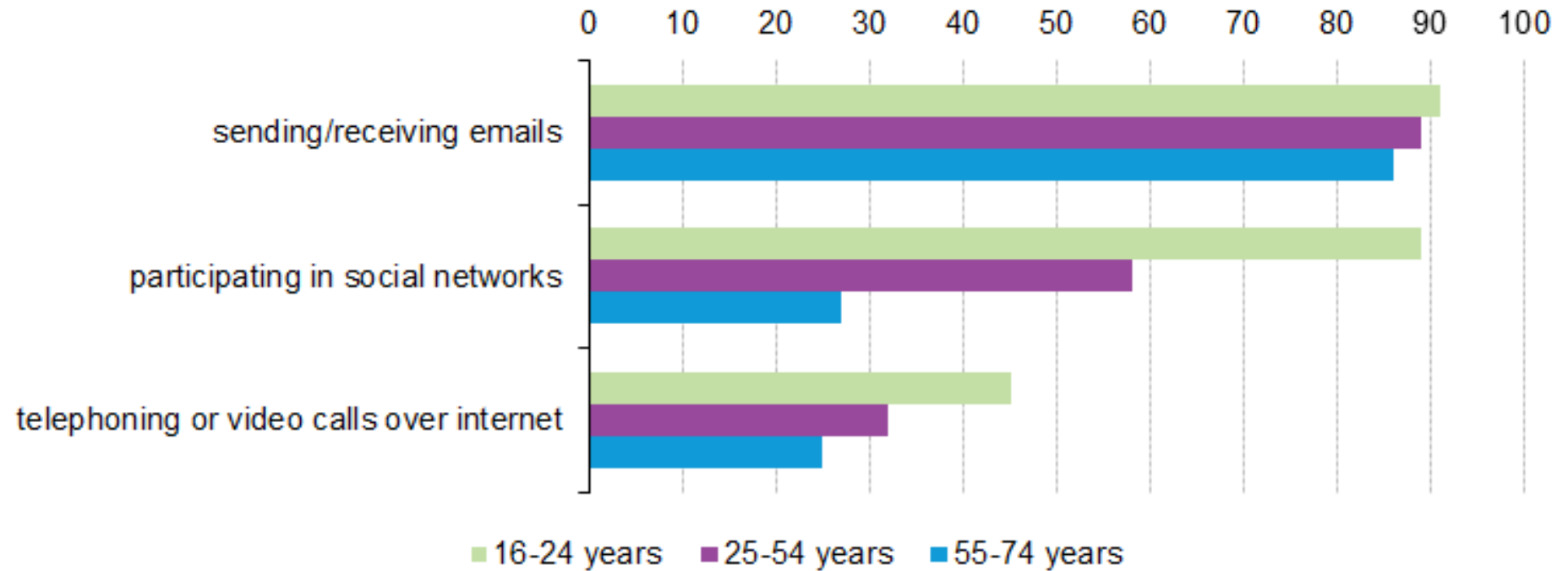
# Daily computer use by age group, 2006 and 2013 (UK)



Source: ONS, 2013

# The 'second digital divide'

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# Is this a generational issue?

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- Cognitive and physical impairment?
- >8 million people have difficulties with standard keyboard and screen (Foley et al, 2005)



# **VOLUME OF REVIEWS**

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# Volume of Reviews

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- Wisdom of Crowds (Surowiecki, 2004)
- Soliciting reviews
  - Reviews of 1 in 1,300 purchases of Harry Potter book on Amazon (Spool, 2009)
  - 70% of doctors without reviews across 33 sites (Lagu et al, 2010)
- Motivation of reviewers (Sundaram et al, 1998)
  - Positive (product involvement, altruism, self-enhancement, help the company)
  - Negative (vengeance, anxiety reduction, altruism, seek advice)



WORLD'S MOST TRUSTED TRAVEL ADVICE™



travler153  
travler153

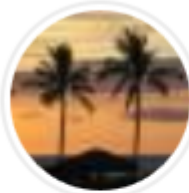
Amex Traveller

Top Contributor

★ 103 reviews

🏨 17 hotel reviews

🏆 35 helpful votes



Full profile  
Send a message

travler153

★ Top Contributor

- Travelling with us since 2008
- travler153 50-64 year old man

116  
Contributions

35  
Helpful votes

285  
Cities visited

### Review distribution (103)



### Amazon's Top Customer Reviewers

Our top reviewers have helped millions of their fellow customers to make informed purchase decisions on Amazon.co.uk with the moment, while the Hall of Fame honours those who have reached the pinnacle of the rankings each year. Take a minute to

Top Reviewer Rankings

Hall of Fame Reviewers

50 Hall of Fame reviewers

Customer Reviewer

Badges

#### Achieved Hall of Fame recognition in 12 different years



Peter Durward Harris ✓  
See all 3,669 reviews

TOP 10 REVIEWER  
#1 HALL OF FAME REVIEWER  
REAL NAME REVIEWER

#### Achieved Hall of Fame recognition in 10 different years



Pieter Uys ✓  
See all 2,807 reviews

TOP 500 REVIEWER  
HALL OF FAME REVIEWER



Jason Parkes ✓  
See all 1,402 reviews

#1 HALL OF FAME REVIEWER





# Challenges in social care

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- ‘Throughput’
  - Small providers, low turnover
- Capacity to review
- Access to computers
- Surrogate reviews
- Fear of reprisal – the need for anonymity

# QUALITY OF REVIEWS

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# Quality of Reviews

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- Challenges of assessing quality (Malley and Fernández, 2010)
  - Different every time
  - Co-production, a two-way process
  - Different preferences
- Judging quality of clinical care problematic (Chang et al, 2006, Greaves et al, 2012)

## Fake online reviews crackdown in New York sees 19 companies fined

Attorney general set up a fake yoghurt shop in Brooklyn to ensnare fake online review companies, fined a total of \$350,000

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A sting operation involving a fake yoghurt shop in Brooklyn was set up. Photograph: Nell Freeman for the Guardian

New York's attorney general set up a fake yoghurt shop in Brooklyn in a sting operation to trap fake online review companies.

# NHS online patient feedback reviews open to abuse

By Mike Deri Smith  
BBC Newsnight

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Neil Churchill, director of patient experience for NHS England: "The issue here is transparency"

**The NHS has removed all but one of 653 patient reviews of a healthcare trust from its website, after BBC Newsnight found the system was open to abuse.**

# Gaming the System – perverse incentives

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- For providers
  - To post or solicit positive reviews
  - To suppress negative reviews
  - To post negative reviews about providers
- For review websites
  - To generate high volumes

# Generating positive reviews

Care Home Name: ..... Care Home Town: .....

Your Connection to the Care Home (eg resident, son of resident): .....

Reasons for Recommendation (please include as much info as possible): .....

.....

.....

.....

.....

.....

.....

.....

Please tick a box for each of the following options:

<b>QUALITY OF CARE</b>	<input type="checkbox"/> Satisfactory	<input checked="" type="checkbox"/> Good	<input type="checkbox"/> Excellent	<input type="checkbox"/> Outstanding
<b>STAFF</b>	<input type="checkbox"/> Satisfactory	<input type="checkbox"/> Good	<input type="checkbox"/> Excellent	<input type="checkbox"/> Outstanding
<b>MANAGEMENT</b>	<input type="checkbox"/> Satisfactory	<input type="checkbox"/> Good	<input type="checkbox"/> Excellent	<input type="checkbox"/> Outstanding
<b>ROOMS</b>	<input type="checkbox"/> Satisfactory	<input type="checkbox"/> Good	<input type="checkbox"/> Excellent	<input type="checkbox"/> Outstanding
<b>FACILITIES</b>	<input type="checkbox"/> Satisfactory	<input type="checkbox"/> Good	<input type="checkbox"/> Excellent	<input type="checkbox"/> Outstanding

<b>CLEANLINESS</b>	<input type="checkbox"/> Satisfactory	<input type="checkbox"/> Good	<input type="checkbox"/> Excellent	<input type="checkbox"/> Outstanding
<b>FOOD &amp; DRINK</b>	<input type="checkbox"/> Satisfactory	<input type="checkbox"/> Good	<input type="checkbox"/> Excellent	<input type="checkbox"/> Outstanding
<b>ACTIVITIES</b>	<input type="checkbox"/> Satisfactory	<input type="checkbox"/> Good	<input type="checkbox"/> Excellent	<input type="checkbox"/> Outstanding
<b>SAFETY/SECURITY</b>	<input type="checkbox"/> Satisfactory	<input type="checkbox"/> Good	<input type="checkbox"/> Excellent	<input type="checkbox"/> Outstanding
<b>VALUE FOR MONEY</b>	<input type="checkbox"/> Satisfactory	<input type="checkbox"/> Good	<input type="checkbox"/> Excellent	<input type="checkbox"/> Outstanding

I certify that this recommendation is my genuine opinion of this care home and in submitting it I agree to the terms and conditions on [www.carehome.co.uk/terms](http://www.carehome.co.uk/terms)

Signature: ..... First Name: ..... Surname: ..... Do not publish Surname (tick)

Telephone (will not be published or passed on): ..... Email (will not be published or passed on): .....

# **SUPPORTING INFORMATION SEEKERS**

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# Supporting Information Seekers

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- People place more trust in reviews than statistical information (Ubel et al, 2001)
- Source credibility (Hovland & Weiss, 1951)
  - Verifying source
  - Patients and users only?
- People chose a nursing home using quality dimensions they could easily observe and evaluate (Pesis-Katz et al, 2013)

# Source Credibility

## About Me

### About me

Age: 65+  
Gender: Male  
Location: Bonnie Scotland  
Public Profile: <http://www.tripadvisor.co.uk/members/Novaterras>

### Travel preferences

#### About me:

The wife and I are now retired and plan to travel....while we are able to do so.

#### My travel style:

Splurge occasionally

#### When travelling, I:

Try to blend in with the locals

#### I usually travel for:

Fun

#### A great holiday includes:

- Beach / Sun
- Museums / Cultural / Historical sites
- Great food / Wine

#### I travel with:

- Spouse/significant other

- Is this person like *me*? (or my wife or father...?)
- Personal preferences

# Verification of reviewers

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Anonymous



Care Home a rating of 5 stars

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## **This is a lovely home**

My mum is really well looked after here - the staff are very friendly and always willing to help, and the place is lovely. Its very cosy and feels homely. Theres no smell and its very clean. The food is also pretty good. I would recommend the home to anyone as my mums health has actually gotten better since shes been at the home.

Visited in April 2013. Posted on 13 June 2013

[Report as unsuitable](#)

# Sample Care Home (40 beds)

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- 15 websites searched
  - 9 reviews across 6 sites (8 positive, 1 negative)
- ...does not meet all CQC standards (2013)
  - But only 5/15 sites highlight this
  - 1 site shows old CQC 3\* rating
- Staff member jailed for wilful neglect in 2011

# **TOWARDS BETTER INFORMATION**

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# Fixing reviews

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- One site – or many?
- Who should aggregate information?
  - And how?
- Which providers?
- Industry best practice
  - To reduce or indicate bias
  - To reduce perverse incentives to game system
  - To verify sources

# Verified reviewers (customers only)

**reevoo**   [Join](#)

Digital Cameras | Laptops | Mobile Phones | Tablet PCs | TVs | Washing Machines | More products ▾

Home > All products > Tablet PCs > Screen size : 7.9 > Apple > Apple iPad Mini WiFi 16GB

Apple iPad Mini WiFi 16GB reviews: iOS 7.9" Hand-held Tablet computer

Customer reviews | Price comparison | Expert reviews | Product details

Some customer reviews of Apple iPad Mini WiFi 16GB

**The most helpful favourable review**

**Christine, Andover**  
11 Nov 2012  
9.0 out of 10

+ thrilled overall with the ipad mini, very nice to hold and to look at, the performance is very good. Also having Siri is a nice touch. In my opinion the best small...

- The price is a bit high but it is the best quality small tablet I have found. There are no other negative points I can think of.

[Read Christine's full review](#)

**The most helpful critical review**

**Michael, Darlington**  
17 May 2013  
6.0 out of 10

+ For an apple device user it's a massive help having a full scale web browser and place to store all my music and recordings

- Lack of hi-def screen, slicking point however smooth when viewir

**Stuart, Glasgow**  
Business user  
9.0 out of 10

+ Excellent size a lot easier to use than all the function but a bit slow

- You need to manually bit slow

Was this review helpful?

**feefo**   [Home](#) [Pricing](#) [Demo](#) [Contact](#) [Client sign in](#)

Date	Supplier	Description	Rating	Customer Review
5 Second(s) ago	notonthehighstreet.com	Personalised Christening Card	Service + Product -	Service rating : Okay Product : Not worth the money, could have got a better looking card on moonpig. Disappointed with finished product.
8 Second(s) ago	The Wool Company	Tartan Lambswool Throws & Cushions	Service ++ Product ++	Service rating : Quick and easy. Goods delivered speedily. Product : Just what I wanted. A good looking throw which is nice quality and warm. Thank you.
10 Second(s) ago	Jacke blau L	Jacke blau L	Service - Product +	Service-Bewertung : Ich weiß nicht ob ich das wirklich als schlecht ansehen würde, weil sich das auf diese artikel beziehen.Und zwar wenn mehrere Größen noch zur auswahl sind und ich als Kunde wegen Größengrenze feststelle das ich zum Beispiel sowohl Gr. L oder XL tragen kann,un... <a href="#">Read more</a>
10 Second(s) ago	Jacke blau M	Jacke blau M	Service ++ Product ++	Very happy
10 Second(s) ago	Jacke blau S	Jacke blau S	Service ++ Product ++	
10 Second(s) ago	ECK -	ECK -	Service ++ Product +	Service rating : The quality of clothing is always good and the speed of service is good. Product : I bought this for my husband, it fits well and looks good on him , good all round, everyone is happy.

**TRUSTPILOT**   [Categories](#) | [Log in](#) | [Sign up](#)

**iflorist reviews**

Acceptable **6.6** from 0 - 10

5050 Trustpilot review(s) | Latest review 6 minutes ago

**Nick Thorne**  
Jersey, GB  
1 Review

★★★★★ 6 minutes ago

**Simple to chose and order flowers from this online flower seller.**

I was looking for a reasonable price and a simple order process to quickly send some flowers to a loved one's funeral in London. Came across this site and it fitted my requirements exactly.

**iflorist Details**

**INTERNET SHOPPING IS SAFE**  
**ACCREDITED RETAILER**

**About this company**

As the fastest growing florist network in the UK we are constantly striving for excellence. Proof of our 100% satisfaction guarantee is that we openly invite our customers to review the experiences they have had with iflorist. Our overwhelmingly positive reviews mean that iflorist is ranked number 1 in the UK for customer satisfaction in the online florists category. We are proud to announce that our parent company Colonial Gifts have won The Queen's Award for Enterprise for outstanding achievement in International Trade.

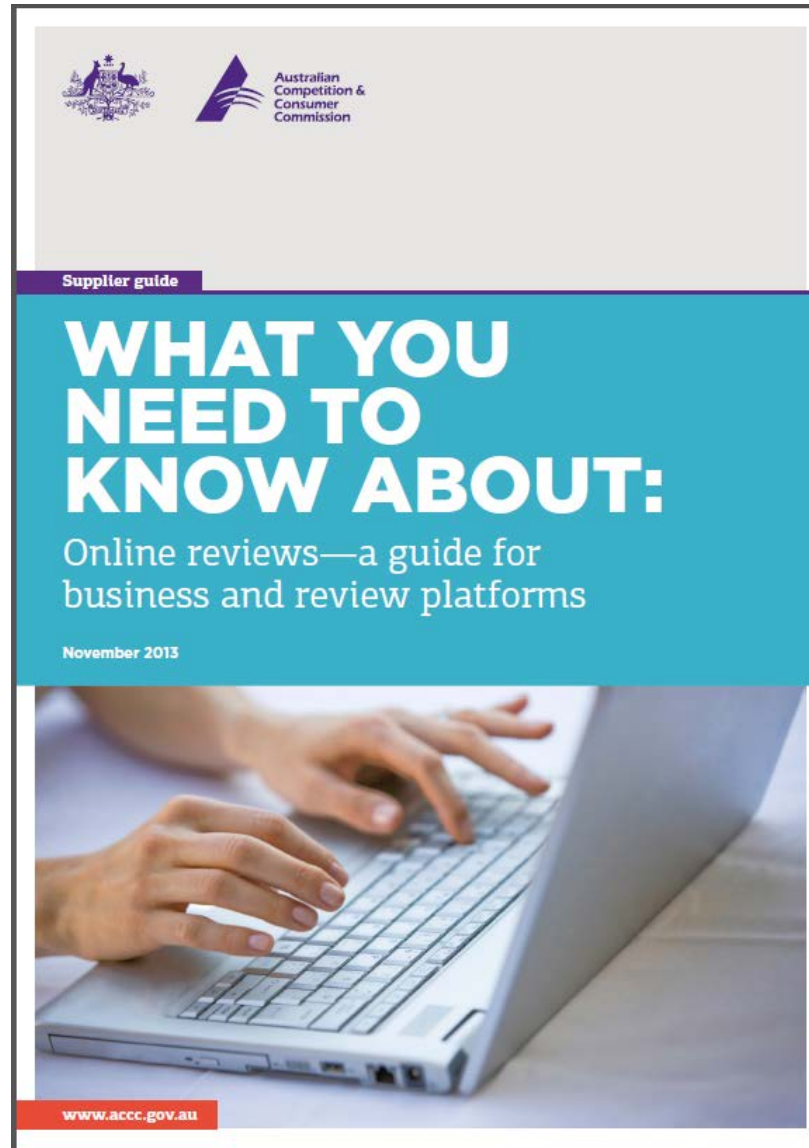
**Leigh Glickman**  
2 Reviews

★★★★★ 54 minutes ago

**Appealing website, efficient service, great price, great range, everything I wanted :)**

# Consumer Protection

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# Food for thought

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- Online feedback is happening
- User and carer reviews are important
- However, needs to consider specific needs of information seekers
  - Integrate with other channels (including face-to-face)
  - Facilitate 'peer-to-peer' communication
- Improve complaints and whistleblowing processes
- Use by professionals?

# Further research

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- QORU study underway to:
  - Review current initiatives
  - Explore early experiences with volume and publication
  - Review early feedback and links to quality and best practice

## More information

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- TRIGG, L. 2013. Using Online Reviews in Social Care. Social Policy & Administration
- TRIGG, L. 2012. Using Online Reviews in Social Care. PSSRU Discussion Paper 2836 ([www.pssru.ac.uk/pdf/DP-2836-Online-Reviews.pdf](http://www.pssru.ac.uk/pdf/DP-2836-Online-Reviews.pdf))

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