Biz New Orleans: Study finds small businesses earn kinder reviews

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Chris Hydock, assistant professor of marketing, was quoted in Biz New Orleans about his research finding that small companies tend to receive more positive reviews online because consumers feel empathetic to them.

> “This creates an overall positivity bias for small businesses,” Hydock said. “People empathize with them more, and that empathy influences not only whether they leave a review, but what kind of review they leave.”

To read the story in its entirety, visit bizneworleans.com:

https://bizneworleans.com/study-finds-small-businesses-earn-kinder-reviews/