

Consumer Buzz

6/30/2017

Star Power

Ann-Marie Vazzano

User reviews aren't necessarily a good indicator of quality, a recent University of Colorado Boulder study found. According to the study's author, Bart de Langhe, there's only a 57% chance a product with a higher star rating is better than a comparable product with a lower rating. The research also found there's no correlation between ratings and the resale value of items. **GP**