A few general pointers: a good review identifies both strengths and weaknesses in a manuscript. The best reviews distinguish major points from minor points in their identification of the weaknesses, and, ideally, provide the authors with directions on how to remedy them. Some specific areas you could focus on are:

1. What do you think is the paper's main result? R p10 ; p4
2. According to the authors, how does their main result extend prior literature? Do you find their arguments convincing?
3. What do you think of the empirical evidence? Does it support the authors' claims entirely or are there important alternative explanations?
4. How would you suggest improving the paper? Would it benefit from theoretical refinement? Additional empirical evidence? What sort of refinement or experimental designs would help?



P9有毒。好书不应该就是贵一点么？

Time variant of good review and bad review

25p selection bias

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Summary:

This article is focusing on figuring whether a **free content provision** can help sellers to build up online reputation and further become successful.

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Background:

The previous literature shows that: A good online reputation makes a seller successful. However, new sellers face the challenge of cold start, since the hardness of building reputation over the products that already gained traction in the market. Whereas, free content provision can be a useful tool for sellers to gain reviews or online reputations, either good or bad.

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Propose Questions:

Therefore, the author needs to answer following questions to examine the true effect of free content provision on reputation and successfulness: What are the relationships between free content provision and reputation, unilateral or bilateral? Is this impact positive, or negative while comparing to those e-books at certain positive price?

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Check more literatures related to authors’ research

In order to solve questions above, the author divides the impacts of free content provision into two aspects, cross-consumer and within-consumer. On the one hand, for across-consumer effects, previous literature proves that there exist self-selection effects: lower preference consumers induced by the free price, tend to rate the e-book worse since they comparably don’t like it initially. On the other hand, for within-consumer effects, some say the same consumer should rate better when view it as a gift; other say the review could be worse, as higher price often means higher quality. It seems that we cannot easily draw any conclusions without performing some empirical studies.

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Data

In order to build up empirical models, the author collect two complementary datasets. One is a panel dataset of 4 single months across 4 years (2015-2018) on *Smashwords*, a leading self-published e-book distributor website. The data contains the characteristics of the books, numbers of reviews and average rating, and author traits. This dataset is used for testing the relationship between free content provision and reputation. The other dataset is taken from the last wave of data and contains detailed ratings and reviews. It can be used to identify the features of the impacts.

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Methods:

The methods when identifying the relationship between free content and reputation include linear regression with e-book, platform, fixed effects and time varying controls and conditional fixed effects logit model. The methods applied on review level additionally include text-based sentiment model and lasso-method to choose word phrase and trigrams to avoid overfitting. The author also used linear regression predicted rating as dependent variable to summarize the net effect of selection.

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Results:

Based on methods above, the author obtained following results:

1. Free content receives 0.05 to 0.06 lower ratings (scales 0 to 5) compares to when it is offered at a positive price. This negative effect can be explained by the selection effect.
2. The reviews contents are processed by Natural Language Processing with lasso-regression, the characters length and generated sentiment score are lower when the content is offered free.
3. The rating distribution on free content is 5 to 6 percent more dispersed when compared to paid contents. This is marked by absolute deviation of a book rating to overall average rating of the same book.
4. On reviewer’s characteristics side, female reviewers, reviewers with previous same author reviews, or with higher mean ratings, have on average higher ratings on the new content. However, this effect drops by half in size when the e-book is free.

To summarize the main results in a take home note: Free content provision makes a seller gain more early stage reviews and reputation, as a tradeoff of decreased and unstable rating and worse sentiment.

Basic assumptions

The article has shown a concisely deductive procedure on developing the theories on four major aspects. The basis of the theories is established on three assumptions:

1. The trend variable, the time an e-book has spent on the market can capture the unobserved time-varying factors on level of an e-book.
2. the month-year fixed effects and wave fixed effects can control seasonal effects and overall changes on the platform level.
3. Noise signal $s\_i$ (a utility) has positive correlation with
4. The selection bias is the main reason account for the rating decrease

P3 more basic assumptions.

and the analysis in section 5.3 lends support to the hypothesis that the observed effect is explained by an across-consumer selection effect. After controlling for observed characteristics of reviewers, the remaining effect of offering content for free is statistically not different from zero.