Does Quality Win? Network Effects Versus Quality in High-Tech Markets

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Web Appendix A
Quality Scale for Content Analysis

The outline for quantifying review information is given as follows:

1) **Excellent – 10: A market leader that offers exceptional performance**
   - It is considered the most powerful product available today
   - This product is the big winner
   - Editor's Choice
   - This product is excellent
   - This product could be one of those milestones that change the way we use computers
   - It is unquestionably the most powerful product you can buy
   - It is miles ahead of the competition
   - The product stands at the top
   - It is the very best product of the year
   - This product has a very good chance of establishing a new standard
   - It is one of the products that does everything right
   - It is clearly the most richly endowed product that you can purchase
   - It is an outstanding performer for its wealth of features and flexibility

2) **Good – 8: Excels in many areas; a good buy**
   - This product is an attractive alternative
   - This product is a good choice
   - This product is a serious threat to the current standard
   - It is an impressive product
   - It is a richer product than its principal competitors

3) **Acceptable – 6: Average for its class; a justifiable purchase**
   - The product is well thought out, but there are still a few problems with it
   - It is an economical and elegant program. Is it a right product for you? As usual, it depends
   - It is a popular choice. However, it may not make you happy
   - It is a strong competitor to its rival. However, its major weakness is….

4) **Poor – 4: Out-of-date or substandard; positives offset by more negative features**
   - It is a product I would love to love, but can't
   - It has been outdistanced by its competitors
   - It looks dim beside its competition
   - In many ways, it still clings awkwardly to its past
   - It performs unsatisfactorily

5) **Unacceptable – 2: Missing necessary features; avoid**
   - It scored the lowest in overall satisfaction
   - It occupies the lowest spot

- It is definitely bad
- It is very poor
- It performs quite sluggishly
- Definitely avoid/do not buy

Web Appendix B
Supplementary Graphical Analyses

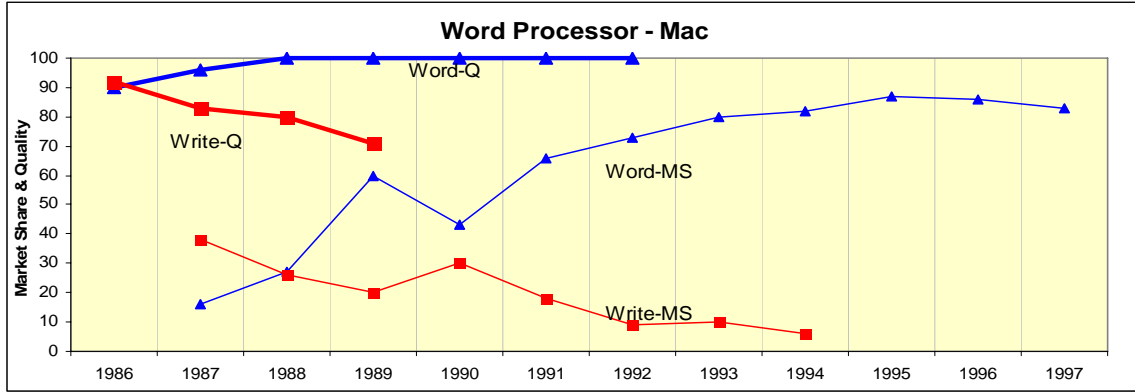Figure B-1: Share and Quality Flows in Mac Word Processor Market

Word Processor - Mac

Labels visible: Word-Q, Write-Q, Word-MS, Write-MS
Y-axis: Market Share & Quality (0–100)
X-axis: 1986–1997

Figure B-2: Share and Quality Flows in Operating System Market

PC Operating System Market

Labels visible: DOS-MS, Win-Q, Win-MS, OS/2-Q, DOS-Q, OS/2-MS
Y-axis: Market Share & Quality (0–100)
X-axis: 1983–1998
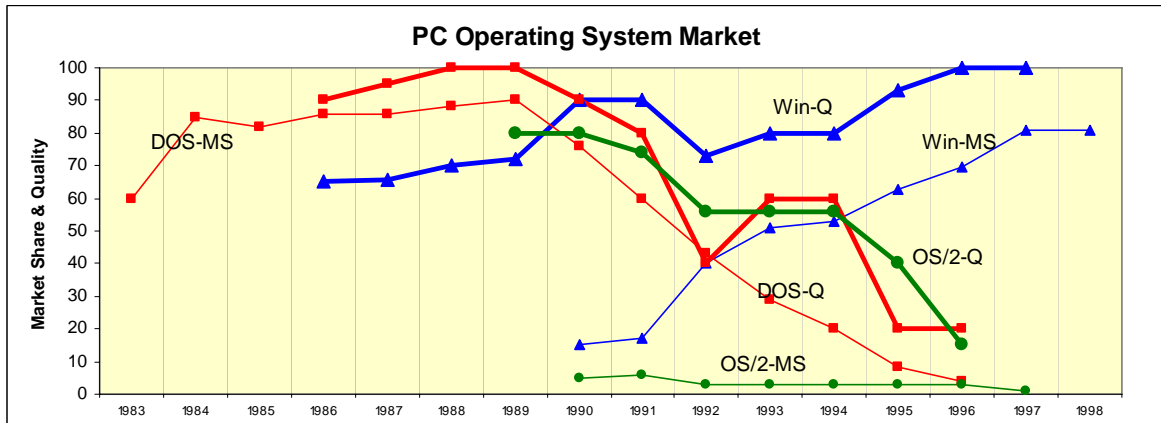
Figure B-3: Share and Quality Flows in Network Operating System Market

Network Operating System Market

Labels visible: WinNT-Q, NetWare-Q, NetWare-MS, WinNT-MS
Y-axis: Market Share & Quality (0–100)
X-axis: 1991–1999
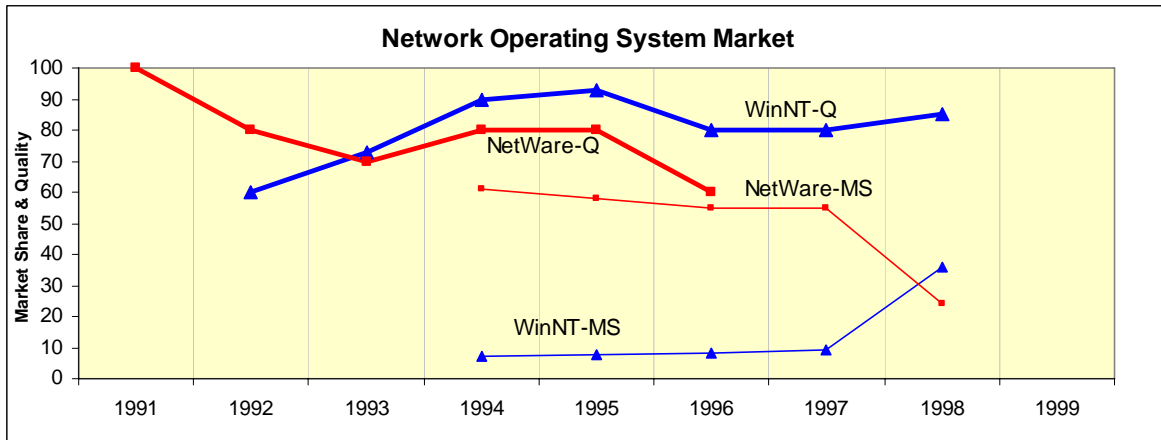
Figure B-4: Share and Quality Flows in Desktop Publishing PC Low End Market

DTP Market - PC Low End
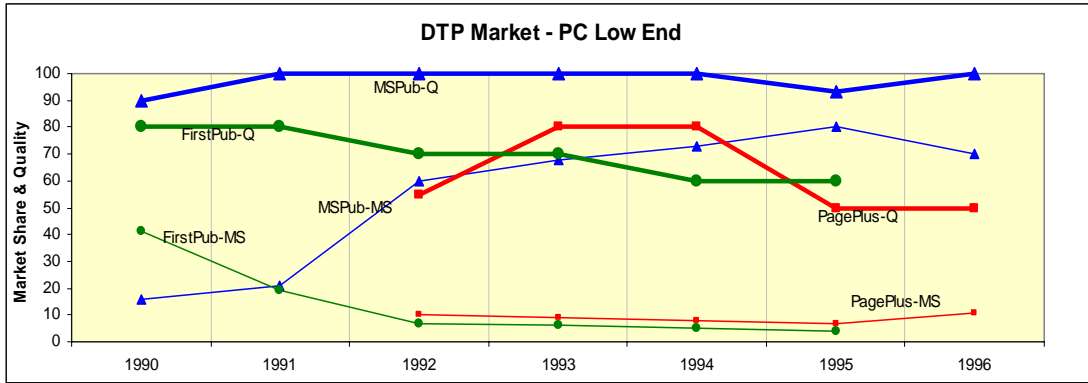
Figure B-5: Share and Quality Flows in Desktop Publishing PC High End Market

DTP Market - PC High End
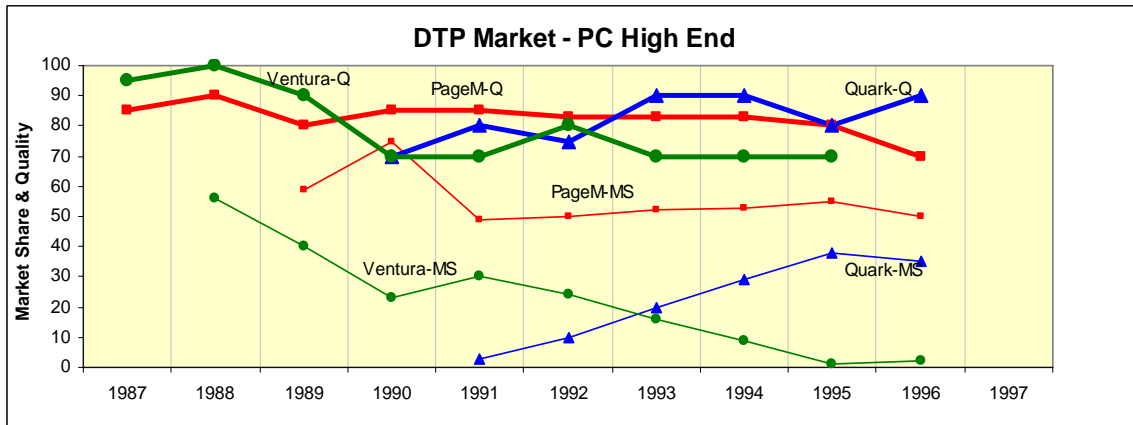
Figure B-6: Share and Quality Flows in Desktop Publishing Mac Market

DTP Market - Mac
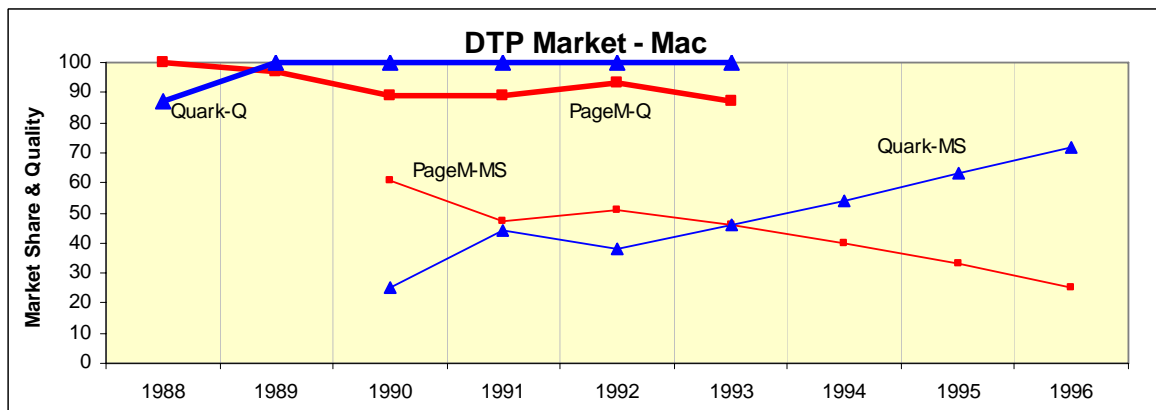
Figure B-7: Share and Quality Flows in ISP Market

ISPs Market
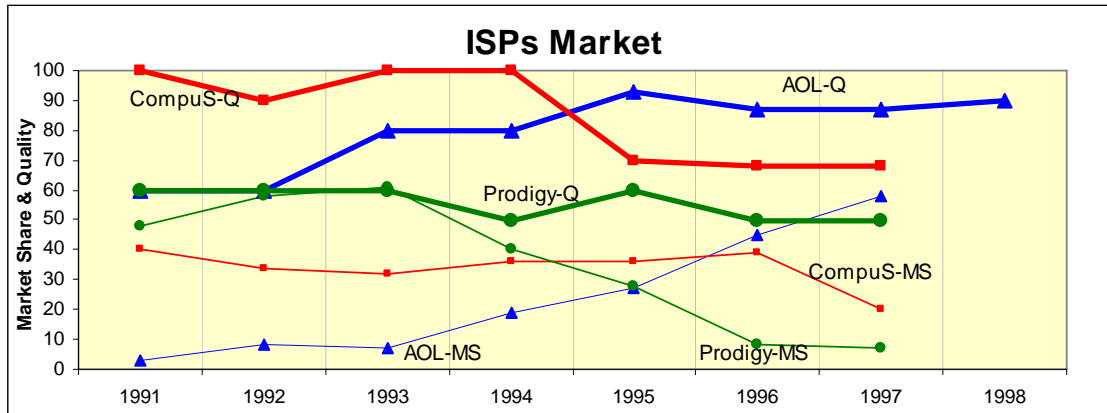
Figure B-8: Share and Quality Flows in Web Browser Market

Browser Market
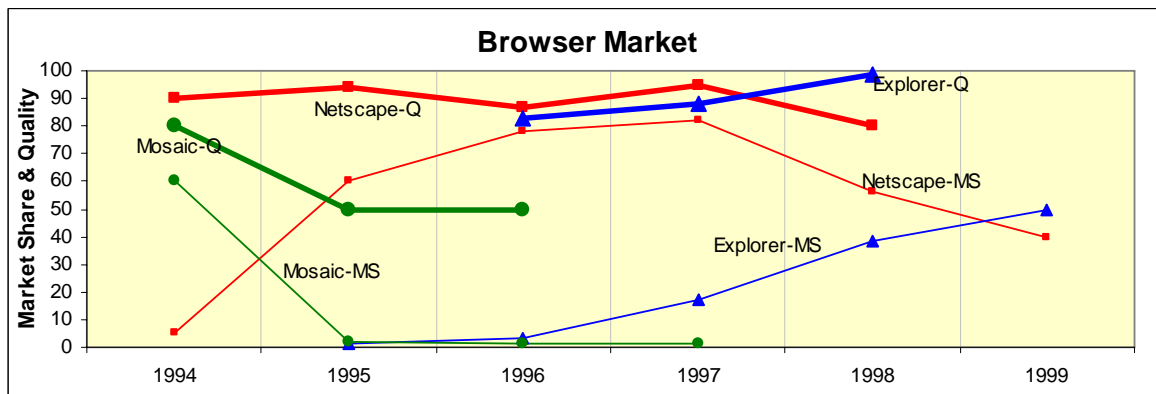
Figure B-9: Share and Quality Flows in Presentation Software Market

Presentation Software Market

Figure B-10: Share and Quality Flows in Project Software Market – Low End
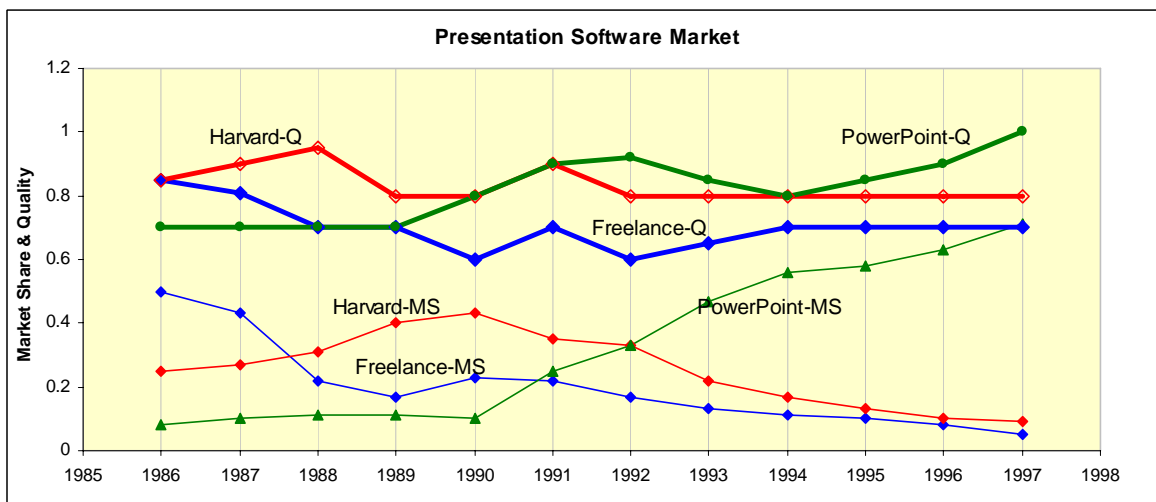
Project Software Market - Low End
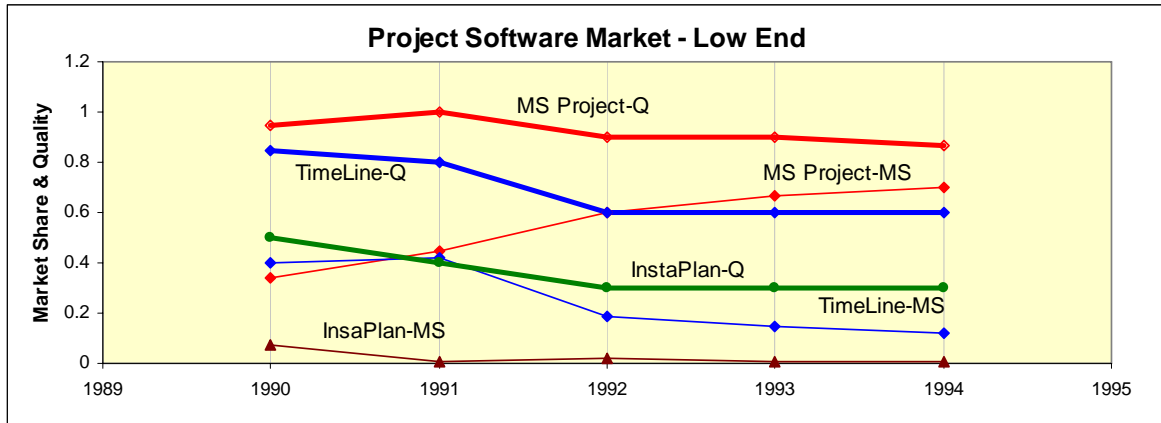
Figure B-11: Share and Quality Flows in Project Software Market – High End

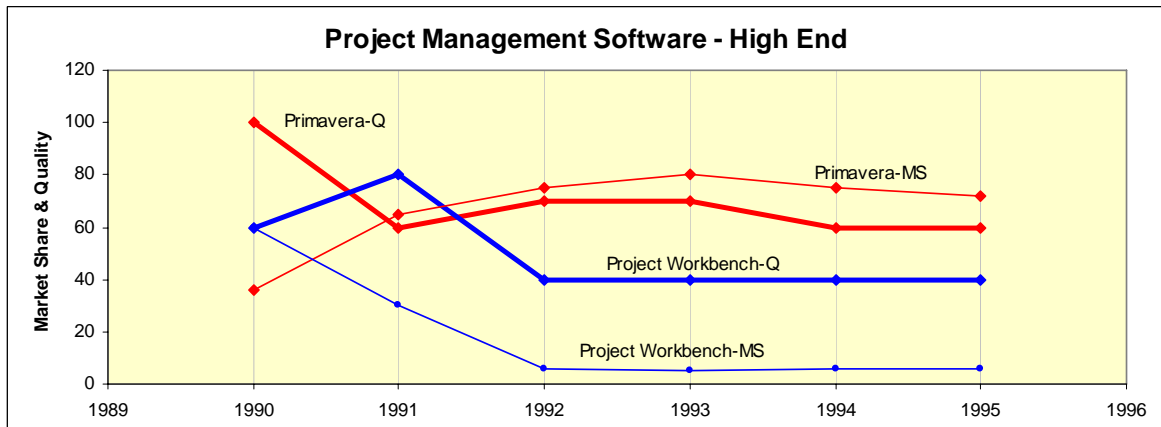**Project Management Software - High End**

Figure B-12: Share and Quality Flows in Database Software Market

Database Market
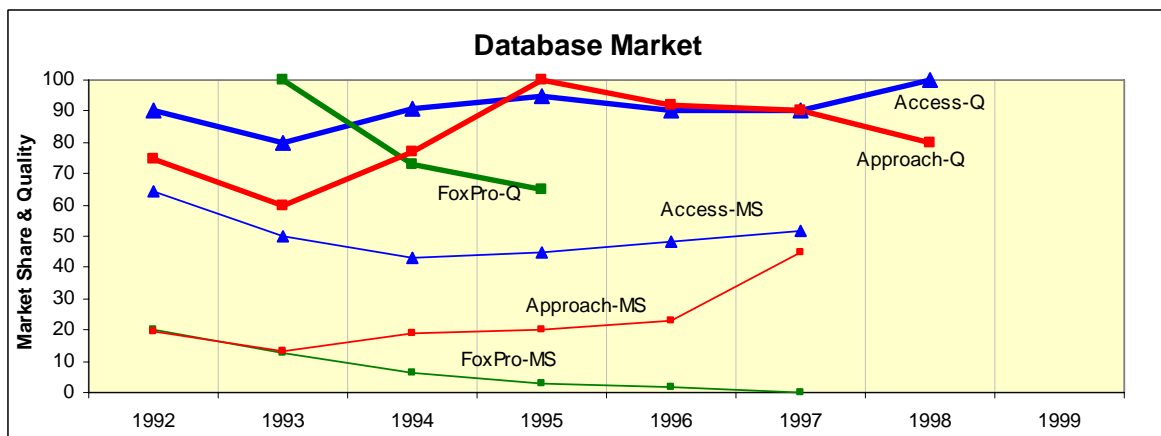
Figure B-13: Share and Quality Flows in Image Management Software Market – High End

Image Management Software Market - High End

PicturePub-Q

PhotoStyler-Q

PhotoShop-Q

PhotoStyler-MS

PhotoShop-MS

PicturePub-MS

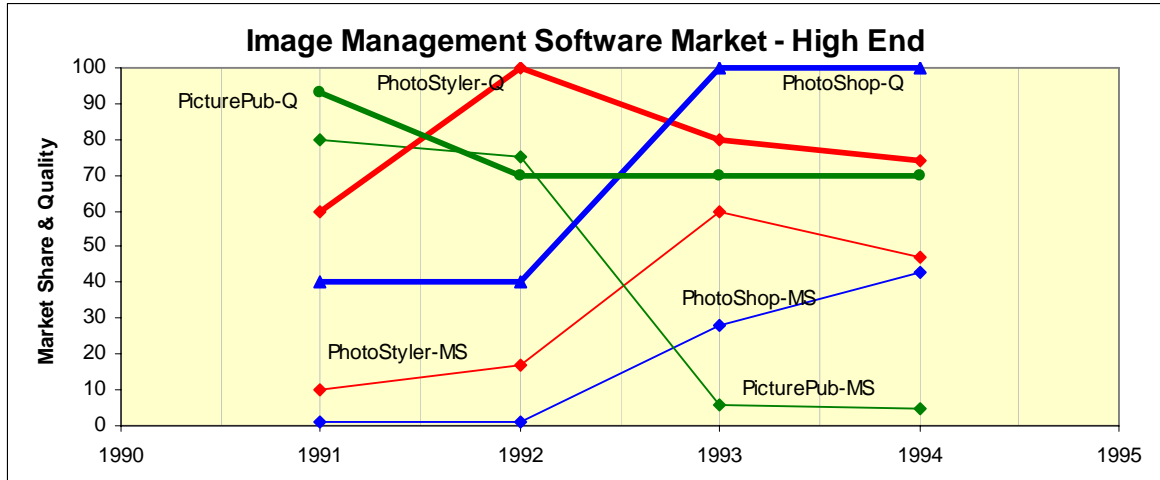*Market Share & Quality* — vertical axis: 0, 10, 20, 30, 40, 50, 60, 70, 80, 90, 100

Horizontal axis: 1990, 1991, 1992, 1993, 1994, 1995

Figure B-14: Share and Quality Flows in Image Management Software Market – Low End

Image Management Software Market - Low End

PhotoFinish-Q

PaintBrush-Q

Halo Desktop-Q

PhotoFinish-MS

PaintBrush-MS

Halo Desktop-MS

Market Share & Quality — vertical axis: 0, 10, 20, 30, 40, 50, 60, 70, 80, 90, 100

Horizontal axis: 1990, 1991, 1992, 1993, 1994, 1995
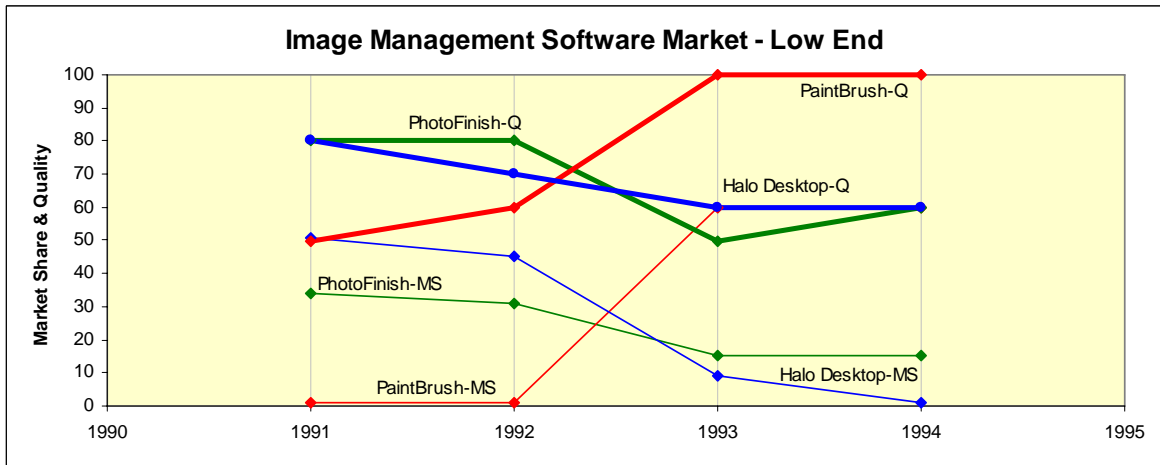
Figure B-15: Share and Quality Flows in Microprocessor Market

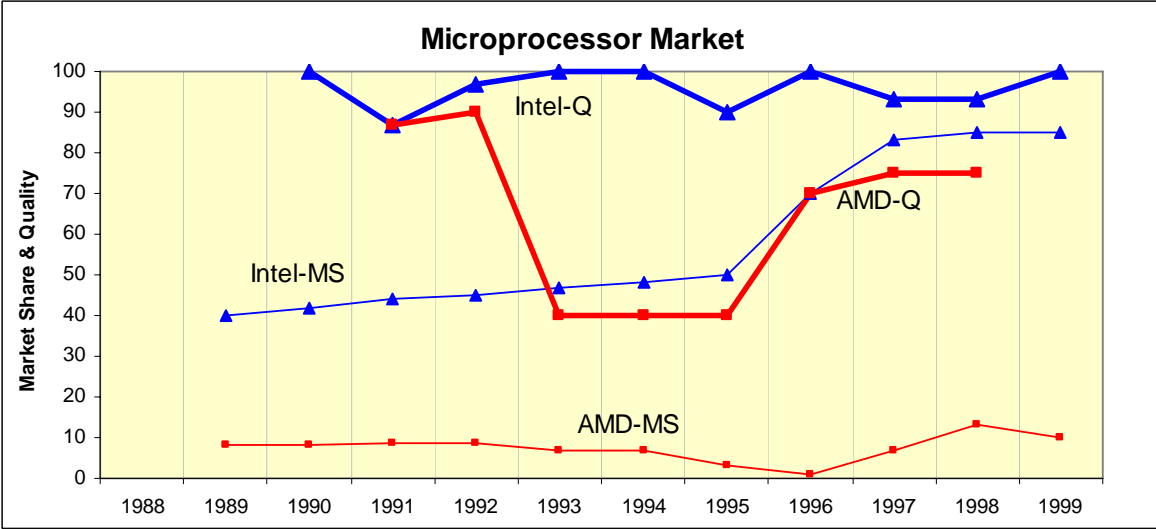**Microprocessor Market**

Figure B-16: Share and Quality Flows in Spreadsheet Market - Mac

Spreadsheet Market - Mac