

# Empirical Insights Into Online Company Valuation Platforms

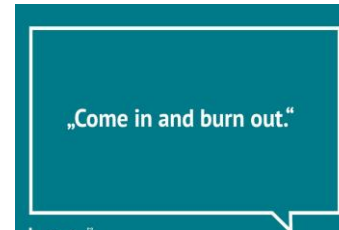


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# EMPIRICAL INSIGHTS INTO ONLINE COMPANY VALUATION PLATFORMS

- Reviews about products, restaurants, doctors and companies.
- Two broad issues
  - Generating factors
  - Consequences
- Discrepant reviews
- Job seekers



# EMPIRICAL INSIGHTS INTO ONLINE COMPANY VALUATION PLATFORMS

## 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