

Designing Ranking Systems for Hotels on Travel Search Engines by Mining User-Generated and Crowd-Sourced Content: Anindya Ghose, Panagiotis Ipeirotis, and Beibei Li

Catherine Tucker

MIT Sloan

What I liked

- ▶ So much detailed novel data
- ▶ Text-mining techniques
- ▶ Important practical implications

What I would change now

- ▶ Reduce duplication and redundancy in data and methods description
- ▶ Justify structural model up-front
 - ▶ Explain why I couldn't do this just using reduced form.
- ▶ Unusual setting as counter-factuals are not the main aim.

What I would like more of: Discussion of Rankings

- ▶ The main outcome of effort is to come up with novel rankings that combine these data sources
- ▶ Currently, Table evaluating the relative merits is buried in Appendix C.
- ▶ Should be at forefront
- ▶ Needs to be more discussion about why this system outperforms straight USG.

What next?

- ▶ This paper is near publication
- ▶ The next paper I would write would be one on fake reviews.
- ▶ In particular, I would try and estimate how fake reviews bias outcomes.
- ▶ Perhaps, it might be possible to develop new systems for these sites to remove fake reviews.
- ▶ Thank you for giving me the chance to read this paper!