

Lecture #2

- scraps of paper
- arrange people in horseshoe around the screen
- black screen

All posted, "telling in" on Piazza

Agenda:

To what extent is there social interaction on review sites?

- ~~get~~ Get to ~~know each other~~, get used to talking in class
- Definition and annotation

[this is about language & social interaction, after all]

Since this is a class about ^{natural} language processing and social interaction, let's start with a warmup to get us all familiar with each other and comfortable talking in class.

So, first ~~we~~, tell everyone your name, and what languages you speak
 Then, will go around again, and this time you'll have to pick someone else,
 : say their name: what langs they speak.

OK, now let's consider our main topic, which concerns review sites

→ screen, pg for Straight Man

~~Here's the Amazon pg~~

Let's quickly run through the features for a well-known review-agg. site

[Picked ^{Amazon} Straight Man b/c it's ~~one~~ one of my favorite academic satires]

We're going to be most interested in the customer reviews, which ~~represent the core~~ ~~user-generated content~~

also b/c lots are interesting opinions about, and I myself am most interested in issues/topics about which one can have complicated opinions.

There are 339 customer reviews, which is arguably too many to read
 - each has stars, text, ~~more text~~, helpfulness stats, can vote on helpfulness, can comment, user badges

(get back to content / karathos)

~~We skip most for the moment that we totally ignored ~~it~~ and not here of social interaction and simply treat the user reviews as fodder for summarizations~~

Also some summary info about the whole body of reviews

- histogram of the star ratings
- quotes, "automatically chosen by our system b/c they are representative of what people are saying about them"
- interesting to ask what they are doing - gzeiger@ptd.net is not a top reviewer, not review has not been rated helpful many class comets.

Now, but spsc we ~~are~~ want more detail on what these 339 people had to say to us:
→ clicking through to review page

can
- so can sort by helpfulness, ~~recency~~ recency, or star rating

↳ default: Amazon's employing social navigation
let's also ask some questions about what's displayed per reviewer:

- why "real name" badge? but maybe pressure to be (+)
- why "Amazon verified purchase"? (10 out of 10 one) Pathos in (gracho glasses)
(is non-purchase handy info?)
↑
true
- why location?

↳ ID?
prove you're trustworthy?
show what community?
('snow shovels' from San Diego might not be trustworthy)
son

Now, what about types of social interaction?

- ~~between readers; authors, if it's ok to divide~~

- it may, or may not, be useful to think to two potentially distinct groups:
authors,
readers.
(no, don't read read afterwards)
several people said they

are they why distinct?

who are the commenters, are they professional?

- Gilbert: Karabalius seem to 'argue that authors don't read other reviews (and ~~that~~ pro reviewers did not like the implications) of reading other reviews, altho' perhaps phrasing played a role)

- [Pinch; Kester 2011]: top reviewers say: 42% look before
53% look after
5% never look.

- much less likely to review an item that many others have

[Wu; Huberman 2010]: later opinions more likely to disagree (effect b/c cost of expression is "high" i.e. must expend some effort)

Helpfulness ratings and comments are clear examples.

↳ seem sparse

↳ let's focus on this.

Now it may seem like a stretch to view clicking the 'yes' button as an interesting social interaction, but let's leave that aside for a moment

At first blush this may seem like a sort of impoverished interaction, since author; user aren't interacting directly; but let's get back to this point later we still have an indirect interaction

lots of discussion here and above and throughout. wish I could remember more of it!

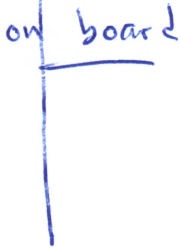
people were very struck by how important ~~is~~ ID is a reviewer was to the pros.

(blank the screen)

Exercise:

~~- take a blank~~

- on the blank side, write your name and, what generic features of a review make it helpful.



~~what~~ - to you
- to others in general

~~- must~~ (don't have to be computationally feasible)
~~- do for each feature, any ideas about capturing it computationally~~
~~can it be captured comp~~

write neatly (for reasons we'll explain in a moment).

not
|||

is
||||

[altho' this was w/ equally weighting the factors]

~~< swap out~~ < take and shuffle. who is yours? what lays they speak? what features?
show the 42/42 review. -
- helpful according to their reviews?
vote.

Annotation instructions hard to get right, crucial

Why did I ask you to commit to answers; have someone else read them?
Annotation/labeling is often an important part of ~~the task~~ this kind of research.
Writing those instructions ~~care~~ carefully and test-running them can be crucial.

let's talk about some interesting features.

→ **Straght Man** most critical helpful comment thread

• one factor: personal point of view? - Frank is against it

Alethea Knights says, "I've had my own reviews criticized ... b/c ~~of~~ ^{for} 1st person pronouns."

• ~~reflect the consensus?~~

Gilbert: Karahalios' ^(note the discussion contribution vote) interviewee: "A completely unique review wouldn't serve any real purpose, would it?"
Ghose; Iperotis: subjectivity

- reflect the consensus? - Gilbert: Karahalios interviewee: ~~it~~

"A completely unique review wouldn't serve any real purpose, would it?"

vs. Ghose; Iperotis: extreme reviews most helpful?

∴
gender?

On JMDB, Otterbacher CLKM ~~2007~~ 2010:

median utility ~~score~~ for revs by ^{males} ~~males~~: 2/3

females: 0

→ If we think about translating to the ~~the~~ more general case -

instead of product reviews, general forms for opinion expression

'helpfulness' - a proxy for importance, possibly influential, or what people think are important ...

about 10 min. over

Even framing of q is important:

~~Some~~ "helpful to you" ← Amazon.

vs. some study of presidential polling -

ast. - who do you plan to vote for
who do you think is going to win

skipped

[I need to find source]