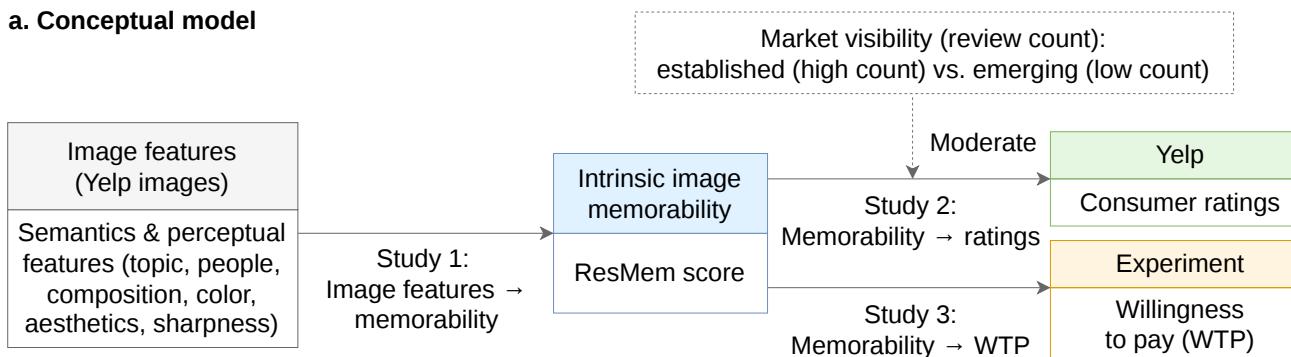
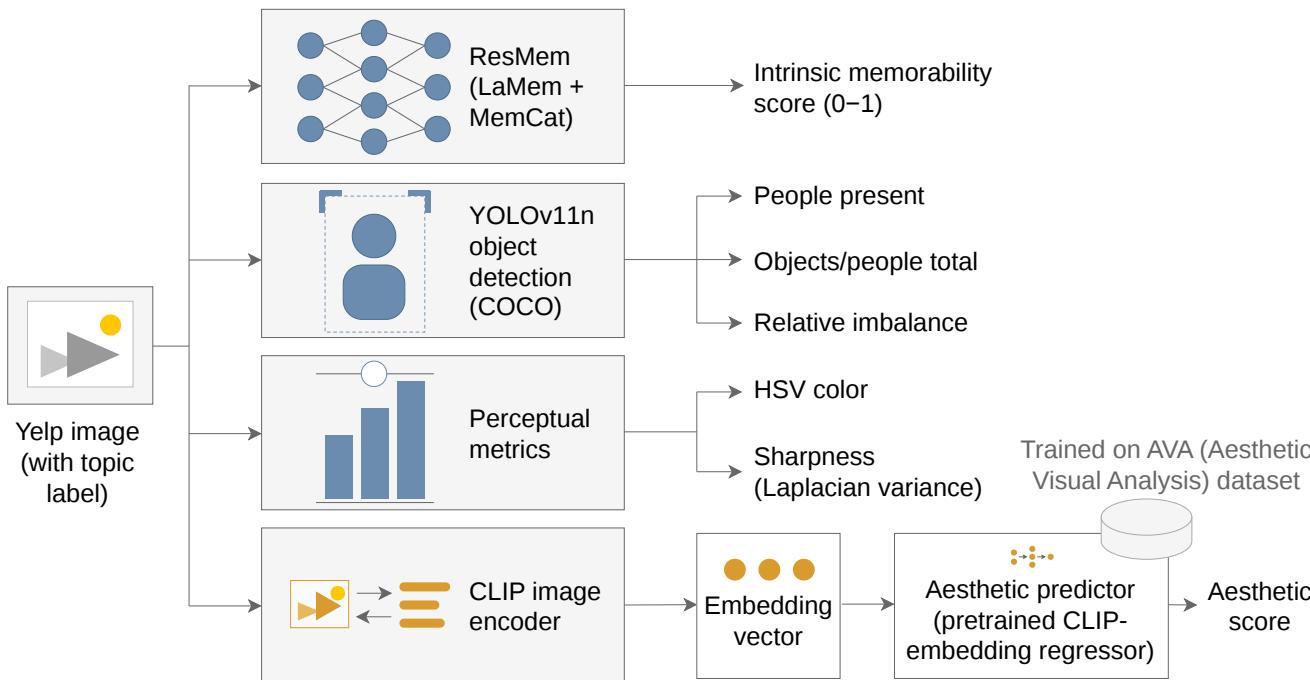


a. Conceptual model



b. Feature extraction



c. Study overview

	Study 1	Study 2	Study 3
Data / context	154,945 Yelp images	26,769 Yelp businesses	4 food categories (n = 268)
Unit of analysis	Image	Business	Image × participant trial
Statistical model	Ordinary least squares (OLS)	Two-stage least squares (2SLS)	Linear mixed effects (LME)
Key DV	ResMem score	Average rating	Maximum WTP
Main finding	Images depicting consumables and balanced people-object composition are more memorable.	Memorability boosts ratings for established businesses, but has negative or no effect for emerging businesses	Items shown in more memorable images are associated with higher maximum WTP