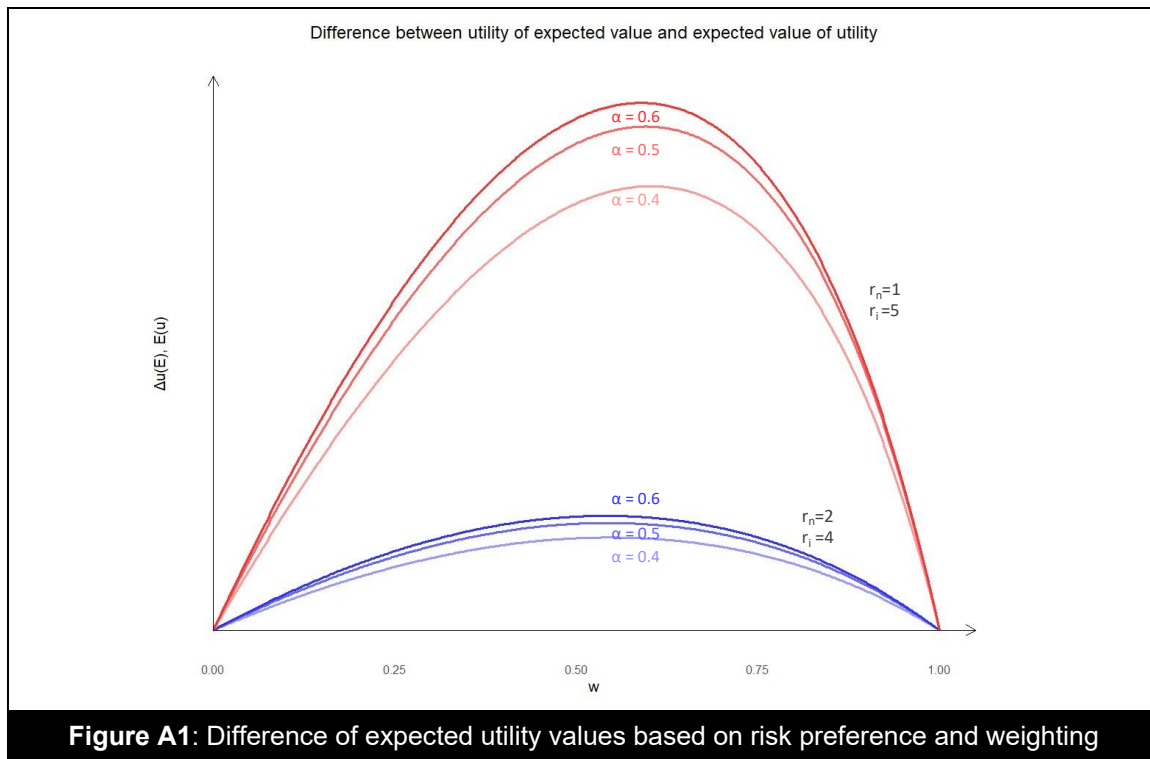
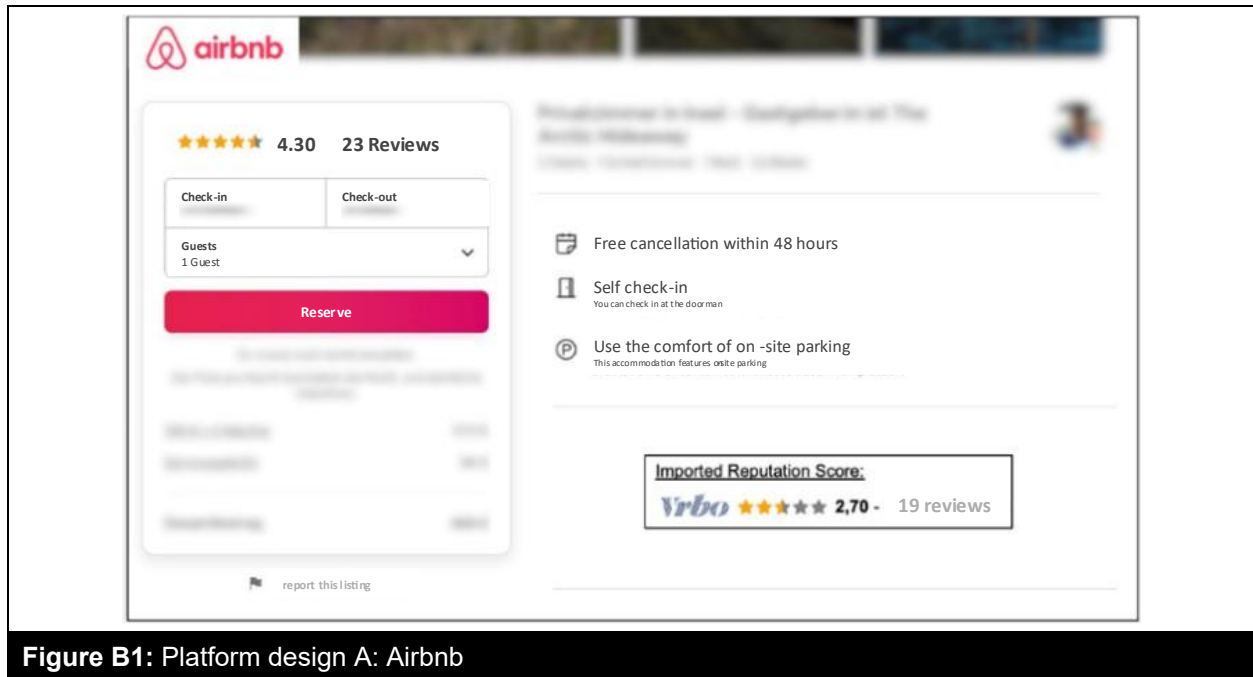


Appendix A – Differential Weighting of Imported / Native Ratings



Appendix B – Treatment Designs

The following figures showcase different platform designs used in the experiment.



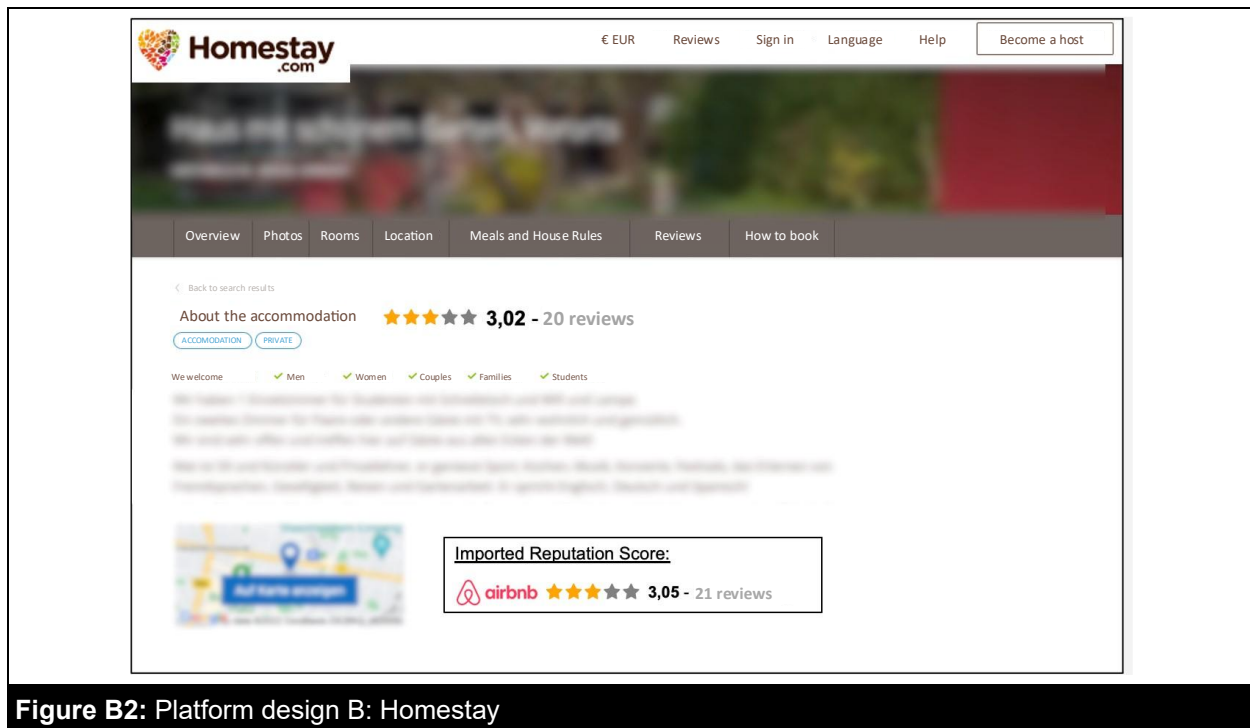


Figure B2: Platform design B: Homestay

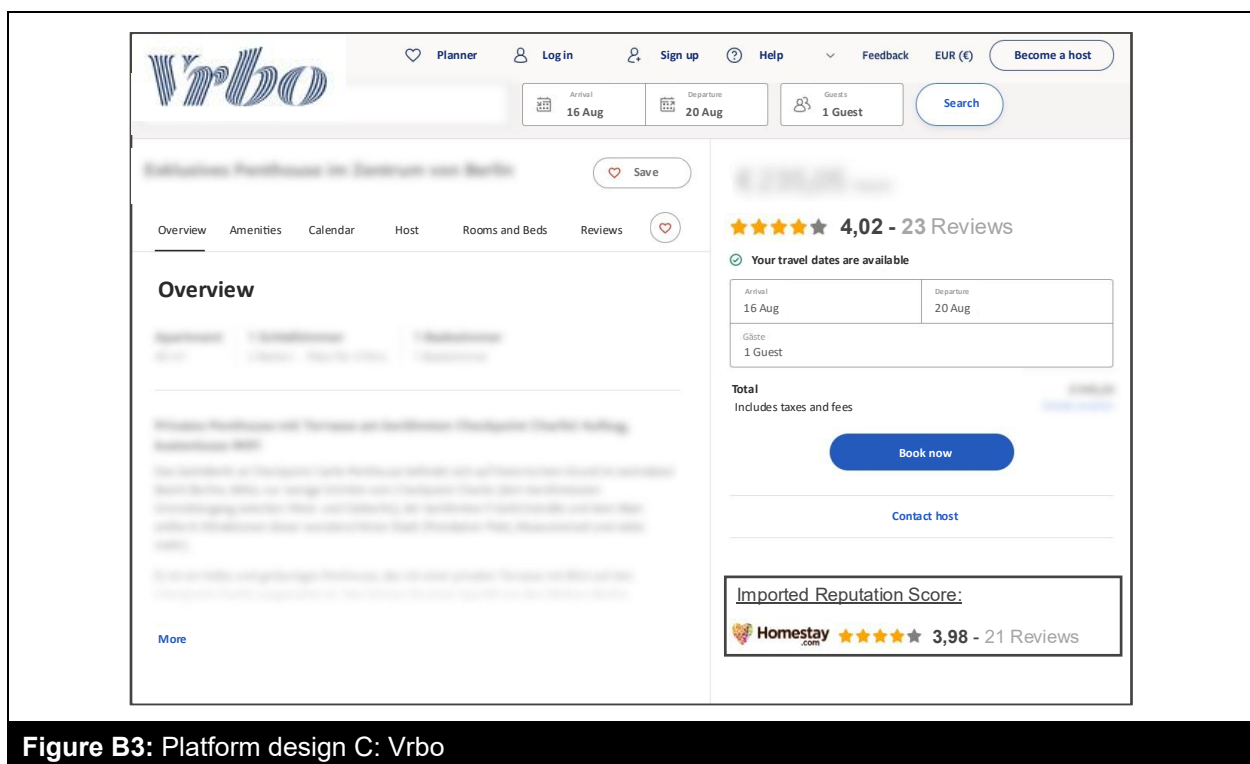
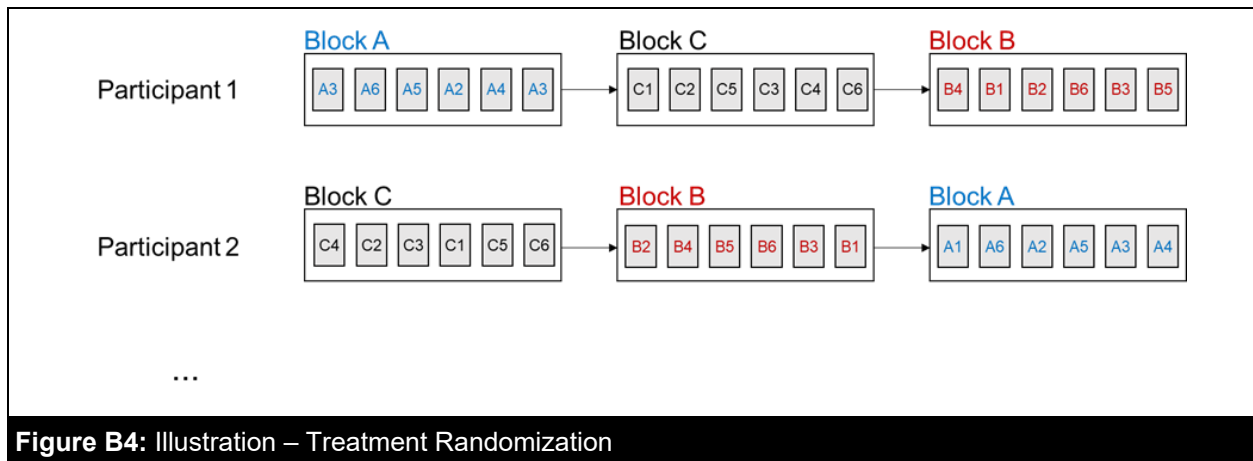
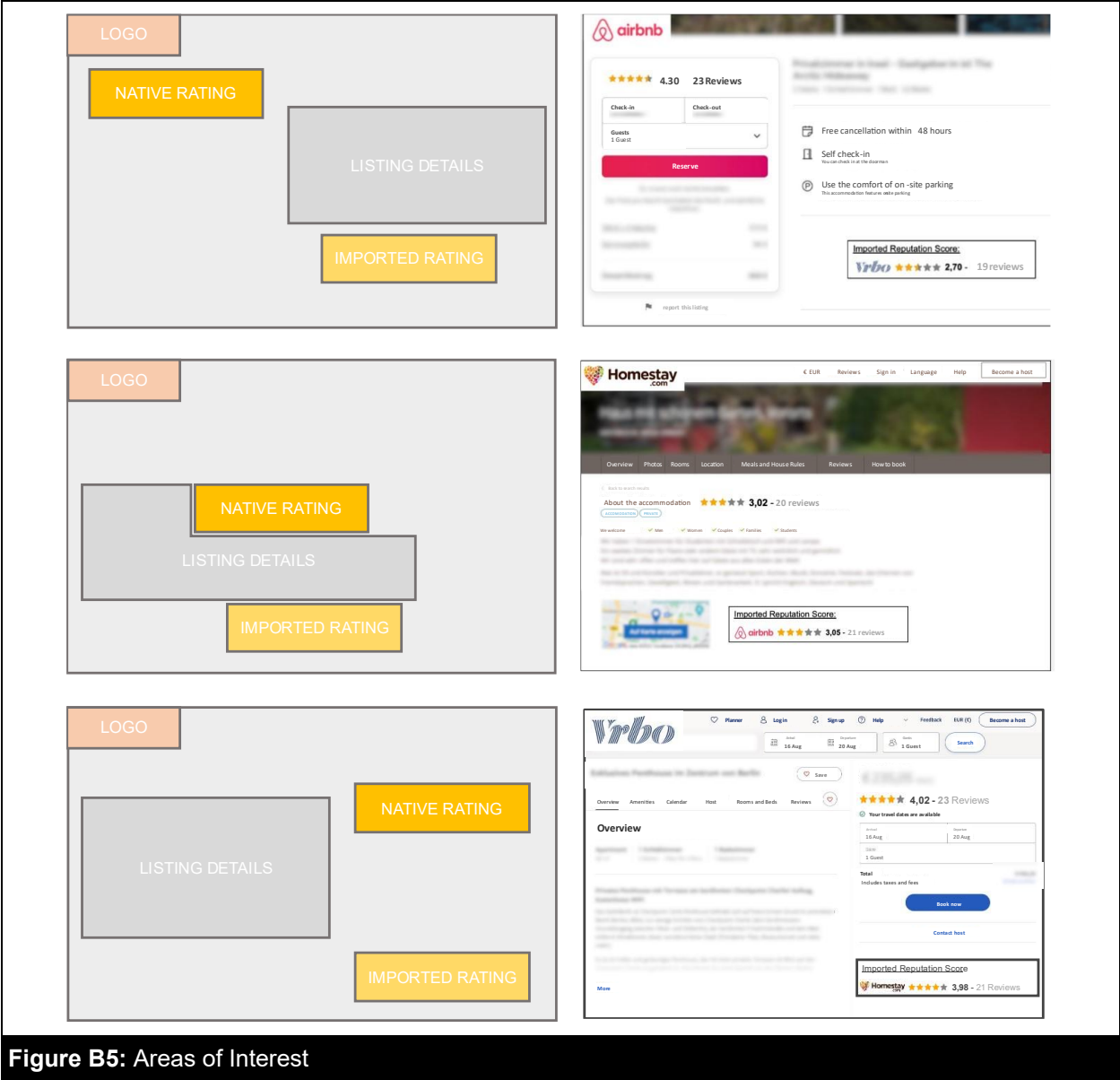


Figure B3: Platform design C: Vrbo





Appendix C – Pre-Study Survey

Measurement instrument (after each listing)

	1 (fully disagree)	2	3	4	5	6	7 (fully agree)
This accommodation appears trustworthy	☐	☐	☐	☐	☐	☐	☐
I would book this accommodation	☐	☐	☐	☐	☐	☐	☐
I have a good feeling towards this accommodation	☐	☐	☐	☐	☐	☐	☐

Figure C1: Measurement instruments

Pre-experimental Survey

1. Personal details

Gender (m/f/d): _____

Age: _____

Do you wear glasses? ☐ Yes ☐ No

Do you wear contact lenses? ☐ Yes ☐ No

Do you have a color weakness/color blindness? ☐ Yes ☐ No

2. Experience:

Are you familiar with the internet platforms Airbnb, Homestay, and Vrbo?

☐ Yes ☐ No If no, which ones are you unfamiliar with? _____

Have you ever booked accommodation via one of these platforms?

☐ Yes ☐ No

To what extent do you agree with the following statements? (Cross the corresponding box)	1 (disagree)	2	3	4 (neutral)	5	6	7 (fully agree)
I generally trust other people unless they give me reason not to.							
I tend to rely on other people.							
I have the feeling that people are generally reliable.							
I trust people based on their online profile.							
Online reviews are particularly important to me.							

Which factors influence you most when evaluating an online profile? (in keywords)

Appendix D – Effect of Rating Type on the Number of Fixations and Time on Rating

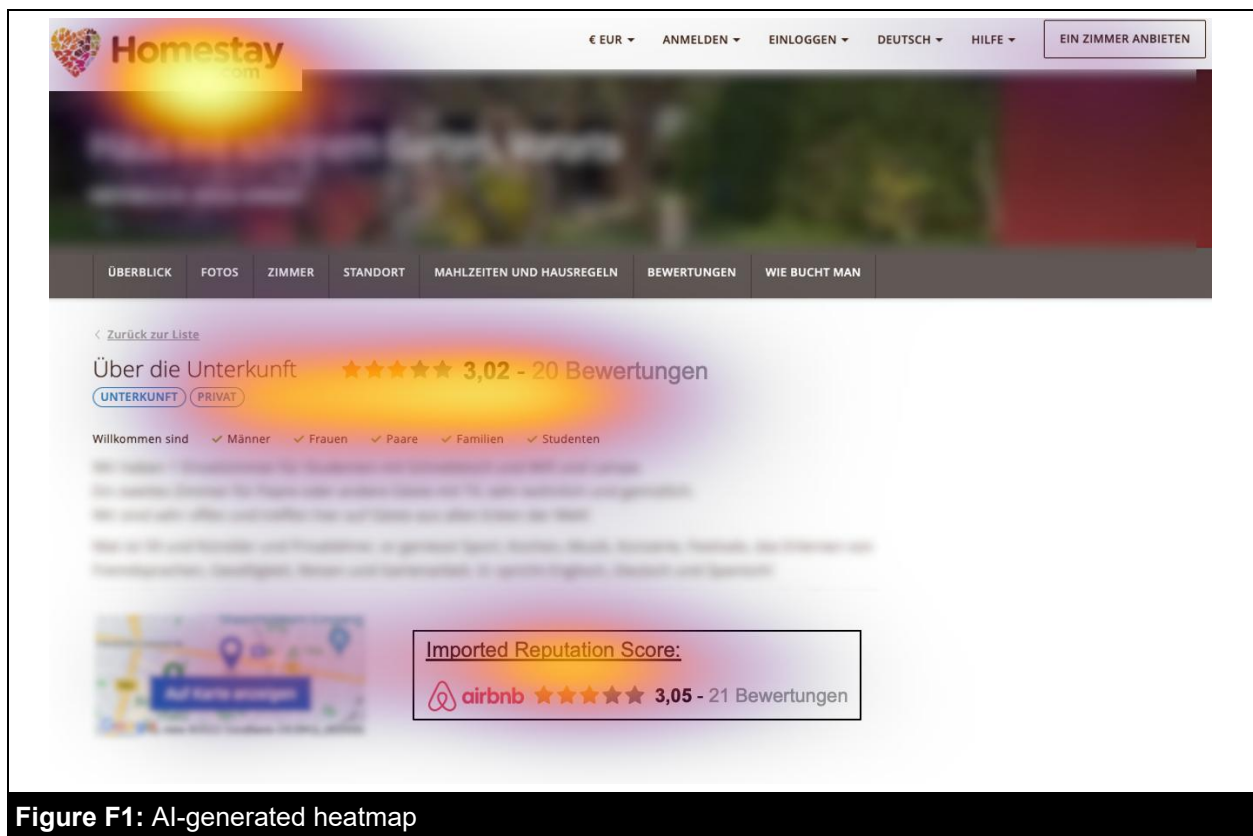
Table D1: Effects of rating type on time and number of fixations				
Independent Variables	Dependent Variable: time on rating		Dependent variable: number of fixations	
	Model D1	Model D2	Model D3	Model D4
Rating type (0 = imported, 1 = native)	.240* (.098*)	.240* (.094)	1.543*** (.390)	1.543*** (.373)
Mean Score	-.067 (.062)	-.0002 (.062)	-.222 (.248)	.021 (.243)
Discrepancy	.257*** (.052)	.218*** (.051)	1.164*** (.207)	.996*** (.200)
Controls¹⁾				
Period		-.082*** (.009)		-.358*** (.037)
Gender (0=male, 1=female)		.041 (.518)		-.114 (1.829)
Age		-.083 (.058)		-.356 (.206)
Disposition to trust		.057 (.256)		.313 (.903)
Log Likelihood	-2273.04	-2237.48	-3855.64	-3803.12
AIC	4558.07	4498.95	7723.28	7630.23
BIC	4588.37	4559.54	7753.57	7690.82
R ² (conditional)	0.321	0.397	0.358	0.424
R ² (marginal)	0.031	0.119	0.020	0.089
#Observations	1,152	1,152	1,152	1,152
¹⁾ Layout as additional control variable in models D2 and D4 Random effects: participant (random intercepts), all other variables are included as fixed effects. Standard errors in parentheses, *** $p < 0.001$; ** $p < 0.01$; * $p < 0.05$				

Appendix E – Fixations on other Visual Elements

As a further robustness check, we analyze the fixations and time spent on further visual elements in the treatment conditions. Specifically, we assess the impact of rating discrepancy on fixations on the respective platform logos, as well as on the (blurred) accommodation details. While we see some significant effects of rating discrepancy and mean score on the number of fixations on the logo and accommodation details, their significance mainly depends on the presence (or absence) of control variables (Models E3/E4, and Models E5/E6).

Table E1: Effects of rating discrepancy on fixations outside ratings						
Independent variable	All fixations		Fixations on logo		Fixations on accommodation details	
Model	Model E1	Model E2	Model E3	Model E4	Model E5	Model E6
Rating Discrepancy	3.614*** (.093)	3.078*** (.818)	.605 (.039)	.079* (.039)	.386 (.339)	.028 (.317)
Mean Score	.247 (1.084)	.969 (.994)	.041 (.047)	.028 (.048)	-1.101** (.407)	.428 (.385)
Control Variables ¹⁾						
Period		-1.740*** (.150)		-.020** (.007)		-.406*** (.058)
Gender (0=male, 1=female)		-1.225 (6.699)		-.001 (.155)		-.195 (2.117)
Age		-1.363 (.754)		-.031 (.017)		-.242 (.177)
Disposition to trust		2.530 (3.307)		.082 (.077)		1.012 (1.045)
Log Likelihood	-2,590.23	-2,518.00	-774.86	-776.12	-2,012.76	-1,975.19
AIC	5,190.46	5,057.99	1,559.72	1,574.23	4,053.53	3,972.39
BIC	5,212.24	5,105.91	1,581.50	1,622.15	4,075.31	4,020.30
R ² (conditional)	0.389	0.530	0.123	0.163	0.287	0.410
R ² (marginal)	0.016	0.186	0.005	0.056	0.013	0.135
Observations	576	576	576	576	576	576
¹⁾ Layout as additional control variable in models E2, E4, and E6 Random effects: participant id (random intercepts), all other variables are included as fixed effects Standard errors in parentheses, *** $p < 0.001$; ** $p < 0.01$; * $p < 0.05$						

Appendix F – AI-generated Heatmap (Expoze.io)



Appendix G – Robustness Check: Trust, Booking Intention, and Overall Sentiment

Aside from trust, participants were further asked to indicate their booking intention, as well as their overall sentiment towards a listing. We now jointly analyze the three variables as a robustness check. Table G1 summarizes the mean, median, and standard deviation for the variables.

Table G1: Descriptive statistics on Trust, Booking Intention, and Overall Sentiment			
Outcome variable	Mean	Median	Standard Deviation
Trust	4.158	4	1.749
Booking Intention	3.819	4	1.965
Overall Sentiment	3.838	4	1.874

We observe small differences in mean and standard deviation between the three variables. While those variables are statistically significant ($p < 0.01$), we do not consider those differences to affect our main findings.

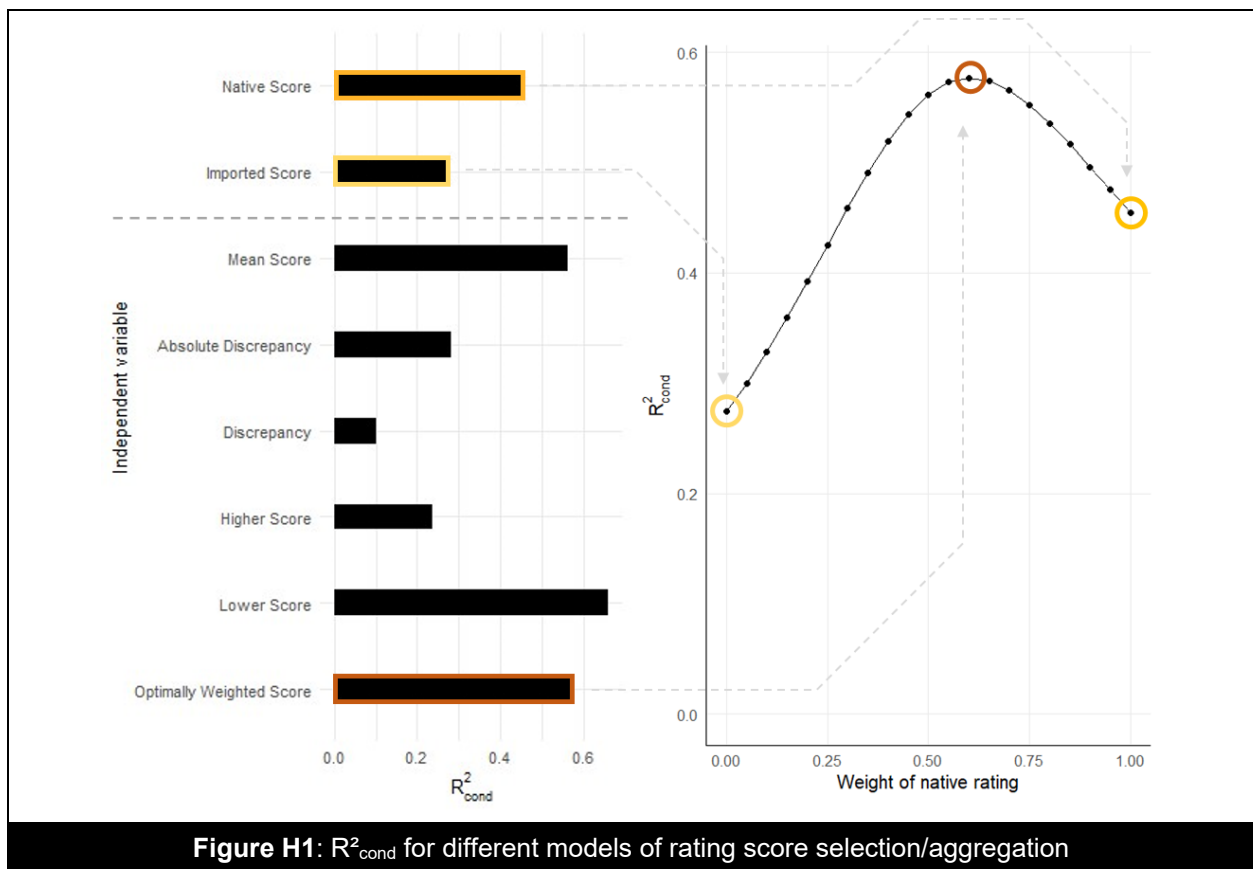
As a further robustness check, we now assess the impact of rating discrepancies on booking intention and overall sentiment towards listing. Table G2 summarizes different models on trust, booking intention, and overall sentiment towards a listing. We see that – while the coefficients slightly vary between the variables – the overall negative effect of rating discrepancy remains. One minor difference between trust, booking intention and overall sentiment is the significance of the respective higher sentiment score (Models G4, G8, and G12). As opposed to trust, where we do not see a significant effect of the respective higher rating score, we do observe significant coefficients for booking intention and overall sentiment. However, the negative effect of rating discrepancy remains consistent across all variables.

Table G2: Effects of ratings on trust, booking intention, and overall feeling towards a listing

Independent Variables	Dependent Variable: Trust				Dependent Variable: Booking Intention				Dependent Variable: Overall Sentiment			
	Model G1	Model G2	Model G3	Model G4	Model G5	Model G6	Model G7	Model G8	Model G9	Model G10	Model G11	Model G12
Rating Discrepancy	-.803*** (.065)	-.581*** (.046)			-.748*** (.076)	-.470*** (.048)			-.826*** (.071)	-.574*** (.046)		
Mean Score		1.375*** (.056)				1.720*** (.058)				1.566*** (.056)		
Native Rating Score (1-5 stars)			.911*** (.046)				1.030*** (.046)				1.031*** (.046)	
Imported Rating Score (1-5 stars)			.595*** (.048)				.796*** (.048)				.662*** (.048)	
Min Rating Score (1-5 stars)				1.269*** (.049)				1.330*** (.051)				1.356*** (.049)
Max Rating Score (1-5 stars)				.106 (.058)				.390*** (.061)				.209*** (.059)
Controls ¹⁾	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Log Likelihood	-1064.36	-861.10	-922.68	-861.10	-1,146.60	-887.85	-927.36	-887.85	-1108.34	-868.89	-924.02	-868.89
AIC	2148.73	1744.20	1867.36	1744.20	2,313.20	1,797.70	1,876.73	1,797.70	2236.68	1759.78	1870.05	1759.78
BIC	2192.29	1792.12	1915.28	1792.12	2,356.76	1,845.61	1,924.64	1,845.61	2280.24	1807.70	1917.97	1807.70
R2 (conditional)	.280	.662	.577	.662	.233	.707	.661	.707	.268	.700	.632	.700
R2 (marginal)	.261	.622	.541	.622	.221	.668	.625	.668	.249	.657	.593	.657
#Observations	576	576	576	576	576	576	576	576	576	576	576	576

¹⁾ Control variables include period, gender, age, disposition to trust, layout. Models use random participant intercepts. Standard errors in parentheses, *** $p < 0.001$; ** $p < 0.01$; * $p < 0.05$

Appendix H – R^2_{cond} for different Models of Rating Score Selection/Aggregation



Appendix I – Effect of Booking Experience and Platform Familiarity on Trust

Table I1: Effects of rating discrepancy on cognitive load				
Independent variable: Trust				
Model	Model I1	Model I2	Model I3	Model I4
Rating Discrepancy	-.581*** (.046)	-.649*** (.084)	-.581*** (.046)	-.503*** (.065)
Mean Score	1.375*** (.056)	1.375*** (.056)	1.375*** (.056)	1.375*** (.056)
Rating Discrepancy x Booking Experience (0 = no, 1 = yes)		.095 (.097)		
Rating Discrepancy x Number of unfamiliar platforms				-.074 (.044)
Knows all Platforms (0 = no, 1 = yes)				
Booking Experience (0 = no, 1 = yes)	-.183 (.173)	-.287 (.203)		
Number of familiar platforms			-.200* (.081)	-.281** (.094)
Control Variables ¹⁾				
Period	.007 (.008)	.008 (.008)	.007 (.008)	.007 (.008)
Gender (0=male, 1=female)	-.042 (.176)	-.042 (.176)	-.207 (.019)	-.207 (.175)
Age	-.009 (.020)	-.009 (.020)	-.027 (.020)	-.027 (.020)
Disposition to trust	.096 (.090)	.096 (.090)	.067 (.080)	.067 (.080)
Log Likelihood	-861.38	-862.31	-859.84	-860.61
AIC	1,746.75	1,750.62	1,743.68	1,747.23
BIC	1,799.02	1,807.25	1,795.95	1,803.86
R ² (conditional)	0.663	0.663	0.663	0.664
R ² (marginal)	0.623	0.623	0.631	0.633
Observations	576	576	576	576
¹⁾ Layout as additional control variable in all models Random effects: participant id (random intercepts), all other variables are included as fixed effects Standard errors in parentheses, *** $p < 0.001$; ** $p < 0.01$; * $p < 0.05$				

Appendix J – Further Variables influencing the Relationship Cognitive Load/Trust

Table J1: Literature on mediating effects of cognitive load and trust (and similar outcome variables)

Factor	Measurement Instrument	Method	Outcome variable	Findings	Exemplary Studies
<i>Motivation</i>	Subjective cognitive load	Survey	Learning intention	Motivation mitigates the negative impact of (high) cognitive load on learning intention, that is, , by redirecting cognitive resources and fostering engagement despite challenges.	<i>Cheng (2016) [2]; Skulmowski and Xu (2022) [4]; Xu et al. (2021) [5]</i>
<i>Personality traits</i>	Subjective cognitive load	Survey	Trust	Personality traits moderate the effect of cognitive load on trust. For instance, individuals with high levels of neuroticism experience a smaller decline in trust under high cognitive load compared to those with low levels of neuroticism.	<i>Zhou et al. (2020) [7]</i>
<i>Uncertainty</i>	Subjective cognitive load	Survey	Trust	Uncertainty can increase the negative effect of cognitive load on trust.	<i>Zhou et al. (2017) [6]</i>
<i>Incorrect information / errors</i>	Physiological cognitive load	Eye-tracking (focus on pupil diameter)	Trust	In settings with high cognitive load, perceived inaccuracy of information exacerbates its negative effect on trust.	<i>Ahmad et al. (2019) [1]</i>
<i>Predictability</i>	Subjective cognitive load	Survey	Trust	High predictability of digital agents leads to decreased cognitive load and increased trust.	<i>Daronnat et al. (2021) [3]</i>

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