

User Generated Content: Reviews and Perspectives

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Abstract

This article has put the various aspects of UGC in perspective by building and discussing a framework that contains the relevant stages and elements in the development and use of UGC.

For each of the framework's elements there is a need for sound research that generates answers to the many questions that remain. How do users make sense of user generated reviews? Why are some reviews considered more helpful than others? To what extent do reviews replace other means of information gathering about products and services that have traditionally been used for decision making by buyers? What strategic options do companies have in dealing with UGC?

The review presented in this article has shown that UGC is an important development for both customers and companies. At the same time, it is clear that research into this area is still limited. Many of the currently available sources provide anecdotal evidence that lacks a clear research methodology.

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