Utilizing online reviews to predict customer’s future purchases has always been at the central interests of practitioners. One challenge is that reviews are always inherently incomplete—we cannot know the opinions of users who do not write a review. More importantly, these silent users may have systematically different online experiences than those who speak up. These differences can be driven by users’ differing sentiments towards their online experiences as well as their disposition to generate the reviews. Overlooking the silent users’ opinions can result in a reporting bias and render the prediction inaccurate. We develop a method to rectify the bias through a stochastic generative model. In the context of users’ movie review activities at Blockbuster.com, we find a user’s reporting probability with positive experience first order stochastically dominates the one with negative experience. We show that our rectified approach yield superior predictive power, as opposed to the raw ones. Our proposed approach provides a realistic solution for business managers to paint a more complete picture from the inherently incomplete reviews.