Never Again "The Pizza was Great!" – Developing Design Principles for Dynamic Review Templates

Online Appendix

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This online appendix provides a comprehensive overview of our constructs, including all items used, the respective Cronbach's alphas, and all control variables with possible answer options. It also includes both groupwise and overall descriptive statistics.

Constructs

1. **Perceived Cognitive Effort** (*Likert Scale: 1 = Strongly Disagree to 7 = Strongly Agree*)

English (items modified from source)	**German** (used in the experiment)	**Source**
To write the review, using this review system took too much time.	Das Schreiben der Rezension mit diesem Kundenrezensionssystem hat zu viel Zeit in Anspruch genommen.	Chen (2017)
To write the review, using this review system took too much effort.	Das Schreiben der Rezension mit diesem Kundenrezensionssystem war mit zu viel Aufwand verbunden.	Chen (2017)
To write the review, using this review system was too complex.	Das Schreiben der Rezension mit diesem Kundenrezensionssystem war zu kompliziert.	Chen (2017)

Cronbach's alpha = 0.89

2. **Perceived Impact** (*Likert Scale: 1 = Strongly Disagree to 7 = Strongly Agree*)

English (items modified from source)	**German** (used in the experiment)	**Source**
The review created with this review system makes it easier for others to choose a restaurant.	Die mit diesem Kundenrezensionssystem erstellte Rezension erleichtert es anderen, sich für ein Restaurant zu entscheiden.	Yoo & Gretzel (2008)
The review created with this review system makes it easier for others to imagine the restaurant.	Die mit diesem Kundenrezensionssystem erstellte Rezension erleichtert es anderen, sich das Restaurant vorzustellen	Yoo & Gretzel (2008)

Cronbach's alpha = 0.79

3. **Usability** *(Likert Scale: 1 = Strongly Disagree to 7 = Strongly Agree)*

English (items modified from source)	**German** (used in the experiment)	**Source**
The layout of the review system is clear and consistent.	Das Layout des Kundenrezensionssystems ist übersichtlich und eindeutig.	Hong et al. (2002)
It was easy for me to use the customer review system.	Für mich war es einfach, das Kundenrezensionssystems zu nutzen.	Wixom and Todd (2005)

Cronbach's alpha = 0.73

4. Intention to Use (*Likert Scale: 1 = Strongly Disagree to 7 = Strongly Agree*)

English (items modified from source)	**German** (used in the experiment)	**Source**
I would like to use this review system again.	Ich möchte dieses Kundenrezensionssystem wieder verwenden.	Chen (2017)
I would like this review system to be introduced across the board.	Ich möchte, dass dieses Kundenrezensionssystem flächendeckend eingeführt wird.	Developed for this Study

Cronbach's alpha = 0.87

Control Variables

1. **Age** *(Input Field)*
   Only positive integer values were permitted.

2. **Gender** (Dropdown)

English	German (used in the experiment)	Source
Gender:	Geschlecht:	Developed for this Study
Answers:	Antworten:	
- Female	- Weiblich	
- Male	- Männlich	
- Other	- Divers	
- Not Stated	- Keine Angabe	

3. **Mobile** *(Device used to write the review)*
   Stored automatically via JavaScript.

4. **Familiarity with Writing Reviews** (Dropdown)

English	German (used in the experiment)	Source
How often do you write online reviews?	Wie oft schreiben Sie Rezensionen?	Developed for this Study
Answers:	Antworten:	
- Daily	- Täglich	
- Weekly	- Wöchentlich	
- Monthly	- Monatlich	
- Quarterly	- Vierteljährlich	
- Yearly	- Jährlich	
- Less than yearly	- Weniger als Jährlich	
- Never	- Niemals	

5. **Familiarity with Reading Reviews** (Dropdown)

English	German (used in the experiment)	Source
How often do you read online reviews?	Wie oft lesen Sie Kundenrezensionen?	Developed for this Study
Answers:	Antworten:	
- Daily	- Täglich	
- Weekly	- Wöchentlich	
- Monthly	- Monatlich	
- Quarterly	- Vierteljährlich	
- Yearly	- Jährlich	
- Less than yearly	- Weniger als Jährlich	
- Never	- Niemals	

Descriptive Statistics

	DRT Treatment (n = 65)				Google Template Treatment (n = 63)				Difference in Means	Overall (n = 128)			
	Mean	D	Min	Max	Mean	SD	Min	Max		Mean	SD	Min	Max
Main Variables													
Number of Aspects	7.54	5.00	0	22	3.56	2.74	0	11	+3.98***	5.58	4.43	0	22
Number of Topics	7.89	1.99	1	9	4.48	1.38	3	9	+3.41***	6.21	2.42	1	9
Perceived Cognitive Effort	2.64	1.20	1	5.67	2.75	1.46	1	6.33	-0.11	2.70	1.33	1	6.33
Perceived Impact	5.72	0.96	2.5	7	5.58	1.04	2	7	+0.14	5.65	1.00	2	7
Time Spent (in seconds)	163	124	25	744	147	138	16	709	+16*	155	131	16	744
Time per Aspect	29.20	28.34	6.47	166.30	48.11	76.17	8.19	576.80	-18.91**	38.41	57.43	6.47	576.80
Usability	5.80	0.90	3.50	7	5.98	0.82	3.5	7	-0.18	5.89	0.86	3.50	7
Intention to Use	4.88	1.38	1	7	5.00	1.02	2.5	7	-0.12	4.94	1.21	1	7
Control Variables													
Age	39.80	13.04	18	74	39.87	11.51	18	71	-0.07	39.84	12.26	18	74
Gender	1.51	0.50	1	2	1.63	0.49	1	2	-0.12	1.57	0.50	1	2
Mobile	0.42	0.50	0	1	0.56	0.50	0	1	-0.14	0.48	0.50	0	1
Familiarity with Writing Reviews	4.34	1.61	1	7	4.19	1.69	2	7	+0.15	4.27	1.65	1	7
Familiarity with Reading Reviews	3.94	1.42	1	6	4.03	1.24	1	6	-0.09	3.98	1.33	1	6

*** p<0.01, ** p<0.05, * p<0.1. Statistical significance for differences between DRT treatment and Google template treatment are based on a one-sided t-test (Number of Aspects, Number of Topics, Time Spent (in seconds), Time per Aspect), a two-sided t-test (Age), based on a Wilcoxon rank-sum test for (Perceived Cognitive Effort, Perceived Impact, Usability, Intention to Use, Familiarity with Writing Reviews, Familiarity with Reading Reviews), and Chi-Square test (Gender (1 = Female, 2 = Male, 3 = Other, 4 = Not Stated), Mobile (0 = Mobile Device, 1 = Desktop Computer)).

References

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