THE HONG KONG POLYTECHNIC UNIVERSITY
香港理工大學

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Junior Researcher Mentoring Programme 2023

Code:	JRMP2023_53
School / Department:	School of Hotel and Tourism Management
Name of Research Team Member(s):	Dr Daniel Leung, Assistant Professor
Research Topic:	Systematic Biases in Restaurant Review Processing
Short Description of the Research Project:	Searching and analysing restaurant reviews on social media websites (e.g. Openrice, Yelp) are regular activities performed by diners before confirming the restaurant choice. Although many studies have been conducted to understand the impact of online reviews on consumers' decision-making and consumption behaviour, existing knowledge about "how review readers identify, select and process online reviews" remains scarce. Since voluminous reviews are available online, readers are expected to apply some rules or heuristics to process these big data to improve their decision-making. To identify the common rules (or so-called "systematic biases") shared among readers of restaurant reviews, this project will apply the sequential incident approach to enrich our theoretical knowledge about systematic biases in restaurant review processing. The participating students will serve as key members of the research team, and support the Research Leader in the tasks of: • Collecting primary data from interviewees; • Analysing and synthesising the collected data; and • Presenting the findings in a creative and professional way.

No. of Places Offered:	2 to 3
Frequency of Meetings:	Bi-weekly
Special Requirement(s):	Nil

* The information presented above is subject to change.