**Project Proposal**

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**Inner Workings of Restaurant Reviews in a Local-Geographical Context**

When reviewing a restaurant people generally focus on the same aspects (i.e., quality of the food, treatment from staff, location of the restaurant, general atmosphere). However, some people might be overly focused on one aspect of the experience and thus review the whole experience based on an overly pressing facet of the experience. An extremely competent waiter might be able to turn an average meal into a great experience, just like a talented chef could make up for lack of atmosphere in a restaurant. The underlaying dynamics of the semantics of restaurant-reviews is attempted illuminated in this paper. Using language analysis tools such as TF-IDF (term frequency-inverse document frequency) an analysis is conducted on restaurant-reviews from restaurants placed in “Søhøjlandet” a geographical area in the middle of Jutland, Denmark. The paper will attempt to shed light on the underlaying dynamics of a restaurant experience, and what seems to be the general drivers of great experiences as well as what constitutes a bad visit at a restaurant. The results should hopefully be a great tool for restaurant-owners to use, if they were interested in knowing what their restaurant is performing well at and what it needs to optimize on in relation to their neighboring competitors. The results can also have local-cultural relevance for restaurant-goers in Søhøjlandet if they wanted to nuance their motivations for choosing one restaurant instead of another.