



Knowledge Discovery Of Online Recipe Reviews Using Text Mining

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Presented by
**Wan-Yi Chou,
Ching-Yu Li**

1. LITERATURE REVIEW

Critical Incident Analysis

- **Users' experience based their own words(Flanagan ,1954).**

Text Mining

- **Find implicit information from large dataset.**

Clustering

- **Grouping the related or similar data into sets.**

2. METHODOLOGY

Critical Incident Analysis

- Collect users' comments from recipe website, BBC Good Food (using their ranking to distinguish positive and negative attitudes)
- Find keywords based on (NTF- IDF)

Text Mining

- Clustering based on K- means algorithm

Build Recipe Positive/ Negative Experience Ontology

- Using clusters helps create ontology

2. METHODOLOGY

◆ Dataset

1. Source: Recipe website, BBC Good Food
2. Collect 8,331 European Recipes
(use random sample size= 200 recipes)
3. Two Partition: Dish & Others(Soup& Salad &Dessert)

	Dish	Others
# of Recipes (Sample size)	108	92
# of Positive Dialogue	410	391
# of Negative Dialogue	49	32



Key lime pie

★★★★★ (78 ratings)

[Magazine subscription - 5 issues for £5](#)



Prep: 30 mins
Cook: 25 mins



Easy



Serves 8

Lime, cream and a buttery biscuit base - this zesty oven-baked treat makes a refreshing and indulgent end to a meal

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Nutrition per serving

kcalories	fat	saturates	carbs	sugars	fibre	protein	salt
695	50.8g	27.8g	51g	37.4g	2.1g	8.8g	0.8g

nmmcquiston | 19th Jul, 2015

“ I could have used clarification as to whether condensed milk meant sweetened condensed milk or evaporated milk. I looked up other recipes to see which was used in those.

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gerry35nz | 21st Jun, 2015

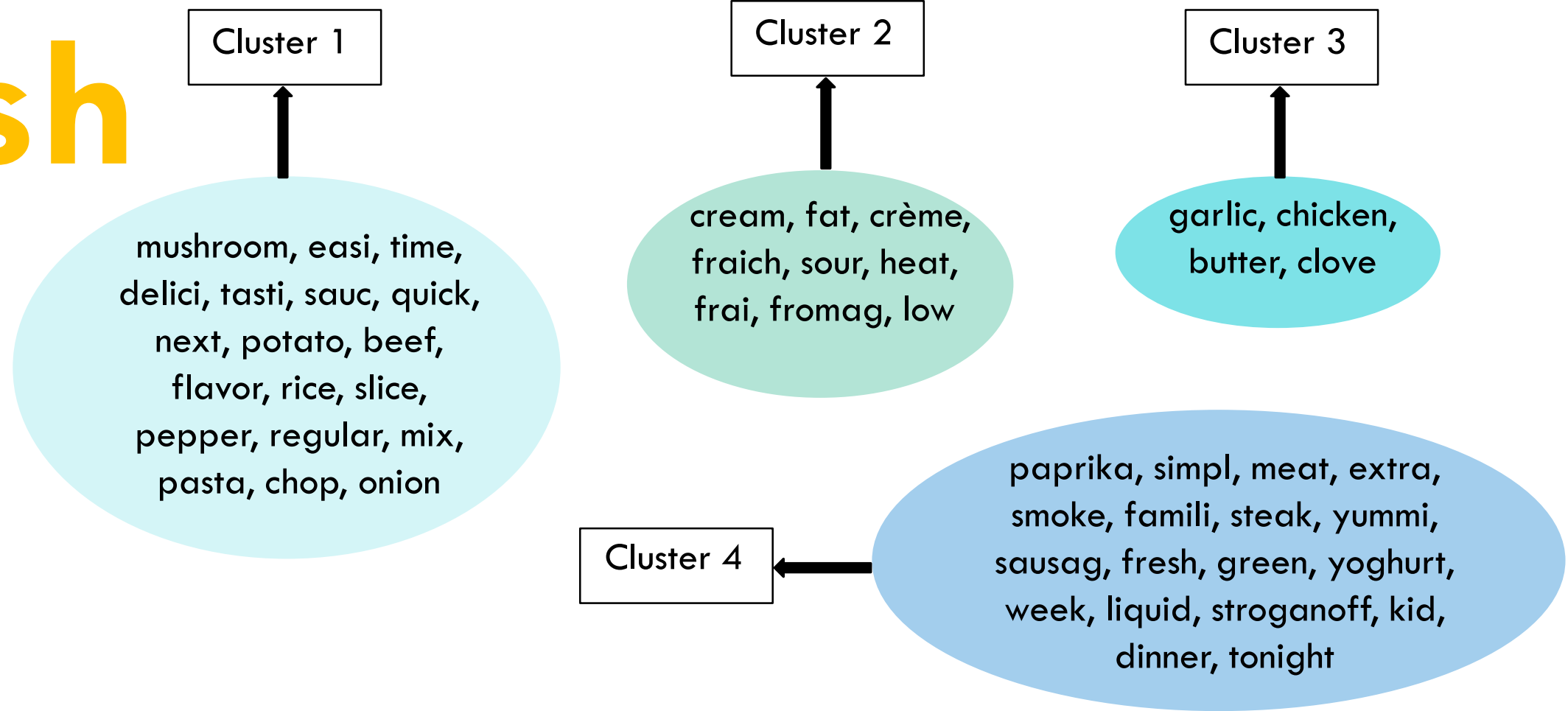
★★★★★

I've made this one several times it's a great recipe. I have made a few modifications which I have included under the tips.

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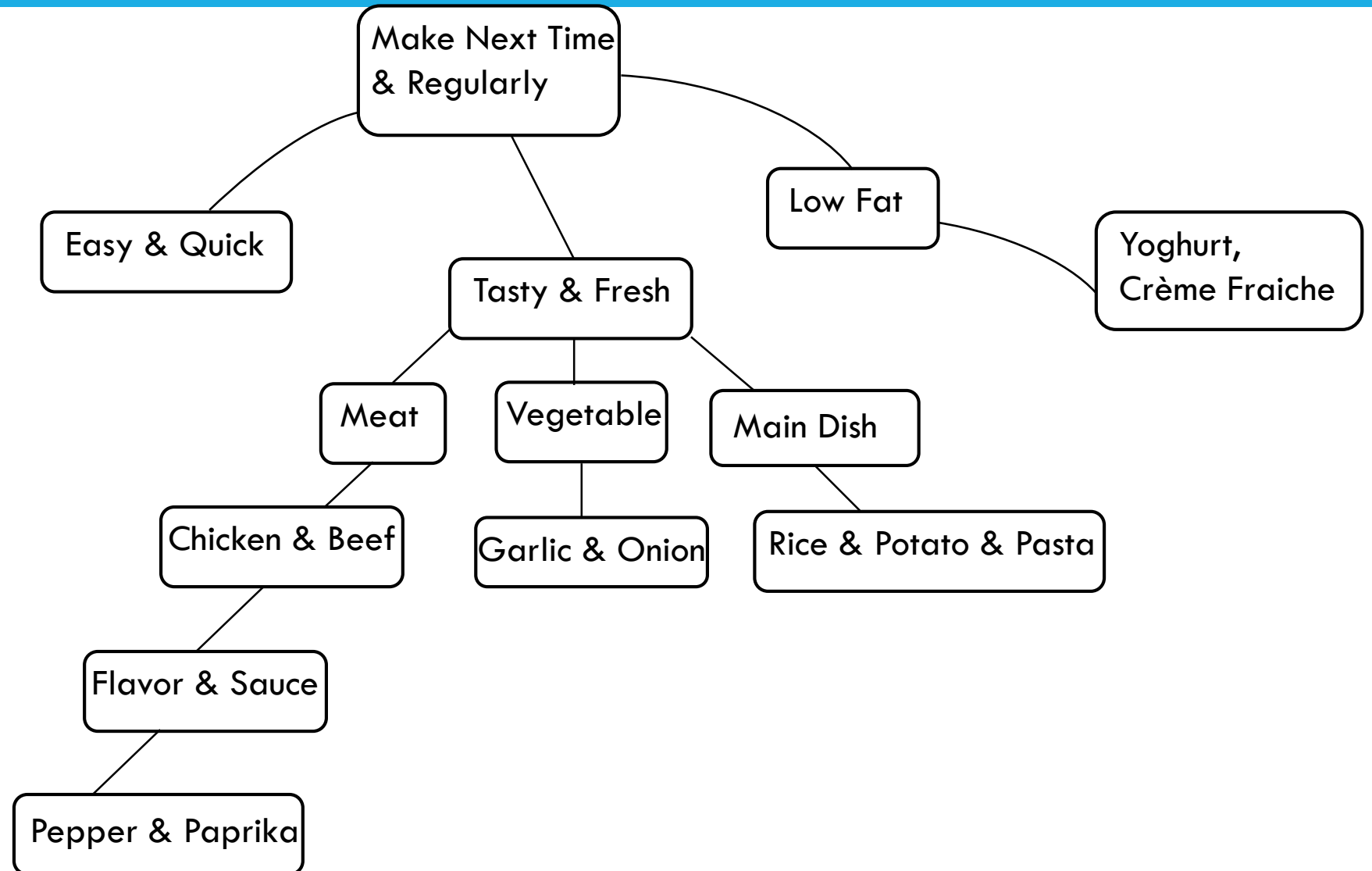
3. RESULTS (POSITIVE EXPERIENCE)

Dish



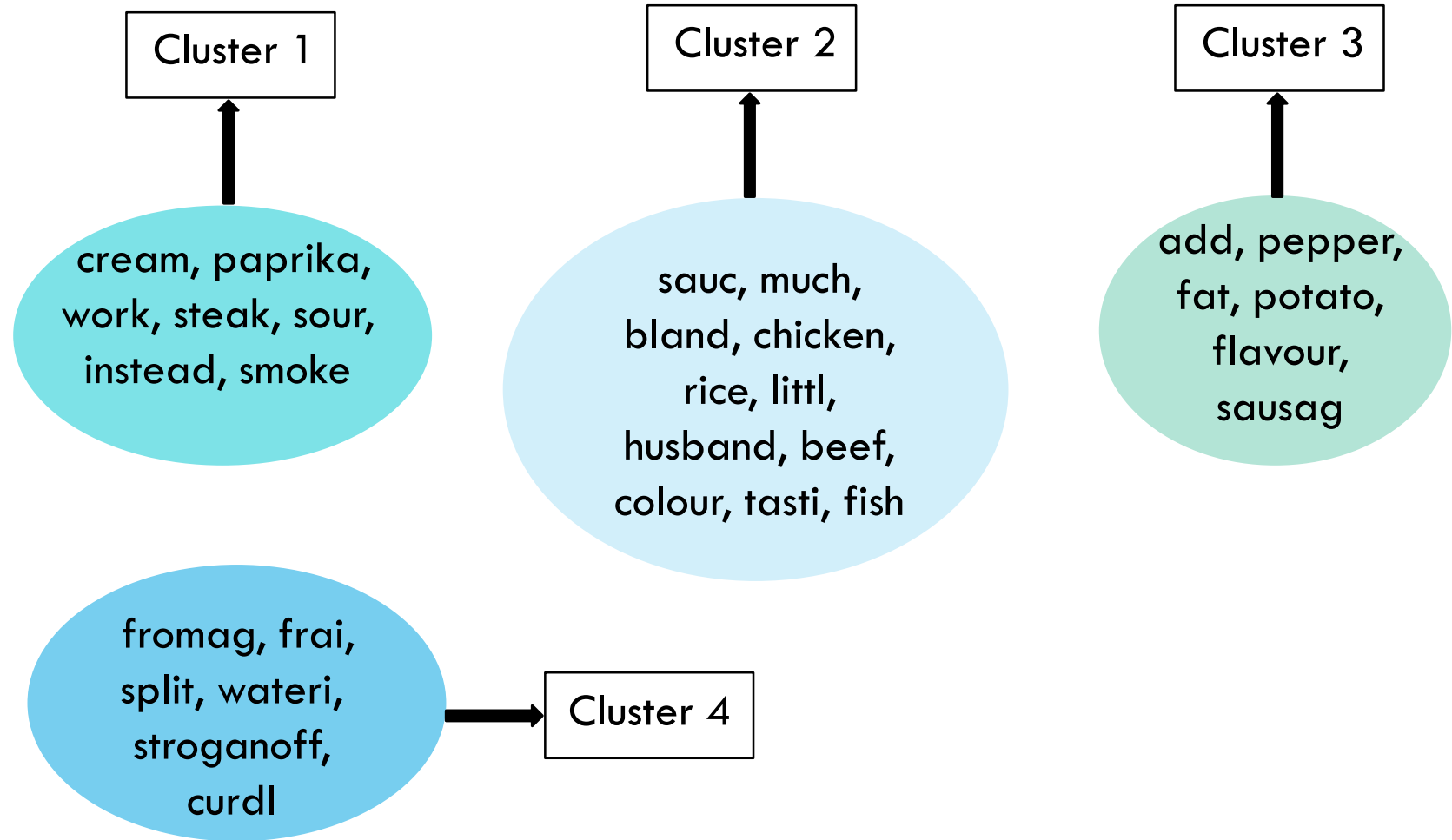
3. RESULTS (POSITIVE EXPERIENCE)

Dish



3. RESULTS (NEGATIVE EXPERIENCE)

Dish



3. RESULTS (NEGATIVE EXPERIENCE)

Dish

