

Knowing More Demanding More?

Rating Differences in **amazon** and goodreads

Research Question

amazon



- Regular book readers on online shopping website
- Low standards

"Are the ratings of Amazon and Goodreads reviewers different?"



goodreads



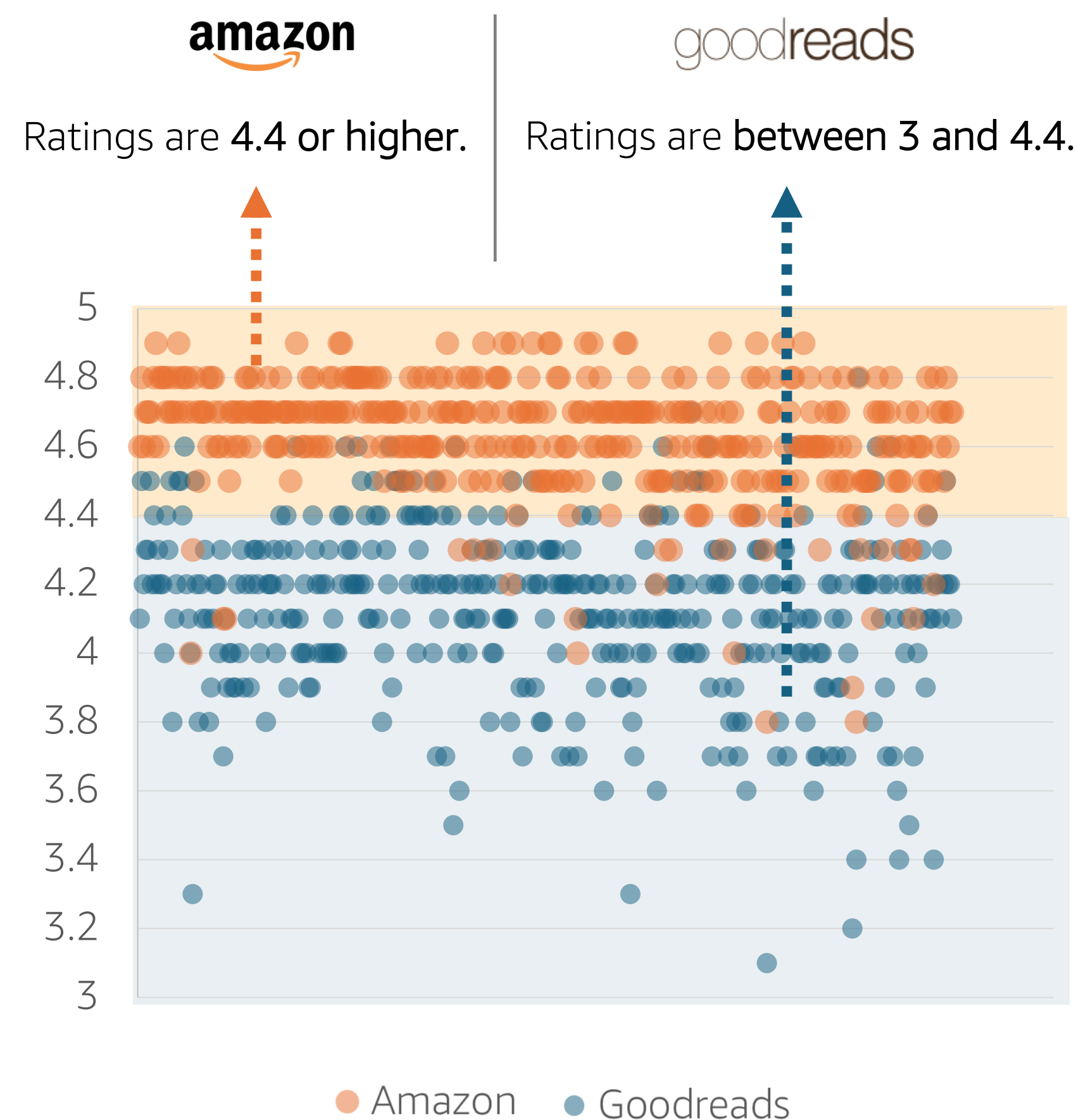
- Knowledgeable book readers on book review website
- Higher standards

Data Collection

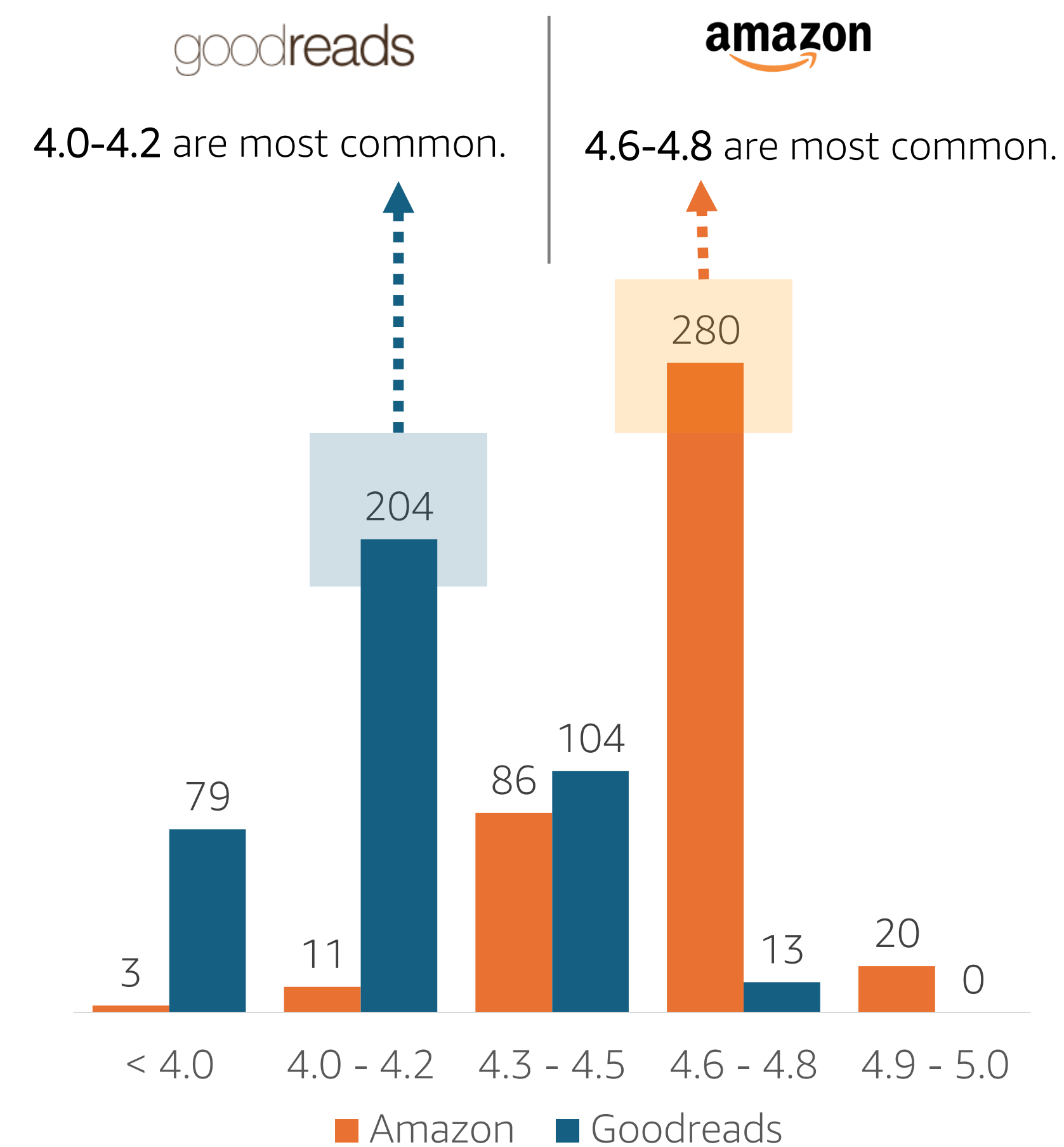


- 400 book ratings were collected from Amazon and Goodreads for the same books.
- Data include ratings for 200 fiction and 200 nonfiction books to test differences in book genres.

Rating Distribution



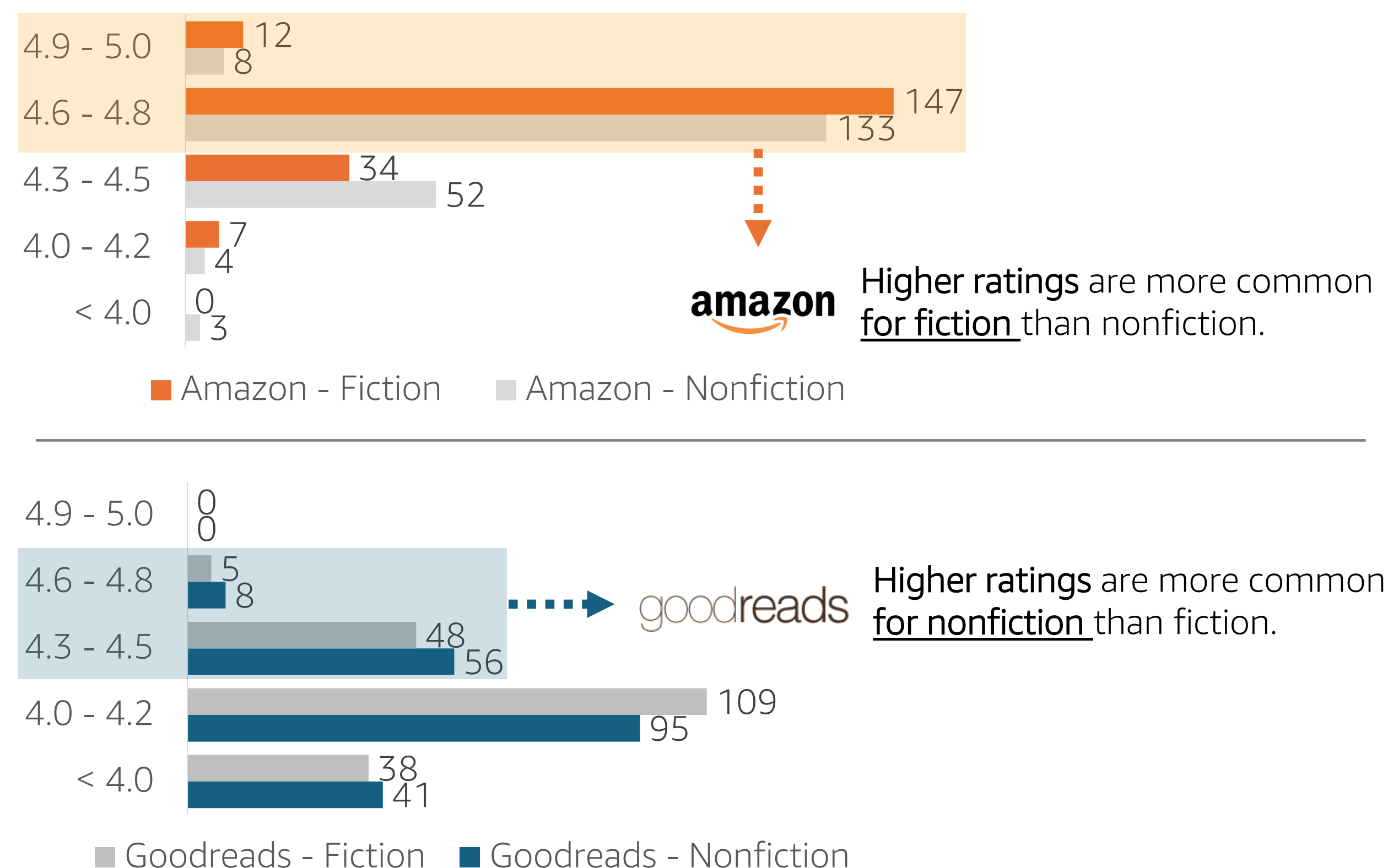
Most Frequent Ratings



Average Difference



Difference by Fiction and Nonfiction



Findings



The ratings of Amazon and Goodreads for books are clearly different:

- Amazon reviewers tend to give higher ratings than Goodreads reviewers (0.499 higher).
- On Amazon, higher ratings are more often given to fiction books.
- On Goodreads, higher ratings are more often given to nonfiction books.

Conclusion



Knowledgeable reviewers (Goodreads reviewers) are more demanding of book quality, so they leave lower ratings.