

## Networked Societies Assignment 2: Amazon Reviews

### Purpose:

- Understand the review ecosystem on Amazon
- Practice creating different types of online content
- Develop critical thinking about online reviews

### Description

Find two products on Amazon. These products cannot be from a well-known name brand (e.g. Nike, Apple) or for a product that's only sold by one brand (e.g. Red Dead Redemption, Converse sneakers). Products that are somewhat generic and frequently bought on Amazon like vitamins, supplements, tools, household needs, kitchen gadgets, generic tech accessories, etc. are a good bet.

For each product:

- Read the reviews
- Try to determine whether the reviews are “real” or “fake”
- Some giveaways: many reviews use the same specific phrases; positive reviews are published at the same time; reviewers have reviewed multiple products from the same brand.
- Write a paragraph or two summarizing your conclusions.

Now, look up the same two products on Fakespot (<https://www.fakespot.com/>) and/or ReviewMeta (<https://reviewmeta.com/>), sites which aggregate and analyze reviews for Amazon products, attempting to tell which reviews are “real” and which reviews are “fake”.

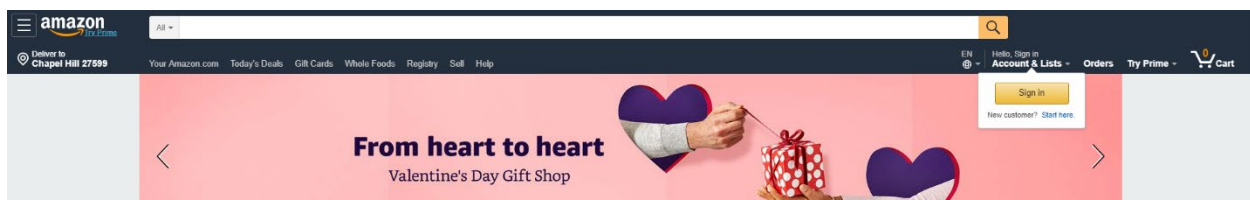
- Does this site agree or disagree with your conclusions?
- Write a paragraph summarizing what you found (for each product)

Finally, write a review for something you own that's sold on Amazon. Screenshot the review and add it to your paper. Write another paragraph about the experience of reviewing (did you learn anything? Have you done it before? How has what you've learned about reviews/FBA affect how you reviewed?). Compare your review to the other reviews.

Approx 3 pages, due on Sakai 2/12/19 at 11am

### Writing Amazon Reviews

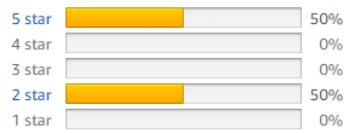
- 1) Sign into Amazon



2) Navigate to the product page. Click “write a customer review”

## 2 customer reviews

★★★★☆ 3.4 out of 5 stars



### Review this product

Share your thoughts with other customers

Write a customer review

### Showing 1-2 of 2 reviews

Top Reviews



Allcountryatheart

★★★★★ Had to buy this... literally no choice!

September 2, 2016

Format: Paperback | Verified Purchase

I had to buy this for my college class...

2 people found this helpful

Helpful

Comment | Report abuse



Amazon Customer

★★★★☆ Shipped on time and the seller was great!

October 4, 2017

Format: Paperback | Verified Purchase

Not a very exciting book to read. Very confusing. Shipped on time and the seller was great!

Helpful

Comment | Report abuse

[See both reviews >](#)

Write a customer review

3) Write your review in a Word doc/pages/text file etc. so you don't lose it if Amazon crashes. Enter your review into the Review field. Give it a star rating; feel free to add a photo.

alicetlara Edit

### Create Review

Custodians of the Internet: Platforms, Content Moderation, and the Hidden Decisions That Shape Social Media

Overall rating  
☆☆☆☆☆

Add a photo or video  
Shoppers find images and videos more helpful than text alone.

Add a headline  
What's most important to know?

Write your review  
What did you like or dislike? What did you use this product for?

Submit

4) Click “submit”

5) It can take a few days for your review to be published. Check back and screenshot it when it appears. Add it to your paper.