Empirical Insights Into Online Company Valuation Platforms

Raoul Könsgen and Mario Schaarschmidt

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EMPIRICAL INSIGHTS INTO ONLINE COMPANY VALUATION PLATFORMS

- Reviews about products, restaurants, doctors and companies.
- Two broad issues
  - Generating factors
  - Consequences
- Discrepant reviews
- Job seekers
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1. Discrepant reviews
   - Php web crawler
   - 25,827 online reviews
   - Title, description and numeric assessment
   - Sentiment analysis
   - Deviation of reviews and Levene’s test

2. Consequences on job seekers
   - Between subject design experiment with job seekers (n=320)
   - Factor level of discrepant reviews (low vs. high)
   - Company trustworthiness and intention to pursue employment