

A.IV.8

Basic skills – Practising marketing skills

The role of customer reviews – Rezensionen analysieren und bewerten

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Online-Bewertungen von Kundinnen und Kunden spielen eine zunehmend wichtige Rolle im modernen Geschäftsumfeld. Sie bieten wertvolle Einblicke in die Qualität und Zuverlässigkeit von Produkten und Dienstleistungen. Positive Rezensionen können das Wachstum von Unternehmen fördern, während negative den Betrieben Impulse zur Optimierung bieten. Aufgrund gefälschter Bewertungen entsteht jedoch die Gefahr, dass Verbraucherinnen und Verbraucher, die auf die Echtheit der Beurteilungen vertrauen, in die Irre geführt werden. In dieser Unterrichtsreihe lernen die Schülerinnen und Schüler, eigenständig Bewertungen für das Internet zu verfassen, fremde Rezensionen zu bewerten und Manipulationen anhand bestimmter Kriterien zu enttarnen.

KOMPETENZPROFIL

Niveau/Lernjahr:	B1; 2.–4. Lernjahr
Dauer:	8 Unterrichtsstunden + LEK
Kompetenzen:	1. Sprechen: Eine Präsentation halten; 2. Lesen: Texten wichtige Informationen entnehmen; 3. Methoden: Erstellung eines Posters, einer Info-Broschüre und eines Fragebogens, Auswertung statistischer Ergebnisse
Thematische Bereiche:	<i>customer reviews, fake reviews, marketing, market research</i>

Auf einen Blick

1./2. Stunde

Thema: Customer needs and market research

M 1 **Recommend it to a friend!** / Sein Lieblingsprodukt beschreiben und empfehlen (EA)

M 2 **What do customers like? The role of market research** / Bedürfnisse von Kundinnen und Kunden erfassen (EA)

M 3 **A classroom survey and its evaluation** / Eine Umfrage erstellen und in der Klasse durchführen (GA)

Homework: Work on the questionnaire for your survey.

Benötigt:

- OH-Projektor bzw. Beamer/Whiteboard
- digitale Endgeräte und Internetzugang für die Recherche
- die Anleitung zur Datenerhebung mit *Microsoft Excel* im ZM 1



3./4. Stunde

Thema: Working with the survey results

M 4 **Evaluation and analysis of the survey** / Die Daten der Umfrage auswerten (GA)

Homework: Develop your presentation of the survey results with *Microsoft Excel*.

Benötigt:

- OH-Projektor bzw. Beamer/Whiteboard
- digitale Endgeräte und Internetzugang für die Recherche
- Wendungen zur Präsentation von Umfrageergebnissen im ZM 2



5./6. Stunde

Thema: Customers' reviews as a help for buying decisions

M 5 **Write your own review** / Anhand von Kriterien eine eigene Rezension verfassen (PA, EA)

M 6 **The role of customers' reviews for companies** / Die Bedeutung von Online-Bewertungen für das Marketing von Unternehmen verstehen (EA)

Homework: Work on your writing skills with the help of ZM 3.

Benötigt:

- Tipps zum Verfassen konstruktiver *customer reviews* im ZM 3



7./8. Stunde

Thema:	Fake reviews
M 7	The danger of fake reviews on the Internet / Gefälschte Online-Rezensionen erkennen (EA)
M 8	How manipulation of reviews works / Ein Info-Poster zur Wirkung von manipulierten Bewertungen gestalten (GA)
M 9	How to spot fake reviews on the Internet / Ein Merkblatt mit Tipps darüber gestalten, wie man gefälschte Reviews erkennt (GA)
Homework:	Work on your poster/leaflet about manipulated customer reviews.
Benötigt:	<ul style="list-style-type: none"> • analog: A3-Poster (weiß), Edding-Stifte • alternativ: digitale Endgeräte und Internetzugang für die Erstellung des Posters/Merkblatts (z. B. mit <i>Microsoft Word</i> oder <i>PowerPoint</i>)

Minimalplan

Sie haben nur drei Stunden zur Verfügung? So können Sie die wichtigsten Inhalte erarbeiten:

1. Stunde: Recommend it to a friend!	M 1
2. Stunde: Write your own review	M 5
3. Stunde: The danger of fake reviews on the Internet	M 7

Zusatzmaterialien im Online-Archiv bzw. in der ZIP-Datei

ZM 1	Evaluating quantitative data with <i>Microsoft Excel</i> – Handreichung zur Auswertung von Umfragen mit <i>Microsoft Excel</i>
ZM 2	Phrases for presentations of survey results – Hilfreiche Wendungen für die Präsentation von Umfrageergebnissen
ZM 3	How to write a customer review – Anleitung zum Verfassen von Rezensionen
ZM 4	Test on customers' reviews – Schriftliche Leistungsüberprüfung zum Thema „Online-Bewertungen“



Write your own review



M 5

1) This phone is just the best. I love it so much. It's so cool and awesome. I use it all the time. It's so much better than my old phone. You should definitely buy it. I've had no problems with it at all. The colour is really nice too. It's just perfect in every way. You won't regret buying it. Trust me.

2) I've been using the UniverseX5 phone for a month now. It has a nice design and fits well in my hand. The 6.2-inch screen is bright and colourful. The phone is fast and doesn't slow down even when I'm doing a lot of things at once.

The battery usually lasts me a full day, but if I play games a lot, it runs out quicker. The phone can be charged quickly, and it can also charge wirelessly or even charge other devices.

The camera takes clear and bright photos during the day. It also has a night mode, but it could be better. The phone can record very high-quality video, but these videos take up a lot of space.

Overall, I'm happy with the UniverseX5. It's a good phone with a lot of useful features.

Tasks

1. Compare the two reviews. Which one would you trust more? Give reasons.
2. Work in pairs: Think of criteria for a useful and informative product review. What would you like to learn about while reading a review?
3. In the lessons before you did some research on the satisfaction of your fellow students with a certain product. Now it is you, who is asked to write a review of your present smartphone. Make sure to describe the following points: product details, user experience, advantages and disadvantages, quality and effectiveness, customer service experience, usage tips, overall recommendation.

TIP: ZM 3 "How to write a customer review" could be of help.



How to spot fake reviews on the Internet

M 9



Tasks

1. Have a look at the different categories of fake ratings. Make a list of each category how fake ratings can be identified.
2. Creative Work: Develop, in groups of three, a leaflet with tips on how to recognise fake ratings. The guide should contain only the main messages and tips on how to spot fake reviews.
How to do it:
 - a) Clear headline: Use an attention-grabbing headline to draw readers in.
 - b) Engaging content: Keep the text concise and focused on key messages.
 - c) Attractive design: Utilise eye-catching colours, images, and readable fonts.
 - d) Organise information: Use bullet points, headers, and sections to make the information easy to digest.
 - e) Use meaningful photos or pictures: e.g. <https://pixabay.com/>, mind the licence instructions and copyright laws.
 - f) Search one of the big Internet retailers and try to spot fake ratings in the reviews.

Information text

In today's digital world, online reviews greatly impact consumer decisions on products and services like books, restaurants, skincare, and accommodation. People often check these reviews to determine the quality and reliability before making a purchase. However, not all reviews are trustworthy, and some might be misleading. This text looks at different cases where online reviews may not be genuine. Each category shows how reviews might be manipulated or present suspicious patterns that can mislead consumers.

Category 1: A new book on Amazon quickly gets 500 five-star reviews after its release. All reviews are overly positive but vague, lacking details about the plot or characters. This could suggest that the reviews were organised to falsely increase the book's popularity.

Category 2: A local restaurant gets many one-star reviews on Google over one weekend. All reviews come from accounts that have only reviewed this restaurant, with generic complaints like "Worst food ever." The lack of specific details might indicate a deliberate attempt to harm the restaurant's reputation.

Category 3: A skincare product receives several identical five-star reviews in a short period on a retailer's website, all claiming it made their skin "glow like never before." The similarity and timing of these reviews could mean they are fake, possibly posted by bots or paid reviewers to make the product seem better than it is.

Category 4: An Airbnb listing has multiple positive reviews from accounts without profile pictures and only one review each. The reviews are nonspecific, saying things like "Great place, loved it!" without any details. This might be a sign of fake accounts used to improve the listing's ratings and attract more guests.

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