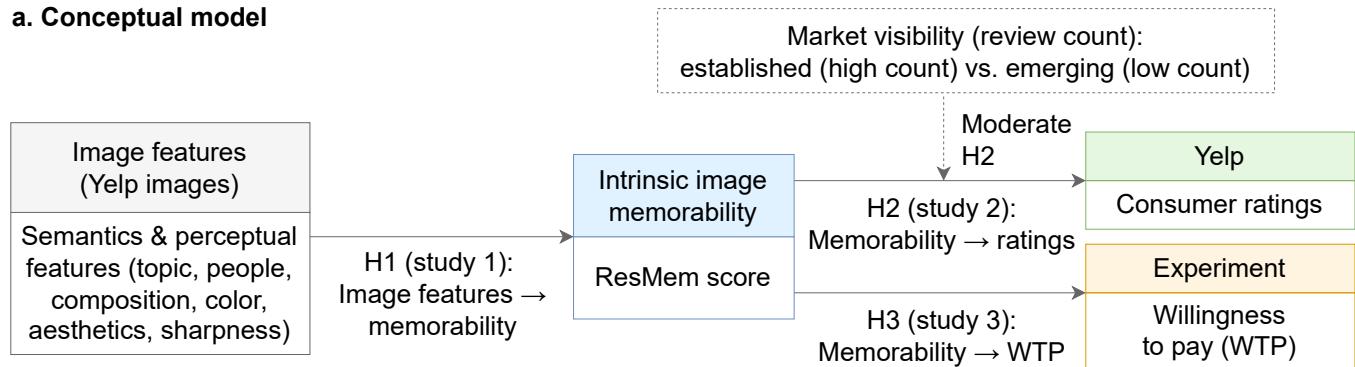
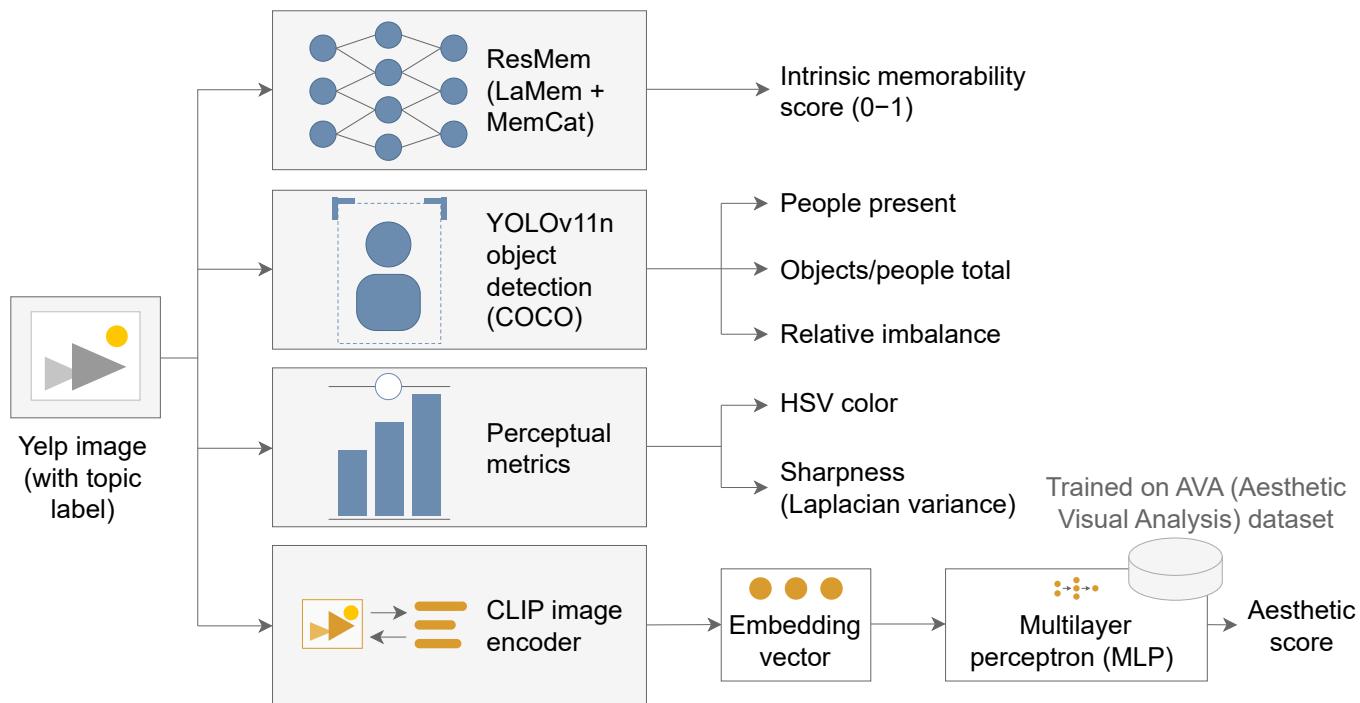


## a. Conceptual model



## 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
Key finding	Images featuring people, balanced composition and food/drink/menu content are more memorable	Memorability boosts ratings for established businesses, but has no effect for emerging businesses	Items shown in more memorable images are associated with higher maximum WTP