

Online reviews and ratings play an important role in shaping transactions, both online and offline. People often turn to TripAdvisor to plan a vacation, Zocdoc to find a doctor, and Yelp to choose a new restaurant. Ratings and reputation systems are also an important part of online marketplaces such as Amazon, Airbnb, and Uber. This talk will explore recent research on the challenges involved in designing review systems – such as identifying fake reviews, avoiding selection bias, and augmenting reviews with other types of information.