

analysis_report

```
summary(main_effect)
```

```
##
## Call:
## lm(formula = stars ~ total_photos, data = final_dataset)
##
## Residuals:
##      Min       1Q   Median       3Q      Max
## -4.683 -0.577  0.113  0.423  1.423
##
## Coefficients:
##              Estimate Std. Error t value Pr(>|t|)
## (Intercept)  3.5673406  0.0052475  679.82  <2e-16 ***
## total_photos 0.0096877  0.0004532   21.38  <2e-16 ***
## ---
## Signif. codes:  0 '***' 0.001 '**' 0.01 '*' 0.05 '.' 0.1 ' ' 1
##
## Residual standard error: 0.7782 on 29372 degrees of freedom
## Multiple R-squared:  0.01532,    Adjusted R-squared:  0.01529
## F-statistic:  457 on 1 and 29372 DF,  p-value: < 2.2e-16
```

```
summary(model_categories)
```

```
##
## Call:
## lm(formula = stars ~ food_and_drink + menu + environment, data = final_dataset)
##
## Residuals:
##      Min       1Q   Median       3Q      Max
## -5.4679 -0.5722  0.0717  0.4278  1.4281
##
## Coefficients:
##              Estimate Std. Error t value Pr(>|t|)
## (Intercept)  3.5715547  0.0052523  680.000  <2e-16 ***
## food_and_drink 0.0003278  0.0008089   0.405    0.685
## menu          0.1327520  0.0154143   8.612  <2e-16 ***
## environment   0.0221495  0.0011212  19.755  <2e-16 ***
## ---
## Signif. codes:  0 '***' 0.001 '**' 0.01 '*' 0.05 '.' 0.1 ' ' 1
##
## Residual standard error: 0.7752 on 29370 degrees of freedom
## Multiple R-squared:  0.02308,    Adjusted R-squared:  0.02298
## F-statistic: 231.3 on 3 and 29370 DF,  p-value: < 2.2e-16
```

```
summary(model_central_moderation)
```

```
##
## Call:
## lm(formula = stars ~ photos_centered * photo_category_dominant,
##     data = final_dataset)
##
## Residuals:
##      Min       1Q   Median       3Q      Max
## -5.2442 -0.5275  0.0921  0.4725  1.4834
##
## Coefficients:
##                                     Estimate Std. Error
## (Intercept)                       3.744442    0.008312
## photos_centered                     0.008216    0.000878
## photo_category_dominantFood_and_Drink -0.175589    0.009923
## photo_category_dominantMenu          0.164804    0.108742
## photos_centered:photo_category_dominantFood_and_Drink 0.002652    0.001024
## photos_centered:photo_category_dominantMenu          0.027144    0.024425
##                                     t value Pr(>|t|)
## (Intercept)                       450.504   <2e-16 ***
## photos_centered                      9.358   <2e-16 ***
## photo_category_dominantFood_and_Drink -17.696   <2e-16 ***
## photo_category_dominantMenu           1.516    0.1296
## photos_centered:photo_category_dominantFood_and_Drink  2.590    0.0096 **
## photos_centered:photo_category_dominantMenu           1.111    0.2664
## ---
## Signif. codes:  0 '***' 0.001 '**' 0.01 '*' 0.05 '.' 0.1 ' ' 1
##
## Residual standard error: 0.7738 on 29368 degrees of freedom
## Multiple R-squared:  0.02657,    Adjusted R-squared:  0.02641
## F-statistic: 160.3 on 5 and 29368 DF,  p-value: < 2.2e-16
```