Examining the Perceived Credibility of Online Opinions: Information Adoption in the Online Environment

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Abstract

The internet has revolutionized the way people and consumers share and acquire knowledge. Web-based technologies have created numerous opportunities for electronic word-of-mouth (eWOM) communication and online interpersonal influence. This phenomenon impacts online retailers as this easily accessible information could greatly affect the online consumption decision. It is worthwhile to examine the extent to which opinion seekers are willing to accept and adopt online comments and which factors encourage adoption. This research investigates the factors affecting information adoption of online opinion seekers in online forums, based on the information adoption model. The model is then tested quantitatively by using a sample of 154 users who have experience within the online community, Openrice.com. Users were required to complete a survey regarding comments taken from the virtual sharing platform. The data reflected several elements that determined users' adoption level. The results provide support to the research model. Implications for both researchers and practitioners are provided.

Keywords: Information adoption, electronic word-of-mouth (eWOM), argument quality, source credibility, online community, online shopping

1. Introduction

Traditional word-of-mouth (WOM) has proven to play a major role in consumer buying decisions by influencing consumer choice [1] [15] [27] [28], as well as post-purchase product perceptions [7]. Past research has also illustrated that WOM is more effective than traditional marketing tools of personal selling and conventional advertising media [15]. It has therefore for long been an important element for marketing researchers and practitioners. New internet technologies have created a revolutionary new platform which allows consumers to not only obtain information related to goods and services from the few people they know, but also from a vast, geographically dispersed group of people, who are familiar with related products or services [19]. The online platform also enables consumers to make price and quality comparisons quickly. Forums, online communities, newsgroups and chat rooms are just a few examples of this medium. Within the online community, customers provide information about themselves during their participation. Opinions on products and companies can either be read directly from user reviews or asserted through the transcripts of community dialogues. By expressing their feelings regarding products or services through these virtual opinion platforms, users extend their personal influence into cyberspace as electronic word-of-mouth (eWOM).

Similar to WOM, past research has shown that eWOM may have higher credibility, empathy and relevance to customers than sources of information created by marketers on the web [6]. Armstrong and Hagel [2] proposed that commercial enterprises should try to organize online communities rather than simply advertising on the Internet. Existing research indicates how great of a potential impact eWOM can have on the consumer decision process. For both marketing researchers and practitioners, investigating this phenomenon of information sharing in online communities is essential given the increasing number of consumers using them as sources of product information. Discerning the most motivating aspects of information adoption in particular, could help electronic marketers better promote their brand and

presence on the net. Moderators of online communities may also benefit from this study by seeing how to better manage their website for facilitating information adoption and electronic word-of-mouth. The objectives of this study are to investigate how eWOM in the virtual opinion platform affects a persons' consuming decision by discovering which factors encourage information adoption.

2. Theoretical Background

Online communities are becoming a force for accumulating opinions and information from a geographically dispersed group of people facilitating knowledge and information transfer all over the world [19]. In this section, we will first provide an overview of the literature on electronic word-of-mouth and how it influences purchasing decisions. We will then discuss the Information Adoption Model.

2.1 Electronic Word-of-Mouth (eWOM)

Electronic word-of-mouth communication refers to any positive or negative statement made by potential, actual , or former customers about a product or company, which is made available to a multitude of people and institution via the Internet. It can be exchanged via the Internet through a variety of means such as e-mail, instant messaging, homepages, Blogs, listservs, forums, online communities, newsgroups, chat rooms, hate sites, review sites and social networking sites [17]. These examples of new online media create a situation where it is almost difficult for consumers to browse the internet without being exposed to eWOM in some form and make the task of sharing ones' opinion about products and brands far easier. eWOM could be considered as the extension of traditional interpersonal communication into the new generation of cyberspace. It has been the focus of a great deal of marketing and consumer research, specifically how eWOM influences consumption. Stauss [30] [31] discussed some threats and opportunities for businesses brought about by the rise in online customer articulations. An experimental study of consumers' use of online recommendation sources from [28] showed that eWOM influences product choice.

Researchers are also interested in investigating the motives for seeking eWOM and for sharing or articulating the eWOM [17], providing implications for marketers to better understand online consumer behavior. The above studies spell out the reality that eWOM has become a permanent element of the online marketing mix by contributing a great deal to the purchasing decisions of online consumers.

2.2 Information Adoption Model

Although eWOM creates a basic information transfer, the actual impact of the information received may vary person to person. The same content can engender very different responses in different recipients [9], depending on the recipients' perceptions, experience and sources. This has led researchers to gain interest in the information adoption process, which is of course, the internalization phase of knowledge transfer, in which explicit information is transformed [25].

In the past two decades, there are plenty of studies on the adoption of information systems/technologies [20][21]. Adoption theories describe the processes people will face when they receive ideas, information, or technologies. Intention to adopt a technology is based on one's belief about the consequences of adoption and his/her valuation of these consequences. Applying this concept in the adoption of information, Sussman and Siegal [33] proposed the Information Adoption Model and explained information adoption in terms of information usefulness, source credibility and argument quality. Figure 1 illustrates the Information Adoption Model [33]. This model has been used to examine how individuals incorporate received advice from a computer-mediated communication tool into their actions.

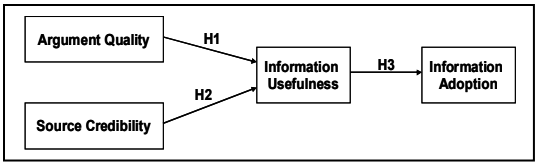

Figure 1. Model of Information Adoption by Sussman and Siegal (2003)

3. Research Model and Hypotheses

Figure 2 depicts the research model of information adoption in an online community. The model is basically an extension of the Information Adoption Model [33], with a specific focus on the determinants of information quality. In this section, the key components of

the research model and their interrelationships are addressed.

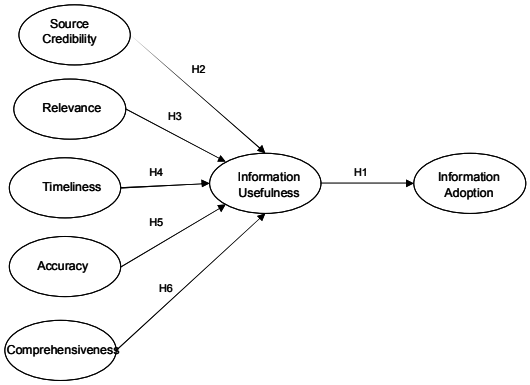

Figure 2. The Research Model

3.1 Information Adoption and Information Usefulness

The current study defines information adoption as the acceptance of information as being true, either consciously or subconsciously and applying that information to an online purchase decision. Online community offers an electronic platform for customers to learn from each others, and for retailers to glean important insights from customers' conversation. These online communication tools are recognized as important sources of information that influence the adoption and use of products and services. However, one distinctive feature of online discussion forum is that the content is generated by a person that customers may never meet. Studies examining customer responses (e.g., information adoption) to this source of information are still very rare.

According to the Information Adoption Model [33], the decision to adopt the information (apply the information to an online purchase decision) is determined by customers' perceived usefulness of the information (the postings) in a virtual community. Within the virtual platform, new ideas and opinions about products or services may be articulated. People would carry individual perception of whether these opinions could be useful to help them to make a better buying decision. Therefore, if others think that a comment within an online community is useful, they will have greater intention of adopting the comment. The perceptions of usefulness of opinions would predict intentions towards adopting that idea.

Hypothesis 1: Messages perceived to contain information of high usefulness will result in higher levels of information adoption than messages perceived to contain information of low usefulness.

3.2 Source Credibility

Source credibility refers to a message recipient's perception of the credibility of a message source, reflecting nothing about the message itself [8]. It is also defined as the extent to which an information source is perceived to be believable, competent, and trustworthy by information recipients [26].

In the online environment, people have almost unlimited freedom to publish and express their feelings towards certain products or services without disclosing his/her real identity. It is therefore left up to users to determine the credibility of the various opinions shared in order to either adopt or reject the information presented. If the consumer thinks that the comments are posted by high-credibility individuals, he/she will then have a higher perception of the usefulness of the comments.

Hypothesis 2: The higher the perceived credibility of a message source, the more useful the message will be perceived to be.

3.3 Argument Quality

Information quality has long been discussed in the context of information systems. With the ability to publish information now in the hands of almost anyone, the quality of some online information will inevitably be diminished. Argument quality refers to the persuasive strength of arguments embedded in an informational message [2]. This is the value of the output produced by a system as perceived by the user [24]. In our context of online opinions, the influencing information is primarily conjecture from individuals rather than authoritative fact; therefore the information quality of an opinion is synonymous with argument quality. Both terms are used throughout the paper to describe the content of online opinions.

When an individual is able and willing to cognitively elaborate on a persuasive communication, the quality of the arguments contained within the communication will determine the degree of informational influence [26]. There are billions of comments within the

virtual opinion platform, all with varying levels of quality. If the consumer cognitively elaborates the comment and thinks that its quality is high, the perception of the comment's usefulness will be higher. However, previous literature [10] [12] suggested that there are plenty of information quality components (or argument quality in this context) to evaluate and different determinants may therefore have different levels of influence over the information usefulness. Table 1 summarizes the key dimensions of information quality. In the current study, we adopted the dimensions proposed by Bailey and Pearson [3]. These four dimensions are also the most widely studied components of information quality.

Reference	Dimensions
Bailey and Pearson [3]	Relevance, timeliness, accuracy, and comprehensiveness
DeLone and McLean [12]	Accuracy, relevance, understandability, completeness, currency, dynamism, personalization, and variety
Doll and Torkzadeh [13]	Content, accuracy, format, and timeliness
McKinney et al [23]	Understandability, reliability, usefulness
Negash et al. [24]	Accuracy, relevance, timeliness, convenience, completeness, entertaining, enjoyable, pleasing, fun, and exciting
Wixom and Todd [33]	Accuracy, completeness, format, and currency

Table 1: Key dimensions of Information Quality

According to Bailey & Pearson [3], ***Relevance*** refers to the degree of congruence between what the user wants or requires and what is provided by the information. Dunk [14] found that relevance as an important element to decision making. ***Timeliness*** refers to the availability of the output information at a time suitable for its use [3]. That requires the information to be current, timely and up-to-date. ***Accuracy*** represents the user's perception that the information is correct [33]. This perception is created through skepticism about certain claims or confirmation of claims that the user knows to be either correct or false. ***Comprehensiveness*** refers to the completeness of the output information content [3]. It means the information should sufficiently fulfill the user's needs, including all necessary values and sufficient breadth and depth.

These dimensions prove to be direct indicators of information quality. As discussed before, information quality has a direct impact on customers' perception on the usefulness of comments in the virtual platform. Therefore, if the consumer cognitively evaluates the comment and thinks that its degree of relevance, timeliness, accuracy and comprehensiveness is high, the perception of the comment's usefulness will be higher.

Hypothesis 3: The higher the perceived relevance of a message, the more useful the message will be perceived to be.

Hypothesis 4: The higher the perceived timeliness of a message, the more useful the message will be perceived to be.

Hypothesis 5: The higher the perceived accuracy of a message, the more useful the message will be perceived to be.

Hypothesis 6: The higher the perceived comprehensiveness of a message, the more useful the message will be perceived to be.

4. Research Design

The research model was empirically tested in a real virtual community, Openrice.com. OperRice.com (www.openrice.com) is an online virtual opinion platform about food and restaurants, which was founded by a group of food enthusiasts in 1999. It shares information about 10,000 restaurants in both Hong Kong and Macau with over 30,000 members. Figure 3 shows the screenshot of the Openrice.com homepage. Within the main page, there are icons with rankings of the top 10 restaurants, the top 100 members and the latest comments. By clicking these icons, users are able to search for restaurants and comments more easily.

Figure 3. Screenshot of Openrice.com

OpenRice.com provides a search engine function, allowing users to search for the particular restaurant or style of food they want. Figure 4 demonstrates the search function of the website. Users are able to search for restaurants

based on cuisine, dishes, price ranges and location of the restaurants, etc.

Figure 4. Screenshot of the search engine of Openrice.com

After selecting a particular restaurant, user comments, rankings and opinions are listed. Figure 5 shows the layout of the comment listing area.

Figure 5. Screenshot of the comments in Openrice.com

4.1 Data Collection and Responses

The target respondents of this study were individuals who have used Openrice.com. A convenience sample was adopted. We distributed an online questionnaire to university students of our university and invited them to forward the questionnaire to their friends and relatives. To increase the response rate, an incentive of three supermarket coupons was offered as lucky draw prizes.

A total of 154 usable questionnaires were returned. The respondents were asked to complete the questionnaire based on their experience with OpenRice.com. Among the respondents, 48% were female and 52% were male. About 59% of respondents were students. The results showed that 86% of respondents attained education level of university or above. Over 70% of the respondents were 19-25 years old, and 21.4% of the respondents were 26-35 years old. Around 45.8% of the respondents had an average monthly income of below $4,000. Most of the respondents visit the website of OpenRice.com mostly to search for suggestions on restaurants (90%) and to inquire on the quality of restaurants (70%). Roughly 75% of the respondents visit OpenRice.com one to five times a month.

4.2 Measures

The measures of the current constructs in the current study are listed in Appendix A. The measures were borrowed from previous studies and were modified to fit the specific context of virtual community. A multi-item approach was used. That means each constructs were measured by a few items for construct validity and reliability. A seven-point Likert scale was used, from strongly disagree (1) to strongly agree (7).

5. Data Analysis and Results

The research model was tested using Partial Least Squares (PLS), a structural modeling technique that is well suited for highly complex predictive models. In this section, we will first examine the measurement model and then assess the structural model by following the two-step analytical procedures [18].

5.1 Measurement Model

Convergent validity indicates the extent to which the items of a scale that are theoretically related to each other should be related in reality. It was examined by use of the composite reliability (CR) and the average variance extracted (AVE). The critical values for CR and AVE are 0.70 and 0.50 respectively [16]. As summarized in Table 2, all CR and AVE values fulfill the recommended levels, with the CR ranges from 0.79 to 0.93 and the AVE ranges from 0.60 to 0.81. For the item loadings, nearly all of them meet the recommended level and are higher then 0.70.

Discriminant validity is the extent to which the measurement is not a reflection of some other variable. It is indicated by low correlations between the measure of interest and the measure of other constructs [16]. Evidence of discriminant validity can be demonstrated when the squared root of the average variance extracted (AVE) for each construct is higher than

the correlations between it and all other constructs. As shown in Table 3, the square root of AVE for each construct is greater than the correlations between them and all other constructs. The results suggest an adequate discriminant validity of all measurements.

Construct	Item	Loading	t-value	Mean	St.Dev
Timeliness	AQT1	0.89	39.19	4.45	1.09
CR=0.92, AVE=0.79	AQT2	0.92	55.69	4.38	1.13
	AQT3	0.85	23.96	4.44	1.23
Relevance	AQR1	0.89	43.47	4.73	0.98
CR=0.92, AVE=0.79	AQR2	0.89	39.38	4.54	1.01
	AQR3	0.88	33.65	4.71	0.94
Information Usefulness	IU1	0.86	41.4	4.45	0.95
CR=0.90, AVE=0.76	IU2	0.86	28.89	4.83	1.01
	IU3	0.89	43.08	4.84	0.99
Information Adoption	IA1	0.80	12.03	4.86	1.03
CR=0.79, AVE=0.65	IA2	0.82	10.51	4.42	1.05
Accuracy	AQA1	0.92	39.96	4.33	1.02
CR=0.93, AVE=0.81	AQA2	0.91	58.28	4.40	0.97
	AQA3	0.87	29.99	4.36	0.99
Comprehensiveness	AQC1	0.83	31.56	4.45	1.17
CR=0.90, AVE=0.68	AQC2	0.80	23.32	4.18	1.12
	AQC3	0.88	50.48	4.42	1.09
	AQC4	0.78	20.08	4.08	1.03
Source Credibility	SC1	0.73	12.13	4.45	1.05
CR=0.86, AVE=0.60	SC2	0.65	9.45	3.76	1.12
	SC3	0.82	21.51	4.30	1.06
	SC4	0.87	35.71	4.36	0.97
Note: CR-Composite Reliability, AVE-Average Variance Extracted					

Table 2: Psychometric Properties of Measures

	AQT	AQR	IU	IA	AQA	AQC	SC
Timeliness (AQT)	**0.89**						
Relevance(AQR)	0.48	**0.89**					
Information Usefulness(IU)	0.40	0.66	**0.87**				
Information Adoption(IA)	0.28	0.61	0.58	**0.81**			
Accuracy(AQA)	0.48	0.65	0.63	0.55	**0.90**		
Comprehensiveness (AQC)	0.43	0.61	0.77	0.48	0.65	**0.83**	
Source Credibility(SC)	0.35	0.64	0.54	0.50	0.67	0.50	**0.77**
Notes: Shaded diagonal elements are the square root of AVE for each construct. Off-diagonal elements are the correlations between constructs.							

Table 3. Correlation Matrix and Psychometric Properties of Key Constructs

5.2 Structural Model

Figure 6 shows the overall explanatory power, estimated path coefficients (all significant paths are indicated with asterisks), and associated t-values of the paths of the research model. By using the bootstrap resampling procedure, tests of significance for all paths were performed.

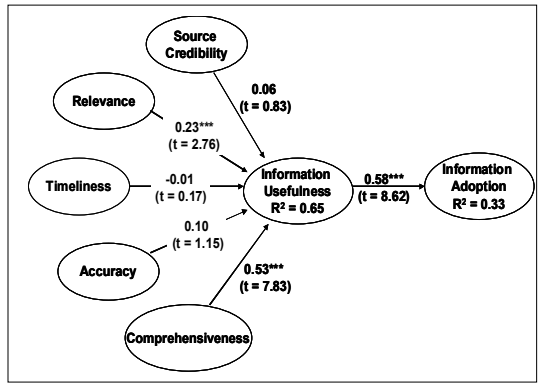

Figure 6. Result of the Research Model (Note: *p<0.10, **p<0.05, ***p<0.01)

The results illustrate that the exogenous variables explain 65% of the variation in Information Usefulness (IU) and 33% of the variance in Information Adoption (IA). Not all of the structural paths were found to be statistically significant in the research model. According to the statistics, hypotheses 1, 3 and 6 were indicated to be significant. The two dimensions of information quality, Relevance and Comprehensive are found to have significant impact on Information Usefulness, with path coefficients at 0.23 and 0.53 respectively. Information Usefulness also has significant positive impact on Information Adoption, with path coefficient of 0.58. On the other hand, Source credibility, Timeliness and Accuracy do not bring any significant impact over Information Usefulness.

6. Discussion and Conclusion

The principle objective of this study is to investigate the factors which affect information adoption of online opinion seekers within the online environment. The research model is built on the theoretical model of information adoption by Sussman and Siegal [32]. Resulting relationships between information adoption, information usefulness, relevance, comprehensiveness, source credibility, accuracy

and timeliness are discussed in the following section.

6.1 Discussion of the Findings

In this study, it is shown that information adoption within online communities is highly affected by the influencing role of information usefulness. This result is quite consistent with the findings of previous research which conclude that usefulness is a key construct in adoption behaviors [32]. Additionally, this study investigated the precursors to informational usefulness (source credibility and information quality), with an even more in depth analysis of the components of information quality. Again, these components were relevance, timeliness, accuracy and comprehensiveness. The study sought to determine the influential impact these components had in constructing perceived information quality. As a result, we found that source credibility and the four dimensions of information quality explained 65% of the variance for information usefulness. Among them, relevance and comprehensiveness are found to have significant impact on perceived information usefulness, with comprehensiveness having the strongest effect. When focusing on the content of the comments, it is not difficult to understand that relevant and comprehensive information is essential for the users to determine the quality of the argument. Thus, the more complete and relevant the information provided, the more it will satisfy the users' requirements.

Source credibility, accuracy and timeliness were not found to impact information usefulness as much as relevance and comprehensiveness. Source credibility did not play a significant role in influencing information usefulness in this study. Openrice.com itself does not require any certification from its users in order to post comments, nor do the signatures of comments provide any clue as to their source. It was left up to users to discern from individual signatures the source of the comment. Even with that, it would have been quite difficult for users to evaluate whether the comment was posted by an expert, a child or a chef. It could simply be that in this example of Openrice.com, not enough clues were present for users to speculate as to the source of the comment, making it less relevant to their evaluation of comment usefulness. Source credibility may prove to be more helpful in determining information usefulness when there is more indication of who the posters are and who they represent. Similarly, accuracy was another dimension of information quality that may have been difficult for users to evaluate within the online community. The previous discussion about perceived accuracy stated that there was required confirmation or disconfirmation of things the user knows to be as definitely true or definitely false within the comment. If part of the comment matched what the user already knew to be factual, they would be more inclined to deem the rest of the comment as accurate. In the context of OpenRice.com, if there was a comment about a restaurant they had never been to, it would be unlikely for them to know whether any or all of the comment is factual. Accuracy therefore was also found to have little influence on information usefulness. In other contexts, where there is opportunity for partial confirmation or disconfirmation the comment, accuracy may prove to more influential.

Timeliness also displayed no significant relationship to information usefulness. In the online environment, comments about causal topics like food and restaurants may not be as time sensitive as other topics. Comments from the past may even have proved to be useful in this case as they could help to map out a going reputation for the restaurant. Online comments about products or services that do not need to be absolutely up-to-date won't have timeliness impact the usefulness of the information as highly as more imminent topics. Timeliness would likely have more of an impact in situations where for example an offer expires or if it refers to an event that has already taken place.

6.2 Limitations of the Study

Although this study provides some meaningful implications for examining the factors affecting information adoption level with the online community, it has several inherent limitations. First of all, the research model used in this research is intentionally simplified. The six constructs in the theoretical model account for only about 33% of the variance of information adoption, indicating that some of the important predictors may be missing. This is understandable as the previous research on the topic has uncovered multiple constructs of information usefulness. For example, dimensions of argument quality such as detail, helpfulness and persuasiveness may be added to test whether they are positively correlated with information

usefulness and inherently information adoption [5]. Other antecedents of information usefulness like the website design and layout may also be added to further enhance the variance of information adoption and to fill in missing predictors.

OpenRice.com itself does not directly represent all online communities and all online information sharing. As noted in the discussion section, the nature of dining information is not as time sensitive as other topics may be. Also, the low degree of source disclosure may have affected how the sample of OpenRice.com users perceives source credibility as an element of their overall perceived usefulness. The research model could in the future be tested in a number of online communities, all with various features and styles to discern where there are universally consistent results.

Due to time limitation, the sample size may not be large enough to represent all users of Openrice.com. A larger sample size would be helpful in painting a more precise measurement of the research model. Also, the sample was not randomly selected and mainly consisted of university students which represent a low-income group. As Openrice.com is an online sharing platform about dining and restaurants, questionnaires collected mainly from students with low purchasing power may not adequately reflect all users of Openrice.com. Consequently, bias may exist in the results. Therefore, a more diverse sample of potential users in different age categories and professions should be examined in future research.

Finally, we built on the Information Adoption Model to examine the reasons why users adopt and use the information in a virtual community. In order to understand the continuance behavior better, it would be desirable to examine the phenomenon with the Information Systems Continuance Model [4]. In particular, previous studies [22] already found significant differences between the determinants of adoption and continuance.

6.3 Implications for Research

This study contributes to information adoption research in several ways. Firstly, our research model is created based upon the adoption model by Sussman and Siegal [32]. They conducted their study by examining how individuals are influenced to follow certain courses of action based on actual advice, recommendations, and suggestions they received via email in an organizational context. It is worth examining whether this model would be more or less valid for explaining information adoption via technologies other than email such as discussion forums. Therefore, we looked into this by applying this adoption model into another platform, being a virtual community forum. The results displayed lower applicability of this adoption model within the online community. This conclusion should provide indication as to how transferable this adoption model may be when used in other technologies or within organizations. Applying our construct of information quality to other online platforms with more distinct uses for information such as newsgroups or discussion boards which have more immediate interactions between users, may yield different results as to which factors most influence information adoption. One might also examine if this research model may be applied to the IT acceptance model? Our conceptualization of the information adoption process, with usefulness playing a major mediating role, may offer interesting avenues of further research on knowledge transfer, advice adoption or information adoption.

Secondly, in addition to just applying the adoption model of Sussman and Siegal's [32] adoption model, our elaboration of information quality into the four components of relevance, accuracy, timeliness and comprehensiveness [3][24] added new insight into the ultimate effect these components ultimately have on information adoption. We discovered that there may be limitations to the model, given the selection of the online community of ones' study. The four dimensions of argument quality may play different roles in determining information usefulness given the nature of desired information.

Additional research could be conducted to explore different dimensions of argument quality found in other studies which may be effective in influencing information usefulness and information adoption. These dimensions include format [33], reliability [7] and understandability [29].

6.4 Implications for Practice

The fundamental objective of this study was to bring some ideas to marketing researchers on how to make the best use of information sharing trends within the online environment to better promote their image or products. Also, we hoped to form some advice to the organizers of virtual

communities in order to help them better manage their website for the purpose of presenting useful information. This would help them to attract users, and in effect paying advertisers.

From our study, we found that information relevance and information comprehensiveness were the most vital elements for influencing information usefulness and information adoption within the online community. Therefore, restaurants or organizations should become actively involved in virtual communities by providing information about themselves as complete and relevant as possible. For example, restaurants could join Openrice.com and provide comprehensive information, like the pictures, menu and pricing information. In this way, complete information is ensured, rather having webmasters track down that information. This fulfillment of information usefulness should lead to greater information adoption, which means more customers in the restaurant. This philosophy should apply to all e-marketers. Getting the most relevant and comprehensive information to where customers will see it should result in higher information adoption. E-marketers should however be wary and consider the nature of their product or service to see if it matches that of OpenRice.com. If it is different in nature, other components of information quality may be more influential.

Implications for webmasters are to enhance the usefulness of their platform by highlighting only the most complete and relevant messages. Pictures and menus are suggested ways of increasing the comprehensiveness of reviews, and having a capable search function will enable users to find articles which are most relevant to them. Links could be provided so that the comprehensiveness of the information could be supplemented. Ultimately, asking the users to provide feedback as to what may make the information more relevant and useful to them is the path to higher information adoption.

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Appendix A Measures

Source credibility	
SC1	People who left comments in Openrice.com are knowledgeable in evaluating quality of food and restaurants
SC2	People who left comments in Openrice.com are experts in evaluating quality of food and restaurants
SC3	People who left comments in Openrice.com are trustworthy.
SC4	People who left comments in Openrice.com are reliable.
Relevance	
AQR1	The comments in Openrice.com are relevant
AQR2	The comments in Openrice.com are appropriate
AQR3	The comments in Openrice.com are applicable
Timeliness	
AQT1	The comments in Openrice.com are current.
AQT2	The comments in Openrice.com are timely.
AQT3	The comments in Openrice.com are up-to-date.
Accuracy	
AQA1	The comments in Openrice.com are accurate.
AQA2	The comments in Openrice.com are correct.
AQA3	The comments in Openrice.com are reliable.
Comprehensive	
AQC1	The comments in Openrice.com sufficiently complete your needs.
AQC2	The comments in Openrice.com include all necessary values.
AQC3	The comments in Openrice.com cover your needs.
AQC4	The comments in Openrice.com have sufficient breadth and depth.
Information Usefulness	
IU1	The comments in Openrice.com are valuable.
IU2	The comments in Openrice.com are informative.
IU3	The comments in Openrice.com are helpful.
Information Adoption	
IA1	You closely followed the suggestions of the positive/ negative comments and went to the recommended restaurants/ not ever try the restaurants.
IA2	The comments of the website motivate you to dine/ not dine at the specified restaurants.