How Managers Sense and Seize “Hyped” Technologies: A Case of Online Consumer Reviews

A rapid proliferation of online consumer review systems has become common in diverse industries, such as tourism (Xiang and Gretzel 2010), box office movies (Duan, Gu, and Whinston 2008; Dellarocas, Zhang, and Awad 2007), online books (Chevalier and Mayzlin 2006; Chen, Wu, and Yoon 2004), and video games (Zhu & Zhang 2010). These online review platforms, such as Yelp, TripAdvisor, and Google Reviews, have become important sources of information for consumers regarding the quality of various goods and services (Chevalier and Mayzlin 2004). These user-generated reviews generate Big Data for sentiment analysis including: analysis of a person’s attitude, judgment, evaluation and affective state. This has increased awareness and acceptance as a method of generating value to businesses (Rapp, Beitelspacher, Grewal, and Hughes 2013). Many organizations are utilizing online reviews as a marketing tool (Dellarocas 2003), and the popularity of online reviews has increased acknowledgement of the potential of social media to provide the organization with information, resources, and networks (Constantinides and Fountain 2008).