To analyze the factors that lead to readership and helpfulness of online customers review on Yelp, I came out of four hypothesis: numerical rating (stars), longevity(dates), review sentiment (polarity) and review length.

For the first hypothesis, People find numerical ratings are helpful. According to Mohammad and Dan (2015), “We can expect that reviews with extreme ratings contain more sentiment because the author is either very satisfied or very unsatisfied.” This extreme levels of satisfaction or dissatisfaction could be found out through customers’ context review and the stars they give to the shop. Theory of selective perception says that customers use mental

structure to select information (Mohammad & Dan, 2015), which means, they will give a high helpful vote score to those comments have very similar experience or feeling with them, so they will also agree with the star score those people give.

Secondly, longevity means that if the reviews remain existed for a long time, this review is tend to be more worth reading. The reason this review could be exist for so long is because the review is really helpful, or it should have already be replaced by newer or more helpful reviews. Otherwise, the longer this review exists, the more attention and

Then the third one, review sentiment. It represents that the extreme positive or extreme negative reviews are relatively more helpful. This hypothesis is similar to the one of Numerical Rating. However, the difference between these two is that the Numerical Rating hypothesis may not be that accurate, since rating a place with stars is much more easier than writing down a review in words. Thus, people are usually more willing to read the words instead of just believing the star rates, and more likely to focus on the reviews with more “extreme” emotional thoughts. For example, super critical words in the review tend to be more attractive than neutral words.

The last hypothesis is review length. A longer a review will be helpful to both the readership and the helpfulness because people won’t spend too much time on a useless thing, if customers really like or hate a restaurant, they will leave a genuine review to let others know, and more likely the review will be somewhat longer than neutral ones which usually contains just a couple of words. Since this becomes a longer review, usually it will be shown at a very front place on the rating system or website. Thus, the length is a key factor for attracting people’s eyes.

