

# Report on Bachelor / Master Thesis

Institute of Economic Studies, Faculty of Social Sciences, Charles University in Prague

<b>Student:</b>	<b>Šimon Appelt</b>
<b>Advisor:</b>	<b>Doc. Julie Chytilová, PhD</b>
<b>Title of the thesis:</b>	<b>Website Development as a Credence Good: A Field Experiment</b>

## **OVERALL ASSESSMENT** *(provided in English, Czech, or Slovak):*

*Please provide your assessment of each of the following four categories, summary and suggested questions for the discussion. The minimum length of the report is 300 words.*

### **Contribution**

In his thesis, Šimon Appelt aims to study discrimination on a Czech market for website development, an example of a credence good for which it is difficult to evaluate the true value. In order to do so, he organized a field experiment among the firms delivering website development. The thesis contributes to the existing literature studying the markets for various credence goods. The contribution of the thesis is the focus on a new market of interest and the focus on a market in the Czech Republic. This is a really nice contribution for a bachelor thesis. The research question and contribution are clearly formulated and the thesis is clearly written and well organized.

### **Methods**

The first part of the thesis provides a comprehensive overview of the existing literature on the topic. In the main part of the thesis, Šimon describes the field experiment he organized and the results of the analysis. I appreciate all the effort he put into carefully designing the experiment and collecting an original dataset. Šimon approached more than 300 web developers and IT firms with an inquiry about the price of website development. In order to be able to identify discrimination, he randomly manipulated whether the email was written by a male or a female, and whether it signalled a deeper technological knowledge or not. To analyze the data, Šimon uses appropriate statistical and econometric methods.

### **Literature**

The thesis provides a comprehensive overview of the existing literature on credence goods markets. The literature review section is clearly structured and Šimon has a sound knowledge of the literature, including the most recent studies on the topic. The results are also discussed in the context of the findings of the existing studies.

### **Manuscript form**

The thesis reads well and is written in good English.

### **Summary and suggested questions for the discussion during the defense**

To sum up, I believe the thesis fulfills the requirements for a bachelor thesis at IES, Faculty of Social Sciences, Charles University, and suggest grade A.

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**SUMMARY OF POINTS AWARDED** (for details, see below):

CATEGORY	POINTS
Contribution (max. 30 points)	30
Methods (max. 30 points)	30
Literature (max. 20 points)	20
Manuscript Form (max. 20 points)	20
<b>TOTAL POINTS</b> (max. 100 points)	<b>100</b>
<b>GRADE</b> (A – B – C – D – E – F)	<b>A</b>

**NAME OF THE REFEREE:** Julie Chytilová

**DATE OF EVALUATION:** May 28, 2020



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**Referee Signature**

**EXPLANATION OF CATEGORIES AND SCALE:**

**CONTRIBUTION:** *The author presents original ideas on the topic demonstrating critical thinking and ability to draw conclusions based on the knowledge of relevant theory and empirics. There is a distinct value added of the thesis.*

<i>Strong</i>	<i>Average</i>	<i>Weak</i>
30	15	0

**METHODS:** *The tools used are relevant to the research question being investigated, and adequate to the author's level of studies. The thesis topic is comprehensively analyzed.*

<i>Strong</i>	<i>Average</i>	<i>Weak</i>
30	15	0

**LITERATURE REVIEW:** *The thesis demonstrates author's full understanding and command of recent literature. The author quotes relevant literature in a proper way.*

<i>Strong</i>	<i>Average</i>	<i>Weak</i>
20	10	0

**MANUSCRIPT FORM:** *The thesis is well structured. The student uses appropriate language and style, including academic format for graphs and tables. The text effectively refers to graphs and tables and disposes with a complete bibliography.*

<i>Strong</i>	<i>Average</i>	<i>Weak</i>
20	10	0

**Overall grading:**

TOTAL	GRADE
91 – 100	A
81 - 90	B
71 - 80	C
61 – 70	D
51 – 60	E
0 – 50	F