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?
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?

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* free content provision as a strategy for content providers to solve the cold-start problem of building up an online reputation.

P9有毒。好书不应该就是贵一点么？

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Summary:

This article is focusing on figuring whether a **free content provision** can help a seller 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. New sellers face the challenge of cold start, since the hardness of building reputation over the products that already gained traction in the market. However, 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 relationship 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 results of free content provision into two aspects. On the one hand, for across-consumer effects, previous literature proves there exists self-selection effects: lower preference consumers induced by the free price, tend to rate the e-book worse since they don’t like it initially. On the other hand, for within-consumer effects, some say the same consumer should rate better since it’s a gift; other say the review could be worse, as higher price often means higher quality. It seems we cannot easily conclude a result without performing any empirical study.

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Data

The author collect data on 4 months across 3 years observation on some website to investigate the true effect of free content provision.

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Results:

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 regarding to endogeneity concern:

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 (a utility) has positive correlation with