

Merit badges



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Merit badges

Merit badges are badges dynamically assigned to a site's top contributors. The awarding of these badges is handled completed dynamically by Bazaarvoice, requiring no client management whatsoever. These badges, labeled by default as "Top Contributors," highlight frequent and helpful contributors to both add credibility to their content and encourage these and other contributors to continue providing helpful product reviews, answers, and campaign contributions.

Types of merit badges

Bazaarvoice utilizes the following merit badges:

- Number One Contributor
- Top 10 Contributor
- Top 25 Contributor
- Top 50 Contributor
- Top 100 Contributor
- Top 250 Contributor
- Top 500 Contributor
- Top 1000 Contributor

To maintain the prestige of the merit badges, Bazaarvoice assigns a growing number of badges as a client's distinct contributor population grows. The system has been deliberately designed to assign a merit badge to no more than 20% of a site's contributor population, based on the client's contributor population as follows:

- Must have 10 distinct contributors in order to apply Number 1 badge
- Must have 50 distinct contributors in order to apply Top 10 badge
- Must have 125 distinct contributors in order to apply Top 25 badge
- Must have 250 distinct contributors in order to apply Top 50 badge
- Must have 500 distinct contributors in order to apply Top 100 badge
- Must have 1250 distinct contributors in order to apply Top 250 badge
- Must have 2500 distinct contributors in order to apply Top 500 badge
- Must have 5000 distinct contributors in order to apply Top 1000 badge

To further increase the requirements necessary for a merit badge, an individual contributor must provide at least two approved contributions, such as some combination of reviews, answers, and campaign items, to qualify for a merit badge. This minimum contribution threshold is client configurable.

Due to a conflict of interest, no Staff contributor, as indicated by badge status, is eligible for a merit badge. If a client has unbadged staff contributors that the client does not wish to appear as Top Contributors, this may be rectified by using the badge management tools in Workbench to badge all staff contributors.

As an example of how badges are assigned, take a client with 4900 distinct contributors. Based on the rules above, this client qualifies for the Top 500 badge. If the client only has 450 contributors with at least two approved reviews, Bazaarvoice will assign the Number One, Top 10, Top 25, Top 50, Top 100, and Top 250 badges as expected. Bazaarvoice will then assign the Top 500 badge to contributors ranked #250 through #450. Since contributor

#451 and all those after have only 1 review each, none of them are eligible to receive a badge and the merit badging is complete.

Badge design

Below are images of the default merit badge designs:



As with other contributor badges, clicking on a displayed merit results in an explanatory popup, the default text for which is:

"<Client> defines a Top Contributor as a site user that provides numerous, helpful product reviews. A reviewer's number of reviews and the helpfulness votes for each review are combined to determine the reviewer's rank."

Both the merit badge design and popup text may be customized by client. Such requests should go through the implementation team or support portal, depending on the client's implementation status.

Merit formula

The formula to rank site contributors factors in approved reviews, approved answers, approved campaign content, and the helpfulness votes received. The formula is as follows:

Merit score =	(number of approved non-ratings-only reviews submitted by contributor) + (number of approved answers submitted by contributor) + (number of approved campaign items submitted by contributor) + 0.2 * (number of approved ratings-only reviews submitted by contributor) + 0.3 * (total of thumbs-up helpfulness votes received across contributor's reviews, answers, and campaign items) + 0.3 * (total number of "best answer" votes received across contributor's answers) + .000001 * (total number of characters submitted by contributor for all approved reviews, answers, and campaign items)
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Ratings-only reviews are worth 0.2 times as much as a text review, answer, or campaign item. Helpfulness votes are worth 0.3 times as much as a text review, answer, or campaign item; so, 3 helpfulness votes are worth about as much as one review, one answer, or one campaign item. Additionally, 3 “best answer” votes are worth about as much as one review, one answer, or one campaign item. We believe that this formula appropriately motivates users to write longer, more helpful reviews, answers, and campaign items.

In the event that two (or more) contributors are tied with the identical merit score, the first tiebreaker is a cumulative character count of each contributor’s review pros and cons, review text, answer text, and campaign submissions. The contributor with the greater cumulative character count will receive the higher rank and badge. The rationale to use character count as a tiebreaker, but not as a direct contributor to the merit score itself, is the thought that longer contributions tend to be more helpful, but since helpfulness is already being directly rewarded, it did not seem to make sense to use character count as a factor into the score itself.

If, after sorting by merit score and cumulative contribution length, multiple contributors are still tied, all tied contributors will receive the badge in question. The next most exclusive badge should contain a correspondingly smaller number of contributors. For example, if users #10 and #11 both have identical merit scores and cumulative character count, they should both receive a Top 10 Contributor badge. The Top 25 Contributor group would only then contain contributors ranked #12 through #25.

The merit formula runs every night and updates based on activity published in the last 24 hours.

To avoid abuse, it is recommended that clients keep the exact formula obscured from end users.

Merit sorting

In addition to displaying merit badges alongside other badges in the review, question and answer, and campaign display and on profile pages, the merit formula also provides end users with a new sorting option: Top Contributors First. This option will resort content first by merit rank (highest rank first), next by inbound syndication status (not syndicated first), then by Featured contributions, and finally by submission time (newest first).

Additionally, the default sorting option “Featured Content First” has been updated to include merit rank so the sort order is: syndication status, Featured content, merit rank, and then submission time.

Client configurability

Clients currently have the following configuration options:

- Enabling/disabling merit badging
- Changing badge designs
- Separately disabling merit sorting
- Increasing or decreasing the minimum review/answer/campaign threshold
- Hiding badges. If a client wishes to artificially limit merit badges to Top 10 (for instance), the client may restyle the lower badges (Top 25 and beyond) to make them essentially disappear off the page.

All active clients should submit such requests through the Bazaarvoice Support portal.

Opt out individual users

Clients may use the Modify Contributor Roles tool in the client portal to prevent specified contributors from receiving a merit badge. This functionality works like the Staff and Expert manual badge management tools; the Modify Contributor Roles includes a new search option labeled “Merit Badge Eligibility” and a new result column labeled “Merit Badge Eligible.” An eligibility status of “Yes” is the default and indicates that the contributor is eligible to receive a merit badge. A status of “No” indicates that this contributor will not receive a merit badge, regardless of overall contribution volume and helpfulness. In this case, the next highest-ranked contributor will inherit this user’s badge, for example if the tenth highest-ranked contributor has been opted-out of merit badging, the contributor otherwise ranked eleventh will receive a “Top 10 Contributor” badge.

The search option allows client portal users to easily locate contributors based on merit badge eligibility. Below is a screenshot of the Modify Contributor Roles page.

The screenshot shows the 'Modify Contributor Roles' interface. On the left, there is a sidebar with 'User Settings', 'Contributor Settings', and 'Configuration Settings'. Under 'Contributor Settings', 'Modify Contributor Roles' is selected. The main area contains search filters for 'User ID starts with', 'Display Name (Nickname) starts with', 'Staff Status', 'Expert Status', and 'Merit Badge Eligibility'. The 'Merit Badge Eligibility' dropdown is set to 'All'. A 'Search' button is present. Below the filters is a table of contributors.

User ID	Display Name (Nickname)	Staff Status	Expert Status	Merit Badge Eligible	Enable Hyperlinks in Answers?
testuser3	TestUser1			YES	NO
tdaaaa	tdaaaa			YES	NO
tdaaaaq	tdaaaaq			YES	NO
testuser	TestUser12717	Staff	Expert	YES	NO
testuser1	TestUser12717second			YES	NO
testuser3	TestUser12717third			YES	NO
testuser2	TestUser12717f			YES	NO
testuser4	TestUser127175			YES	NO
testuser5	Test			YES	NO
testuser6	User1			YES	NO

Clicking a user ID value will take the client portal user to an edit page to change badge settings for the specified contributor. This edit page, pictured below, includes the ability to change merit badge eligibility.

Contributor Settings : Modify Contributor Roles

User ID starts with

Display Name (Nickname) starts with

Staff Status

Expert Status

Merit Badge Eligibility

User ID test

Display Name (Nickname) testuser

Staff Status

Expert Status

Merit Badge Eligibility Yes No

Enable Hyperlinks in Answers? Yes No

Badges 2.0

Badge interaction, user badges, and content badges have been updated for consistency across all Bazaarvoice content types and features. Going forward, all new client implementations must use this upgraded badge component.

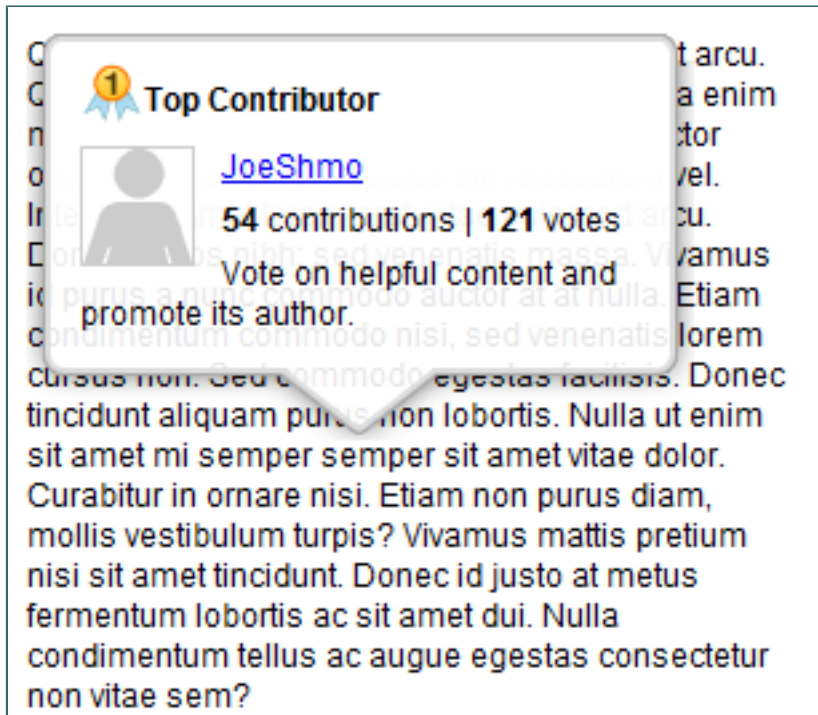
The scope of this change includes the following items:

- Merit badges, such as a Top 10 Contributor
- Content-specific badges, such as Featured Review, Best Answer, or Syndicated Review
- Contextual badging, which the user sets during submission, like a review that was submitted within a business travel context, where Business Travel is a visible badge that the reviewer sets while submitting a review.

The following image identifies some of the badges that have been updated.



The default behavior is a delayed popup on mouseover, as the following image shows.





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