

VINCENT COQUAZ  
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# LA NOUVELLE GUERRE DES ÉTOILES



**ENQUÊTE :  
NOUS SOMMES  
TOUS NOTÉS**

KERO

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## The New Star Wars

We Are All Rated

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How many times have you been asked to give something, someone, a rating or stars?

Think about your last online purchase, the score you gave your taxi driver or a delivery person. And do you know your own rating?

Ratings systems raise a number of questions in urgent need of answer. The modern-day satisfaction survey has become, at best, an absurd end in itself, and at worst, a source of stress. Coquaz and Halissat examine the tangled web of customer reviews, from e-commerce giant Amazon to TripAdvisor, Uber, and Free. Their investigation takes them to China to see how local governments are experimenting with individual conduct scores, where every aspect of citizens' lives are scrutinised.

As consumers, we are currently completely unequipped to face these new "star" wars.

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