

LINA.REVIEW

(LINA)

Blockchain Based Review Platform

LinaNetwork

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Abstract

Review means the evaluation and description of user's experience upon the use of a product or service (for example, product could be a book, a phone, a car, etc., service could be a tour, a course, a hotel, a restaurant, etc.). The evaluation of reviewer usually consists of 02 parts: one for the description of the experience and the other for quantifying the quality of the product or service with an easily identified scale. Although reviews and reviewers play a very important role in stimulating demand for products and services and building image for service providers, in practice the review results are often manipulated by Corporations, large companies through marketing techniques, or even a direct cooperation with the review system providers, making it difficult for users to trust the results of product reviews. In addition, the reviews and reviewers are often localized, making it difficult for users to search and compare the reviews among communities. The solution to this problem is to build Lina.review - the platform for reviewing on Blockchain, utilizing blockchain's immutability to produce the best possible transparency and create conditions for reviewers to benefit from providing quality reviews, as well as easily and directly interact with users and providers of products or services that are currently trustless. Lina tokens shall be the native token of the system, with the purpose of tokenizing the review industry.

The information provided in this document is intended for informational purposes and is subject to change with more research and updates.

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1 Value of online product review

With the explosion of the Internet, product reviews have become an important factor in building brand image and business reputation. A negative review can seriously affect the reputation of the business. This has even created an industry known as “reputation management” with the primary functions of helping companies “concealing” bad reviews [1]. However, from the users’ perspective, this is not a good thing because it hinders them in accessing transparent and trustful reviews.

In Martin Lindstrom's marketing book “Buyology”, he wrote about “mirror neurons”[2] - neuronal reflections: neurons that fire when an action is being performed and when that same action is being observed. He stated that this is related to the fact that the user when deciding to buy a product is often influenced by the interaction and review of other users of the product.

According to the statistics from Pew Research Center, more than 50% of US adults under 50 years of age regularly consult online product reviews before deciding on spending. In another survey conducted by the Center, 82% of adults in the United States said they “sometimes” read online reviews before making a purchase decision, and 40% of interviewees said they always or almost always read online reviews [3]

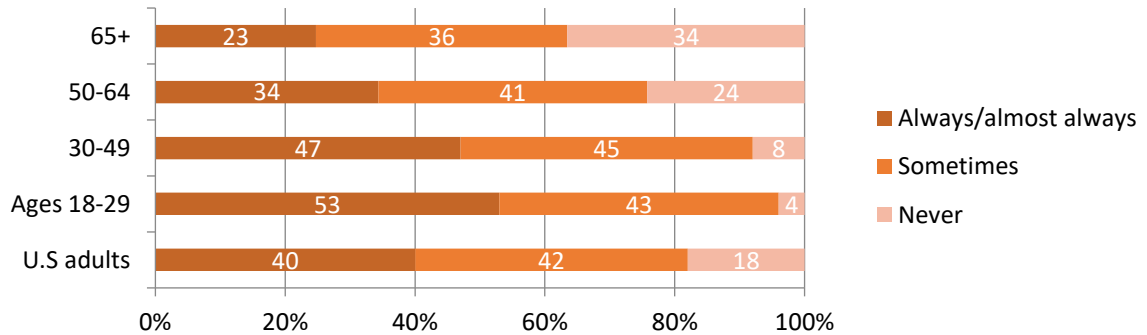


Figure 1: 50% of US adults less than 50 years of age regularly see online review.

More importantly, the frequency with which users read online reviews are often proportional to the frequency with which they shop online. About two-thirds (67%) of weekly online shoppers said they usually read online reviews before making decision. That figure for monthly online shoppers is 54%.

In fact, in the games and movies industries, there are cases where companies release awards not only on sales but also on the basis of expert and community reviews on Metacritic, the leading movies and games review site in the US [4].

“You get bonuses based on sales, and you get bonuses based on Metacritic scores. An executive producer might get a bonus of around \$100K, and a regular programmer might get something like \$15K, enough for a car.”

-rollingstone.com

So, it is clear that the review industry is extremely important in building brand image as well as the credibility of business reputation.

In the review industry, reviews of the experts play a decisive role. Expert reviews are usually written by reputable experts who have tried and tested products and services to find the best value for money. However, it is usually difficult for ordinary users to access these experts, while that should really be the main communication channel in the review industry.

2 Aspects of current review industry

2.1 Reliability of reviews and scores

While the importance of the review industry is undeniable, the most important part - the credibility of the score - is in question.

In May 2016, Yelp, US's leading restaurant and service review website, issued 59 notice warnings to consumers about businesses paying for better reviews [4].

Similar to Yelp, reviews on creative-related products such as movies or games on leading rating websites like Metacritic or Rotten Tomatoes are also considered as "Fundamentally Flawed" [5].

This happens because, in theory, the reviewers should be responsible for making the objective, unbiased and the most accurate reviews possible, but in reality there is currently no evaluation mechanism for the reviewers themselves, so there is no clear connection between the benefits and the quality of the reviews of experts. When the experts do not have the motivation and responsibility to do their job, it is predictable that the quality of expert review would be reduced or influenced by other factors.

Besides, the lack of a transparent communication mechanism between the websites' offering review system and end users also creates a loophole that allows product or service providers to easily deal with the current rating system manager and thereby change review scores in their favor.

In 2010, Obsidian Entertainment, Inc. did not receive the bonus because their game Fallout: New Vegas only scored 84 points on Metacritic, while conditions for receiving the bonus is 85 points [6]. The publisher had been accused of consorting with Metacritic to change the score with the purposing of not having to pay the bonus. Although the truthfulness of this

story will never be verified, it shows that the shortcoming of current rating systems is the ability to intervene in the review score of corporations and large companies.

This shortcoming leads to the reduction of users' trust in review results and systems. According to a survey from Pew Research, nearly half of the United States' surveyed population said they could hardly believe the results of online reviews.

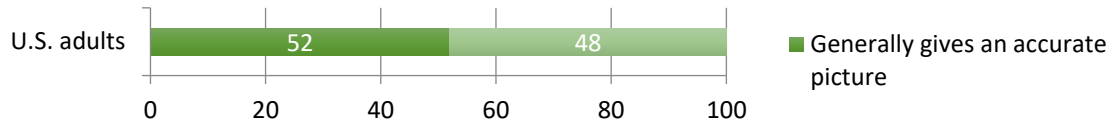


Figure 2: 48% adults in the US find it hard to believe in online reviews

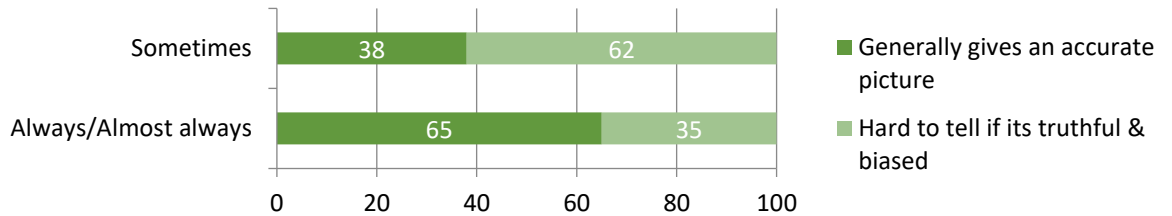


Figure 3: ratio of review readers' trust in review results

Consequentially, end users lose their trust in review results, while review experts do not have motivation to work. Therefore, manufacturers could not receive honest feedback to improve their products. It is a lose-lose-lose situation.

2.2 Difficulties in finding and comparing evaluation results

At present, there are many rating systems in different industries. These systems are quite dispersed resulting in difficulty for users to search reviews.

For example, there are many rating websites for technological equipment such as phones or laptops. Each of them has its own advantages/disadvantages, making it difficult to find reviews and almost impossible to gain experience from the previous reviewers.

2.3 Lack of standard criteria for each subject

One product is usually rated as "Good" or "Not Good", at the option of users. This is expressed quite clearly on websites providing scale-based rating with a large number of users. Take IMDB (the leading movie database website) as an example, the rating of 10 points or 0 point of movies, which have many viewers, are a lot, especially for controversial films. Or Rotten Tomatoes - the most appreciated review website, also gives users the choice of either "Rotten" or "Fresh".

Netflix - the largest movie streaming service - has also deprecated its star-rating system (from 0 star - 5 stars) and replaced it with "thumb up / thumb down [7]. One of the reasons for this change, at the option of Netflix, is that scale-based rating is decided by feelings and does not help customer feedback analysis.

In fact, the satisfaction or dissatisfaction of customers with products or services comes from many different factors and details of those products or services. However, most users do not realize where their satisfaction or dissatisfaction came from when reviewing. And yet, when being asked specifically about a criterion, they will immediately recognize that it is the cause of their positive or negative review. For example, for movies, many people acknowledged that the appearance of an actor/actress in the movie has a big impact on whether they like the film.

Therefore, it is necessary to build standard criteria for each subject in order to help business get the most accurate feedback from customer. Thanks to the assistance of a network of experts in many industries, Lina.review has introduced a set of criteria applied to more than 20 fields ranging from technological products, medical services or hotels, to movies and books. In addition to being able to get the most accurate feedback from users about the selected criteria, Lina.review has introduced the Lina Rating app (available on Google Play) so that users can "vote" for the criteria to be reviewed, currently for 6 subjects:

- Medical Service, Hospital
- Hotels
- Movie
- Restaurant
- Crypto Currency
- Smart Phone

The obtained results are fairly interesting, for example, for restaurants, the number of people voting for "Cleanliness" is greater than the number of people voted for "Food Quality", and the number of people voting for "Ambience" and "Food safety" is nearly equal to "Food Quality". This partly indicates that existing restaurant review criteria need to be updated.

3 Introducing Lina.review - community-driven review platform powered by Blockchain Technology

3.1 Solutions

By being implemented on Blockchain technology, Lina.review will address issues related to transparency and immutability of the score, as well as develop mechanisms to help users and experts earn profits based on system development and the quality of their reviews (via smart contract).

3.2 Procedures

Below are preliminary procedures of the system. Please refer to Section 4 for further technical details and illustrations.

For Merchants

Merchants are the parties providing the products or services who wish them to be reviewed. To join the system, a merchant is required to register with Lina.review about their fields of business and may have to pay for registration or product listing fee(s) (if applicable; depending on configuration). In case where a fee is required, the fee(s) will be distributed just like the advertising fee (Section 3.4).

For Advertisers

Advertisers are businesses or individuals who want to advertise on Lina.review or other review systems running on the Lina blockchain platform. Naturally, a merchant could be an advertiser - and standalone advertisers are treated as a special merchants on Lina.review. Hereinafter, Advertisers could be also referred to as Merchant.

The revenue from advertising will be distributed to the system participants according to the configuration of each system on Lina Platform. The 10% charge for administration and operation of Lina.review is required.

For Helpers

Experts (hereinafter referred to as Helper) mean those users who are qualified and will review products and services on the system.

When viewing products or services, Helpers' reviews shall be displayed separately.

There are 2 options to become a Helper:

- Sign up with Lina.review by attaching CV, proof of domain knowledge, personal value, etc. The applicant is only considered as a Helper after being approved by the Helper Board. Please note that in the later stages of the system, when Lina.review has grown, the approval for being a Helper will be very strict due to the user-oriented assessment of the system.

- Publish lots of quality reviews, which are widely accepted (like/agree). After reaching the specific level, the reviewer will be promoted to Helper. Note that depending on the size of the system that this threshold will also increase accordingly.

The Helper will be entitled to receive a substantial portion of the advertising revenue or registration fee (up to 50%) depending on their fields. The above-mentioned parameter is only applied to Lina.review, and that of other Lina blockchain based review systems could configure their own incentive and revenue sharing policies.

It is the responsibility of the Helper to monthly submit a certain number of reviews with an acceptable quality (based on factors such as the number of like/agree from users). In case where the Helper fails to satisfy these conditions in two consecutive months (configurable), they will be demoted down to common user.

For Common Users

Common users mean those who are using the Lina.review system to search the information on products and its reviews as well as write their own review and assessment. Common users can become Helpers through the above-mentioned options.

Common users may be distributed system revenue for their review and assessment work, depending on configuration.

Specifically, for the system Lina.review, the common users will not receive system revenue for their review and assessment.

With other review systems running on the Lina blockchain platform, the revenue sharing for the user shall depend on each configuration.

For System Builders on the Lina Platform

Individuals or companies wishing to build a review system on the Lina blockchain Platform could easily do this. Participation is free but the Lina Platform will charge based on the activities on the system, namely the participation of merchants, advertising as well as rating activities themselves.

When these private systems come into operation, 10% of system revenues (from advertising or merchant participation fees) will be used to administer and operate the Lina Platform.

3.3 Example Use-cases

Use-case #1: Building the global review system (Lina.review is this use-case)

The review system is capable of developing communities and building/expanding networks of its Helpers. The logics of subject, criteria and experts are shown in Section 3.2 and 4.

Use-case #2: Building a specific review system for a specific subject

Subject: People who have the available community and wish to build their own review system with one or more predetermined review subjects.

Example: Building a travel review system for hotels, such as TripAdvisor.

Procedures:

1. Build review application for tourism and hotel on Lina Platform using Lina SDK and sample applications.
2. Configure criteria that are needed to be reviewed. For example, the criteria can be simple, not too detailed if the system mainly targets community.
3. Configure specific parameters for each reviewer and Helper: Because of the large size of the global community, common users will not be able to get Lina Token when reviewing. A greater number of likes is required to become a Helper because the user community of tourism and hotel is already very large.
4. Configure ad revenue distribution ratio.

Use-case #3: Building individual review systems

Subject: Qualified people who want to build their own personal review systems

For example: movies review blog

Procedures:

1. Build review application for film on Lina Platform using Lina SDK and sample applications.
2. Configure criteria that are needed to be reviewed. Since this is an in-depth review system, the criteria can be very detailed.
3. Configure specific parameters for each reviewer and Helper: Since this is a personal system, there is no mechanism for common users to become Helpers.

Use-case #4: Business owners to build a review system for business services

Subject: Business owners who want to build their own review system for their services (with their own conditions).

For example: An automobile manufacturer who wants to build a system to get customer feedback on their cars.

Procedures:

1. Build review application for automobile on Lina Platform using Lina SDK and sample applications.

2. Configure criteria subject to feedback. For example, a luxury car firm, which does not care about the price criteria, could focus on the criteria of interior aspects such as sound and image system, seats, etc.
3. Configure specific parameters for each reviewer and Helper: For example, because the firm owner needs customer feedback, each reviewer can receive a small number of Lina Token, and that of each Helper will be higher. The requirements to become Helper will also be more rigorous, requiring the business owner to confirm instead of being able to be promoted on the basis of number of likes in his/her review.

3.4 Advertising on Lina.review

Advertisers will utilize LINA tokens to advertise on system. Advertising revenue will be shared to participants in the following rates: (Note: figures can be changed/configured)

- Operating and administration expenses: 10%
- Helper: 50% depending on industries. For example, if advertising revenue comes mostly from car manufacturers, Helper in the field of automobile will be distributed more. This does not mean that Helpers in the field that have no advertising revenue will not be shared, it is just that they are given less tokens.
- Large Token Holder: 40% - Holders of large numbers of tokens (> 1 million tokens) will be shared 40% of the advertising revenue in accordance with percentage of tokens. The division of revenue will be held every 6 months.

When advertising on Lina.review, the businesses will approach to the right targeted subjects because when the users are interested in reading reviews in any fields, the advertising of these fields will be displayed.

For Lina.review and LINA token systems, revenue from advertising is very important, as it generates three values:

- Create demand for LINA tokens, especially from businesses with high financial capacity.
- Create benefits for those who directly create the value of the system (Helpers), thereby increasing the quality of reviews resulting in increase of system's value and higher advertising revenue.
- Create a Network Effect to attract users and helpers to evaluate in the system, thereby increasing the value of the system and leading to higher advertising revenue.

3.5 Business Landscape

Competitors

- Metacritic: A website that reviews movies and games which is known as the largest rating system of its kind in the world. Many publishers are using Metacritic scores

to evaluate product quality as well as give bonuses to producers. However, it is accused of being influenced by large corporations, especially in the games industry.

- IMDB: The world's largest database system of movies. It has the function of reviewing movies but this is not the main function.
- Rotten Tomatoes: the highest rated review website for movies with a large number of qualified movie experts. However, the experts themselves are rarely replaced, which makes it difficult to maintain consistent quality.
- Yelp: Review system for restaurants. Services and many other fields. Focus primarily on the US market.
- TripAdvisor: A system for review of hotels and travel services around the world. In addition, users are also able to book rooms online.
- Techradar: A system for reviewing technology products such as phones and laptops etc.

The strengths of Lina compared to the current system

Current system	Lina.review
The result of the evaluation is not transparent and it is easy to lose trust from users.	The results are completely transparent to the users
Easily influenced by outside factors due to centralized review.	The assessment is decentralized so it cannot be faked.
Users do not have the ability to monetize on the system.	Users and Helpers can earn Lina token basing on their contribution.
No specific review criteria for each subject	Build specific review criteria for each subject with the assistance of available team of Helpers.
Often only focus on certain products or services	Unlimited types of products or services.
Lack of motivation for reviewers (Common Users and Helpers) to improve their review quality.	Users can become Helpers if they have many high-quality reviews. Helper may lose their position if there are many poor-quality reviews.
Revenue is not transparent.	Revenue is completely recorded on the blockchain and visible to the public.

4 Technical Details on Lina Platform

4.1 Overview

The Lina Platform aims to create a social review platform built on trust and reputation with the revolutionary blockchain technology and enable users and experts to earn profit based on the quality of their reviews.

The Lina Core is the core component of the Lina Platform. It leverages smart contracts on blockchain to build a trusted network of users and address issues related to transparency, immutability of review scores.

The Lina Token (LINA) is the native token of the Lina Platform. It will be based on Ethereum, a blockchain-based decentralized platform for applications that run exactly as programmed without any chance of fraud, censorship or third-party interference to facilitate online contractual agreements in a cryptographically secure manner.

The Lina.review is the global review system, capable of developing community and building/expanding network of its Helper. The logics of subject, criteria and experts are shown in section 3.1 and 3.2.

4.2 Design of the Lina Platform

The main public Ethereum decentralized network, which uses the concept of smart contracts, was chosen to serve as the decentralized settlement layer of the Lina Platform with LINA Token and provide transparency of payment transactions, reviews and bids.

Lina Platform introduces a **hybrid architecture** approach, bridging between public Ethereum chain (mainnet) and a high performance, scalable private side-blockchain transaction services for scalable interactions with the LINA token. The key reasons for not using a purely public chain architecture are scalability and transaction fees. The current Ethereum network's capabilities do not allow us to launch and scale the service globally due to several issues, including:

- The Ethereum network currently is theoretically capable of handling about 10 transactions per second [8], which is definitely not enough for the scale of millions of users (or even hundreds of thousands of users).
- Ethereum's transaction confirmation times are significantly delayed - which affects the user experience.
- Every transaction on Ethereum blockchain is required to pay transaction fee in ETH which most likely will be costly and creating an adoption barrier for the average user.

This hybrid approach will help avoid network fees in transactions between users, avoid stress on the public network due to the large volume of transactions and improve the user experience in terms of responsiveness and latency.

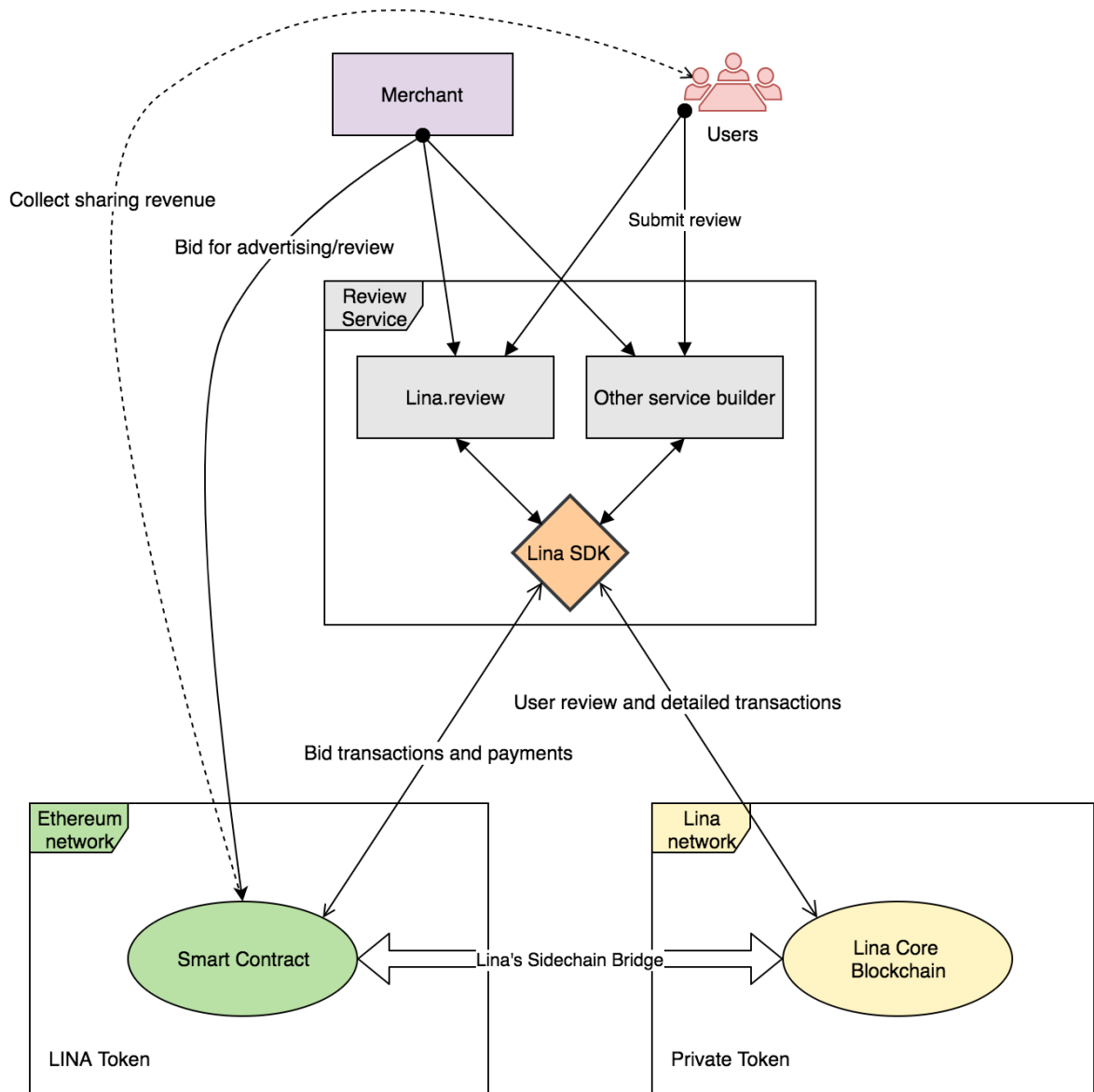


Figure 4: Lina Platform Overview

4.3 The Lina Core

The Lina Core is a high performance, scalable private blockchain transaction services for recording detailed transactions to help avoid Ethereum’s network fees in transactions, stress on the public network due to the large volume of transactions and to improve the user experience in terms of latency.

Transactions and actions of merchant and users on Lina.review and other systems are stored in Lina Core blockchain to ensure the transparency of reviews and prevent fraud. Merchants can easily check and verify reviews, clicks and other components of a review and advertising campaign. As the information is stored on the blockchain, it cannot be manipulated, so merchants will only pay for the actual results.

4.4 The LINA Token

The Lina Token (LINA) is the native token of the Lina Platform. It will be ERC-20 token based on Ethereum, a blockchain-based decentralized platform for applications that run exactly as programmed without any chance of fraud, censorship or third-party interference to facilitate online contractual agreements in a cryptographically secure manner.

The total number of LINA token created will be 900,000,000. 33.33% of all LINA tokens (300,000,000) will be available for sale to the public in the LINA Token Generation Event. 66.67% of all LINA tokens (600,000,000) will be locked in Smart Contract to be released annually over 10 years (60,000,000 Token per year).

4.5 The Lina Bridge

The Lina Bridge is a sidechain bridge service for the Lina Core blockchain network to synchronize bids, payment transactions and to interact with the LINA Token smart contract on the public Ethereum network.

Tokens between the private chain platform and the Ethereum blockchain could be dynamically interchangeable. As such, the balance of the ETH smart contract (LINA Token) could be equal to the liquidity of the tokens inside the private chain. Locking mechanisms in smart contracts should be implemented to ensure the consistency of the balance in user wallets between public and private platforms.

4.6 The LINA User Profile

LINA users mean those who are using review services on the Lina Platform to search the information on products and their reviews as well as write their own reviews and assessments. Each user will have their own profile where they can input their interests and preferences.

User levels (Common or Expert) can be determined by the owner of the review service.

In order to receive token rewards, users will need to register valid addresses to receive LINA tokens.

4.7 The Review System

The review system, such as Lina.review, is a review service built on top of the Lina Platform. It is designed to be easy for individuals or companies to build their own review systems on the Lina Platform using the Lina SDK and sample applications.

Building review services on Lina Platform is free but a maintenance fee will be charged based on the activities on the service, such as advertising and rating activities.

10% of service revenues (from advertising, merchant review bids) will be charged to cover the costs of development, operation and maintenance of the Lina Platform.

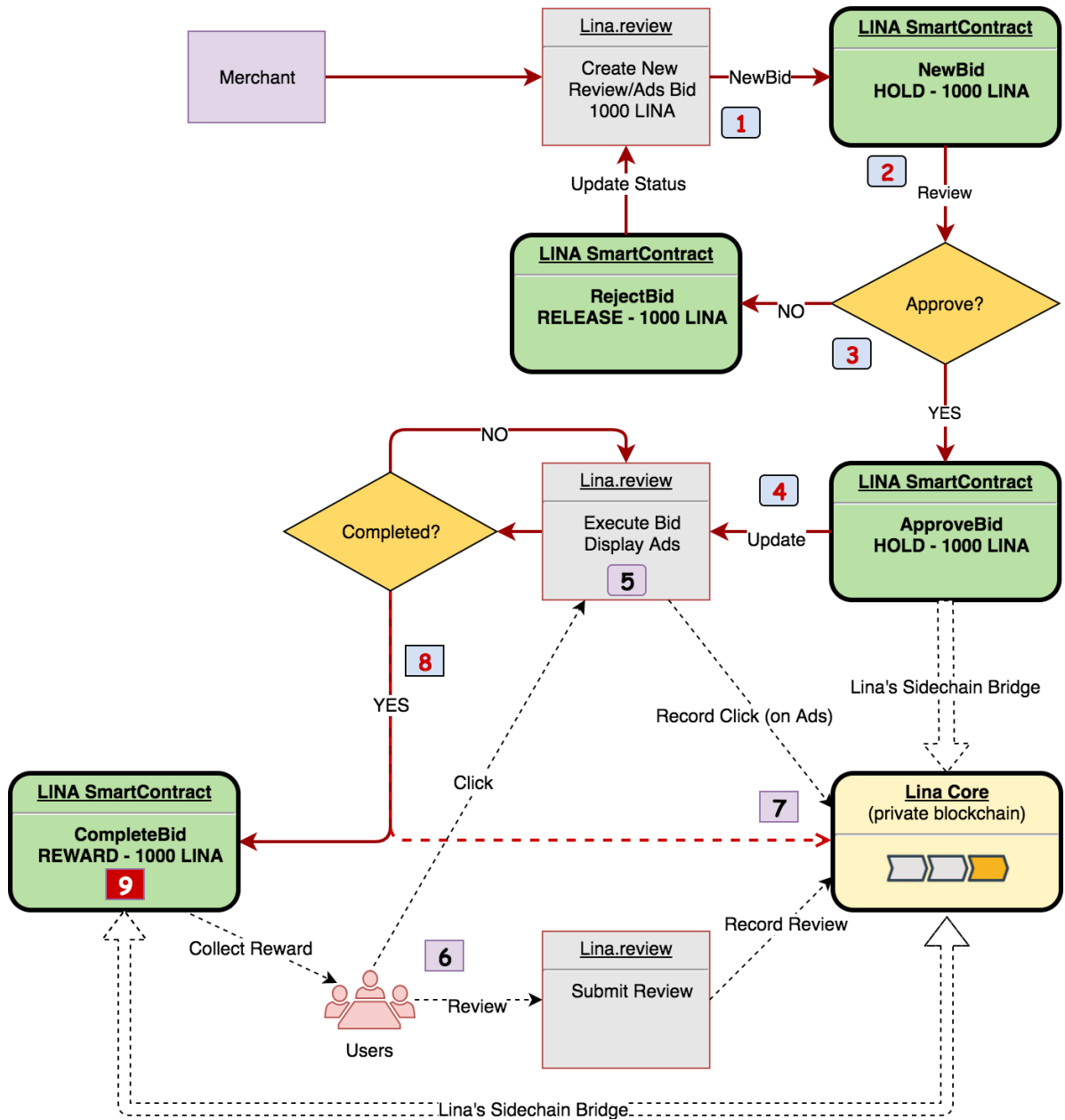


Figure 5: Bid and Reward Sharing Flow

This is an example walk-through of a bid for advertising request from a Merchant and the reward sharing flows:

1. The Merchant places a new product review request or a new advertising campaign bid on the Lina.review website by providing campaign details (links, conversion goals, ...), for example 1000 clicks at the price of 1000 LINA (1 LINA per click).

2. The Merchant deposits 1000 LINA to smart contract to place the bid. 1000 LINA then will be locked and the bid is waiting for approval.
3. Lina.review staff reviews and approves the bid. In case the bid is rejected, deposit amount will be refundable to the merchant.
4. Once the bid gets approved, Lina.review service will be notified to execute the bid.
5. The bid gets executed on Lina.review website based on campaign parameters.
6. Whenever a user clicks on the ads link, the click will be recorded on the Lina Core private blockchain.
7. Whenever a user clicks submit a review, the review details will be recorded on the Lina Core private blockchain. Note that the review could be subject to being approved by Lina.review staff or by votes from Helpers.
8. The Lina.review service will periodically check transactions on the Lina Core private blockchain and bid configurations to determine if the campaign is fully executed or expired.
9. Once a bid is fully executed or expired, the LINA smart contract will be called with statistical information to calculate fee(s) and revenue sharing distribution to users and LINA token holders. In case the bid is partly executed, the remaining amount (if any) will be refundable to the merchant.

** Bid status on the public chain will be synchronized to the Lina Core private blockchain by the Lina Bridge.*

5 Token Generation Event (TGE)

5.1 Token Allocation

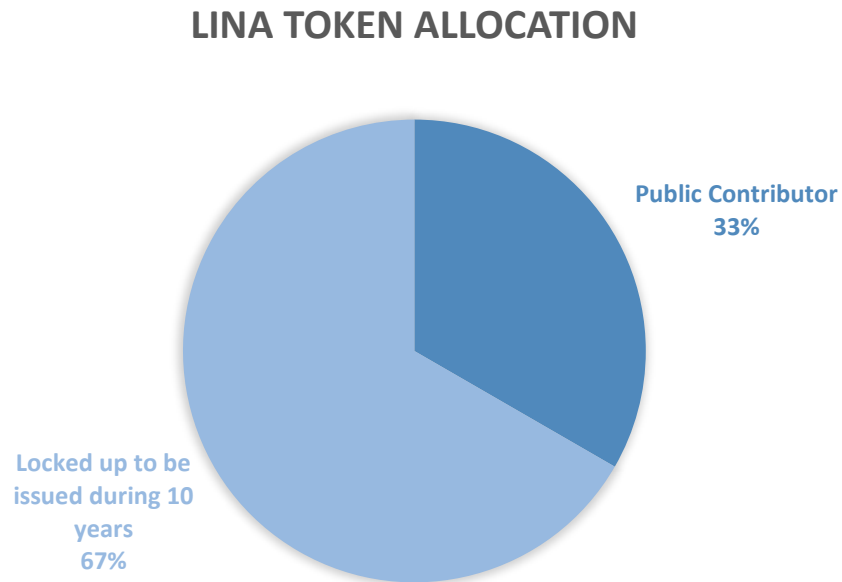


Figure 6 LINA Initial Token Allocation

33.33% of LINA created during the Token Generation Event (300,000,000 Token) will be allocated to the Public Contributors who contribute BTC/ETH to the project.

66.67% of LINA created during the Token Generation Event (600,000,000 Token) will be locked in Smart Contract to be released annually over 10 years (60,000,000 Token per year). The released Token will be distributed as follow:

- 15% to the Lina Foundation to keep the Lina Platform running.
- 15% will be reserved for future stakeholders.
- 35% to the Helpers.
- 35% to Large Token Holders (those in possession of > 1 million tokens).

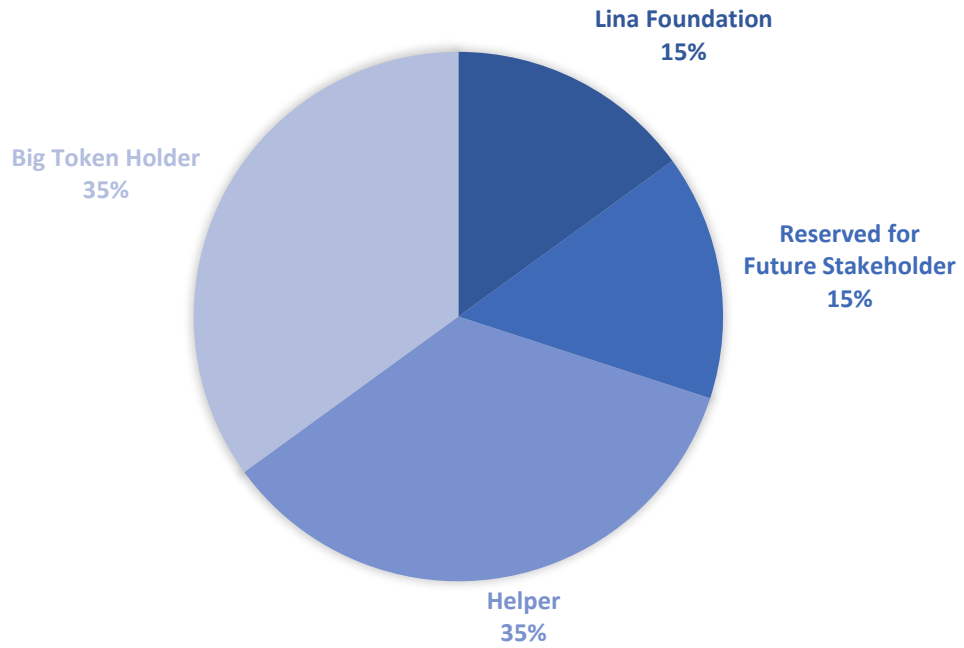


Figure 7 LINA Token Release Distribution

Released time: January 15th each year, start from 2019 to 2029.

5.2 Budget Allocation

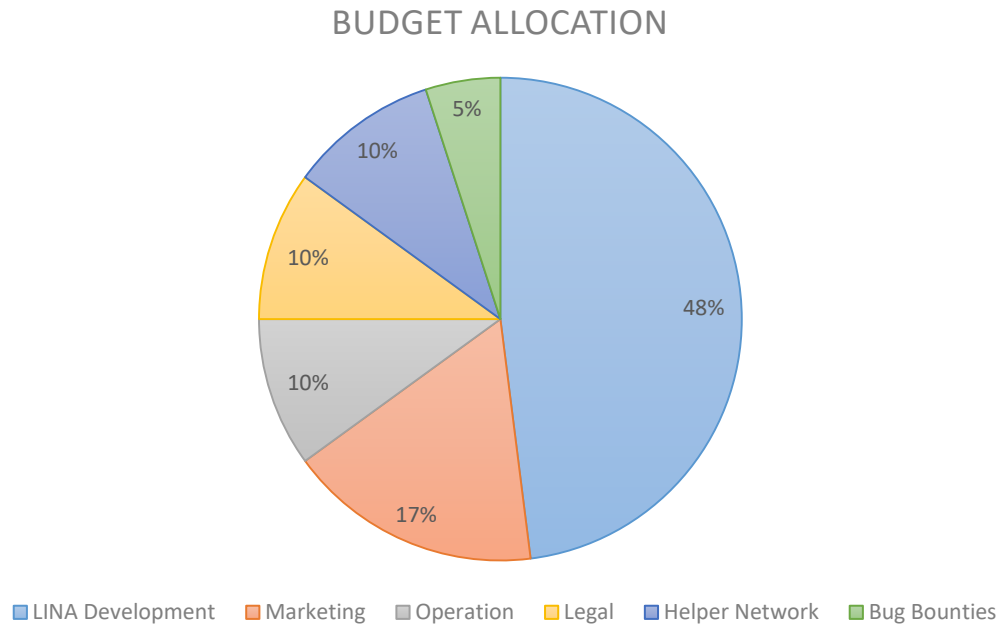
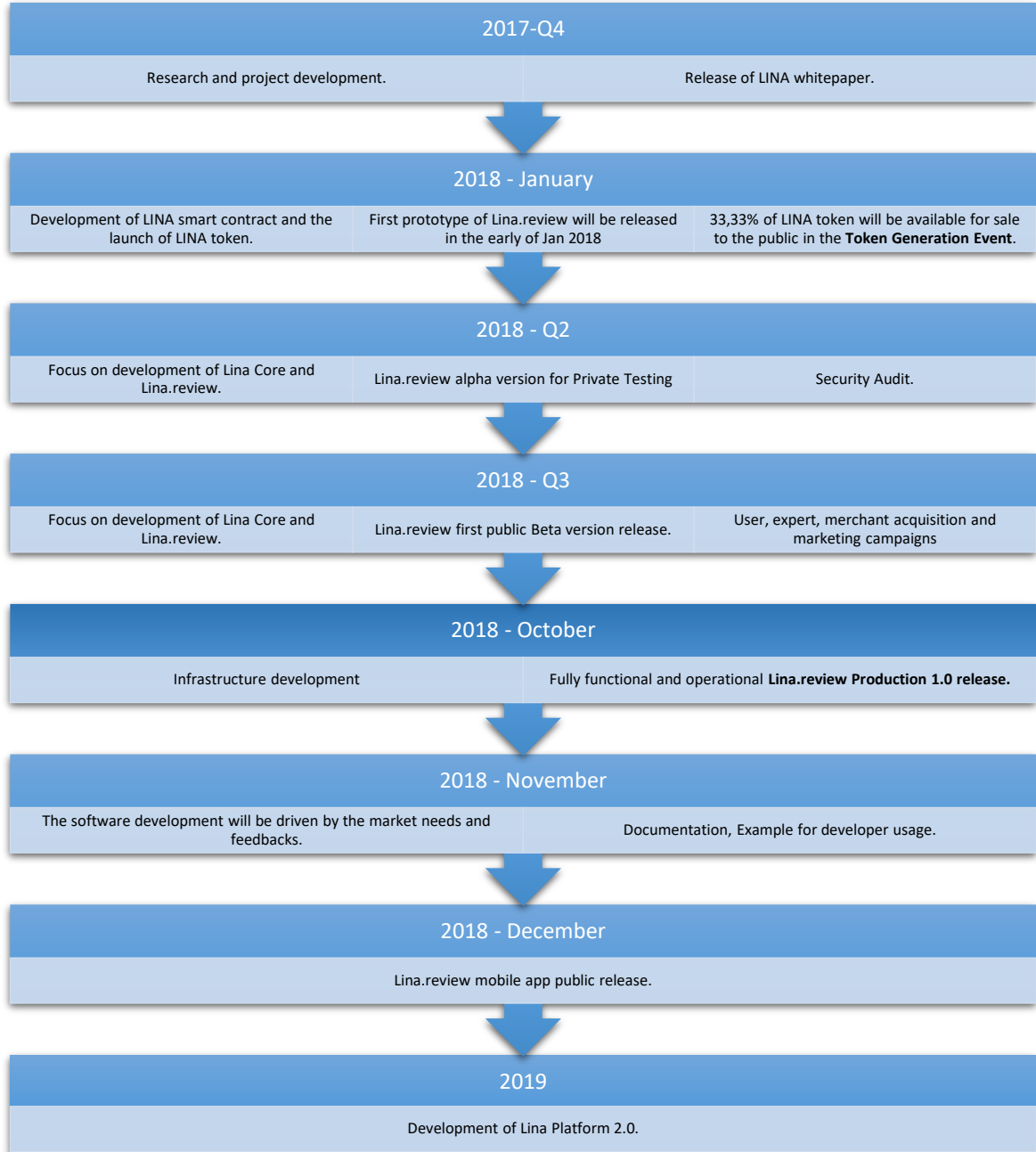


Figure 8 Budget Allocation

Fund contributed by Public Contributors (in the form of BTC/ETH) in the Token Generation Event will be used solely for the development of the Lina Platform:

- **LINA Development:** 48% of the project budget will be dedicated to the development of the Lina Platform. This includes both the Lina Core Blockchain and the Review Service Application.
- **Marketing:** 17% of the project budget. This will cover community building events, as well as reaching the general public to expand awareness and adoption of the Lina Platform.
- **Operations:** 10% of the project budget. This will be used for day-to-day operations.
- **Legal Consultancy:** 10% of the project budget. This will ensure that Lina.review can be used in accordance with the regulations of local markets.
- **Helper Network:** 10% of the project budget will be used to build up the Helper Network for Lina.review.
- **Bug Bounties:** 5% of the project budget will be used to pay Bug Bounties.

6 Roadmap



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