

Survey: A look into online text reviews

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This survey is part of my master thesis on the theme of improving online feedback systems. 95% of the people pay attention to the text reviews, before buying a product, watching a movie, making a trip, booking a room and so on. However, from the owners of online feedback systems there is noticed a lack of tools for analyzing the text reviews. Your input will help me draw the suggestions to make the right improvements to the existing feedback tools and prioritize new features. It will only take a few minutes to complete. All of your answers are private and confidential.

If you have any questions about the survey, please email me at: antigoni_kourou@hotmail.com

Thank you for agreeing to participate and I really appreciate your input!

Page 1 - General Information

* 1. Name

Additional options (question 1)

- › Validation: string length
- › Min length: 2
- › Max characters: 15

* 2. Email

Additional options (question 2)

- › Validation: email address

* 3. Age

Additional options (question 3)

- › Validation: integer
- › Min value: 18
- › Max value: 80

* 4. How often do you read online text reviews before taking a decision?

☐

Never

☐

Sometimes

☐

Always

☐

Rarely

☐

Often

In the following sections you are required to rate and analyze the aspects reviewed in single online text feedback. The reviews are collected from the Airbnb feedback system. They all belong to the same listing (room).

Page 2 - Review One



Sasha

The room and flat were very dirty. The host was out of the country and although his friend was welcoming, it was obvious that there had been many visitors and the house had not been cleaned. The sheets had obvious not been changed. Isjed was good with communication and made sure we had the keys to the apartment.

July 2015

Helpful



Response from Isjed:

My friend told me that she did clean the sheets. I think that Sasha maybe had to much expectations. Still hope she enjoyed the city.

July 2015

* 5. Was this text review useful/helpful to your search criteria?

☐ Yes

☐ No

* 6. The reviewer's opinion about the listing is:

☐ Positive

☐ Negative

☐ Neutral

* 7. In a scale from 1-5, what rating corresponds to the opinion of the reviewer?

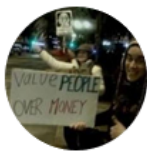
	1	2	3	4	5	
Very unsatisfied	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Excellent

8. What features/aspects of the listing does the reviewer mention?

Feature	<input type="text"/>
Feature	<input type="text"/>
Feature	<input type="text"/>
Feature	<input type="text"/>
Feature	<input type="text"/>
Feature	<input type="text"/>

Additional options (question 8)

- Validation: string length
- Min length: 2
- Max characters: 20



Sasha

The room and flat were very dirty. The host was out of the country and although his friend was welcoming, it was obvious that there had been many visitors and the house had not been cleaned. The sheets had obvious not been changed. Isjed was good with communication and made sure we had the keys to the apartment.

July 2015

Helpful



Response from Isjed:

My friend told me that she did clean the sheets. I think that Sasha maybe had to much expectations. Still hope she enjoyed the city.

July 2015

- * 9. Which of the following aspects is mentioned in the review? Please, indicate a rating scale for each of them if mentioned. (Including the ones you identified at the previous question)

	Extremely negative					Extremely positive	Not mentioned
Cleanness	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Hospitality	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Window view	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Neighborhood	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Walking distance	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Wifi/Internet	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Communication	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Value/Cost	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Reality vs. Expectancy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Host's availability/responsiveness	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Incidents/Conflicts	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Breakfast	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bathroom	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other, please specify	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="text"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Page 4 - Summarization

- * 10How helpful do you find the overall text reviews of this listing?

Not helpful	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Very helpful
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11. In a scale from 1 to 5, how would you rate the overall quality of this listing after reading all the reviews?

Very bad

1

2

3

4

5

Excellent

* 12How would you rate the features/aspects of the listing after reading all the text reviews of the site?

	Extremely negative					Extremely positive	Not mentioned
Cleanness	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Hospitality	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Window view	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Neighborhood	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Walking distance	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Wifi/Internet	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Communication	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Value/Cost	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Reality vs. Expectancy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Host's availability/responsiveness	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Incidents/Conflicts	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Breakfast	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bathroom	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other, please specify	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="text"/>							

Your responses have been registered!

Thank you for taking the time to complete the survey, your input is very valuable to me.