YOU ARE HOW YOU RATE: PERSONALITY AND ONLINE RATING BEHAVIOR

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Abstract

In this study, the authors examined the different online rating behavior patterns in terms of personality traits, especially the five-factor model (FFM). Moreover, the self-organizing map (SOM) approach in the framework of unsupervised machine learning is proposed to explore the hidden behavior patterns for the non normally distributed data sets (before and after the log data transformation). The main findings of this study suggest that (1) Unlike offline context, the group differences among online reviewers giving different rating scores can be found in the personality traits emotional stability and extraversion. (2) The SOM approach can be applied to reveal the hidden patterns of high dimensional data sets, in addition to other statistical analysis.

Keywords: *Online rating behavior; five-factor model (FFM); self-organizing map (SOM)*

Track: Consumer Behaviour