The Keith Lee Effect: What is the Role of the Influencer?

A Case Study by MaryGrace Gozzi

In the age of social media, online influencers are often either loved or hated. But no matter how you feel about them, how much power do they really hold? Take Keith Lee. A former MMA fighter, Lee is now a widely followed food reviewer, traveling around the country and rating meals from well-known restaurants and mom-and-pop shops alike [1]. Lee may have millions of followers, but the fame begs the question: how closely are the fans following his advice? When Lee reviews a restaurant positively, do fans agree? What about when he leaves negative reviews?

Your job is to determine just how powerful the "Keith Lee Effect" really is. You'll be looking at Yelp reviews from 6 restaurants, located across the United States. Each restaurant was reviewed by Lee, receiving either negative or positive feedback. Consider the ratios of positive and negative reviews left on Yelp before and after Lee shares his opinion. How do they change? Does the change correspond with Lee's opinions?

To determine these patterns, you are tasked with scraping data from Yelp [2], and using data analysis techniques to determine the correlation. All the information you need is stored in this GitHub repository. You be the judge: Just how much power does Keith Lee have?

[1] "What Is the Keith Lee Effect? These Restaurants Have Seen It Up Close," *bon appétit*, 2024. https://www.bonappetit.com/story/keith-lee-food-critic-restaurants?srsltid=AfmBOooNL6xG8cvEDHo6__nLQKcmqdnyBFUtWbNy6Arm256NGbY2U5bA (accessed Nov. 25, 2024).
[2] "How to Use Web Scraper Chrome Extension to Extract Data", *prompt cloud*, 2024. https://www.promptcloud.com/blog/how-to-scrape-data-with-web-scraper-chrome/ (accessed Nov. 25, 2024).