|  |  |
| --- | --- |
| Variable | Explanation |
| product\_id | ASIN or when SonyWeb, the review stemmed from Sony’s Website |
| title | review title |
| author | review writer |
| date | date on which review was posted |
| Platform | Website |
| Ver.purchase | Verified purchase =1, no verified purchase = 0 |
| stars | Rating |
| Rev.text | Initial raw review text (excl. header/ title) |
| Product | Products from which reviews stem |
| Product2 | Same as “Product”, but headphones “15AP” & “15LP” are merged into category “15LP\_AP”, since there is no separation for them on Sony’s websites, since they are basically identical with the exception of an integrated microphone. |
| Country | Country of website from which review stemmed |
| Individualism | Hofstede’s Individualism score |
| Incentivised | 0=Not incentivised on Amazon UK, US or CA  1=Vine program participant on Amazon UK, US or CA who received product for free  NA= Review stemmed from Sony’s website or Amazon IN which do not have such a scheme |
| text | Merged title & rev.text, grammar and spelling corrections were only undertaken on this column |
| Sent.ave\_sentiment | Sentiment score for review |
| Indiv | Scaled version of Individualism |
| Rank | 1=Top10’000 reviewer on Amazon UK, US or CA  2=not Top10’000 reviewer Amazon customer on Amazon UK, US or CA  0=Review from Sony’s Website or Amazon IN |