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To Err is Human? How Typographical and Orthographical Errors Affect Perceptions of Online Reviewers

Dena Cox, Jeffrey G. Cox, Anthony D. Cox



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**Highlights**

- Effects of textual errors on online reviewer credibility depend on general trust.
- Low trusters' judgments of reviewer trustworthiness are insensitive to errors.
- High trusters respond negatively to typographical but not orthographical errors.
- High trusters view typos as signaling low reviewer trustworthiness.

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