|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | | | | | |
|  | Dependent variable: | | | | |
|  |  | | | | |
|  | NumHelpful | | | | |
|  | Base | Base\_FE | Text | Text\_FE | Text\_FE\_C |
|  | | | | | |
| AvgRatingStarsThisUser | -0.101\*\*\* | -0.175\*\*\* |  |  | -0.170\*\*\* |
|  | (0.019) | (0.018) |  |  | (0.022) |
| Rating\_Deviation | 0.296\*\*\* | 0.239\*\*\* |  |  | 0.237\*\*\* |
|  | (0.032) | (0.027) |  |  | (0.027) |
| log(WC) | 0.642\*\*\* | 0.376\*\*\* |  |  | 0.380\*\*\* |
|  | (0.033) | (0.029) |  |  | (0.033) |
| Not\_Disclosure | -0.479\*\*\* | -0.305\*\* |  |  | -0.309\*\* |
|  | (0.158) | (0.126) |  |  | (0.126) |
| women | -0.235 | -0.248\* |  |  | -0.251\* |
|  | (0.154) | (0.127) |  |  | (0.127) |
| MidAge | -0.196 | -0.228 |  |  | -0.233 |
|  | (0.179) | (0.145) |  |  | (0.145) |
| OldAge | -0.376\* | -0.270\* |  |  | -0.273\* |
|  | (0.199) | (0.164) |  |  | (0.164) |
| angry |  |  | 0.291\*\*\* | 0.199\*\*\* | -0.009 |
|  |  |  | (0.069) | (0.059) | (0.063) |
| anxious |  |  | 0.206\*\*\* | 0.149\*\*\* | 0.074\* |
|  |  |  | (0.049) | (0.037) | (0.038) |
| readability |  |  | 0.025\*\*\* | 0.011\*\*\* | 0.001 |
|  |  |  | (0.005) | (0.004) | (0.004) |
| sentiment |  |  | 0.014\*\*\* | -0.019\*\* | -0.001 |
|  |  |  | (0.007) | (0.007) | (0.007) |
| Constant | -3.463\*\*\* | -0.076 | -1.324\*\*\* | 1.474\*\*\* | -0.104 |
|  | (0.245) | (0.455) | (0.050) | (0.458) | (0.462) |
|  | | | | | |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | | | | |
|  | Dependent variable: | | | |
|  |  | | | |
|  | AvgRatingStarsThisUser | | sentiment | |
|  | ordered | | OLS | |
|  | logistic | |  | |
|  | Base | Base\_C | Base | Base\_C |
|  | | | | |
| sentiment | 0.366\*\*\* | 0.451\*\*\* |  |  |
|  | (0.007) | (0.009) |  |  |
| log(WC) |  | -1.550\*\*\* |  | 2.085\*\*\* |
|  |  | (0.035) |  | (0.037) |
| Not\_Disclosure |  | 0.279\* |  | 0.135 |
|  |  | (0.147) |  | (0.186) |
| women |  | 0.438\*\*\* |  | 0.070 |
|  |  | (0.138) |  | (0.172) |
| MidAge |  | 0.088 |  | -0.0001 |
|  |  | (0.164) |  | (0.207) |
| OldAge |  | 0.140 |  | 0.350 |
|  |  | (0.175) |  | (0.217) |
| factor(AvgRatingStarsThisUser)2 |  |  | 1.136\*\*\* | 1.401\*\*\* |
|  |  |  | (0.120) | (0.103) |
| factor(AvgRatingStarsThisUser)3 |  |  | 2.950\*\*\* | 3.311\*\*\* |
|  |  |  | (0.108) | (0.096) |
| factor(AvgRatingStarsThisUser)4 |  |  | 4.656\*\*\* | 5.073\*\*\* |
|  |  |  | (0.101) | (0.094) |
| factor(AvgRatingStarsThisUser)5 |  |  | 5.108\*\*\* | 5.783\*\*\* |
|  |  |  | (0.098) | (0.094) |
| Constant |  |  | -0.221\*\* | -9.015\*\*\* |
|  |  |  | (0.086) | (1.115) |
|  | | | | |