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**Evaluation methods for online reputation of consumer
products**

消费品在线信誉评价方法

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Evaluation methods for online reputation of consumer products

1 Scope

This Standard specifies the basic principles and evaluation methods for online reputation evaluation of consumer products.

This Standard applies to activities related to online reputation evaluation of consumer products.

2 Normative references

The following referenced documents are indispensable for the application of this document. For dated references, only the edition cited applies. For undated references, the latest edition of the referenced document (including any amendments) applies.

GB/T 31880-2015, *Essential requirements of integrity for inspection body and laboratory*

GB/T 36308-2018, *Specification of integrity evaluation for inspection body and laboratory*

3 Terms and definitions

The following terms and definitions apply to this document.

3.1 consumer product

Mainly but not limited to products designed and produced for personal use, including product components, parts, accessories, instructions for use and packaging.

[Source: GB/T 35248-2017, 2.2]

3.2 online reputation

The reputation formed through network transmission and existing in the minds of the network public.

NOTE: Also known as online public praise.

3.3 integrity

The honest and trustworthy behavior and norms of individuals and/or organizations, including the consistency of commitment and behavior in their professional activities.

[Source: GB/T 31880-2015, 3.2]

4 Basic principle

4.1 Being science-based

The online reputation evaluation method of consumer products should comprehensively consider the characteristics of various consumer products. At the same time, various practices should be carried out to ensure the evaluation method is science-based.

4.2 Being authentic

The method adopted should not only reflect the characteristics of online reputation of consumer products, but also be suitable for measuring the level of online reputation of general consumer products. The range of application shall be wide.

4.3 Being timely

Online reputation evaluation of consumer products is a long-term activity. The selected evaluation method should evaluate the online reputation of consumer products stably and accurately over a period of time.

4.4 Being rational

It is necessary to quantify the evaluation results when evaluating. The method chosen is to convert subjective factors into objective factors. Reasonable quantitative results are obtained through analysis.

4.5 Being authoritative

Attention should be paid to the safety performance indicators of consumer products when evaluating. There shall be reports issued by authoritative inspection and testing institutions with integrity, so as to facilitate consumers to select qualified consumer products. The basic requirements and evaluation specifications for the integrity of inspection and testing institutions shall comply with the provisions of GB/T 31880 and GB/T 36308, respectively.

5 Evaluation

5.1 Evaluation method

From the perspective of being scientific and ease of use, this document recommends using the tomographic analysis method to evaluate the online reputation of consumer

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