

Visual Nudges for Enhancing the Use and Produce of Reputation Information

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Content

- Introduction
- Earlier Work
- The Study
 - Hypotheses & Research Question
 - Methodology
- Results
- Discussion

Introduction

Reputation Information

- Can be presented by both:
 - visual means;
 - textual means.
- Both have some problems.

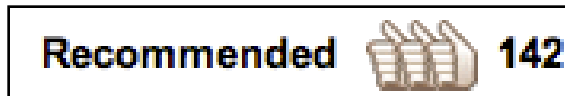
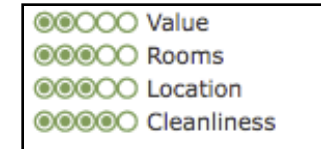
Reputation Information

Visual Means

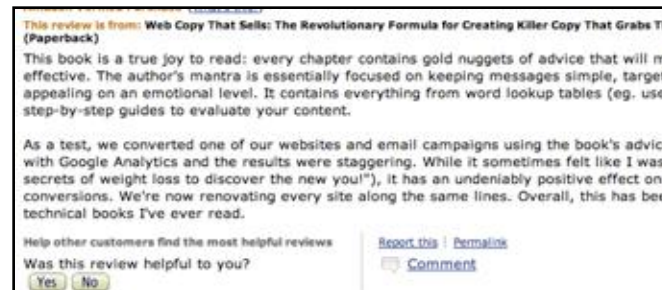


| | |
|---|----------------------------|
| ★ | 10,000 to 24,999 ratings |
| ★ | 25,000 to 49,999 ratings |
| ★ | 50,000 to 99,999 ratings |
| ★ | 100,000 to 499,999 ratings |
| ★ | 500,000 to 999,999 ratings |

| Criteria | Average rating | Number of ratings |
|-------------------|----------------|-------------------|
| Item as described | ★★★★★ | 824 |
| Communication | ★★★★★ | 823 |
| Shipping time | ★★★★★ | 825 |



Textual Means



Earlier Work

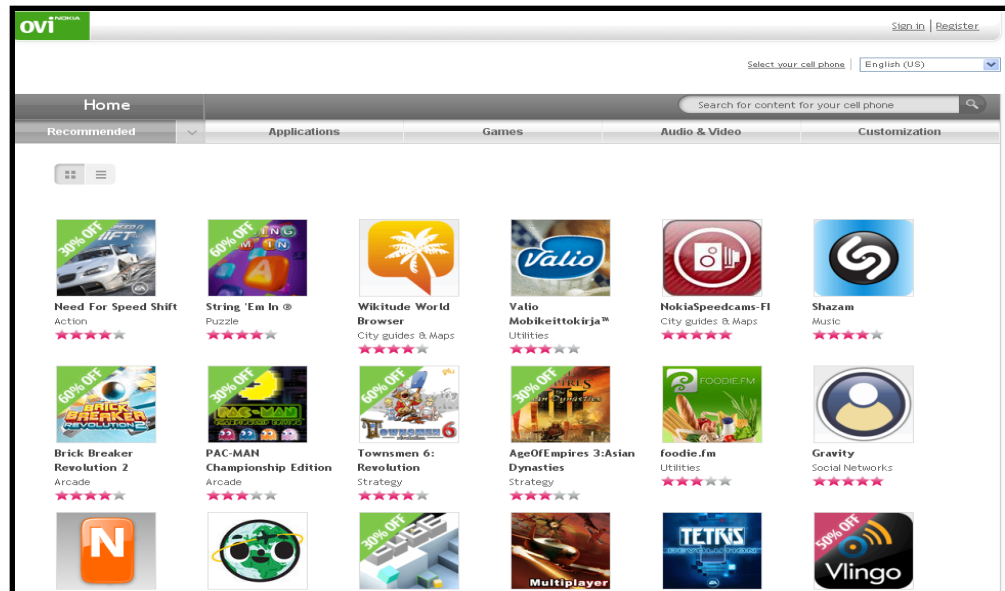
Previous Studies

- Conducted user studies (consisting of user tasks & interviews) on:
 - **WidSets:** website for downloading & developing mobile applications.



Previous Studies

- Conducted user studies (consisting of user tasks & interviews) on:
 - **Nokia Ovi Store:** Nokia's Internet service offering services in various areas such as games, maps, music & mobile applications.



Previous Studies

- Focused on: current usage of offered reputation information.

WidSets Study

- The study was conducted through:
 - User interviews
 - Web based questionnaire
- Results:
 - Visually prominent UI elements act as main source of information for decision making.
 - Less prominent information was overlooked.



www.ovl.com

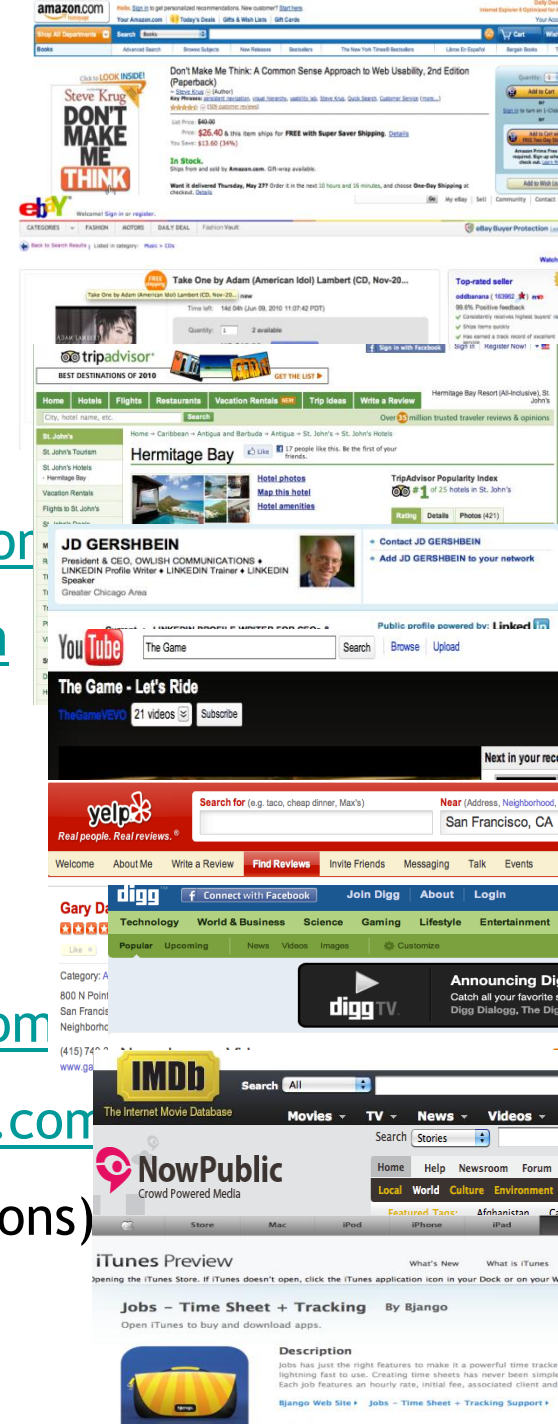


- Paper under submission.

The Study

The Study

- Amazon (shopping), www.amazon.com
- eBay (shopping), www.ebay.com
- TripAdvisor (hotel & vacation reviews), www.tripadvisor.com
- LinkedIn (networking tool), www.linkedin.com
- YouTube (video sharing), www.youtube.com
- Yelp (reviews & recommendations for local business), www.yelp.com
- Digg (social news), www.digg.com
- NowPublic (social news), www.nowpublic.com
- IMDb (serial & moview reviews), www.imdb.com
- AppStore (Apple's store for iPhone applications) www.apple.com/iphone/apps-for-iphone/



Hypotheses

- Websites offering reputation information have problems with usability;
- More specifically, reputation information provided has bad usability;
- Visual prominence of reputation elements is guiding decision making process;
- Visually prominent elements on the websites are wrong;
- Visual nudging - not working on these websites for enhanced decision making.

Research Question

”Why is the reputation information underutilised?”

Method



- Heuristic Evaluation
 - Based on Jakob Nielsen's heuristics.
 - Basic method to analyse the sites.

Nielsen's Ten Principles

1. Visibility of system status.
2. Match between system and real world.
3. User control and freedom.
4. Consistency and standards.
5. Error prevention.
6. Recognition rather than recall.
7. Flexibility and efficiency of use.
8. Aesthetic & minimalistic design.
9. Help users recognize, diagnose and recover from errors.
10. Help & documentation.

Method

- Expert Evaluation
 - Focused on how the reputation information was presented on the selected sites.

Results

Results for Heuristic Evaluations

Heur 1: Visibility of System Status

6 of 21 people found the following review helpful:

★★★★★ **Does not allow even the most basic functionality**, September 13, 2010

By [Kendall L. Vaughan](#) (Mukilteo, WA USA) - [See all my reviews](#)

REAL NAME™

This review is from: [Apple iPod touch 32 GB \(4th Generation\) NEWEST MODEL \(Electronics\)](#)

Amazing, after this product has been on the market for 4 four years it still lacks one of can't I just use WiFi? The reason that USB will always be needed for me is that my com
bombarded by Apple fan boys for saying anything negative about Apple. But this is a re:
s not an option WiFi is not an option WiFi is not an option. I brought up this point with
option.

Now I know people are going to respond to this review. "Why didn't you talk about all th
far more important than any of the others put together. I could care less about them at
that I can run my business. I need to sync Billings, I need to sync OmniFocus, I need to

Help other customers find the most helpful reviews

[Report this](#) | [Permalink](#)

Was this review helpful to you?

Yes

No

[Comments \(24\)](#)

very stylish

Written by EN from Clarksville | Jun 24, 2009

not only does it look great but it has plenty of pockets and holds
all of my stuff. i have the 15 inch macbook and it can fit it even
when my computer is in my incase. i love it and its a great buy

124 of 131 people found this useful

Thanks for your vote!

★★★★★

This thing can take a freaking bullet!!!

Written by BP from Round Rock | Jul 30, 2009

Wow! this backpack has so many pockets! The material is so
durable that it will probably last over 10 years. I have a 17 Mac
Pro...[More](#)

103 of 107 people found this useful

Was this useful?

Yes

No

Amazon

6 of 21 people found the following review helpful:

★★★★★ **Does not allow even the most basic functionality**, September 13, 2010

By [Kendall L. Vaughan](#) (Mukilteo, WA USA) - [See all my reviews](#)

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Help other customers find the most helpful reviews

[Report this](#) | [Permalink](#)

Was this review helpful to you?

Yes

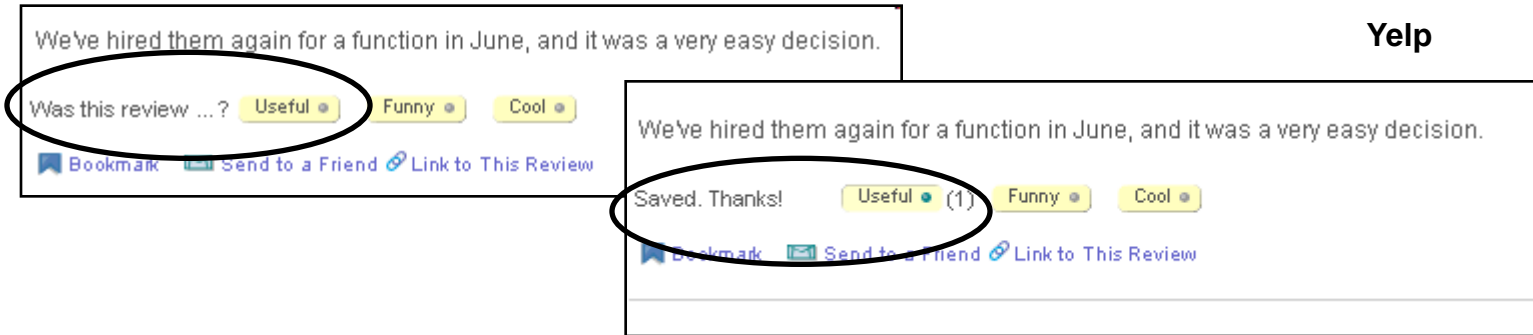
No

[Comments \(24\)](#)

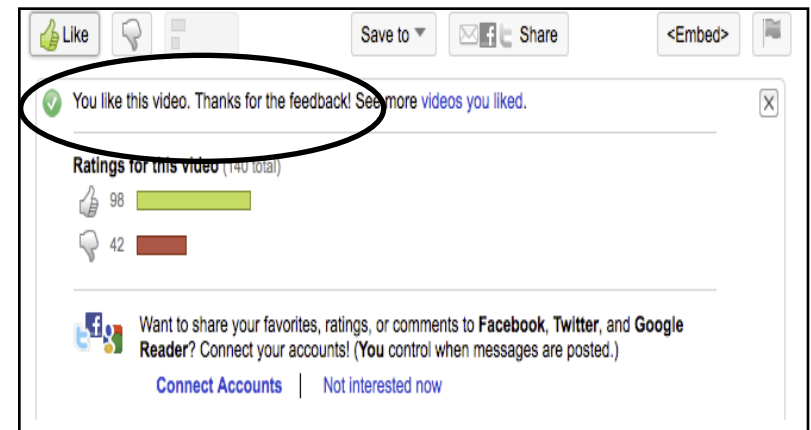
Thanks for your feedback.

Heur 1: Visibility of System Status

Yelp

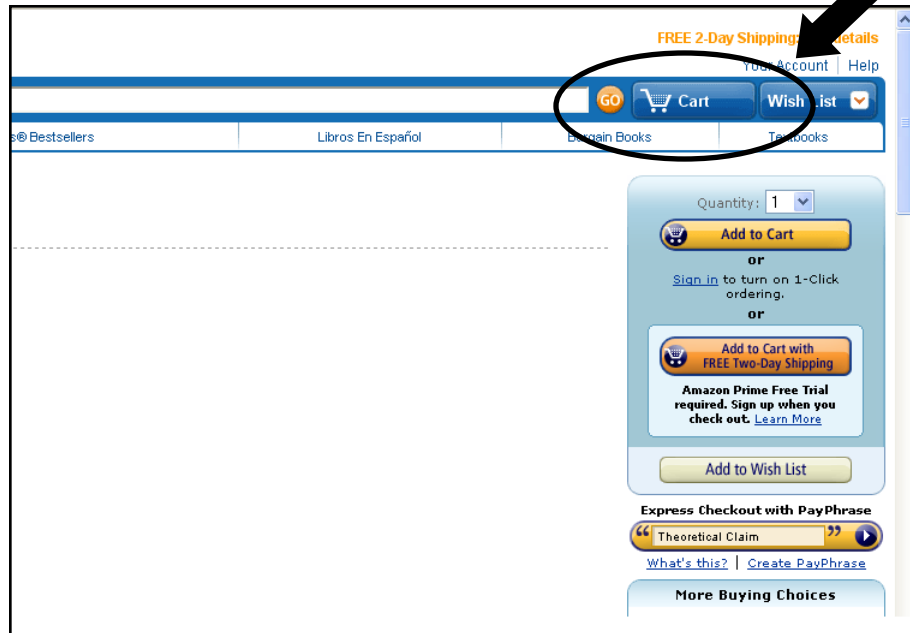


YouTube



Heur 2: Match Between System & Real World

Amazon



Amazon



eBay

Positive Feedback: 100%
Feedback score: 10890
[How is Feedback calculated?]



Digg

Heur 3: User Control & Freedom

Amazon

This review is from: [Apple iPod touch 32 GB \(4th Generation\) NEWEST MODEL \(Electronic](#)

Amazing, after this product has been on the market for 4 four years it still can't I just use WiFi? The reason that USB will always be needed for me is bombarded by Apple fan boys for saying anything negative about Apple. But is not an option WiFi is not an option WiFi is not an option. I brought up the option.

Now I know people are going to respond to this review. "Why didn't you talk far more important than any of the others put together. I could care less as that I can run my business. I need to sync Billings, I need to sync OmniFocus

Help other customers find the most helpful reviews

Was this review helpful to you?

Thanks for your feedback.

[Report this](#) | [Permalink](#)

[Comments \(24\)](#)

NowPublic



recommend

[Add a comment](#)



Recommend (not verified)

[reply](#)

X You have already recommended this comment.

Digg

10733

diggs



Congress Passes Historic Health Care Reform

[newsjunkiepost.com](#) — For the first time in generations, the US Congress has passed a bill reforming our nations health care system. Historical Attempts This lofty goal has eluded reformers ever since Teddy Roosevelt attempted it during his 1912 run for president. (Submitted by [noverator](#))

[3016 Comments](#) [Share](#) [Bury](#) Made popular **Mar 22, 2010**



buried

[Congress Passes Historic Health Care Reform](#)

[3016 Comments](#) [Share](#) Made popular **Mar 22, 2010**

Heur 3: User Control & Freedom

LinkedIn

The screenshot shows the LinkedIn company page for Facebook. A modal dialog titled "Change Following Settings" is open, allowing users to manage their notifications. The dialog is divided into two sections: "I want to be notified when:" and "I want to be notified by:". In the first section, the options "Employees Join, Leave, or Are Promoted", "All Employees", "New Job Opportunities", and "Company Profile Updates" are all checked. In the second section, "Network Updates" and "Email Digest (Will affect all followed companies)" are checked, with the frequency set to "Weekly". The dialog has "Save Changes" and "Cancel" buttons at the bottom. In the background, the Facebook company page is visible, showing a list of current employees and a "Stop following" button.

facebook Facebook

Overview Followers (3,638) Activity Companies Home Add Company FAQ

Facebook gives people the power to share and makes the world more open and connected.

Millions of people use Facebook everyday to keep up with friends, upload an unlimited number of photos, share links and videos, and learn more about the people they meet.

Current Employees (500+ total)

- Dan Rose**
Vice President, Business Development & Monetization
- Matt Cohler**
Special Advisor
- Amitabh Thakur**
President
- Mark Alfaro**
Recruiting
- Greg Wood**
President

Change Following Settings

facebook Facebook

I want to be notified when:

- ☒ Employees Join, Leave, or Are Promoted
- ☐ In My Network
- ☒ All Employees
- ☒ New Job Opportunities
- ☒ Company Profile Updates

I want to be notified by:

- ☒ Network Updates
- ☒ Email Digest (Will affect all followed companies)
Frequency: Weekly

Save Changes or Cancel

safecount.net Start »

Amazon

The screenshot shows an Amazon Shopping Cart. The cart contains one item: "Magnificent Mind at Any Age: Natural Ways to Unleash Your Brain's Maximum Potential" by Daniel G. Amen, Paperback. The item was added on May 26, 2010, and is currently in stock. Below the item name, there are two buttons: "Save for later" and "Delete". The "Save for later" button is circled. To the right of the item, the price is listed as \$10.88, and the quantity is 1. The subtotal is also \$10.88. There is an "Update" button next to the subtotal. The page also includes a "See more items like those in your Cart" link and a "Sign in" link for existing customers.

Shopping Cart Already a customer? Sign in

See more items like those in your Cart

Shopping Cart Items--To Buy Now

Item added on May 26, 2010
Cancellation: Rev
In Stock

Magnificent Mind at Any Age: Natural Ways to Unleash Your Brain's Maximum Potential - Daniel G. Amen; Paperback

Price: \$10.88
You Save: \$5.12 (32%)

Qty: 1

subtotal = \$10.88
Make any changes below? Update

Save for later Delete

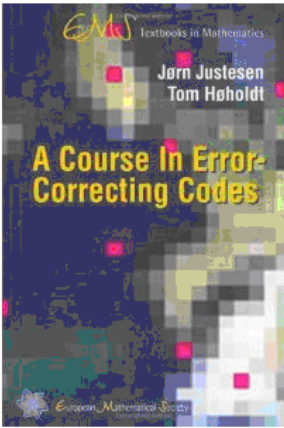
Eligible for FREE Super Saver Shipping

Heur 4: Consistency & Standards

amazon.com Hello, Sign in to get personalized recommendations. New customer? [Start here.](#)
Your Amazon.com Today's Deals Gifts & Wish Lists Gift Cards

Shop All Departments Search Books

Books Advanced Search Browse Subjects New Releases



A Course in Error-Correcting Codes (EMS Textbooks in Mathematics)
~ [Jørn Justesen](#) and [Tom Høholdt](#) (Author)
No customer reviews yet. [Be the first.](#)

Price: **\$45.00** & this item ships for **FREE** with Super Saver
In Stock.
Ships from and sold by Amazon.com. Gift-wrap available.

Only 2 left in stock--order soon (more on the way).

Want it delivered **Thursday, May 27**? Order it in the next **10 hour**:
[4 new](#) from \$45.00 [6 used](#) from \$31.99

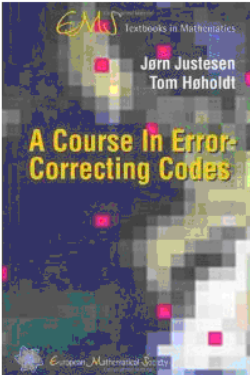
[See larger image](#)

Amazon

amazon.co.uk Hello, Sign in to get personalised recommendations. New Customer? [Start here.](#)
Your Amazon.co.uk Deals of the Week Gift Certificates Gifts & Wish Lists

Shop All Departments Search Books

Books Advanced Search Browse Genres New & Future Releases



A Course In Error-Correcting Codes (EMS Textbooks in Mathematics)
by [Jørn Justesen](#) (Author), [Tom Høholdt](#) (Author)
No customer reviews yet. [Be the first.](#)

Available from [these sellers.](#)

[6 new](#) from £47.69 [4 used](#) from £28.49

[See larger image](#)
[Share your own customer images](#)

Heur 4: Consistency & standards

TripAdvisor



Rating Details Photos (50)

TripAdvisor Traveler Rating

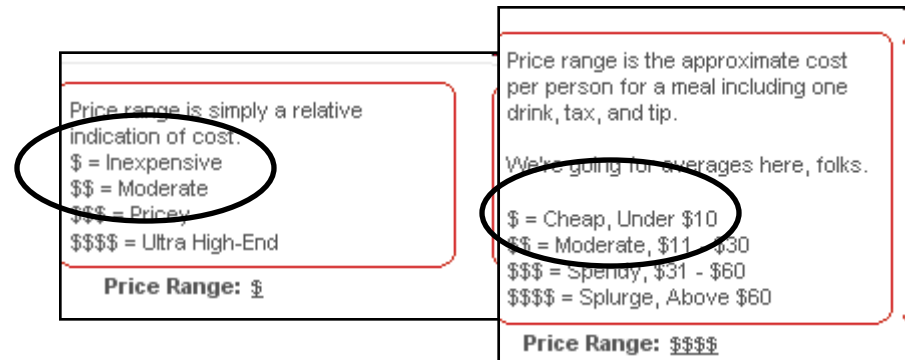
41 Reviews

90% | Write a review

"Life threatening experience"
May 10, 2010 - MichaelB007

"a great experience of safari life!!"
Apr 27, 2010 - fogf

Yelp



Price range is simply a relative indication of cost.

\$ = Inexpensive
\$\$ = Moderate
\$\$\$ = Pricey
\$\$\$\$ = Ultra High-End

Price Range: \$

Price range is the approximate cost per person for a meal including one drink, tax, and tip.

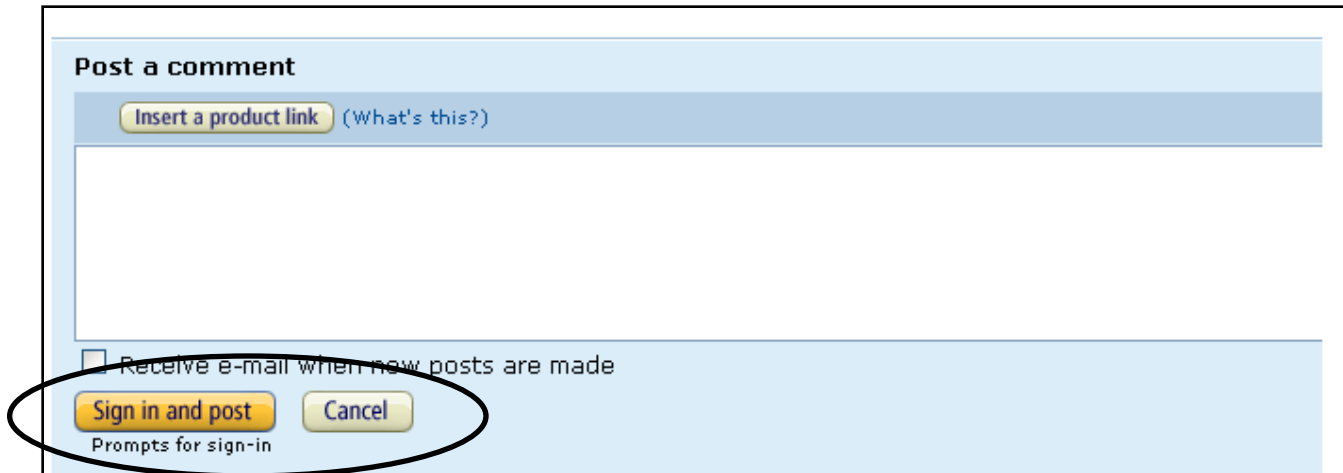
We're going for averages here, folks.

\$ = Cheap, Under \$10
\$\$ = Moderate, \$11 - \$30
\$\$\$ = Spendy, \$31 - \$60
\$\$\$\$ = Splurge, Above \$60

Price Range: \$\$\$

Heur 5: Error Prevention

Amazon



The image shows a screenshot of the Amazon comment section. At the top, it says "Post a comment". Below this is a text input field with a placeholder "Insert a product link (What's this?)". Underneath the input field is a checkbox labeled "Receive e-mail when new posts are made". At the bottom of the form, there are two buttons: "Sign in and post" and "Cancel". A black circle is drawn around the "Sign in and post" button and the text "Prompts for sign-in" below it.

Post a comment

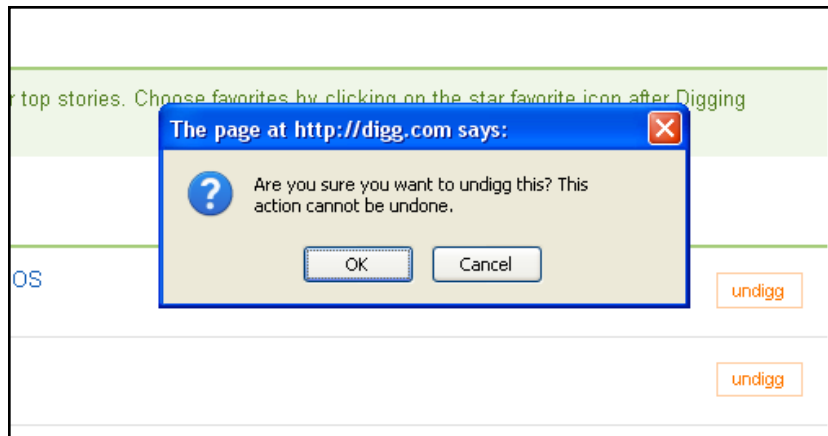
Insert a product link (What's this?)

☐ Receive e-mail when new posts are made

Sign in and post Cancel

Prompts for sign-in

Digg



The image shows a screenshot of the Digg website. A confirmation dialog box is displayed in the center of the screen. The dialog box has a blue header with a question mark icon and the text "The page at http://digg.com says:". Below the header, it asks "Are you sure you want to undigg this? This action cannot be undone." and has "OK" and "Cancel" buttons. In the background, there are "undigg" buttons on the page.

The page at <http://digg.com> says:

Are you sure you want to undigg this? This action cannot be undone.

OK Cancel

undigg

undigg

YouTube



The image shows a screenshot of a YouTube user profile. The profile information includes "Hometown: Vancouver" and "Country: Canada". Below this, there is a message "Thank you. This user has been reported." which is circled in black.

Hometown: Vancouver

Country: Canada

Thank you. This user has been reported.

Heur 6: Recognition Rather Than Recall

LinkedIn

Written Recommendation

Write a brief recommendation for Mary. Recommendations you write will appear on your profile.

Example: Mary is a detail-oriented manager who watches the balance sheet like a hawk without losing sight of the strategic objective.

A message will be sent to Mary with your recommendation. [[view](#) / [edit](#)]

[Send](#) or [Cancel](#)

* You can edit or remove the recommendations you create at any time.

Yelp

Get email updates about this business

5 23

Oday S. sa

I'm looking for someone who can help me with my business.

Thanks!

TripAdvisor

| |  Mix & Match Airlines |  Finnair |  SAS |  Blue 1 |  Czech Airlines |  Air Baltic |
|-------------------------|--|--|--|---|---|---|
| Nonstop | from \$151 see below | from \$151 | from \$172 | from \$172 | --- | --- |
| 1 stop | from \$361 see below | from \$361 | --- | --- | from \$373 | See flights |

Prices are per person for roundtrip travel; they are e-ticket prices and include [all flight taxes and fees](#). Prices do not include [baggage fees or other fees](#) charged directly by the airline.

Heur 7: Flexibility & Efficiency of Use

NowPublic

TripAdvisor



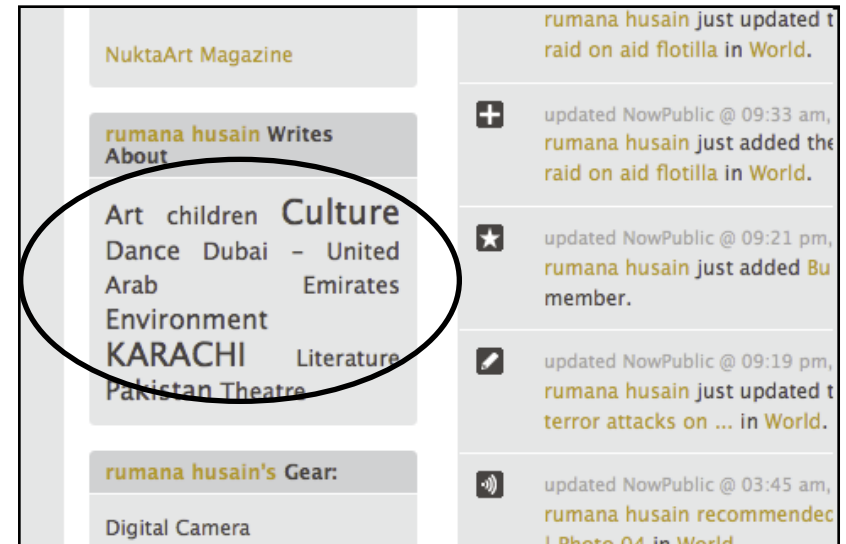
“肉が食べなくなったら迷わずここへ！！”

fishsoup 2 contributions
ベルリン
Jan 6, 2010

Save Review

Google Translation

ハンバーガーの肉の厚み約5センチ、滴る肉汁がなんとジューシーなことでしょう！！その横には度肝を抜かれるくらい大山盛りにな... more



NuktaArt Magazine

rumana husain Writes About

Art children Culture
Dance Dubai - United
Arab Emirates
Environment
KARACHI Literature
Pakistan Theatre

rumana husain's Gear:

Digital Camera

rumana husain just updated t
raid on aid flotilla in World.

updated NowPublic @ 09:33 am,
rumana husain just added the
raid on aid flotilla in World.

updated NowPublic @ 09:21 pm,
rumana husain just added Bu
member.

updated NowPublic @ 09:19 pm,
rumana husain just updated t
terror attacks on ... in World.

updated NowPublic @ 03:45 am,
rumana husain recommende
I Photo 04 in World.

eBay



Page 4 of 311

Items per page: 25 | 50 | 100 | 200

Previous 1 2 3 4 5 6 7 Next

Go to page Go


Heur 8: Aesthetic & Minimalistic Design

amazon.com Hello, [Sign in](#) to get personalized recommendations. New customer? [Start here](#).
Your Amazon.com [Today's Deals](#) [Gifts & Wish Lists](#) [Gift Cards](#) [FREE 2-Day Shipping: See Eligible Items](#) [Your Account](#)

Shop All Departments [Kindle Store](#) Search [GO](#) [Cart](#) [Wish List](#)

[Kindle Store](#) [Buy A Kindle](#) [Kindle Books](#) [Newspapers](#) [Blogs](#) [Magazines](#) [Accessories](#) [Discussions](#) [Manage Your Kindle](#) [Kindle Support](#)

THE ALL-NEW KINDLE
SMALLER, LIGHTER, FASTER,
with 50% BETTER CONTRAST



Built-In Wi-Fi

[Kindle Video](#)

[See all 25 customer images](#)
[Share your own customer images](#)

Kindle Wireless Reading Device, Wi-Fi, 6" Display, Graphite - Latest Generation
Other products by [Amazon](#)
★★★★☆ [\(1,395 customer reviews\)](#) [Share](#) [Email](#) [Facebook](#) [Twitter](#)

Kindle is our #1 bestselling item for two years running. It's also the most-wished-for, most-gifted, and has the most 5-star reviews of any product on Amazon.

Price: **\$139.00** & this item ships for **FREE with Super Saver Shipping**. [Details](#)

Expected to ship in 3 to 5 days.
Ships from and sold by **Amazon Digital Services**. Gift-wrap available.

Order Limit
Due to strong customer demand, current quantity limit is 5 Kindle devices per order. [Learn more](#).

Also Available

- > [Kindle 3G \(Free 3G + Wi-Fi, 6"\)](#) is available for **\$189**.
- > [Kindle DX \(Free 3G, 9.7"\)](#) is available for **\$379**.

Need help choosing? [Learn the difference between Wi-Fi and 3G](#)

Quantity: [Add to Cart](#)
or
[Sign in](#) to turn on 1-Click ordering.
Add Kindle Accessories

- ☐ Leather Cover: [Black](#) \$34.99
- ☐ Leather Cover with [Li](#) [Black](#) \$59.99
- ☐ 2-year [Kindle Extended Warranty](#): \$39.99 U.S.


[Add to Wish List](#)

Live Outside the U.S.
To ship Kindle outside the U.S., [view important information specific to your country](#)

Heur 8: Aesthetic & Minimalistic Design

eBay



eBay My World: dutchman1953 (127 ☆)



Member since: Jun-13-06
Location: United States
Views: 118 total

Feedback earned for transactions on eBay[View your eBay My World page](#)

Positive feedback: 100% | Feedback score: 127
[Learn about what these numbers mean.](#)
[See All Feedback](#)

Latest Feedback
  Great transaction! Jan-01-10 08:48
Seller: [andreastoys \(25509 ☆\)](#)
Item #: 3101856935

[See all](#)

Heur 9: Help Users Recognize, Diagnose & Recover from Errors

YouTube

| | |
|---|-----------|
| Hometown: | Vancouver |
| Country: | Canada |
| Thank you. This user has been reported. | |


eBay

My eBay | Sell | Community | Contact us | Help

Welcome! [Sign in](#) or [register](#).

All Categories [Advanced search](#)

CATEGORIES FASHION MOTORS DAILY DEAL [eBay Buyer Protection](#) [Learn more](#)

 **eBay's got you covered.**
New! Your purchases are now covered by eBay Buyer Protection

- + We'll cover your purchase price plus original shipping if you don't receive your item or if it's not as described.
- + Our customer support specialists are available by phone or email to help resolve problems quickly and easily.

How does eBay Buyer Protection work?

- 1 Try to work things out with the seller first.**
If your item isn't as described or doesn't arrive, [contact the seller first](#). Give them a chance to make things right for you.
- 2 Still need help? Just let us know. We're available 7 days a week.**
Our customer support specialists are here to help. Just send us an email or call us to open a case. We're available from 5:00 AM–10:00 PM Pacific Standard Time (PST), every day. [Contact us](#).
- 3 We'll work with the seller to help make things right.**
We will contact the seller on your behalf and ask them to resolve the issue. After 7 days, we'll ask you how it is going with the seller. If you tell us that the problem cannot be resolved between you and the seller, and your claim qualifies for and is covered by eBay Buyer Protection, eBay will refund your purchase price plus original shipping into your PayPal account.

[Terms and Conditions of eBay Buyer Protection/Full Details](#)

Heur 10: Help & Documentation

eBay

My eBay | Sell | Community | Contact us | Help

Welcome! Sign in or register.

Search All Categories Search Advanced search

CATEGORIES FASHION MOTORS DAILY DEAL eBay Buyer Protection Learn more

New! eBay **classifieds** Free and friendly way to sell locally. Go eBay Mobile Anytime. Anywhere. Get your app now

dailydeal

Sizzling Summer Sale
Save 20-90%, plus \$1 Mystery Deals
May 24-28 ONLY

Always free shipping
Check it out

Enter for a chance to win a dream beach vacation!

Welcome

Sign In

New to eBay?
Registration is fast and free

Register

Summer essentials
Make home your vacation destination

Weber Grills

Fiesta Sets

Margaritaville Margarita Makers

Decorative Pillows

Chaise Lounges

My Recent Activities

Viewed Items

Take One by Adam (Amer...

\$12.93 **Buy it Now**

dailydeal Great deals today only-plus free shipping Go

Shopping.com Give your two cents and earn bucks! Go

Pick of the day
Sex and the City DVDs

eBay DIGITAL Music Center
Music, memorabilia and more from your

Results for Expert Evaluations

Visual Elements Representing Reputation Information 😊

Amazon

Amazon's Top Customer Reviewers

The top reviewers have helped millions of their fellow customers make decisions. They will amaze you.




[New Reviewer Rank](#) [Classic Reviewer Rank](#)

10,000 customer reviews

| Rank | Customer Reviewer |
|------|---|
| # 1 |  A. Chandler  See all 331 reviews |
| # 2 |  Joanna Daneman  See all 2,197 reviews |

eBay

Feedback Profile

 **eyewearisland** (14533 ⭐)  
Positive Feedback (last 12 months): 99.2%
[\[How is Feedback Percentage calculated?\]](#)
Member since: Dec-07-03 in United States

| | 1 month | 6 months | 12 months |
|----------|---------|----------|-----------|
| Positive | 331 | 1766 | 3746 |
| Neutral | 5 | 15 | 30 |
| Negative | 2 | 17 | 29 |

| Criteria | Average rating | Number of ratings |
|-------------------------------|----------------|-------------------|
| Item as described | ★★★★★ | 2862 |
| Communication | ★★★★★ | 2850 |
| Shipping time | ★★★★★ | 2851 |
| Shipping and handling charges | ★★★★★ | 2853 |

Digg




 

 **5 Non-Geek Director**
televisionwithoutpity.com — N
director, both by the studio
Raimi.


    Favorite?

TripAdvisor

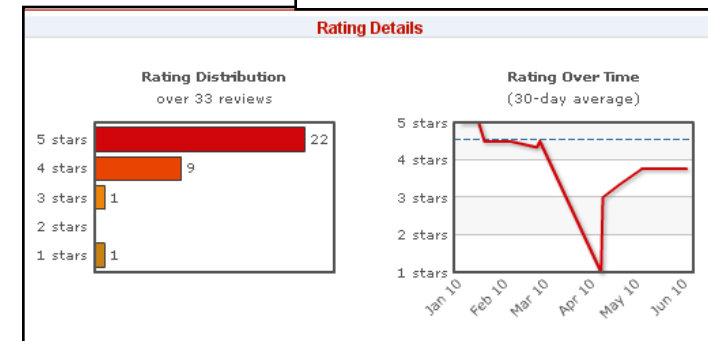
“Absolutely Amazing”
Iguacu Falls

  **DWBOGGS**  9 contributions

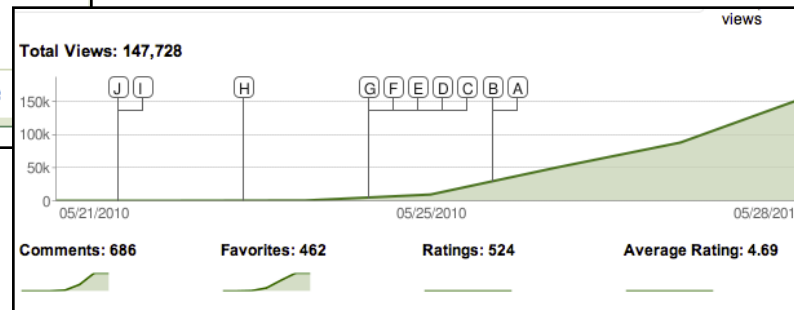
[Save Review](#)

 **DWBOGGS**
Contributions
[Reviews \(1\)](#) | [Photos \(8\)](#)
Location: USA
[See the cities I've visited](#)
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My girlfriend and I went to Iguacu Falls in March 2009 and it was absolutely amazing. We spent two full days there. It was one of the best experiences I've had in about 4 hours. The view from the side and 7 hours of the tour was absolutely amazing. Don't miss a thing -- when will you ever return?



Yelp



Visual Elements Representing Reputation Information



Apple

Must have for Canabalt fans ★★★★★

This was originally on the home video game consoles as a first person platformer... and now, it's a 3rd person platformer on your iPhone. I actually prefer this game to the original, and the swipe controls are masterful. It plays like it was meant to be on a touchscreen all along. Looks beautiful on an iPhone 4, but it also plays very smoothly on the iPhone 3g. If you don't have it already, it came out earlier for the iPad as well. The controls are nearly perfect and the level designs make for very intriguing fast-paced gameplay. The story is easy to follow too, if you enjoy being a rogue individualist against a tyrannical state, then this is your game. Definitely a game for the pro-freedom, pro-individual rights advocate at heart. I've been waiting for this game for 6 months, so I stayed up this evening to download it. It did not disappoint. Beat 5 levels already, and the sense of speed and altitude in the gameplay is wonderful. Great visuals

Con: not much to complain about at all! But some of the levels get hinky at times. Faith (the main character) doesn't always grapple onto an object or wall when she should, and it makes you second guess your timing... but other than that, it is very good!

Good but needs final polish ★★★

Nice of them to finally release the iPhone version of this iPad game -- what was up with the delay on this, surely there's no paid exclusivity on these platforms? This is an excellent platformer with interesting and very capable swipe-based controls. There are three dumb problems, though:

...More

Top Value! INR2,932 less than similar hotels in San Juan

Hotel Milano ★★★★★

Hotel photos | Amenities | Contact info

#7 of 44 hotels in San Juan

Ranked #14 for business in San Juan

385 reviews

“Wonderful hotel, great location, excellent customer service!” May 27, 2010

“Great Value” May 25, 2010

CHECK RATES!

INR5,818
(\$125)
Avg. price/night*



TripAdvisor

NowPublic

recommend

Add a comment

Recommend (not verified)

reply

You have already recommended this comment.

IMDb

Shrek is brilliant moviemaking. With a groundbreaking DVD, an all-star cast, great plot and storyline, Shrek is no doubt one of the best movies I've ever seen.

Thank you, your vote will be counted and appear on this page within 24 hours.

47 out of 57 people found the following review useful:

Left-field fairy tale left us rolling in the aisles, 17 June 2001

9 OUT OF 10!!!! We went to catch the matinee preview of "Shrek". We were still we dragged a friend out and went back for the evening show. Some of the shock gags we missed the first time, and anticipation of some of the other scenes had different audience reactions of different age groups, too. This is a *very* funny ride the burp/fart and yucky dining habits level - Shrek is rather closely related to R-mohawk. The dialogue and main action quips are mainly aimed at adults and sipping up "WHAT's he compensating for?" cracked me up...

YouTube

Viewing Liked Videos

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Barack Obama Upstaged by Scurrying Rodent !

If President Obama thought he heard a squeak of dissent as he announced tough new banking regulations he may have been right. But it was a small

(more)

Added: May 21, 2010, 05:49 AM

Views: 207,842

Time: 0:47

Comments: 407

Owner: kew1116

Play



Bethoven's Moonlight Sonata

Bethoven's Moonlight Sonata

Views: 13,224

Added: March 06, 2009, 04:30 PM

Time: 6:08

Comments: 17

Owner: Piano1515

Play

Discussion

Problems

- Cluttered User Interface - might mislead or confuse the user.
- Missing nudge - to look at relevant information.
- Lack of inter-relation between different reputation elements might:
 - have negative effect on credibility of information;
 - effect user's willingness to contribute.

Suggestions

- Clearly distinguish between distinct sources of information - guide users' task flow.
- Tie together - different instances of reputation information.
- Promote transparency.
- Create visually prominent & real-time links between the users across services.

So how does it translate to UI design?

*Honestly - putting it all together is tricky. But there's some pretty good design around already that follows **some** of these guidelines.*

Google Shopping

Google products

Apple iPhone 3G 8GB Smartphone - 3G 8 GB - shared - Not specified - WCDMA (UM

[Overview](#) - [Compare prices](#) - [Reviews](#) - [Technical specifications](#) - [Similar items](#)

 **\$350 new, \$85 used** from [6 sellers](#)

★★★★☆ 123 reviews

Reviews

Summary - Based on 123 reviews

1 2 3 4 stars 5 stars

"Video quality and sound quality is mind blowing."
"The internet/email is fast & easy."
"Battery life great considering what it can do."

"They cover cracked screens, drops, and water damage!"
"The camera is pretty decent for a phone."
"So I called Apple support to complain."

Best Phone I've ever had
★★★★★ By IphoneLovers1 - Feb 26, 2010 - Full review provided by  Best Buy
Pros: Everything is great

Usage of color scheme to differentiate between the ratings

NowPublic

OTHER DEVICES →

What is foursquare?



DEVELOPERS:
USE OUR API TO BUILD
YOUR OWN APPS
[find out how →](#)

BUSINESSES:
USE FOURSQUARE TO
REWARD YOUR CUSTOMERS
[find out how →](#)

FIND US ON



 **Christopher A.** in San Diego, California:
unlocked the **'Local'** badge. 

 **Sean** in Narragansett, RI:
became the mayor of **Twin Willows**. 

 **Mathæuus** in Banská Bystrica, Banskobystrický kraj:
became the mayor of **MHD / Tajovskeho, SOU**. 

 **brassfastener** in New York, NY:
unlocked the **'Overshare'** badge. 

 **Jim's Eyes** in Henderson, NV:
wrote a tip @ **Green Valley Ranch Casino**: Some of the
nicest bathrooms in Las Vegas area. 

 **Richard B.** in New York, NY:
wrote a tip @ **Starbucks**: Our company is expanding in NYC.
347.772.8602 or richardbonilla@gmail.com for more details.
Serious Inquiries only. 

 **De K.** in San Francisco, CA:
unlocked the **'Super Swarm'** badge. 

Real time links between the users

Thank You!