



City Research Online

City St George's, University of London

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What Happens in Vegas Stays on TripAdvisor?

Highlights of our research

We...

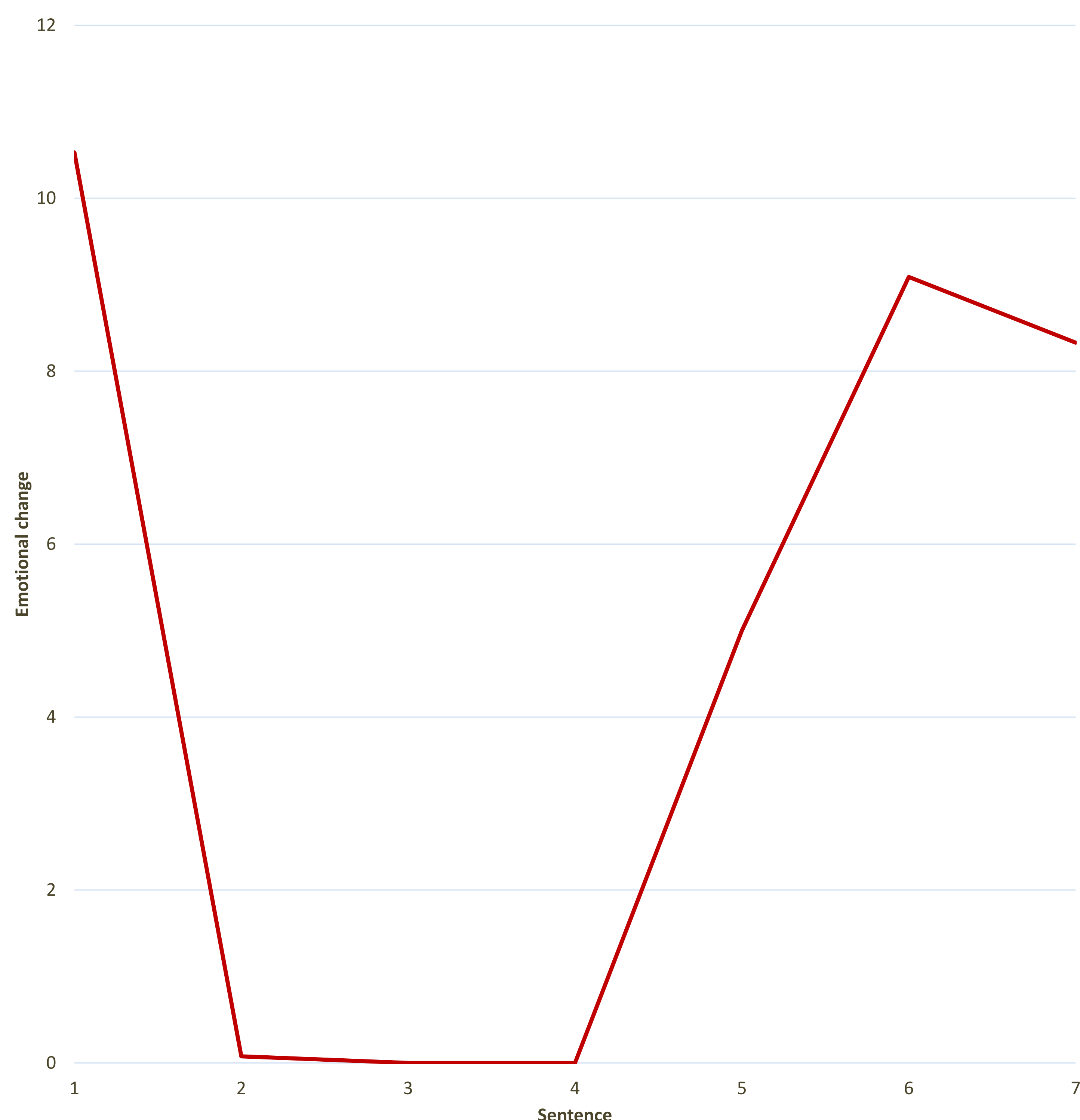
...automate the text analysis of narrativity:

- ❖ identifiable characters,
- ❖ imaginable plots,
- ❖ emotional shapes of storytelling genres;

...reveal these building blocks of all stories in 190,461 online reviews;

...find that they explain consumers' attitudes towards reviews.

A review of Mystery Adventures, a live action roleplaying game, as an example



Download the complete research article here: <http://ssrn.com/abstract=2702484>

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