

When Negative Becomes Positive: How Irrelevant Negative Information Enhances Positive Impressions



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This research examines how negative online reviews that appear alongside positive reviews and include irrelevant information about the product or service, can impact consumers' evaluations and choice. We demonstrate that these irrelevant negative online reviews can enhance positive impressions, as consumers feel confident that the information they have about the product is more complete, and that the product has no real shortcomings. A series of studies among hundreds of participants, using a variety of products and services (e.g., electronics, academic courses, soaps) provides support for this positive effect of negatively valenced irrelevant reviews that appear next to positive reviews.

Sources of Support for Grieving Employees



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The loss of a loved one is a major life event and, at times, can be traumatic. An employee who loses a close family member usually has to return to work after the short bereavement leave, but often has a difficult time doing so. The employee's managers and colleagues may not know how to approach and how to help him/her in returning to work. Even though loss affects almost every employee during his/her working years, research on the effects of dealing with grief and loss, on the workplace and on employee wellbeing is scarce and lacks a unifying research framework. In this paper, we discuss the challenges that grieving employees face, present a theoretical framework of the outcomes of employee grief, and review the organizational, personal and contextual factors that may moderate these relationships. We conclude with concrete recommendations for managers and HR practitioners.