# BakeAgain

Helen Craig Insight Data Science Fellow 2015

To improve one's recipes and encourage people to bake again.





**685** 

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#### World's Best Lasagna





"It takes a little work, but it is worth it."

MommyFromSeattle

\* \* \* \* 11/4/2007

Excellent and Authentic recipe! A little more work and ingredients, but well worth it. Use



they've ever tasted with this recipe. I make it pretty much ...

Read more

\*\* \* \* 11/30/2006

mrsbaldes

I made this recipe using some tips and tricks from previous reviewers and from my rience having worked in an italian jurant. This recipe does not have to be as

ead more

FIGHTPILOTSWIFE a 1 ₩ 171 0 49

intensive as is reco...

5/1/2004

d all the reviews and really followed kerbob"'s advise. Here's what I changed: 1 lb. LEAN gr. beef, tripled the garlic,

reduced sugar to 1 T., reduced salt to 1 t., used 9 lasagn...

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\* \* \* \* 1/6/2004

LYNNLUKE

WOW! This really is World's Best Lasagna! From reading all the reviews, I made these changes: Added an additional 1/2 pound of ground meat, omitted the salt, doubled the onions, all the spices, ...

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\* \* \* \* 3/19/2008

I quadrupled this recipe for 32 men, and it went over so well ... they came back for seconds, and asked for the recipe for their wives ... now how many men do you know that ask for a recipe? I

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\* \* \* \* 10/11/2010

I was so disappointed with this lasagna! I won't be using this recipe again. With such a high rating, I thought it would taste better. I followed the recipe exactly, except that I only used 1/3 ...

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\*\*\* \* \* 11/21/2006

This was very good. It didn't fit in my 9 x 13 pan, but worked out fine by placing part of the ingredients in a loaf pan. Caution: skip the tablespoon of salt! (Have you EVER heard of a recipe t...

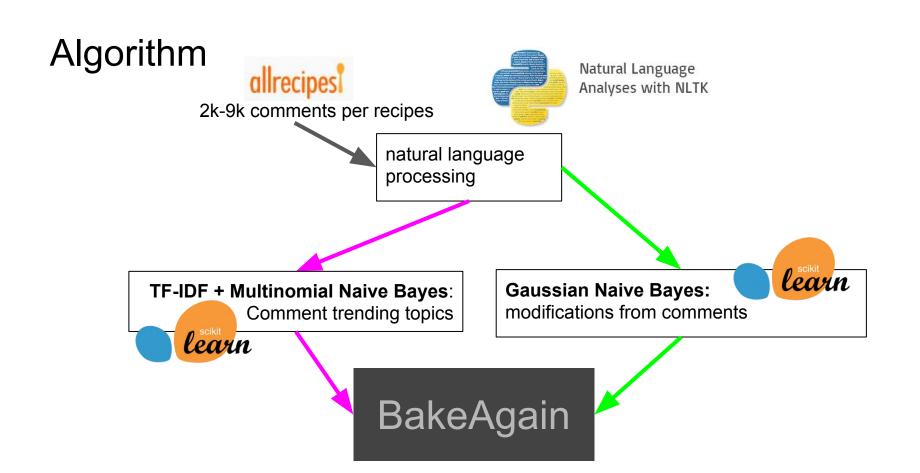
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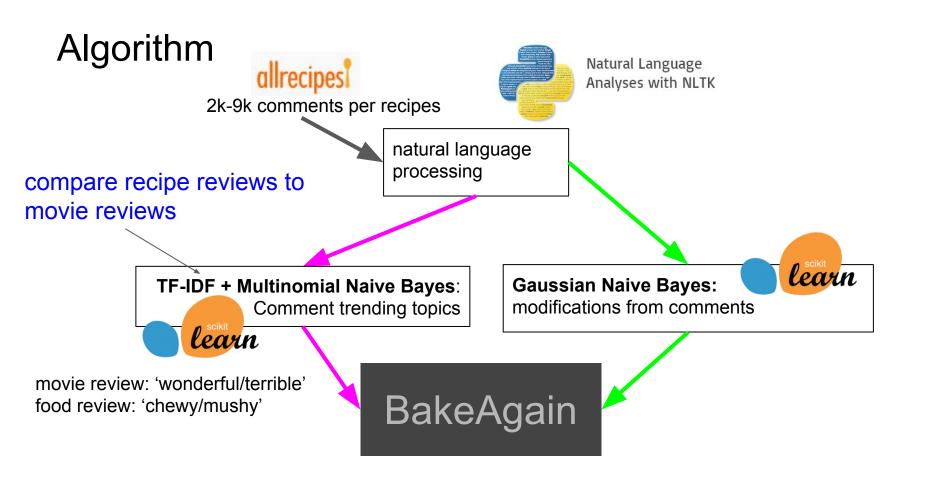




I am giving this 5 stars b/c all of my friends liked it and asked me for the recipe! I made this for my women's group holiday dinner. I would personally give it 4 stars. It was a bit too meat...

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## The Data

"I did as suggested in other reviews and increased the flour by 1/2 cup and baking soda by 1/2 tablespoon, cut the salt to 1/2 tsp. This made the absolutely best cookies ever!! I made them this afternoon thinking they'd last the rest of the week. No way! Between my husband and two children, they'll be gone by tomorrow night. They're fantastic. I'll make these alot!"

# The Data

"I did as suggested in other reviews and **increased** the **flour** by 1/2 cup and **baking soda** by 1/2 tablespoon, **cut** the **salt** to 1/2 tsp. This made the absolutely best cookies ever!! I made them this afternoon thinking they'd last the rest of the week. No way! Between my husband and two children, they'll be gone by tomorrow night. They're fantastic. I'll make these alot!"

### **The Complication**



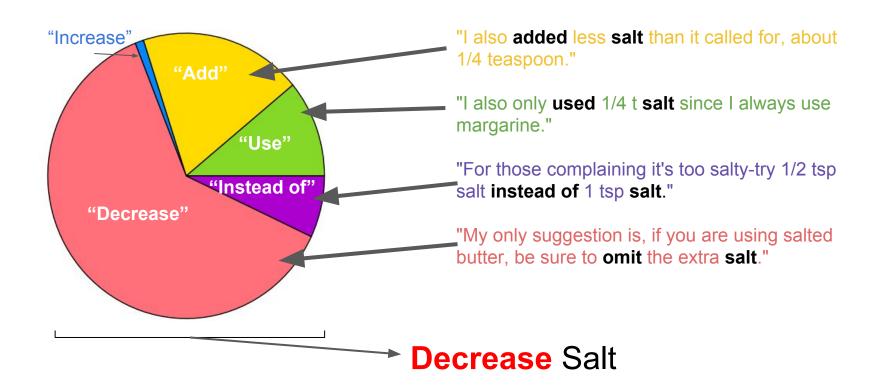
"I added 1 teaspoon salt."

### Original Amount:

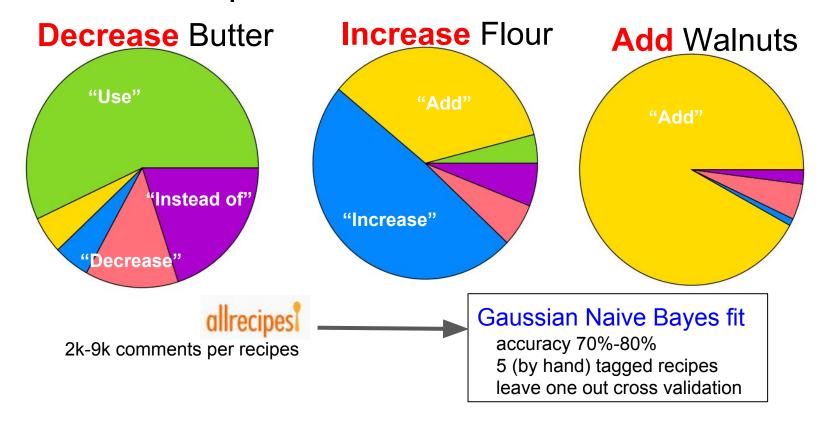
2 teaspoons



### Action Words used with Salt in Chewy Chocolate Chip Oatmeal Cookies



# Word Use Frequencies in Comments



Helen Craig



# screen shots





### **Chewy Chocolate Chip Oatmeal Cookies**

Pinit

#### **Original Ingredients**

- · 1 cup butter, softened
- 1 cup packed light brown sugar
- · 1/2 cup white sugar
- 2 eggs
- · 2 teaspoons vanilla extract
- · 1 1/4 cups all-purpose flour
- 1/2 teaspoon baking soda
- 1 teaspoon salt
- 3 cups quick-cooking oats
- · 1 cup chopped walnuts
- 1 cup semisweet chocolate chips

View Full Recipe »

#### **Trending Words**

unsalted salty fluffy

soft

#### Common Modifications

#### increase flour

increase chocolate chips

decrease salt

increase soda

decrease walnuts

reviews are mixed for chips

#### Common Additions/Suggestions

cinnamon

pecans

coconut

whole wheat flour

milk chocolate chips

baking soda



Pinit

#### **Original Ingredients**

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#### **Trending Words**

#### unsalted

#### salty

it was too salty and too much oatmeal.

For those complaining it's too salty-try 1/2 tsp salt instead of 1 tsp salt.

#### fluffy

#### Common Modifications

#### increase flour

increase chocolate chips

#### decrease salt

If using salted butter, omit the salt.

For those complaining it's too salty-try 1/2 tsp salt instead of 1 tsp salt.

#### increase soda

decrease walnuts

reviews are mixed for chips

#### Common Additions/Suggestions

cinnamon

pecans

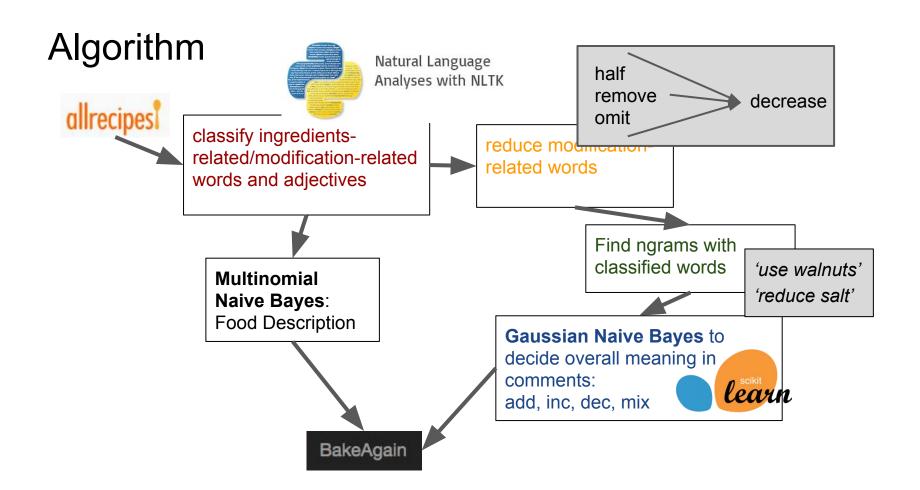
coconut

whole wheat flour

milk chocolate chips

baking soda

# backup

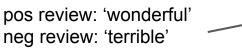


# Other classifiers

K Nearest Neighbors
Linear SVM
RBF SVM
Decision Tree--reasonable
Random Forest--reasonable
AdaBoost--reasonable
Linear Discriminant Analysis--good
Quadratic Discriminant Analysis--good

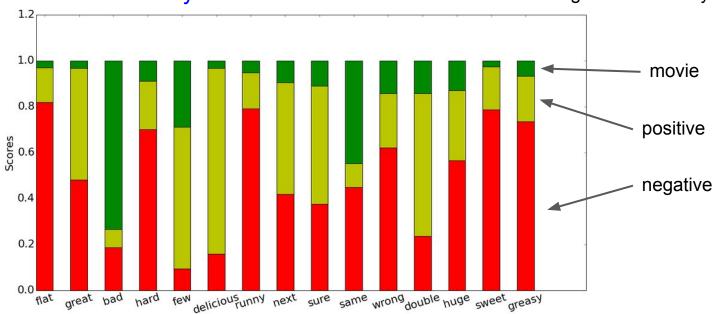
# Taking the sentiment out of sentiment analysis





movie review: 'wonderful/terrible'

pos review: 'chewy' neg review: 'mushy'



# to-do

Reviews that mention other reviews

word2vec to find more action words

modifications vs. ratings