

# Formation Mechanism of Divergence in Consumer and Professional Reviews: An Exploratory Research Based on Grounded Theory

*Research-in-Progress*

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## **Abstract**

*The word-of-mouth of video games can be divided into consumer and professional reviews. According to the study of movies, there are divergences between consumer and professional reviewer. The study can be explored to video game area. This paper chooses Steam, Gamespot and IGN as data sources and finds 45 popular games with divergence through Kendall-W test, then collect user-generated-content published by consumers and professional reviewers. This paper adopts grounded theory to extract concepts and categories through open coding, axial coding and selective coding, and then builds a conceptual model. Understanding the source of divergence will help video game developers to improve their products, and help distributors to choose appropriate marketing routes.*

**Keywords:** User experience, Video games, Grounded theory, Consumer reviews, Professional reviews