



BA/MA/SA/Group/Lab:

Ranking Review Sites

Reviewers are also just people, and therefore, are subject to personal (and other) biases when scoring products. For each (popular) product we want to buy, there are dozens of reviews written by dozens of people. These reviewers have unique preferences and rate products differently. Therefore, you would need to read each and every review to get a feeling for which reviewer is the most trustworthy and/or whose preferences are closest to your own.

Wouldn't it be much better to just *know* which reviewer/review site best fits your preferences? Then, all it would take is to have a quick look at the conclusion and the rating, and you would be ready to make the purchase or dismiss the product. Can we have a global rating for review sites based on, e.g., rating-coherence and other features? Can we then personalize this global ranking to take your personal preferences into account? Can we



find structure in the data within and across review sites? What about Amazon user reviews? These are just some of the interesting questions we would like to answer.

The goal of this thesis is to solve the above mentioned and other problems to make the process of using review-sites to make buying decisions much faster and hassle-free. The project will almost certainly include the crawling of Web data and data analysis. Furthermore, the ideas should be implemented in an appropriate way (e.g. Android Application, Web Service, etc.) If this sounds interesting to you, do not hesitate to contact us. We already have some ideas on how to approach this topic, but would of course like to hear your input as well!

Requirements: Creativity and an interest in data- collection and analysis. Programming skills are an advantage. The student(s) should be able to work independently!

Interested? Please contact us for more details!

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