Abstract

Polarizing products are those that some people like a great deal but other people dislike a great deal. Presentation of ratings distributions online makes it possible for people to readily discern how polarizing a product is before purchase, but what effect do ratings distributions have on evaluations of a product? In this talk, I present studies showing that people view polarizing products as more self-expressive than non-polarizing products, and as a result, they prefer such products when self-expression needs are high.