

Supplementary materials: Faces matter

RCT ID AEARCTR-0008692

May 8, 2025

1 Positive reviews used in Study 1 and Study 2: Beef Pies

We now present, in the supplementary material file, the positive reviews used in Study 1 (reviews with faces as profile photos) and Study 2 (reviews with non-face personalised images as profile photos) for one of the products, *Beef Pies*, as suggested by the referee.

2 The review comparability survey of Study 3: Instructions

We also attach below the sample survey instructions and questions of Study 3 which collects responses on review perceptions along 4 review dimensions for comparability analysis.

3 The review trustworthiness survey of Study 4: Instructions

We also attach below the sample survey instructions and questions of Study 4 which collects responses on perceived review trustworthiness.

Note that all these reviews (from Study 1 with faces) were translated with the help of <https://translate.google.com/>

 云***店 

★★★★★

特别好吃，绝绝子，比饭店的都香。五星好评



It's very delicious, absolutely delicious, and more fragrant than the ones in the restaurant. Five-star good praise

2022-01-17 重量:4袋

 珍***运 

★★★★★

需要解冻电饼档几分钟就可以吃到美味的牛肉馅饼



You only need to thaw them in electric pancake machine for a few minutes to enjoy delicious beef pies

2021-12-26 重量:4袋

 丹***市 

★★★★★

超好吃，馅料也足每天下午都会来一个



Super delicious, filling is also sufficient, I have one in the afternoon everyday

2021-12-21 重量:4袋

 坚***变 

★★★★★

包装很好，冰袋还硬邦邦，肉饼没尝试，喜欢好评



The packaging is very good, the ice pack is still hard, I haven't tried the meat pie, I like, good review

2021-12-05 重量:4袋

Note that the two reviews below were in the same screenshot when they were taken from the platform, the screenshot was re-sized to fit the page.

 灵***灵 

★★★★★

快递员打电话亲自送到家门口，第二天就到货了，打开时硬邦邦的，冰袋都没有化开的痕迹。这两天煎了一包，味道挺不错的，再配个鸡蛋牛奶，感觉早餐就够了。



The courier called and personally delivered it to my door. It arrived the next day. [the pies] were hard when I opened it, and the ice pack had not melted. I fried a pack these two days, and it tasted pretty good. With an egg and milk, I felt it was enough for breakfast.

2021-12-03 重量:4袋

 1***3 

★★★★★

太好吃了果断又复购了两份

It was so delicious that I bought two more

2022-01-16 重量:4袋

 红***2 

★★★★★

今天刚收到，晚上煎了两个，很好吃

Just received it today, fried two in the evening, very delicious

2022-01-16 重量:4袋

 琼***子 

★★★★★

好吃，已回购多次

Delicious, I have repurchased many times

2022-01-10 重量:4袋

 焰***煊 

★★★★★

家人说很好吃，

My family said it was delicious,

2022-01-08 重量:4袋

 琦***儿 

★★★★★

好吃

Tasty

2022-01-05 重量:4袋

 曼***购 

★★★★★

好吃也方便，直接从冰箱拿出来煎几分钟就可以享受美味啦！

2022-01-03 重量:4袋

It's delicious and convenient. Just take it out of the refrigerator and fry it for a few minutes to enjoy the delicious taste!

 平***丽 

★★★★★

牛肉饼好吃，也很好煎，孩子爱吃

The beef pies are delicious and easy to fry. Children love them.

2021-12-31 重量:4袋

 曼***购 

★★★★★

非常好吃又方便，特别是小孩子喜欢吃

Very delicious and convenient, especially children like to eat

2021-12-30 重量:4袋

Yes, we notice that now we have 2 reviews posted by the same person but given our experimental design we do not impose restrictions on reviews from the same user.

 芳***芳 

★★★★★

值得购买，非常好吃

Worth buying, very delicious

2021-12-17 重量:4袋

 2***2 

★★★★★

不错，味道杠杠的，好吃

Good, delicious, tasty

Note that when taking the screenshot, the date and weight/quantity were both not included while only paying attention to the profile photo and the review text for reference purposes. This review should be posted around December 2021.

In the actual field experiment, the entire review was shown to the buyers on the e-commerce platform, of course.



宝***晨



很好吃，价格实惠

2021-12-15 重量:4袋

Very delicious and affordable



康***店



味道可以

Taste OK

2021-12-03 重量:4袋



幸***韩



牛肉饼特好吃 收到冰袋一点都没化

The beef pies are so delicious. I received with ice pack and it didn't melt at all.

2021-11-30 重量:4袋



仙***仙



孩子的营养早餐，方便好吃！

Nutritious breakfast for children, convenient and delicious!

2021-11-24 重量:4袋



美***生

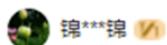


不错不错，吃过就知道了。早上煎一片加一杯奶就OK了。换着吃还有水晶虾饺和小笼包。

Note that in this section of the review screenshots, the characters for weight/quantity were not shown in full. In this screenshot, we captured 5 reviews. The screenshots of the reviews follow the same order as in the field experiment so these reviews should be the last to be seen by the subjects. Note also that we only experimentally-arranged 20 reviews but, of course, each product would have more than 20 reviews.

Not bad, you will know after you have tried it. Fry one slice in the morning and with a glass of milk. For a change, [I] also have crystal shrimp dumplings and steamed buns.

Note that all the reviews (from Study 2 with non-face personalisation) were translated with the help of <https://translate.google.com/>



★★★★★

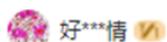
挺好吃，儿子说明早早餐就它了



2022-03-19

重量:4袋

It's delicious. My son said he would have it for breakfast tomorrow morning.



★★★★★

好吃

Tasty

2022-04-05

重量:4袋



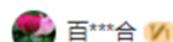
★★★★★

很好吃，煎5分钟搞定

Very delicious, fry in 5 minutes

2022-03-27

重量:4袋



★★★★★

买好多次了，好吃，用电饼铛早餐吃还能把里面的油沥点出来

2022-03-26

重量:4袋

I have bought it many times. It is delicious. I can use the electric baking pan to drain the oil out of it when I eat it for breakfast.



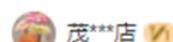
★★★★★

好吃，同事也让买，回购的第三份了

2022-03-25

重量:4袋

It's delicious. My colleague also asked me to buy it. This is the third time I've bought it.



★★★★★

发货很快

Shipping is fast

2022-03-07

重量:4袋



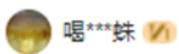
★★★★★

方便携带好吃

Easy to carry and delicious

2022-03-07

重量:4袋



喝***蛛

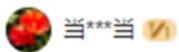


特别好吃！慢火烤制，饼皮金黄、多层酥脆！当早餐最美了！

2022-03-06

重量:4袋

It's so delicious! Slow-baked, the crust is golden and the layers are crispy! It's perfect for breakfast!



当***当



物流很快，牛肉饼包装很好，味道一定不错。

2022-02-24

重量:4袋

The delivery was fast, the beef pies were well packaged, and must taste good.



风***风

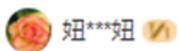


味道不错

2022-02-23

重量:4袋

Tastes good



姐***姐



挺好的

Quite good

2022-02-22

重量:4袋

Note that in this section of the the review screenshots, the characters for weight/quantity were not shown in full as attention was given to profile photos and review texts when taking screenshots on the platform for reference purposes.



青***店



★★★★★

非常美味！大希地出品就是值得信赖！继续回购！

2022-02-20

重量:4袋

Very delicious! Daxidi [beef-pie brand name] products are trustworthy! [I will] Keep buying!



慢***扬

★★★★★

孩子很喜欢吃。做起来也比较方便。

2022-02-19

重量:4袋

Children like it very much. It is also easy to make.



执***心



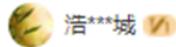
★★★★★

很好吃

2022-02-04

重量:4袋

Very delicious



浩***城



★★★★★

好吃回购

Delicious, [I will] buy it again

2022-01-17

重量:4袋

Note that in this section of the the review screenshots, the characters for weight/quantity were not shown in full. as attention was given to profile photos and review texts when taking screenshots on the platform for reference purposes.



彭***娟



酥脆香甜美味的馅饼

2022-01-16

重量:4袋

Crispy, sweet and delicious pie



司***Jue



第二次购买，非常好吃！

2022-01-15

重量:4袋

Second [repeated] purchase, very delicious!



云***梦



很好吃哦，喜欢这口味

2022-01-12

重量:4袋

Very delicious, like the taste



花***界



还好吃，很香，就是咸度淡了点。

It's delicious and very fragrant, and the saltiness is a little light.

2022-01-06

重量:4袋

Note that in this section of the review screenshots, the characters for weight/quantity were not shown in full as attention was given to profile photos and review texts when taking screenshots on the platform for reference purposes.



雪***梅



做早餐挺不错

Pretty good for breakfast

2021-12-29

重量:4袋



自***神



真好吃，值得购买

Really delicious, worth buying

2021-12-17

重量:4袋

Note: In this section of the review screenshots, the characters for weight/quantity were not shown in full. In this screenshot, we captured 2 reviews (the 20th and the 21st - not cropped). The screenshots of the reviews follow the same order as in the field experiment so these reviews should be the last to be seen by the subjects. Note also that we only experimentally-arranged 20 reviews but, of course, each product would have more than 20 reviews.

电商平台顾客售后产品评价

感谢您抽出时间参与这项有关线上顾客评价的看法之问卷。这项研究由金烨老师和研助黄李定荣开展。这项研究的主要目的是去探索线上的顾客评价是怎么被感知的。我们预计会招募 3000 名 受试者参与本项目。参与这个研究大约需要您 10 分钟。您自愿决定是否参与本项研究且是匿名化的。本问卷中包含的某些问题可能涉及个人隐私。您可以随时以任何理由退出参与。本研究预计不会有超出您日常生活中通常遇到的风险。我们会收集关于您的以下信息：[对调查问题的答复，包括您对所提供的在线顾客评价的看法、您提供的过去的在线购物经历、您的年龄和性别]。我们通过以下方式严格保密有关您的研究相关信息，使用 NYU Box 安全地存储问卷调查数据，只有本次问卷调查的研究人员和助理可以有访问权限。完成本研究后，您将获得 3 元。如果您选择不完成问卷，将不会获得任何补偿。您可能不会直接从这项问卷中受益，但从其中收集的信息可能有助于理解线上评价如何被感知，这可能会使他人在未来受益。如果您同意继续该问卷，表示您自愿同意参与本研究项目并理解您有权在参与研究的过程中的任何时间退出此次研究。在任何时候，如果您想要退出本研究，您只需关闭调查网页即可。中途退出本研究不会使您受到任何惩罚或使您失去原本享有的任何权益。如果您退出研究，之前已经从您这里收集到研究数据将被永久删除。若您对本研究有任何问题，您认为参与本项研究使您受到了伤害或给您造成了麻烦，请联系 RA 黄李定荣通过 lidingrong.huang@gmail.com 若您对于研究参与者的权利有任何疑问，可以发送邮件到 RCOInfo@nyu.edu 联系上海纽约大学研究合规办公室。

Post-sales product reviews by customers on the e-commerce platform

Thank you for taking the time to participate in this survey on online customer reviews. This study is being conducted by Professor Ye Jin and research associate Li Dingrong Huang. The main purpose of this study is to explore how online customer reviews are perceived. We expect to recruit 3,000 subjects to participate in this project. Participation in this study will take about 10 minutes. Your decision to participate in this study is voluntary and anonymous. Some questions contained in this questionnaire may involve personal privacy. You may withdraw from participation at any time for any reason. This study is not expected to involve risks beyond what you would normally encounter in your daily life. We will collect the following information about you: [responses to survey questions, including your views on the online customer reviews provided, your past online shopping experiences provided, your age and gender]. We will strictly keep your research-related information confidential in the following ways, using NYU Box to securely store the survey data, and only the researchers and assistants of this survey have access. After completing this study, you will receive 3 yuan. If you choose not to complete the survey, you will not receive any compensation. You may not directly benefit from this survey, but the information collected from it may help understand how online reviews are perceived, which may benefit others in the future. If you agree to continue with this survey, you are voluntarily agreeing to participate in this research project and understand that you have the right to withdraw from this research at any time during your participation. If at any time you wish to withdraw from this research, you can simply close the survey webpage. You will not be penalized or lose any benefits you would have otherwise received by withdrawing from this research. If you withdraw from the research, the research data that has been collected from you will be permanently deleted. If you have any questions about this research, if you believe that you have been harmed or troubled by your participation in this research, please contact RA Li Dingrong Huang at lidingrong.huang@gmail.com If you have any questions about your rights as a research participant, you may contact the NYU Shanghai Research Compliance Office at RCOInfo@nyu.edu.

Note: This is the NYUSH Information Sheet mandated by the IRB.

您将总共看到 20 条评论。

对于每条评论，您都可以按照 1 (最弱) 到 10 (最强) 的等级就“评价内容具体性”、“评价内容有帮助性”和“评价内容积极性”进行评分。

问题没有时间限制，但我们预计不会超过 10 分钟。

请点选“确认”表示您已阅读上述材料

You will see a total of 20 reviews.

For each review, you can rate "Review Specificity", "Review Helpfulness", and "Review Positivity" on a scale of 1 (weakest) to 10 (strongest).

There is no time limit for the question, but we expect it to take no longer than 10 minutes.

Please click "Confirm" to indicate that you have read the above material

Note: We have 3 groups in total, this is for Group A, instructions are all identical across groups.
After survey introduction, the participants are now exposed to the positive reviews and are asked to answer 4 questions after each review.
They read 20 reviews in total. This means they answer 80 questions, and at the end of the survey they answer 6 baseline questions.

家人说很好吃,

My family said it was delicious.

2022-01-08 重量:4袋

Note: 9 is the randomisation number

A9a * 您是否同意 该评论提供了有关产品的具体信息?

Do you agree or disagree that this review provides specific information about the product?

非常不同意

非常同意

1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10

A9b * 您是否同意 该评论提供了买家对产品的主观情感或判断?

Do you agree or disagree that this review provides the buyer's subjective feelings or judgment about the product?

非常不同意

非常同意

1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10

A9c * 将自己视为该产品的潜在买家, 您是否同意 该评论是有帮助的?

Considering yourself as a potential buyer of this product, do you agree that this review is helpful?

非常不同意

非常同意

1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10

A9d * 您是否同意 该评论是好评?

Do you agree that this review is positive?

非常不同意

非常同意

1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10

Note: We then present to the participants the remaining 19 reviews one by one for Group A. Each review is followed by the 4 questions seen above. The 40 (20+20) positive reviews on the product Beef Pies are shown in the supplementary file.

Note: At the end of the survey, we ask them 6 baseline questions:

Q1 * 您的年龄

Your age

#

Q2 * 您的性别

Your gender

- 男
- 女

Male

Female

Q3 * 您第一次网购至今大概有多少年了?

How many years have passed since you first shopped online?

#

Q4 * 您过去4周的网购下单次数大约为:

The approximate number of online shopping orders you placed in the past 4 weeks is:

#

Q5 * 您过去4周网购花费的总金额 (元)约为:

The total amount you spent on online shopping in the past 4 weeks (RMB) is approximately:

#

Q6 * 您是否在网上购买过食品?

Have you ever bought food online?

- 是
- 否

Yes

No

Note: Survey instructions (Study 4) were translated with the help of translate.google.com
The new 3-group survey is identical to the early-stage trustworthiness survey (previously known as Study 3, now in Appendix C),
the only difference is that we add a new experimental group with the non-face personalisation condition.

电商平台 顾客售后产品评价 问卷

感谢您抽出时间参与这项有关线上顾客评价的看法之问卷。这项研究由金烨老师和研助黄李定荣开展。这项研究的主要目的是去探索线上的顾客评价是怎么被感知的。我们预计会招募 3000 名 受试者参与本项目。参与这个研究大约需要您 10 分钟。您自愿决定是否参与本项研究且是匿名化的。本问卷中包含的某些问题可能涉及个人隐私。您可以随时以任何理由退出参与。本研究预计不会有超出您日常生活中通常遇到的风险。我们会收集关于您的以下信息：[对调查问题的答复，包括您对所提供的在线顾客评价的看法、您提供的过去的在线购物经历、您的年龄和性别]。我们通过以下方式严格保密有关您的研究相关信息，使用 NYU Box 安全地存储问卷调查数据，只有本次问卷调查的研究人员和助理可以有访问权限。完成本研究后，您将获得 3 元。如果您选择不完成问卷，将不会获得任何补偿。您可能不会直接从这项问卷中受益，但从其中收集的信息可能有助于理解线上评价如何被感知，这可能会使他人在未来受益。如果您同意继续该问卷，表示您自愿同意参与本研究项目并理解您有权在参与研究的过程中的任何时间退出此次研究。在任何时候，如果您想要退出本研究，您只需关闭调查网页即可。中途退出本研究不会使您受到任何惩罚或使您失去原本享有的任何获益。如果您退出研究，之前已经从您这里收集到研究数据将被永久删除。若您对本研究有任何问题，您认为参与本项研究使您受到了伤害或给您造成了麻烦，请联系 RA 黄李定荣通过 lidingrong.huang@gmail.com 若您对于研究参与者的权利有任何疑问，可以发送邮件到 RCOinfo@nyu.edu 联系上海纽约大学研究合规办公室。

E-commerce platform customer post-sales product review survey

Thank you for taking the time to participate in this survey on online customer reviews. This study is being conducted by Professor Ye Jin and research associate Li Dingrong Huang. The main purpose of this study is to explore how online customer reviews are perceived. We expect to recruit 3,000 subjects to participate in this project. Participation in this study will take about 10 minutes. Your decision to participate in this study is voluntary and anonymous. Some questions contained in this questionnaire may involve personal privacy. You may withdraw from participation at any time for any reason. This study is not expected to involve risks beyond what you would normally encounter in your daily life. We will collect the following information about you: [responses to survey questions, including your views on the online customer reviews provided, your past online shopping experiences provided, your age and gender]. We will strictly keep your research-related information confidential in the following ways, using NYU Box to securely store the survey data, and only the researchers and assistants of this survey have access. After completing this study, you will receive 3 yuan. If you choose not to complete the survey, you will not receive any compensation. You may not directly benefit from this survey, but the information collected from it may help understand how online reviews are perceived, which may benefit others in the future. If you agree to continue with this survey, you are voluntarily agreeing to participate in this research project and understand that you have the right to withdraw from this research at any time during your participation. If at any time you wish to withdraw from this research, you can simply close the survey webpage. You will not be penalized or lose any benefits you would have otherwise received by withdrawing from this research. If you withdraw from the research, the research data that has been collected from you will be permanently deleted. If you have any questions about this research, if you believe that you have been harmed or troubled by your participation in this research, please contact RA Li Dingrong Huang at lidingrong.huang@gmail.com If you have any questions about your rights as a research participant, you may contact the NYU Shanghai Research Compliance Office at RCOinfo@nyu.edu.

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Please click "Confirm" to indicate that you have read the above material

Note: We have 3 groups in total, this is for Group A, instructions are all identical across groups.
After survey introduction, the participants are now exposed to 2 mutiple-choice questions on their past shopping history and current buying intention.

A1 *以下5款商品，请问您在过去有购买过它们吗？（可多选，包括线上线下）

<input type="checkbox"/> 米	Rice
<input type="checkbox"/> 咸鸭蛋	Salted Duck Eggs
<input type="checkbox"/> 牛肉馅饼	Beef pies
<input type="checkbox"/> 葡萄干	Raisins
<input type="checkbox"/> 鸡肉	Chickens
<input type="checkbox"/> 没买过类似的	I haven't bought anything similar

Have you purchased the following 5 products in the past? (Multiple selections are allowed, including online and offline)

A2 *以下这5款商品，请问您目前从网上购买这些产品的意愿如何？（可滑动）



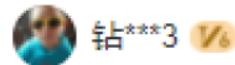
For the following 5 products, what is your current willingness to purchase these products online? (Swipeable)

Note: Participants are now exposed to 4 positive reviews for each of the 5 products. Each review is followed by a trustworthiness question. After rating 4 reviews, they are then asked to answer 2 product-level questions.

接下来，我们将为您展示关于产品 [米] 的买家评价
每条评价单独呈现

Next, we will show you the buyer reviews for the product [Rice]

Each review is presented separately



钻***3 ✓
5



这大米很好吃，香。

This rice is very delicious, fragrant.



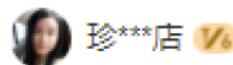
A301* 对于产品米，请问您感觉这条顾客好评内容的‘可信度’怎么样？

不可信

很可信

1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10

Regarding product Rice,
how do you feel about the
'trustworthiness' of this
customer review?



珍***店 ✓
5



很好

Very good

A302* 对于产品米，请问您感觉这条顾客好评内容的‘可信度’怎么样？

不可信

很可信

1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10

Regarding product Rice,
how do you feel about the
'trustworthiness' of this
customer review?



珍***珍 ✓
5



很好吃，很香。煮饭和稀饭都很棒



Very delicious and fragrant.
Great for cooking rice and
porridge

A303* 对于产品 米, 请问您感觉这条顾客好评内容的 ‘可信度’ 怎么样?

不可信	很可信								
1	2	3	4	5	6	7	8	9	10

Regarding product Rice,
how do you feel about the
'trustworthiness' of this
customer review?

 肖***花 11



口感味道: 好香, 口感好! 期待特卖再回购



Taste: Good fragrance,
good taste! Looking
forward to the sale and
repurchase

A304* 对于产品 米, 请问您感觉这条顾客好评内容的 ‘可信度’ 怎么样?

不可信	很可信								
1	2	3	4	5	6	7	8	9	10

Regarding product Rice,
how do you feel about the
'trustworthiness' of this
customer review?

A305* 对于产品 米, 假设您也从同一卖家那里网购了它, 您觉得 有多可能 收到的商品会和这些好评描述的一样好?

完全不可能	非常可能								
1	2	3	4	5	6	7	8	9	10

For product Rice, assuming you also
bought it online from the same seller,
how likely do you think it is that the
product you received will be as good
as described in these positive
reviews?

A306* 对于同一电商卖家销售 的这款产品 **米**，您在看完以上四条评论之后对这款产品的‘购买意愿’是否上升或下降？

- 5** 极度下降
- 4** 强烈下降
- 3** 下降很多
- 2** 稍微下降
- 1** 细微下降
- 0**
- 1** 丝毫不升
- 2** 稍微上升
- 3** 中度上升
- 4** 强烈上升
- 5** 极度上升

For this product sold by the same e-commerce seller, has your "purchase intention" for this product increased or decreased after reading the above four reviews?

Note: We then present the remaining products one by one for Group A (Face condition).
We have 5 product in total, we have provided the questions associated with product Rice above.

For each product, we show 4 reviews. We ask the trustworthiness question after each review.
At the end of each product-level section, we ask two overall questions on (1) satisfaction likelihood and (2) purchase intention.

At the end of the survey, we ask them 6 baseline questions:

Q1 * 您的年龄

Your age

#

Q2 * 您的性别

Your gender

- 男
- 女

Male

Female

Q3 * 您第一次网购至今大概有多少年了?

#

How many years have passed
since you first shopped online?

Q4 * 您过去4周的网购下单次数大约为:

#

The approximate number of online
shopping orders you placed in the
past 4 weeks is:

Q5 * 您过去4周网购花费的总金额 (元)约为:

#

The total amount you spent on online
shopping in the past 4 weeks (RMB)
is approximately:

Q6 * 您是否在网上购买过食品?

是

Have you ever bought food
online?

否

Yes

No

The end