**Find a List of words indicating positive and negative sentiments

**Different measure of magnitude of each word

**Content based - review vs. no review vs. combined together (price + review) vs. …..

*Consider the case where there are n-grams (negation word)

*Weight each review based on its helpfulness to people;

*Length of review's vs. star ratings(how extreme). + mean, std

- What is the incentive for people to write reviews? Good/Bad experience? or do they just enjoy writing

- Number of capital letters in this review

Different business types cause different outcomes.

Old review vs. new review. New trend? Demographic

Open hour & review

Price Range & review

Percentage of 5 starts business being $$

Format: Hypothesis + Test + Conclusion