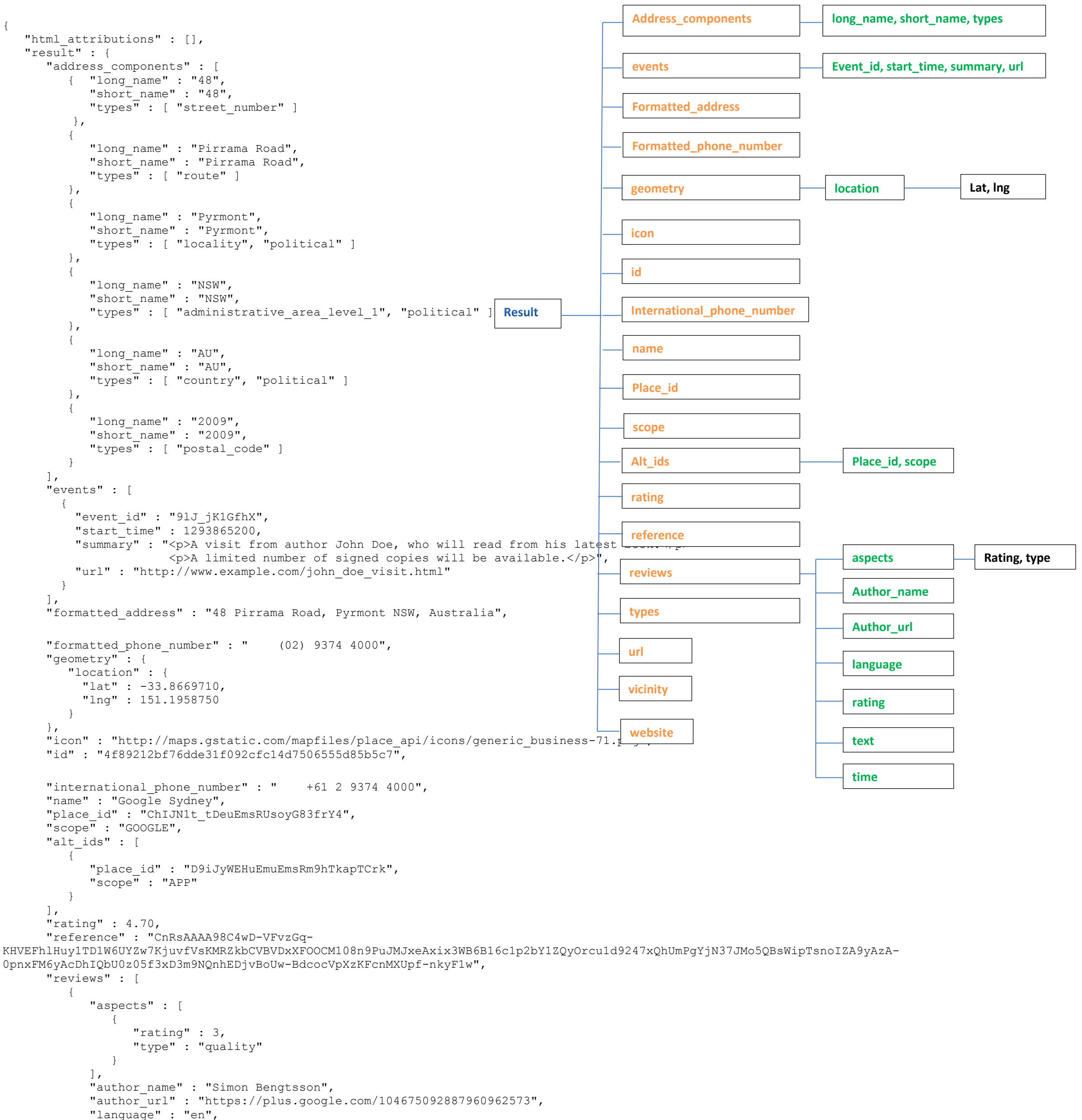


Overview: To enable the web application to parse the social media public reviews into the application database global schema, an interpretation of the representation of the public review data is required. In this example of http request response from Google place API search (<https://developers.google.com/places/documentation/details#PlaceDetailsResponses>)

Place Details Responses From <https://developers.google.com/places/documentation/details#PlaceDetailsResponses>

There are 3 top level, root nodes: `html_attributions`, `result`, and `status`. We are interested in the “`result`” node. The “`result`” node is a parent node to other nodes, and can be represented by the graph on the left hand side.



```
    "rating" : 5,
    "text" : "Just went inside to have a look at Google. Amazing.",
    "time" : 1338440552869
  },
  {
    "aspects" : [
      {
        "rating" : 3,
        "type" : "quality"
      }
    ],
    "author_name" : "Felix Rauch Valenti",
    "author_url" : "https://plus.google.com/103291556674373289857",
    "language" : "en",
    "rating" : 5,
    "text" : "Best place to work :-)",
    "time" : 1338411244325
  },
  {
    "aspects" : [
      {
        "rating" : 3,
        "type" : "quality"
      }
    ],
    "author_name" : "Chris",
    "language" : "en",
    "rating" : 5,
    "text" : "Great place to work, always lots of free food!",
    "time" : 1330467089039
  }
],
"types" : [ "establishment" ],
"url" : "http://maps.google.com/maps/place?cid=10281119596374313554",
"vicinity" : "48 Pirrama Road, Pyrmont",
"website" : "http://www.google.com.au/"
},
"status" : "OK"
}
```

To integrate to the application database attributes, each relevant attribute element is mapped from the hierarchy of the nodes from the graph. To denote the hierarchy of the relationship, parent node precedes the child node. Each parent-child pair is separated by a dot("."). See example below.

