





# Selling Products? Use Product Reviews to Increase Conversions!



increase conversion rates on your e-commerce site, an article from last year on InternetRetailer.com is definitely worth reading: [OnlineShoes.com hikes up conversions with ratings and reviews](#)

7 tweets  
retweet

User-generated content increases conversion, doubles page views for Halfords

The article explains how product reviews on one particular site hiked up conversion rates and led to a 119% increase in the likelihood of conversions!

Product Reviews Increase Conversion Rates

LEVERAGING USER GENERATED CONTENT

Consumer reviews are significantly more trusted -- nearly 12 times more -- than descriptions that come from manufacturers, according to a survey of US mom Internet users by online video review site EXPO. (eMarketer, February 2010)



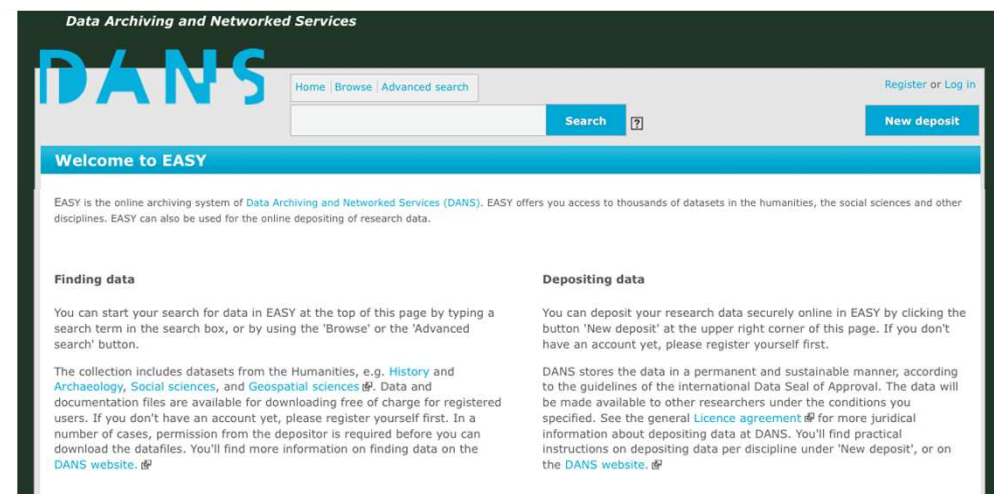
# Agenda

- Who is DANS?
- Peer review pilot study: What we did
- What we got
- What it looks like
- What now?



# About DANS

- Promote sustained access to digital research data
- Data archiving in Social Sciences and Humanities
- On-line repository “EASY” for self-archiving







# About DANS

- Explore and research new approaches to providing access to data
- Enhanced Publications
- International research infrastructures





# Data quality at DANS EASY

- Check at deposit
  - Data expert examines data as it comes in
  - Metadata, data set and sources are checked
  - Correctness is up to depositor
- Extend peer reviewing to data in their own right
- Engage our users
  - There are 8000 of them
  - What do they think about our collections?



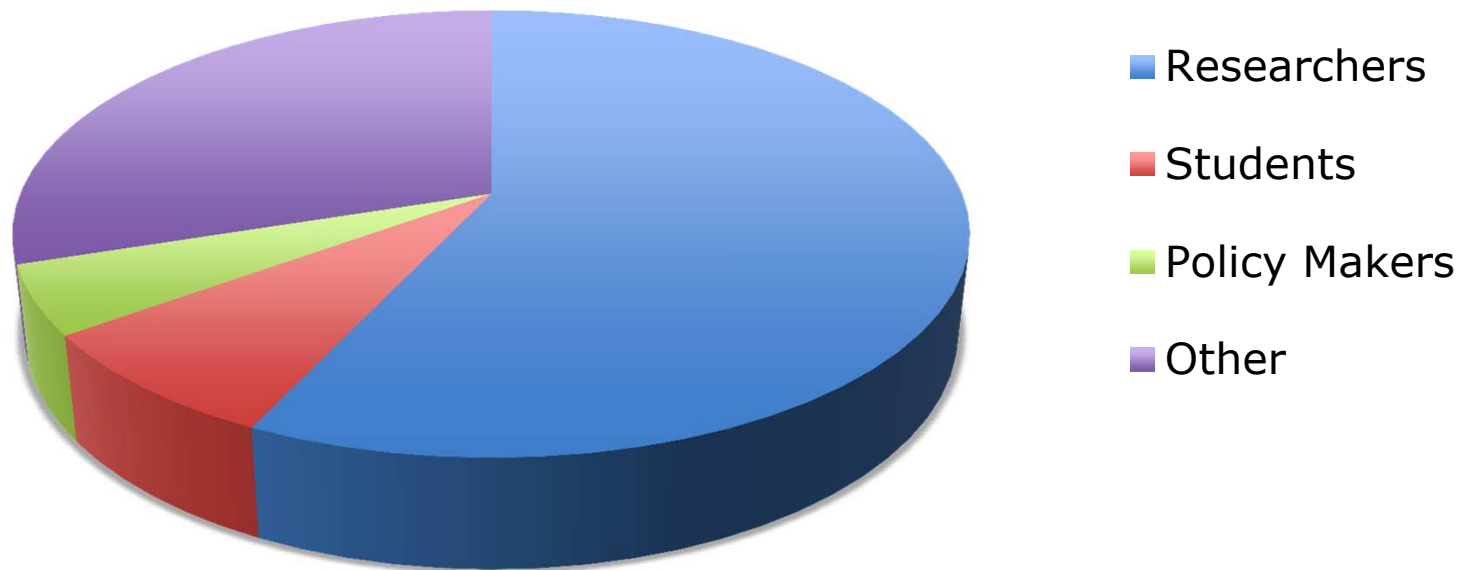
# Pilot: What we did

- Selected a target group
  - People who have downloaded data from October 2009 onwards
- Set up a simple questionnaire using SurveyMonkey
- Sent out 1937 e-mail invitations
- Asked for a rating 1-5 and comments on data set and website



# What we got

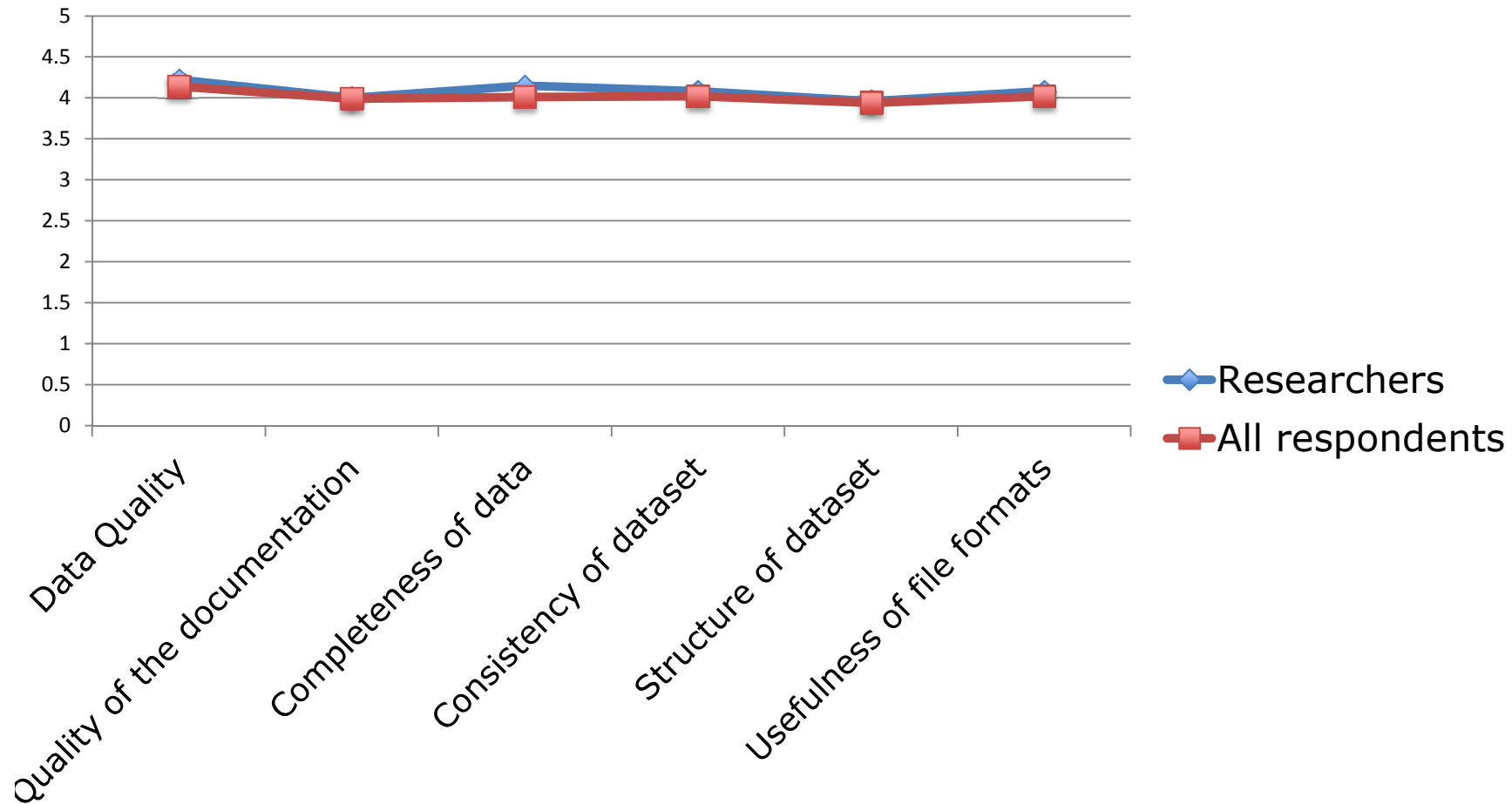
- Response: 279 out of 1937 (14,4%)







# What we got: Data set





# What we got: Data set

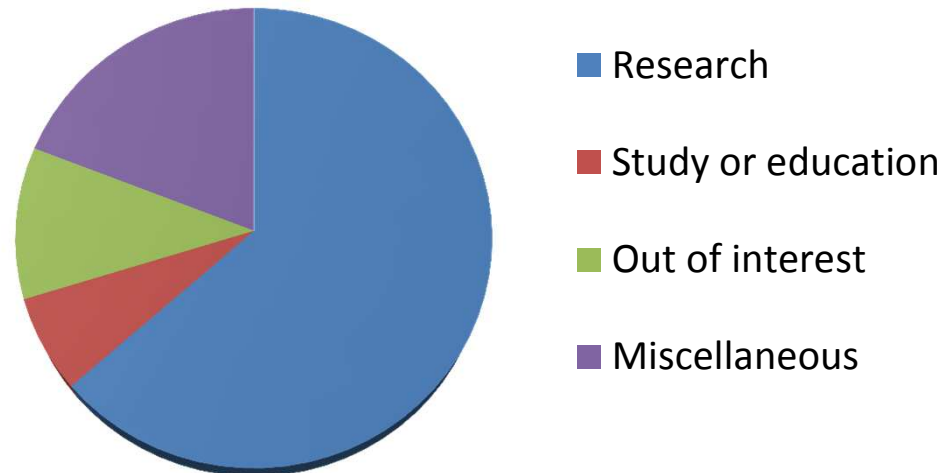
- “Quality = Comprehensiveness + Accessibility”
- 91% would recommend the data set to others
- 51% assigned tags to the data set





# What we got: Research

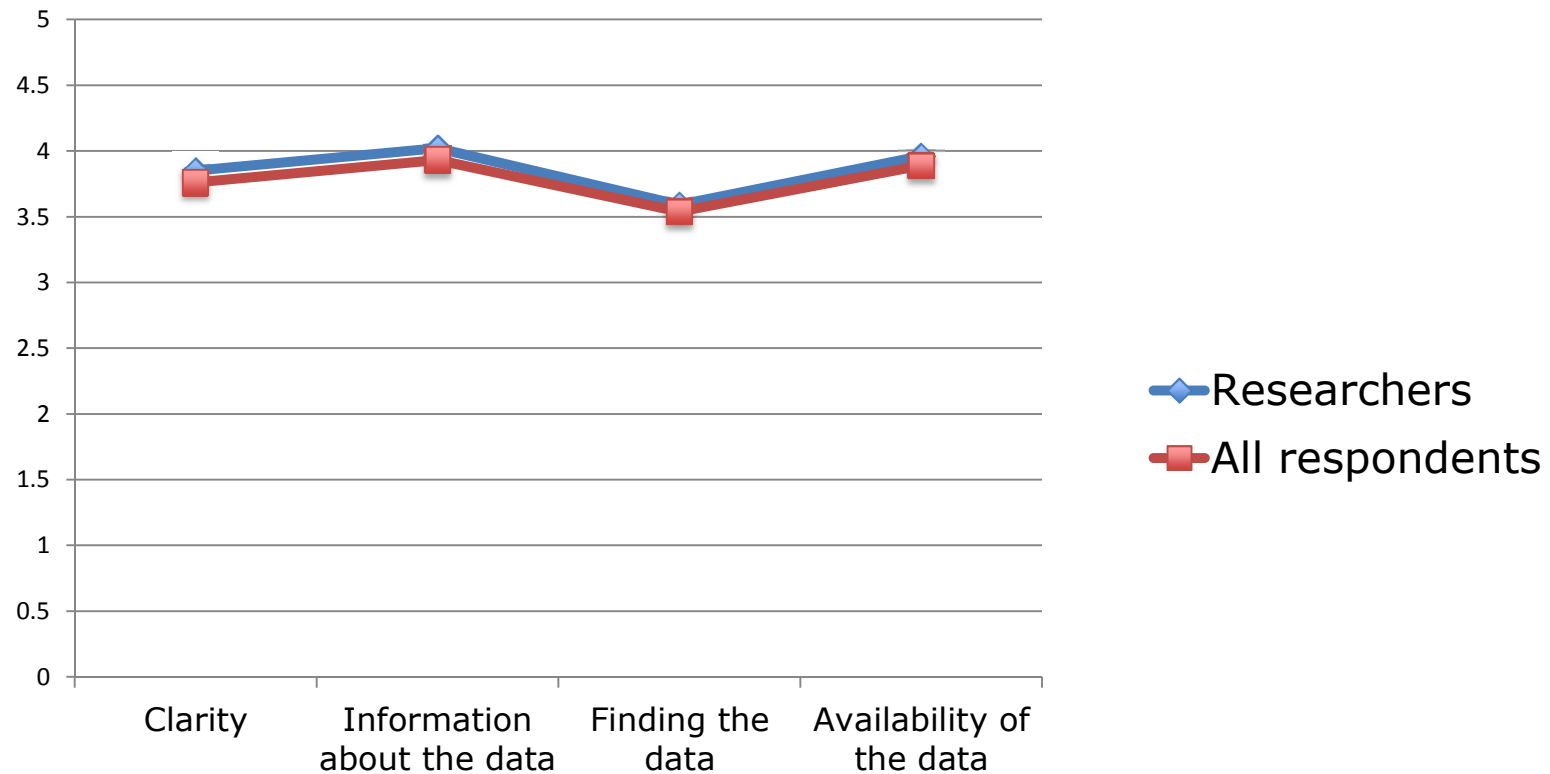
- Goal:



- 69% find the data set helpful for research question
- 16% have used the data set for a publication
- 58% intend to use it for (another) publication



# What we got: Website







# Showing the results

**Overview** | Description | Data files (8)

Centraal Bureau voor de Statistiek - CBS; Stichting Kiezersonderzoek Nederland - SKON; Henk van der Kolk - Universiteit Twente; Kees Aarts - Universiteit Twente; Martin Rosema - Universiteit Twente; Martha Brinkman - Universiteit Twente (2007), *Nationaal Kiezersonderzoek, NKO 2006; Dutch Parliamentary Election Study 2006 - DPES 2006*  
Persistent Identifier: [urn:nbn:nl:ui:13-4zd-x4e](#)

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## Relations

[NKO website](#)

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Voor deze dataset zijn enkele reviews beschikbaar.

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strongly restrictive rules at Statistics Netherlands.  
The questionnaires (both Dutch and English) used in this survey are available on [www.dpes.nl](#). A full codebook will become available in November 2007.

**Relations**  
[NKO website](#)  

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[Voor deze dataset zijn enkele reviews beschikbaar.](#)



## Detailed reactions for 'Nationaal Kiezersonderzoek, NKO 2006'

### Reviews

Below you can see how users have responded to the dataset 'Nationaal Kiezersonderzoek, NKO 2006'. The legend to the right explains the ratings.

#### Ratings:

- 5: very good
- 4: good
- 3: neither good nor bad
- 2: insufficient
- 1: bad

Aspect	Rating						Average rating
	(5)	(4)	(3)	(2)	(1)	(n/a)	
data quality	4	2	0	0	0	0	★★★★★ (4.67/5)
quality of the documentation	4	1	0	0	1	0	★★★★☆ (4.17/5)
completeness of the data	4	2	0	0	0	0	★★★★★ (4.67/5)
consistency of the dataset (if applicable)	4	1	0	0	0	1	★★★★★ (4.8/5)
structure of the dataset (if applicable)	4	2	0	0	0	0	★★★★★ (4.67/5)
usefulness of the file formats	3	2	0	1	0	0	★★★★☆ (4.17/5)

5 out of 6 reviewers of this dataset recommend the use of it.

1 out of 6 reviewers of this dataset has published using this dataset.

2 out of 6 reviewers of this dataset intend to use this dataset for a publication.

[Back to datareviews Home](#)



Data Archiving and Networked Services

# DANS

[EASY Home](#) | [DANS Home](#) | [Datareviews Home](#) | [View in Dutch](#) 

## Reviews van datasets in EASY

### Reviews

Below you'll find all datasets that have been reviewed by two or more users who have downloaded that set. Click on the name of a dataset to see more detailed ratings. As more EASY-users share their opinion on the dataset(s) they have downloaded this list will grow. Please note that these ratings are not by DANS.

Dataset	Number of reactions	Average rating
<a href="#">De steentijd van Nederland</a>	12	★★★★☆ (4.02/5)
<a href="#">WoON2009; release 1.2 - Woononderzoek Nederland (voor overheid en universiteiten)</a>	8	★★★★☆ (4.19/5)
<a href="#">Relief in Tijd en Ruimte. Interdisciplinair onderzoek naar bewoning en landschap van Oost-Nederland tussen vroege prehistorie en middeleeuwen.</a>	7	★★★★☆ (3.77/5)
<a href="#">Nationaal Kiezersonderzoek, NKO 2006</a>	6	★★★★☆ (4.51/5)
<a href="#">NLGis shapefiles</a>	5	★★★★☆ (4.3/5)
<a href="#">Culturele Veranderingen in Nederland 2006 - CV'06</a>	4	★★★★☆ (3.71/5)
<a href="#">Bestand bodemgebruik 2006 - BBG'06</a>	4	★★★★☆ (3.7/5)
<a href="#">Hardinxveld-Giessendam - De Bruin</a>	4	★★★★☆ (4.1/5)

# DANS



# What did depositors say?

- “I like those scores!”
- “Any tips on how to improve my rating?”





# Results

- What we sought:
  - Basic ratings for various data sets
  - Estimate of feasibility of ratings in repository
- What we got:
  - Rather positive feedback
  - Diminishing “deposit-and-forget” effect
    - What you did matters to others
    - People are willing to share their experiences
  - Many new questions...



# So...

- Turn pilot into a structural data review process
- How to present qualitative feedback and tags?
- Critical mass versus harassment
- How to grow it into a community platform?



# Questions and suggestions

Marjan Grootveld – [marjan.grootveld@dans.knaw.nl](mailto:marjan.grootveld@dans.knaw.nl)

<http://easy.dans.knaw.nl>

<http://datareviews.dans.knaw.nl/?l=en&/>

<http://dans.knaw.nl/en/content/categorieen/publicaties/dans-studies-digital-archiving-5>



## Data Archiving and Networked Services

Anna van Saksenlaan 10, 2593 HT The Hague. P.O. Box 93067, 2509 AB The Hague.

T +31 (0)70 3446 484, F +31 (0)70 3446 482, E [info@dans.knaw.nl](mailto:info@dans.knaw.nl)

