Yelp Abstract

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What Makes Yelp Reviews Useful?

Abstract

This content analysis of Yelp restaurant reviews (N=600) in two U.S. cities examines reviews generated by Yelp users to see what attributes consumers rate as useful. We also examined review length, star rating, tone and number of reviews written and number of friends listed be the reviewer to see if there is a relationship between these factors and perceived usefulness. Consumers who utilized Yelp reviews stated that cost/value mattered most when consumers were selecting a restaurant. Consumers judged the number of friends listed by a reviewer and the length of a review to be useful when attempting to gauge a particular reviewer's comments about a restaurant.

Keywords: Usefulness, reviews, Yelp, worth-of-mouth, e-WOM, content analysis