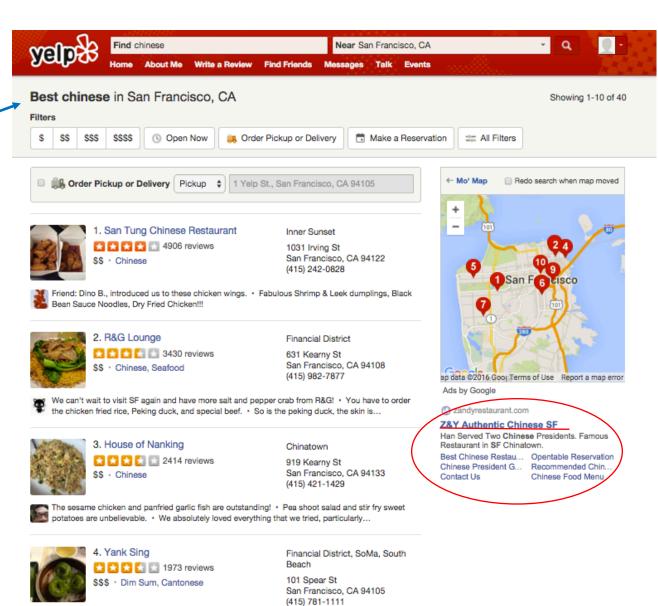


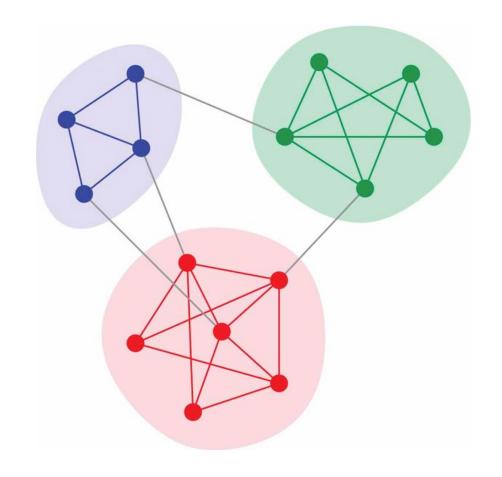
# Which one is Authentic?



# Social Network of Yelp Reviews

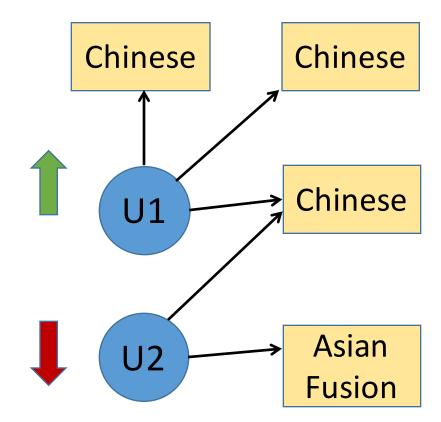
- Restaurants (businesses)

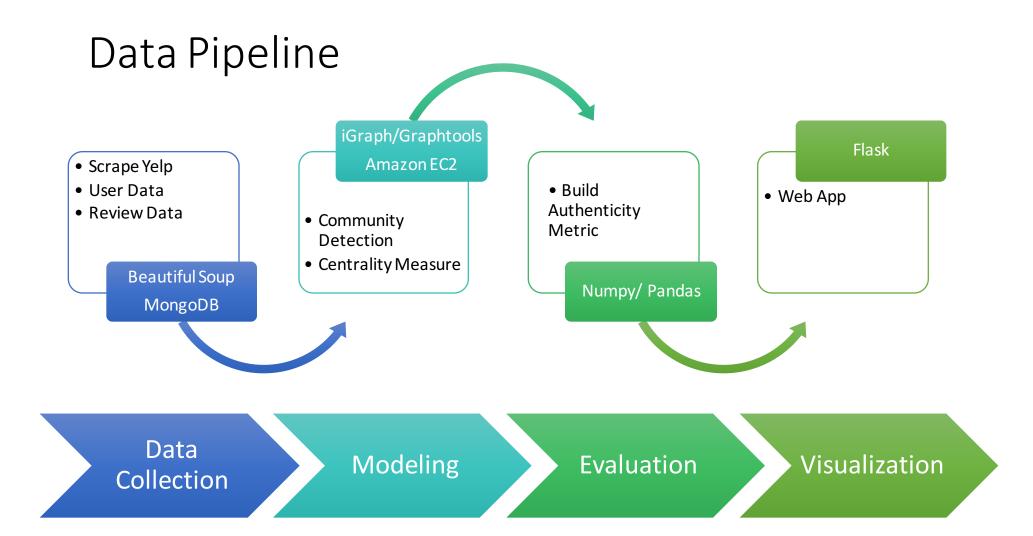
   and Reviewers (users)
   inside community are more similar than outside community
- Goal: Leverage the community vote in reweighting star ratings for authenticity



# Adjusted Yelp Rating for Authenticity

- Users who have rated one cuisine with higher frequency receive higher weighting for their Yelp star rating
- Users who never rated or rated one cuisine with lower frequency receive lower weighting for their Yelp star rating
- Readjust Yelp rating based on qualified users





YELP ABOUT SEARCH DESCRIPTIVE DATA AUTHENTICITY RATING COMMUNITY MAP CONTACT

#### **How it Works**



Search a restaurant
Right now, this only works with popular San
Francisco restaurants with greater than 500
reviews

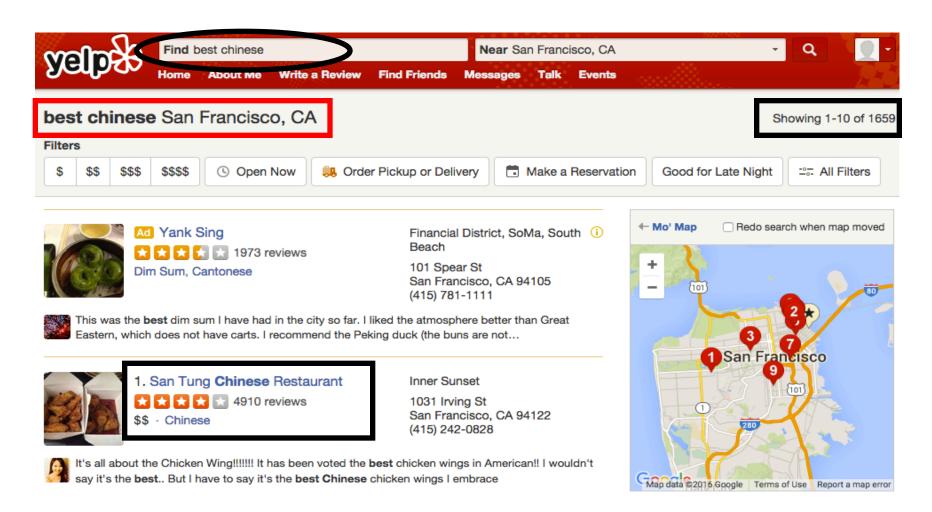


**Get Review Summary** 

See how diverse a restaurants foodies are Get the Adjusted Yelp Star Rating

**SEARCH NOW!** 

## Search "BEST" Chinese



#### Search a Restaurant

Please enter a Restaurant Name:

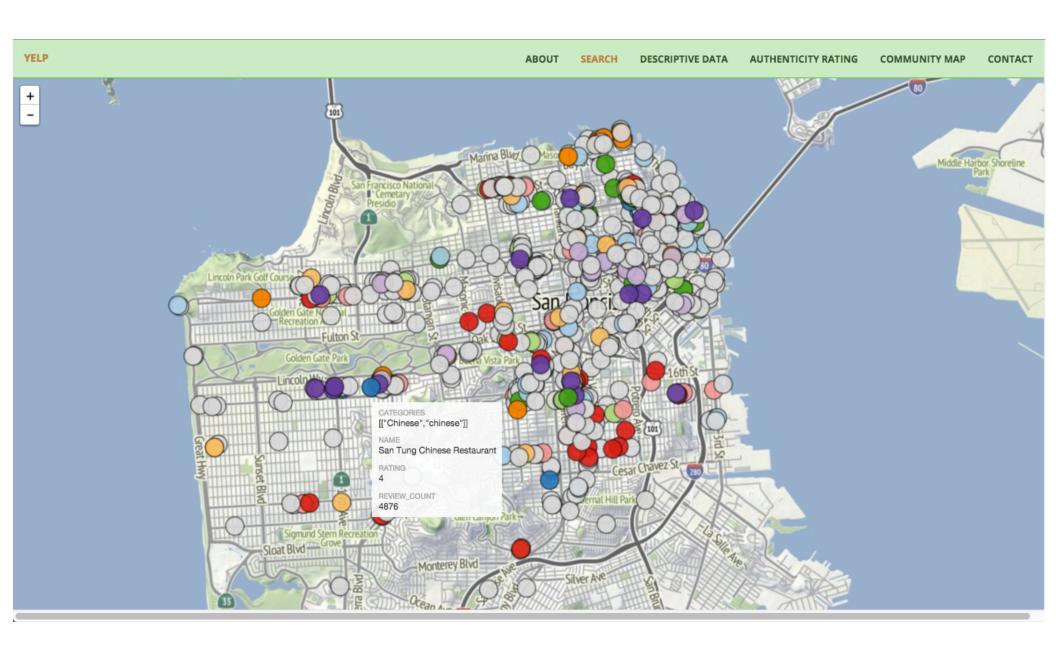
Submit

San Tung

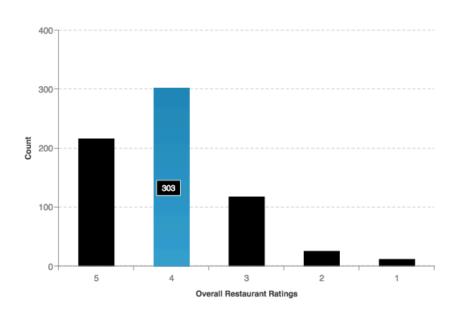
Please enter a Cuisine:

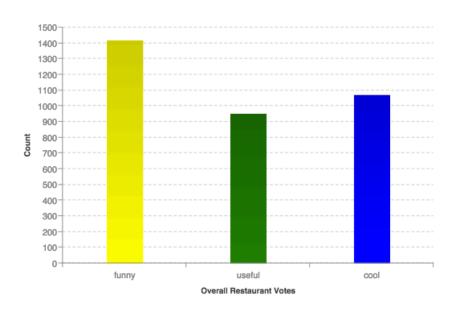
Chinese

Check for suggestions by cuisine



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#### **Adjusted Yelp Review for San Tung Restaurant**

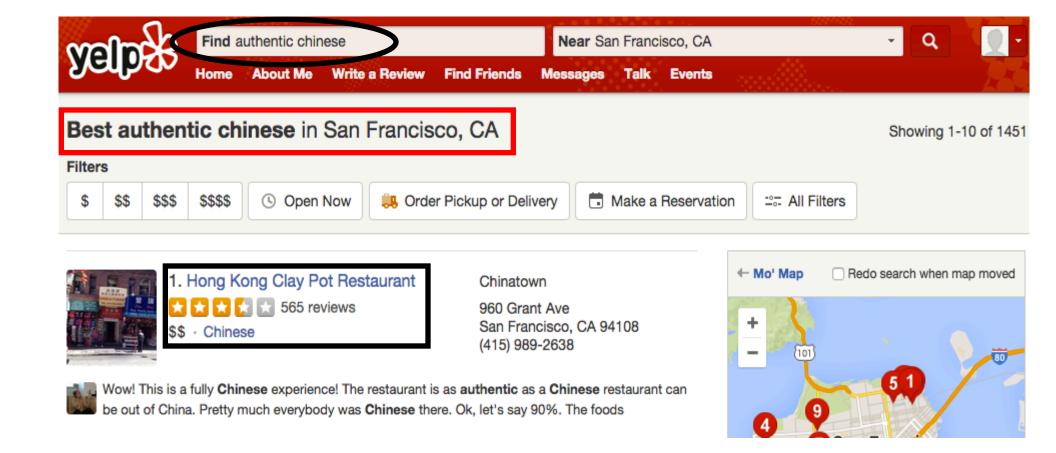
**Review Counts** 

Yelp's Star Rating Y'I'I'C

Adjusted Star Rating for Authenticity

3.9187275123329375

## Search "AUTHENTIC" Chinese



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#### **Adjusted Yelp Review for Hong Kong Clay Pot Restaurant**

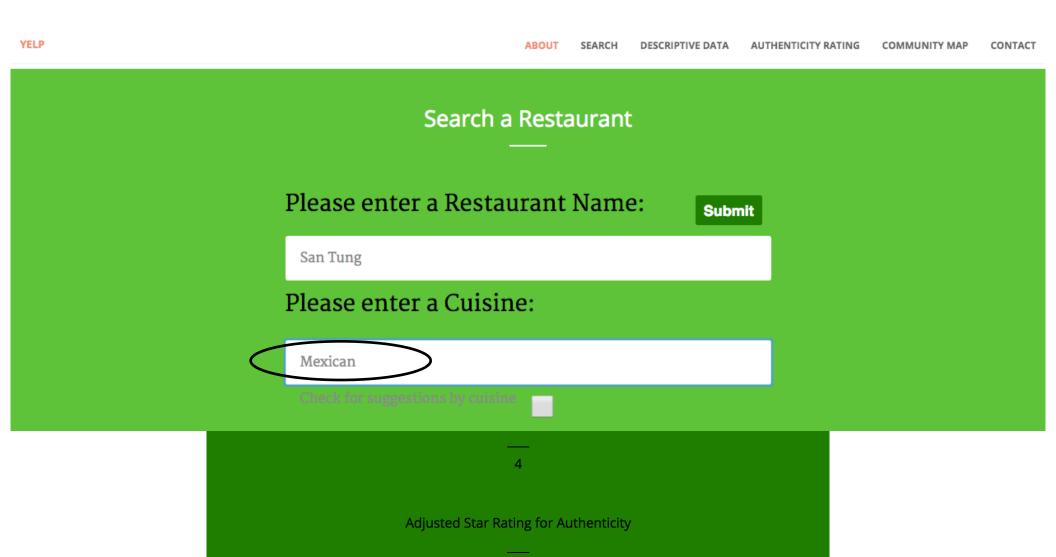
**Review Counts** 

4913
Yelp's Star Pat 1

Yelp's 3.5

Adjusted Star Rating for Authenticity

3.877628889850899



4.106475529781683

### Conclusions and Further Work

- Social Network Graphs are versatile and can provide significant insight on which restaurants are likely more authentic
- Many areas to improve this work. Start by expanding the network of restaurants and work on user-user connections.
- A/B Test the Adjusted Rating

