

LANCASTER UNIVERSITY



FACULTY OF ARTS AND SOCIAL SCIENCES

**ALL ABOUT AUTHENTICITY?
TRIPADVISOR CUSTOMER EVALUATIONS OF
AN ITALIAN DINING EXPERIENCE:**

**THE CASE OF LOWER-SCALE RESTAURANTS
IN LANCASTER, UK**

by

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This thesis is submitted in partial fulfilment of
the requirements for the degree of Doctor of Philosophy
in Applied Linguistics (thesis and coursework)

December, 2019

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Declaration of originality

I, Elena Nichele, hereby declare that the work on which this thesis is based is my original work (except where acknowledgments indicate otherwise) and that neither the whole work nor any part of it has been, is being, or is to be submitted for another degree in this or any other university.

Copyright declaration

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Acknowledgements

This PhD would have not been possible without the help of several people, too many to mention individually, to whom I am extremely grateful.

First, I would like to thank my supervisor, Dr Veronika Koller, who patiently supported me throughout this long learning process. Her constructive criticism and her guidance have allowed me to become gradually more independent, as a student and as a researcher. I also would like to thank Dr Mark Sebba, who co-supervised my PhD in its first half. His feedback has given me direction during the most challenging period of my PhD, allowing me to eventually reach its completion.

I wish to acknowledge the contribution of Dr Julia Gillen, Professor Uta Papen, Dr Marije Michel and Dr Karin Tusting, who provided me with crucial feedback at the different steps and milestones. In addition, I owe a great debt of gratitude to Professor Greg Myers, whose guidance has been vital to restructuring my project after my confirmation panel. I am also very thankful to Dr Paul Rayson, who provided me with extremely helpful technical tips on Wmatrix. Finally, I am thankful to Dr Erika Darics and Dr Dima Atanasova, who agreed to be the examiners at my viva.

Moreover, I am thankful to the staff at the Department of Linguistics at Lancaster University for their constant support, especially to Elaine Heron. I am also grateful to Professor Elena Semino and Dr Johann Unger for their much appreciated advice, especially towards the end of my stay at Lancaster.

I am also pleased to acknowledge the support I have received, through the years, from the staff at Lancaster University, in particular from the Library, the Registry and University Partnerships Programme, especially Elaine Nicol, without whom my PhD life would not have been easy.

Furthermore, I would like to thank Mariam Aboelezz, Carolina Fernandez Quintanilla, John Heywood, Sharon McCulloch, Alice Molvern, Kristof Savski, Virginie Theriault, Jo Thistlethwaite and Chris Witter for their advice, especially at the earlier stages of my PhD. I also would like to thank Diana Pili-Moss and

Chongrak Sitthirak, with whom I organised the 10th LAEL Postgraduate Conference, in 2015. Finally, I wish to thank Susanne Kopf and Jeremy Holland, with whom I proudly co-authored a book chapter and a journal article and presented at conferences. To attend such conferences, I wish to acknowledge the support I received from the Graduate College, the Department of Linguistics and the Disability Service at Lancaster University.

I also need to thank Dr Felix Martin, Professor Stefanos Mouzas and Dr Jekaterina Rindt, from the Marketing Department at Lancaster University, with whom I had insightful conversations on several cross-disciplinary aspects regarding my thesis.

My thanks also go to all the current and former PhD students, with whom I shared several meals, chats and writing retreats. A special mention goes to Irina Kyulanova, José Luis Moreno Vega, Monica Preciado, Rami Qawariq and Fatemeh Takhtkeshian, who made my time at Lancaster much more enjoyable. Another heartfelt mention goes to the porters of County College, particularly to Richard ‘Dick’ Dixon, whose great company will be missed.

I wish to thank each one of my colleagues and coordinators at the Academic Writing Zone at Lancaster University Management School and during the English for Academic Purposes pre-sessionals. I am especially grateful to Hazel Nowell, who has been an amazing colleague and friend during my first year of teaching and beyond. I am also extremely thankful to Carol Bennett, who proofread my thesis and shared part of this ‘adventure’ with me.

Additionally, I wish to thank Igor Pilotto, for his help with the chi-square test, my brother, Francesco, for his technical input on designing the figures in this thesis, and Matteo Cultrera, for his vital tips on formatting.

I am thankful to Ewa, for her kind and honest friendship. I am also grateful to Federica, Mirko, Stefano and Valentina, for their long-lasting friendship.

My deepest gratitude goes to Enrico Torre for sharing part of this path with me. His continuous encouragement, passionate dedication to research and enthusiasm for learning have had an ever-lasting impact on this project and, most importantly, on

me. Thanks to his confidence in my strengths, his selfless kindness and humbleness, I could become the person I am today.

Finally, I am extremely grateful to my family, my grandparents, aunts, uncles and cousins, especially to uncle Giancarlo, who first encouraged me to pursue a PhD.

Dedication

This work is dedicated to my family.

To my parents, Maurizio and Mariarosa, who have always fiercely and selflessly supported me in pursuing my most ambitious endeavours.

To my brother, Francesco, who motivates and challenges me to make the most of my life, every single day.

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Acronyms

Acronym	Meaning
IRRC	Italian restaurant review corpus
N-IRRC	Non-Italian restaurant review corpus
IRR(s)	Italian restaurant review(s)
N-IRR(s)	Non-Italian restaurant review(s)
Rf	Relative frequency
RofIR	Reviewers of Italian restaurants
RofN-IR	Reviewers of non-Italian restaurants
(Sub-)RQ(s)	(Sub-)Research question(s)
VFM	Value for money

Abstract

In their influential contribution, Gilmore and Pine (2007) claim that authenticity is what customers really want. I question the validity of the authors' assertion with regard to lower-scale Italian restaurants in Lancaster, a city in the North-West of England, whose population is around 137,788 residents (Lancaster City Council, 2016), far from London cosmopolitanism (see Karosmanoğlu, 2013, focusing on the image of 'Turkishness' perceived by Londoners).

My research combines manual text analysis with a corpus-based approach. I collected all reviews published on TripAdvisor up to October 2017 for eight Italian restaurants in a joint corpus (2,411 reviews, 209,682 tokens). Furthermore, I created two additional corpora, subdividing the Italian restaurant reviews (IRRs) into positive (whose overall score was 4 or 5 points) and negative evaluations (awarded 1 or 2 points). Finally, I compiled a non-Italian restaurant review corpus (N-IRRC) (5,394 reviews, 468,789 tokens).

To identify the elements of Italian dining experiences which are important for reviewers, I analysed the 150 most frequent lexemes in the Italian restaurant review corpus (IRRC) with the aid of the corpus-query system Wmatrix (Rayson, 2003). I compared those lexemes with the most frequent ones in the N-IRRC. Moreover, I selected a random sample of IRRs and N-IRRs and analysed it from an appraisal theory perspective (Martin & White, 2005).

Finally, I used the chi-square to test the probability of reviewers to refer to (in)authenticity while discussing a topic. Any statistically significant result shows if the presence or absence of (perceived) authenticity is more relevant for reviewers with regards to a topic. Moreover, the chi-square allows testing of the probability of reviewers to refer to (in)authenticity and any other component of the dining experience (e.g. quality, quantity, consistency) while reviewing either an Italian or a non-Italian restaurant. Any statistically significant result points out if the presence or absence of authenticity, as perceived by the reviews, can be impacted by the nationality of the cuisine. Additionally, the components of the dining experiences are

compared to see if the nationality of the cuisine impacts, significantly or not, the reviewers' discussion.

The main idea underlying my research is that authenticity is not to be taken for granted as essential in the evaluation of reviewers' experience. Instead, I intend to chart all key factors and levels of discussion in restaurant reviews, whilst detailing the influence of the nationality of the cuisine on the reviewers' expectations and the role of authenticity in restaurant reviews. In this way, I build on the notion of 'quasification' (Beardsworth & Bryman, 1999), i.e. a reproduction of selected features of the experience which could better fulfil customers' satisfaction and expectations.

Briefly, the originality and novelty of this thesis include:

- 1) its focus on an under-researched type of restaurants (i.e. lower-scale)
- 2) its focus on a less cosmopolitan city
- 3) its combined method, including corpus linguistics and appraisal theory
- 4) its reviewing and bridging literature across disciplines (broadly, linguistics and business studies).

Meanwhile, its main findings can be summarised as follows:

- 1) not all meal components are essential and dealt with at the same level of depth in the reviews
- 2) the degree of authenticity can be evaluated in relation to each one of the topics, aspects and details identified in the model
- 3) the cuisine served by the restaurants impacts the foci of the reviews.

1. Introduction

This chapter will provide an introduction to my research project, explaining the aims of my study, setting the context and outlining the contents of this thesis.

1.1. Aims of the study

The title of Gilmore and Pine's (2007) very influential book suggests that authenticity is *What consumers really want*, presenting this view as a universal rule holding across industries and geographical contexts. In my study, I will assess the authors' contribution on the basis of an analysis of *TripAdvisor* restaurant reviews which may feature adjectives like 'real' or 'authentic' to describe recipes and ingredients (e.g. Lashley, Morrison & Randall, 2004; Lehman, Kovács & Carroll, 2014). I will focus on the presentation and the perception of 'Italianness' in lower-scale restaurants in the North West of England, more specifically in Lancaster, a city which is far from the cosmopolitanism increasingly characterising larger and more diverse areas (e.g. Karaosmanoğlu, 2013, on London; Pujol, 2009, on Cataluña; Germann Molz, 2007, and Möhring, 2008, on Western Germany). In the context of the Italian food industry in this city of England, the relevance of Gilmore and Pine's (2007) claims will also be weighed against an alternative proposal, built around the concept of 'quasification', a term introduced by Beardsworth and Bryman to denote "a general process of fabricating an environment which can be experienced as if it were something other than the mere mechanics of mundane production" (1999, p. 248).

According to the recent statistics available, the population of Lancaster is around 137,788 residents, 91.5% of whom self-proclaim as white British, in comparison to 79.8% in England overall (Lancaster City Council, 2016). From a socio-economic standpoint, the district has been "ranked 147 out of 326 Local Authority areas in England for deprivation¹ affecting children in 2015" (ibid., p. 18), and "127 out of 326 Local Authority areas in England for deprivation affecting older people in 2015" (ibid., p. 19). Briefly, data portray Lancaster as less diverse and wealthy than many other areas in England. Considering this, in Lancaster, the quest

¹I.e. "children living in families in receipt of out-of-work benefits or tax credits where their reported income is less than 60% median income" (Lancaster City Council, 2016, p. 18).

for authenticity is unlikely to be the same as for metropolitan elites in bigger cities, for which it can represent a diversion (this view finds some support in Paddock, Warde & Whillans, 2017; see also, e.g., Bourdieu & Nice, 2010; Johnston & Baumann, 2007).

In order to assess the role of authenticity and other elements in the customers' evaluation of a dining place, an in-depth analysis of the language employed in restaurant reviews will be crucial. Indeed, if Gilmore and Pine's (2007) claims about the search for authenticity are correct, one would expect reviewers to hold in higher esteem a restaurant which makes extensive use of the language associated with the national cuisine² served (this view finds some support in Gvion & Trostler, 2008; see also, e.g., Sukalakamala & Boyce, 2007) and/or of elements that are clearly associated with the country whose cuisine is served. If those assumptions were true and their fulfilment was to be considered as a defining component of the dining experience, they would be reflected in online customer reviews.

This analysis is intended to allow me to draw some considerations on the types of restaurants that are seldom dealt with in research. In light of the concrete elements that are highlighted by customers in their reviews of these places, I aim to look back at Gilmore and Pine's (2007) contribution, evaluating the extent to which my findings confirm their claims on customers' universal appeal for authenticity. My ultimate goal is to delineate a model which will represent what is mentioned or discussed in the IRRC, pinpointing the distinctive features of reviews of this cuisine. Through this process, I will define which elements play a role in restaurant reviews and highlight if and how authenticity impacts them, focusing on Italian restaurants, specifically.

1.1.1. An overview of Italian cuisine and the restaurant industry in the UK

Much of the literature claims that even though Italian cuisine was brought to the UK by Italian immigrants, it has been transferred and transplanted rather than replicated (see Mitchell, 2006; Thoms, 2011; Tricarico, 2007). Accordingly, migration trends have contributed to the acceptance, adaptation and assimilation of foreign cuisines, including Italian, into the British, to the point that dishes and traditions have been invented (Mitchell, 2006; see also Hobsbawm & Ranger, 2012).

²'National cuisine' will be defined here as "[a] style or method of cooking, especially as characteristic of a particular country [or] region" (Oxford Concise Dictionary, 2006).

The Italian cuisine that was first brought to the UK by immigrants has since been promoted by celebrity chefs and cookbooks (Tricarico, 2007). For example, coffee and coffee machines began spreading in the '50s, and trattorias in the '60s. Research confirms that one of the biggest immigration waves from Italy to the UK took place between these decades (see Panayi, 2008; Scotto, 2015; Tubito & King, 1996). Another big wave of immigrants arrived between the '80s and the '90s, from a wealthier and higher-skilled socio-educational background, as it has mostly involved students and professionals.

Existing research on the evolution of British cuisine and culinary trends also sheds light on facets that are relevant for my study. For example, Warde (2009) writes that foreign cuisines spread in the UK market from the 1950s onwards. This, he interprets, is a sign of globalisation, where the idea of “global fluidity” (pp. 158-159) is applied to the British culinary context. Similarly, in another contribution, the same author remarks that UK consumers “eat globally” (Warde, 2000). Other researchers describe the current evolution of national cuisines as a “flux” which is partially influenced by the current globalised world. According to Ashley et al., authenticity seems to be undermined as contradictory, because of the ongoing changes in different culinary cultures. Consequently, “the nation is a fluid cultural construct and food is one among many agencies which participate in its construction and the continuing processes of its redefinition” (2004, p. 89).

This idea seems to reconnect with the “imagined communities” cited by Anderson (2006) and particularly with the evolution of the “imagined” British cuisine (e.g. Groves, 2001; Karaosmanoğlu, 2013; Warde, 2009). Much of the literature points out that national borders are currently harder to demarcate (e.g. Grasseni, 2007, on the reinvention of taste and redefinition of national boundaries). Consequently, national cultures are as blurred as national cuisines (see Ray, 2008). With regards to this thesis, I believe that this globalised context, where exchanges and mutual influences are continuously happening, constitutes an essential premise. I would also remark the coexistence of contrasting trends that the same studies discuss.

Warde specifically refers to British cuisine while talking about the “global fluidity” within culinary cultures (2009, 2000). I would argue this fluidity and these global trends do not completely eliminate national differences and local particularities

that would be otherwise impossible to identify. I would suggest these are complementary and reinforce each other, resulting in stronger generalised tendencies, local distinctions and combinations between the two. From the very beginning of foreign restaurants in Britain, local elements, such as local seasonal produce, were possible to identify on the menu.

From the 1960s onwards though, ‘local’ has been redefined as ‘locally cooked’, rather than ‘established’ or ‘grown’ (see also Cavanaugh, 2007 on the recent reverse trend of locally-produced salami in Bergamo, Italy). British cuisine reflects the influences of all the places UK residents or their parents are originally from. In this sense, the newly acquired meaning of ‘local cuisine’ can reflect the social melting-pot the country represents. I would suggest that the reinterpretation of the phrase can be read as a combination of local specificities and global universalities, yet conferring a changed semantic shade to the two coexisting elements (support for this has been found in Askegaard & Madsen, 1998). For example, “Pizza and pasta – now regarded as the most ‘Italian’ of Italian foods but fast becoming the most global of global foods - were only to be found in Italy’s Southern regions” (James, 2002, p. 79).

Briefly, all the contributions just cited hint at the relevance of time and space as interdependent factors that influence national culinary trends and traditions. From this perspective, even hybridisations could be seen as overcoming national boundaries, ultimately responding to global dynamics. Referring to Warde’s comment about such hybrids resulting in “playfulness” (2009, p. 162), it is not clear that this concept could be compared with ‘performances of authenticity’ (Beer, 2008; Lu & Fine, 1995; Mkono, 2013). Furthermore, they may be linked to the idea of modern “foodtainment” (Finkelstein, 1999), intended as eating experiences that involve both food and entertainment, as the denomination suggests. ‘Authenticity’, particularly with regards to the purity of ingredients, may not relate to a precise geographical area. Finally, the concept of ‘originally from’ could be reinterpreted as ‘typically from’.

To summarise, it may be stated that time and space attributes add meaning to food, finally accomplishing what could be defined as “attempts to construct spatially demarcated historical traditions” (Warde, 2009, p. 164). Hence, I would highlight how the situation described above, common in the contemporary UK food scenario, could ultimately preserve cultural heritage, simultaneously realising what I refer to as

‘glocalised diversity’, where a multiplicity of local specificities is inserted within the national globalised competitive environment. This looks like resulting in the partial hybridisation of culinary cultures, coexisting with some clearly identifiable typicalities and other universally recognised dishes.

The literature on food has been pointing out some recent trends in Britain that are not mutually exclusive and overlapping (see Goody, 1982, p. 151; Lu & Fine, 1995, pp. 538-540). Among these, James (2002, p. 82) identifies four main tendencies. First, there is a drive towards rendering food more homogeneous across the country and globally, making it share similar characteristics transnationally. At the same time, a counterbalancing push towards heterogeneity, intended as cultural diversity, can also be identified. The latter pinpoints the distinctive features of local specialities, remarking how the location of a certain eating experience can contribute to the experience in itself and adding extra value to the consumption of food alone. Additionally, a similar trend celebrates the local specificities, as a reinterpretation of anti-cosmopolitanism. Finally, a tendency towards food creolisation seems to cause cultures and cuisines to blend, creating new alternatives. As Hannerz puts it, this implies “re-organising diversity more than reproducing homogeneity” (1990, p. 237).

Linking exoticism and cosmopolitanism with authenticity practically demands that the foreign dish is replicated as faithfully as possible, using prescribed ingredients, quantities and procedures. Since ingredients from abroad are costly, the outcome of this trend denotes the possibility to afford an expensive lifestyle (see also Dietler, 2007, on ‘cultural appropriation’ and ‘creative assimilation’), thus operating as a source of class distinction. This interpretation recalls the view of food as a tool to exhibit social differences and class belonging (Bourdieu & Nice, 2010, p. 258; see also Prieur & Savage, 2013). Consequently, “[s]tatus is now being displayed through recourse to notions of authenticity” (James, 2002, p. 84). However, the desire for authenticity is likely to depend on the same dynamics. In other words, even if social status could be exhibited through authenticity, the opposite cannot be taken for granted. As the same author exemplifies, “[a] spoonful of pesto, a packet of pasta, or a bottle of cook-in-sauce can be seen as simply one way to spice up plain British mince, rather than as registering a desire to cook authentic Italian food” (James, 1997, pp. 83-84).

I agree that tendencies previously discussed may represent the practical applications and implications of culinary authenticity and traditions. In this sense, global trends seem to co-shape the interdependencies linking food to identity within any local context (James, 2002). However, I would claim that food has the potential to expose customers to a localised version of foreign cuisines, which may be perceived as authentic. Based on these premises, I intend to explore how different reviewers in Lancaster evaluate the meal they have experienced, especially in terms of its authenticity or lack thereof.

Paradoxically, whilst borders seem to disappear because of the current global trends, localities still survive within this globalised environment. I intend to explore how their coexistence persists in the long run. For example, Ashley et al. (2004) admit their struggle to define British specialities. Such a difficulty pinpoints how the national cuisine has been influenced by the socio-political situation and history of the country (see Cullen, 1994; DeSoucey, 2010; Orwell, 1968), characterised by several contacts with other cultures. To confirm such a point, they report examples like gnocchi with pesto suggested by the Prince of Wales to be included in a book on traditional British cuisine (Ashley et al., 2004). From the beginning of its diffusion in the UK, Italian cuisine has been characterised by its wider appeal to the local population (see Panayi, 2008), in comparison to other cuisines which began spreading in the same period (e.g. French).

Historical influences are described as the main requisite for ‘authentically’ British cuisine by Ashley et al., who define it as “the food that Granny used to cook” (2004, p. 88), pointing out not only the sedimentation through time of traditions that would supposedly guarantee food of good quality, but the value added by its homemade preparation. Similarly, James concludes her overview of eating trends in the UK of the 90s, pinpointing a certain ‘nostalgia’ that would counterbalance the co-occurring trends towards cultural blending. The former would result in the celebration of locally grown/produced ingredients, cooked according to long-lasting and well-established national culinary traditions. Meanwhile, the latter would be represented by the increasing preference of local consumers for chicken tikka or beef lasagne (2002). Such a view seems to be shared by several exponents who have studied the development of the national cuisine in the UK. For example, Warde’s article traces its

development and summarises the main message of its contribution in its title “Imagining British cuisine” (2009, p. 151), alluding to Anderson’s (2006) imagined communities.

From the perspective of my research, it is important to pinpoint how such contributions make several observations on British cuisine that are worth noticing. First, they both highlight the blending of national cuisines that is not new to literature, as previously discussed. Second, they seem to tie the concept of authenticity not only to national culinary history. Therefore, the cooking traditions that have been transmitted from each generation to the next one appear to need to resist the evolution of times, including trends of socio-economic and political globalisation. I would interpret this as confirming the co-existence of tendencies that could appear as mutually exclusive. I would additionally argue that these considerations explicate the juxtaposition of the global/local, affecting all phenomena considered in my research, from the use of language(s) to food. In other words,

[t]he impact of globalisation on food culture has been both to augment homogeneity and to increase diversity. What these trends both share is the ability to dissemble [sic] a culture from its locale, forging connections with disparate people and places, and substituting seasonal, locally-grown food for items produced much further afield. (Ashley et al., 2004, p. 102)

Briefly, globalisation has repercussions on food and results in a combination of global homogeneity and local variety (see also Askegaard & Madsen, 1998). Given the cases analysed in my research, I would argue that ‘local variety’ may imply ‘local specificities’, meaning the typical differences whose presence or origin can be limited to an area. Because of their diversity, they distinguish a multiplicity of areas, characterised by typical features that differentiate them from one another, yet making them part of a continuum within the culinary arena. Looking at British cuisine specifically, the same double-edged findings have been reported since the mid-‘90s, as in the following excerpt:

Food, whether foreign or British, continued to speak to older class divides and thus the apparent diversity which these two trends incorporated masked a hidden unity: such foods were only to be enjoyed by the few rather than the many. (James, 1997, p. 81)

The wide variety of possibilities available on the market may be the main explanation for this situation. Nowadays, technologies have spread awareness of culinary cultures

and travelling long distances has become relatively easier and cheaper. Therefore, information about cultures is virtually available to anyone, regardless of physical distances. Nonetheless, awareness of differences and characteristics does not necessarily imply the ability to process them, as the background knowledge required to grasp and understand them in depth depends on previous experience. Accordingly, Riley (1994) argues that eating out has no basis in social culture in the UK, so there is no consensus on what is defined as good. In such a scenario, standardisation is reassuring, as it does not require a refined judgment of ‘good quality experience’.

In order to take a closer look at the full-service restaurant industry in the UK, three main reports have been taken into consideration. In a nutshell, their analysis reveals that the main factors interplaying within the industry include the demand for affordable food and increasing competition, as eating out gradually spreads (Euromonitor International, 2015; Key Note Ltd, 2015; MarketLine, 2015).

At the same time, consumers’ preferences have also been widening in terms of available alternatives, possibly because of “curiosity” (Warde, Martens, & Olsen, 1999, p. 119) towards different flavours or to recall memories of their journeys abroad (see Holtzman, 2006). This trend has been confirmed by recent economic reports on the restaurant industry, noting that “Britons are becoming more adventurous in their eating habits and this is resulting in a marketplace that is increasingly representative of global cuisines” (Key Note Ltd, 2015, p. 7), the most recent of which are Middle Eastern cuisines that have been reported as growing, pushed by current migration waves (Euromonitor International, 2019). An investigation of this market and industry can shed light on current market dynamics within one of the main pillars of hospitality and most profitable industries in the UK economy before Brexit. The considerable popularity that Italian cuisine has earned throughout the years, being now well-established within the national market (Key Note Ltd., 2015, pp. 1-19), adds an extra layer of complexity to my research.

In regard to rivalry, the picture delineated by the report also pinpoints relevant facets for the present project (MarketLine, 2015, p. 19). Mainly, the industry appears populated by a high number of competitors which offer a relatively similar combination of goods and services, at a similar price. Businesses suffer from harsh competition and the threat of low switching costs, meaning that consumers have a

wide variety of options at approximately the same price. Over the last two years, specifically, the industry has seen “a current value decline of 1% and declines of 2% in transaction volumes and outlet numbers in 2018, falling to GBP18.9 billion and 31,124 outlets” (Euromonitor International, 2019, p. 1). In addition to the saturated market, a decrease in consumer confidence was registered in 2018, mainly as a result of the prospect of Brexit and the uncertainty deriving from this change in the economic situation of the UK. This has led local consumers to reduce their spending for dining out. From the perspective of the restaurants, they have experienced a decline in profits and might have to face inflation in the near future. If that was the case, ingredients would become more expensive and providing value for money (VFM) to customers would be more challenging.

Data from the examined reports (Euromonitor International, 2015; Key Note Ltd., 2015; MarketLine, 2015) confirm that the market is saturated and forces businesses to stand out to survive. With regard to the Italian restaurant industry, this tendency is particularly prominent, due to its relatively homogeneous offerings. In such a competitive environment, Italian restaurants may focus more closely on components of the meal other than food to differentiate themselves from direct competitors in the area.

“In 2005, Italian food businesses, excluding takeaways grew by 10% compared to a few years earlier but they often employ non-Italians” (Tricarico, 2007, p. 14). These data show how strong the industry is in this market and give a sense of how competitive the environment could consequently be. Additionally, they suggest a shift in the offer and, possibly, in demand. Whilst Italian cuisine first spread through immigrants, it now continues to spread without the primary input of Italian natives (see also Guzzo, 2014). This is likely to reflect on the current customer expectations for an Italian dining experience, especially in terms of its authenticity. Potentially, Brexit may have discouraged restaurants from hiring EU staff, influencing such perceptions on the basis of the current situation of the job market (see Green & Hogarth, 2017; see also French, 2018). Faced with these multiple challenges, providing memorable experiences could be represented as a possible solution for UK full-service restaurants to secure growth (Euromonitor International, 2019). In this

sense, authenticity, intended as memorability (see Gilmore & Pine, 2011), could represent an essential component of restaurant experiences.

The following sub-section will provide an overview of the current options to certify restaurants as Italian, offered by two different Italian entities.

1.1.2. Formal certifications for Italian restaurants

No universal description of the particularities that should characterise an ‘(authentic) Italian restaurant’ exists. Nonetheless, the “Unioncamere with the operational support of IS.NA.R.T. (National Institute of Research on Tourism, a Chambers of Commerce company)” (Ospitalità Italiana, n.d.) gives the possibility to Italian restaurants abroad to be certified as such, if they fulfil specific requirements. The possibility for Italian restaurants abroad to become certified is also noted on the website of the ConfCommercio-Imprese per l'Italia, i.e. the Italian General Confederation of Enterprises, Professions and Self-Employment (ConfCommercio, 2006).

A similar type of certification is available both through a public entity (i.e. Unioncamere) and a private association (i.e. ConfCommercio). Briefly, the former states that the restaurants have to promote Italian (culinary) culture through events, the staff need to train in Italy and Italian has to be used within the premises, together with the local language. In contrast, the latter sets the minimum requirement that one staff member must be proficient in Italian and focuses on the origin of most wines and ingredients employed, disregarding the physical premises and initiatives. Although such differences are not surprising, given the nature of the two entities granting the certifications, the lack of a requirement as far as the proficiency of the staff may come as unexpected. Nonetheless, the knowledge of the dishes is required by both entities.

To assess the importance and meaning of ‘authenticity’ for customers, its definition according to law or regulations needs to be addressed. Although none of the restaurants considered in this thesis is officially accredited, a brief outline of formal certifications of ‘Italian restaurants’ was deemed necessary to complete the introduction to the business context outside Italy, arguing that such certifications exist to respond to consumer demand for reassurance when looking for an ‘authentically Italian dining experience’.

1.2. Outline of the thesis

My thesis comprises eight chapters and explores the key elements of lower-scale Italian dining experiences in Lancaster (UK), as evaluated by *TripAdvisor* reviewers, with specific reference to authenticity. The present chapter has introduced the focus of my thesis by providing a first overview of the project, the assumptions on which it is based and the aims of the research. The second chapter will review the most relevant literature on the main areas my thesis deals with: authenticity, restaurants and online reviews. The third chapter will delineate the research design and the methodology adopted, combining qualitative manual text analysis with a corpus-based approach, and how these contribute to answering my RQ. Chapters four to six will address the three sub-RQs in order. More specifically, chapter four and five will deal with the IRRs only, while chapter six will compare them with the N-IRRs. Chapter four will analyse all the elements that *TripAdvisor* customer reviewers find important while dining at an Italian restaurant. Chapter five examines any differences between positive and negative IRRs. Chapter six examines any differences between IRRs and N-IRRs. Chapter seven will discuss all the results jointly and what they show or suggest regarding the determinants in the *TripAdvisor* reviews. Finally, the last chapter will explain the main contributions of my thesis considering the research gaps initially identified in the literature to date. Additionally, it will also describe the limitations of my research and suggest further developments of the project that could contribute to further understanding the restaurant reviews and the potential role of authenticity in them.

2. Literature review: authenticity, restaurants and customer reviews

This chapter will provide an overview of the relevant literature on authenticity. Its two main parts will focus, first, on relevant contributions regarding restaurants and, second, on those investigating customer reviews. Section 2.1 will focus on national restaurants and previously conducted studies on how a national cuisine can be communicated by the restaurant and perceived by consumers. Section 2.2 will be dedicated to studies adopting a corpus-informed methodology, specifically to those exploring authenticity. Finally, section 2.3 will identify research gaps in the literature and clarify how these will be filled by providing answers to the sub-RQs.

Literature review - Part I: authenticity and restaurants

2.1. Previous research on (national cuisine) restaurants

The literature discussed in this section provides relevant insights on restaurants as a type of business. Additionally, it focuses on the components of the dining experience, either considering them together or individually. Both the classifications of restaurants and the components of the meal experience will be reviewed in this chapter.

Finkelstein (1989) has first attempted to create a typology of restaurants with three categories:

- 1) *fête spéciale*, whose main attraction is the restaurant itself
- 2) amusement
- 3) convenience.

Interestingly, the only category specifically referring to restaurants serving foreign cuisines is the ‘convenience’ type, which includes ‘local ethnic’ establishments. I would argue that these types of food-related businesses should be interpreted here as those which localise non-local cuisine(s), i.e. sell foreign food in local neighbourhoods. This first classification of restaurants is relevant to my thesis as it sheds light on the cuisine type as one among other features which characterise

restaurants. The author claims these three categories are non-mutually exclusive and points out a few other key features distinguishing the restaurant types (e.g. the atmosphere of the place, its décor and its level of formality).

Finkelstein also claims that “the engineering of sociality in a restaurant is not confined to the more exclusive and expensive establishments” (1989, p. 11). Even though prices do not limit the applicability of the classification, they are recognised as a component impacting the dining experience (this view is supported in Ali, Amin & Cobanoglu, 2016; Pedraja Iglesias & Yagüe Guillén, 2004; Ryu & Han, 2010; see also Gagić, Tešanović & Jovičić, 2013; Pavesic, 1989). More specifically, the affordability of the dining experiences is deemed as a divide among consumers (support has been found in Burnett, 2004, on UK restaurants and in Warde et al., 1999), not only financially and economically, but also from a social standpoint, as it separates customers into different segments (see also Bourdieu & Nice, 2010; Johnston & Baumann, 2007; Paddock et al., 2017; Williamson et al., 2009). More recent studies have also pointed out that current cosmopolitanism has lowered the barriers, granting the possibility for a bigger proportion of consumers to be exposed to a wider range of experiences, blurring the boundaries between countries (see Fonseca, 2005; Gabaccia, 2000; Germann Molz, 2007; Gvion & Trostler, 2008; Pujol, 2009; but also see Cho, 2010; Mudu, 2007).

Using the notion of ‘engineering’, Finkelstein (1989) anticipates the idea of ‘quasification’ (Beardsworth & Bryman, 1999), whilst ‘sociality’ anticipates the definition of restaurants as “socially embedded and fixed locales” (Spang, 2000, p. 219). The restaurants are described as influenced by the context where they operate. This implies that any of the components of the dining experience may be adapted or modified in the attempt to better please customers and, possibly, even to ‘survive’ on a market, i.e. to be accepted by consumers (as suggested in Buettner, 2009; see also Liu & Lin, 2009). For example, food may be blended with local ingredients to taste more familiar (see Campbell, 2005; Meiselman & Bell, 1991; Turgeon & Pastinelli, 2002; see also Bowden & Dagger, 2011; Holzman, 2006; Mennell, 1996), possibly adapting other components of the meal experience to render them more familiar, too (see Gaytán, 2008; Ha & Jang, 2010a; Jang, Ha, & Park, 2012; Jang, Liu, & Namkung, 2011; Lego et al., 2002).

Additionally, Finkelstein claims that “the excitement and pleasure of dining out are, in large part, a consequence of the individual’s own imagination” (1989, p. 15). I would interpret this as highlighting the key importance of expectations in the perceptions (see North & Hargreaves, 1998; North, Shilcock, & Hargreaves, 2003) and, potentially, the subsequent evaluation of dining experiences (see Barber, Goodman & Goh, 2011; Cardello, 1994; Colston, 1999; Meiselman, 2003; North & Hargreaves, 1996; Rozin & Tuorila, 1993; Vásquez, 2011).

Using price-scale, Muller and Woods (1994) have classified restaurants into quick-service, midscale, moderate upscale, upscale and business dining. The midscale type, which is the one all the restaurants analysed in my thesis belong to, is characterised by a broad menu appeal, large portions, batched and commodity items, and a focus on comfort and value. Following this description, midscale restaurants focus on VFM, quantities and, possibly, food variety to be able to target multiple customers. From the perspective of my research project, it is interesting that cuisine does not appear. I would argue that the nationality of the food is disregarded by this typology because restaurants serving foreign cuisines may belong to any of the price ranges.

Classifications of the restaurants and their dining experiences released later have been based on the knowledge of the cuisine held by the average customer (Lu & Fine, 1995), the perception of the meal as exceptional (Hanefors & Mossberg, 2003) and the type of service provided (Carvalho De Rezende & Rodrigues Silva, 2014).

First, Lu and Fine (1995) subdivide Chinese restaurants in the US into connoisseur- and customer-oriented. The former group includes establishments which offer food that is less adapted to local tastes and closer to the menu one would find in a similar restaurant in China. Therefore, potential customers are likely to be more familiar with original dishes and flavours and, consequently, able to accept and recognise those traditional dishes, which may look and taste unappetising to Westerners (e.g. duck feet). The second group comprises restaurants whose food options are selected on the basis of their closeness to the local culture and cuisine. According to the interviews conducted, restaurateurs feel that the most traditional Chinese dishes do not appeal to the local population. Because of that, they tend to limit their menus to the dishes that are less out-of-the-ordinary. Accordingly,

customers preferring this type of restaurant claim to prioritise taste and VFM. Food quality is interpreted differently by these two groups of customers. Whilst for customers of the connoisseur-oriented restaurants quality is a synonym of traditional, for those of the customer-oriented ones it is associated with fresh ingredients and enjoyable flavours.

Second, Hanefors and Mossberg (2003) follow Finkelstein's (1989) classification to explore the determinants in an extraordinary eating experience, in comparison to an expedient meal. Following this classification, extraordinary experiences should surprise, whilst still establishing a close customer/staff relationship. At the same time, they should be memorable, supporting Gilmore and Pine (2011). Although this classification pinpoints relevant components of the dining experience, such as the key role of expectations and service in the final enjoyment of the experience itself, it raises questions about whether an extraordinary experience can represent the final goal for all customers indiscriminately. I would argue that this model constitutes a tool to evaluate which experiences may be considered extraordinary, but this is not necessarily the primary motivation for all customers and on all dining occasions.

Third, Carvalho De Rezende and Rodrigues Silva (2014) have created a typology of restaurants on the basis of the service they provide and the environment resulting from it:

- 1) authentic, offering traditional food and the possibility to reconnect with its history and culture
- 2) relaxed, granting the possibility to customers to enjoy a stress-free experience
- 3) "all you can eat", focusing on food variety and VFM
- 4) "as home", where relationships are close, familiar and intimate
- 5) efficient, where speed is the priority
- 6) distinction, which offers extraordinary experiences.

From the perspective of my research, it is interesting to note that authenticity constitutes a category in itself, highlighting an explicit link with culture and history. Although the authors claim that this typology identifies non-mutually exclusive ideals, I would stress the difficulties involved in identifying which type is predominant in a

restaurant. I would additionally highlight that these types focus on different components of the dining experience (e.g. food quality, service speed and physical premises). This may render the classification ineffective, as not all the types are comparable. In this sense, Finkelstein's (1989) and Hanefors and Mossberg's (2003) classification are similar, whilst Lu and Fine's (1995) distinction is based solely on customers' knowledge and awareness of the foreign cuisine, which impacts the characteristics of the restaurant they prefer.

To be able to examine the key factors in restaurant evaluations, it has been necessary to explore previous research pointing out what components of the dining experience customers frequently noted, and seeing if authenticity featured or could affect those. Johns et al. (1996) compare food outlets and admit their struggle in disentangling the meal components, which can also be interpreted differently by customers. In fact, they could point out that food and service are the two components characterising all meal experiences. I would claim that the interdependence between the components means they can be interpreted and understood without confusion. The model by Edwards and Gustaffson (2008), though, overcomes this difficulty by labelling components as follows:

- 1) the room, comprising all the elements constituting the location of the meal
- 2) the meeting, including all the elements characterising the encounter with customers
- 3) the product, not only intended as tangible but also comprising the skills needed to realise it
- 4) the management, controlling the experience
- 5) the entirety of the meal, as an intangible compound of components.

Similarly, Kivits, Stierand and Woods (2011) have delineated the four-M model:

- 1) moment (e.g. time, availability)
- 2) mood (i.e. emotional state)
- 3) meal
- 4) money.

I would claim that the previous two models are both helpful in understanding the meal components, although the former focuses more closely on the business perspective

and the latter on the customer perspective. Moreover, they both consider the meal in its entirety, combining multiple components of the experience.

Likewise, Meiselman (2008) proposes the 5-Aspect Meal Model, listing the criteria according to which meals can be defined:

- 1) time
- 2) energy content (e.g. nutrients)
- 3) social interaction (e.g. number of people present or required)
- 4) food combinations
- 5) combined criteria.

In comparison with the previously discussed models, this also features the possible combinations of aspects. Therefore, it not only accounts for potential interactions among components but a comprehensive evaluation of them.

Other researchers have explored the parameters on which customers usually base their evaluations of the dining experience. Wall and Berry (2007) have identified three types of “cues” (support has been found in Bilgihan, Seo & Choi, 2018, see below):

- 1) functional, focusing on the technical quality of food and service
- 2) mechanic, regarding design, ambience and technical equipment within the premises
- 3) humanic, regarding staff, whose behaviour, appearance and performance should be consistently good.

This list highlights the importance of quality and consistency in the restaurant evaluation, in conjunction with staff and tools. I would argue that these categories may represent the three main components of the meal and that they could be identified at a finer level. For example, Stevens, Knutson and Patton (1995) identify the aspects of the service (see also Jönsson & Knutsson, 2009), more specifically:

- 1) reliability, reconnecting with the previously mentioned consistency (support has been found in Lu & Jang, 2009)
- 2) assurance, meaning knowledge and courtesy
- 3) tangibles, reconnecting with the previously mentioned tools

- 4) empathy (the importance of emotions in services is also remarked in Bardzil & Lazski, 2013; Baum 2006; Ladhari, Brun & Morales, 2008; Lin, 2004; Wang et al., 2012; Warhust et al., 2000)
- 5) responsiveness (the key role of speed in service is highlighted in Harrington et al., 2012; see also Baker & Cameron, 1996; Hanks, Line & Kim, 2017, on different perception of service speed; Hul, Dube & Chebat, 1997; Noone et al., 2007, on customers feeling rushed if service speed is too high for them).

Part of the literature focuses on single meal components. For instance, service has been explored on the basis of expectations or motivations for dining (e.g. Harris & West, 1995), the type of relationship between customers and staff (e.g. Alhelalat, Ma'moun, & Twaissi, 2017; Han & Kim, 2009; Liu, Furrer & Sudharshan, 2001) and recovery strategies in case of failure (e.g. Mack et al., 2000; Mattila & Patterson, 2004). Similarly, the perceptions of the atmosphere have been examined considering how it enhances satisfaction and stimulates returning intentions (e.g. Jang et al., 2011; Liu & Jang, 2009; Yan, Wang, & Chau, 2015), loyalty (e.g. Ha & Jang, 2010b), and possibly word-of-mouth (e.g. Heung & Gu, 2012). Additionally, part of the literature deals with more specific components of the restaurant atmosphere (e.g. Heide & Grønhaug, 2006), such as the music (e.g. Caldwell & Hibbert, 2002; Harrington, Ottenbacher & Treuter, 2015; Milliman, 1986; Wilson, 2003; see also Crisinel et al., 2012; Fiegel et al., 2014; Hegel et al., 2014; Kantono et al., 2016; Lindborg, 2016; North & Hargreaves, 1996; Roballey et al., 1985; Spence, 2015; Spence & Shankar, 2010; Woods et al., 2011; Zellner et al., 2017), the lighting (e.g. Biswas et al., 2017; Oberfeld et al., 2009; Spence & Piqueras-Aszman, 2014; see also Ariffin, Bibon & Abdullah, 2012; Baker & Cameron, 1996), the odours (e.g. Guéguen & Petr, 2006) or the presence of other customers within the premises (e.g. Hanks et al., 2017; Kim, Wen & Doh, 2010). Finally, the physical environment of restaurants is explored in the literature, considering its interaction with the service staff. For example, Ryu and Jang (2008) propose the DINESCAPE, a model pinpointing all the factors (e.g. ambience, lighting, table setting) that can impact the physical premises and their possible interplay with service, which can serve as a checklist for the management to evaluate the staff's performance and for the customers to provide feedback on it.

Another part of the literature refers to the interaction between environment and staff as ‘servicescapes’ (see Bitner, 1992; Lin, 2004; Reimer & Kuehn, 2005). Restaurant premises can also be examined in terms of their impact on customer satisfaction and restaurant perception. For instance, Ryu and Han (2011) propose a conceptual model which includes disconfirmation and loyalty, whilst Campbell (2005) shows how restaurants can target multiple types of clientele through elements other than food, such as décor and seating arrangements (support has been found also in Pierson, Reeve, & Creed, 1995).

In summary, previously conducted research on restaurants serving a national cuisine proposes typologies based on specific elements. Part of the literature claims that the knowledge of the cuisine influences expectations and quality perceptions. Additionally, it highlights current globalisation trends, where cultural elements come into contact and often blend, sometimes weakening or losing their localised origins, as a prominent characteristic. From this perspective, expectations, prices and affordability are key components of the dining experiences and restaurants may be viewed as spaces constructed to foster the interactions desired by the management. None of the existing studies, though, details all the determining factors in a dining experience. The next section will discuss the literature focusing on restaurants and authenticity.

2.1.1. Previous research on authenticity in (national cuisine) restaurants

The literature highlights multiple interpretations of authenticity and possible cross-overs between them (see Carroll, 2015; Newman & Smith, 2016). First, ‘indexical’ can be distinguished from ‘iconic’ authenticity (e.g. Grayson & Martinec, 2004). The former draws on time and space and the separation of originals from imitations, while the latter focuses on appearance and applies to authentic reproductions. Second, ‘nominal’ can be distinguished from ‘expressive’ authenticity (e.g. Dutton, 2003). The former is based on authorship or origins, while the latter originates from beliefs or values. Third, ‘type’ is different from ‘moral’ authenticity (e.g. Carroll & Wheaton, 2009). The former involves categorisations or socially scripted responses, while the latter is determined by choices. Fourth, authenticity can be labelled as ‘pure’, ‘approximate’ or ‘moral’. This last distinction depends on traditions, either aligning

with those fully, partially or not, i.e. focusing on passion and creativity, respectively (e.g. Beverland, Lindgreen & Vink, 2008). ‘Moral’ can be employed in different distinctions, according to different interpretations. Fifth, authenticity can be described as ‘objective’, ‘constructed’ or ‘existential’ (e.g. Wang, 1999). According to this classification, authenticity can be checked, negotiated or experienced through activities, respectively. For clarity and practicality, in the rest of this section, these interpretations of authenticity can be grouped under three main orientations (i.e. objectivist, constructivist and post-modernist), specifically addressing their applicability to food and food-related experiences.

Part of the literature, denominated ‘objectivist’, sustains that authenticity can be judged objectively (see Jang et al., 2011; Mkono, 2013; Reisinger & Steiner, 2006), according to precise criteria. For example, food can be prepared following quantities or procedures. At the same time, constructivists claim that authenticity is too complex to be precisely defined, as it depends on the context and can be negotiated (this view is supported in Collins, 2008; Davis, 2002; Li, 2014). Finally, postmodernists state that it is an illusory concept.

Objectivist literature sheds light on the existence of what Appadurai defines as “culturally standardi[s]ed recipes for fabrication” (1986, p. 42). Briefly, his definition accounts for expertise, traditions and know-how.

The constructivist approach instead emphasises the influence of social construction on the perception of authenticity (this view is supported also in Peterson, 2005). For example, Carroll and Wheaton (2009) propose a dual interpretation of authenticity, especially applicable to food and food-related experiences:

- 1) ‘type’, corresponding to specific criteria, which make it comparable or part of a group
- 2) ‘moral’, responding to values and traditions.

O’Connor, Carroll and Kovács (2017) later add two other criteria, according to which authenticity can be socially constructed:

- 1) craft, implying an evolution or a transformation
- 2) idiosyncratic, possible because of the ubiquity of the typicality.

Following this perspective, the need for authenticity would ultimately foster the paradox of a ‘staged authenticity’, depicting the restaurant as a place where a ‘script’ is followed, i.e. a procedure, according to which the experience will develop (see Mkono, 2013; Shelton, 1990; Spang, 2000; Wood, 1995). Similarly, for Gilmore and Pine, “companies stage an experience whenever they engage with consumers, connecting with them in a personable, memorable way” (2011, p. 46). Arguably, this view is supported in Gibbs and Ritchie (2010), who compare restaurants to theatres, as they both should provide memorable experiences. This may recall Grazian’s claim that

the notion of authenticity suggests two separate but related attributes. First, it can refer to the ability of a place or event to conform to an idealized representation of reality: that is, to a set of expectations regarding how such a thing ought to look, sound, and feel. At the same time, authenticity can refer to the credibility or sincerity of a performance and its ability to come off as natural and effortless (2005, p. 10).

In spite of the ‘(fixed) procedure’, mentioned earlier, I would stress that this does still account for a degree of flexibility, through which a wider range of customers can be satisfied by the same ‘experience type’.

Following the constructivist perspective, other contributions highlight that perceived authenticity can be both context-specific and ideological (see Peterson, 2005). Among others, Zelinsky (1985) appears to stress that the increasing transnationality of the restaurant industry has not diminished the value given to culinary traditions. More specifically, the author points out that restaurants serving a foreign cuisine have the potential to offer a ‘full immersion’ into another culture (see also Freeman, 2006, defining cuisines as food systems, which are part of cultures). Consequently, the author defines such eating experiences as travels that do not require their participants to move from their original location. Although I would question the reliability of the cultural elements that compose the experience as either stereotypical or belonging to other backgrounds, I do see their potential to introduce foreign flavours to customers.

In spite of the possibility that the cultural and culinary allusions that may not be real or impossible to grasp for those consumers who have none or little knowledge of the specific ‘exoticisms,’ the author expresses the key role of physical elements like

“wall decorations, paintings, maps or photographs” (1985, p. 54) in reinforcing the cultural message communicated primarily through the foreign dishes (the communicative power of food is supported in Douglas, 1972, 1982; Watz, 2008; see also Holzman, 2006, on its mnemonic power; Lupton, 1994, on its symbolic value). According to the author, contact with unfamiliar cultures and cuisines can also be communicated through several semiotic modes. The aforementioned decorative and design elements, hence, can potentially be integrated with other conveyors of hints recalling the culture, such as background music, performances, and aromas. Such a study gives relevant insights for my research, as it signals that the nationality of the cuisine served is not conveyed exclusively by the food. In this respect, I would argue that all these elements may be considered as complementary because of their potential to indicate one or more cultural backgrounds.

Finally, according to the postmodernist perspective, the importance of authenticity could be rejected and interpreted as a perennial illusion, reconnecting to the notion of ‘quasification’ and recalling the idea of ‘theming’, which can be intended as one of its possible manifestations. According to Beardsworth and Bryman, ‘quasification’ implies constructing an environment which recalls another place (1999, pp. 248-249). Following this definition, the demand for out-of-the-ordinary but safe experiences can be answered by providing an environment that resembles the real world. Experiences are created by engineers to satisfy the desire for pleasure manifested by consumers. By drawing on consumers’ individual cultural resources, experience engineers provide a response to consumers’ demand for both novelty (see also Weiss et al., 2004) and safety. Although Beardsworth and Bryman’s contribution (1999) focuses primarily on theme restaurants, I would claim that it is relevant to my research as some of the restaurants considered in the analysis will also be themed chains. Even if not all the restaurants that I will consider in my analysis can be classified as themed, this concept is especially relevant to it, specifically as it influences the interpretation of authenticity and how this is (potentially) communicated by management and perceived by customers. The authors identify four types of theming in restaurants:

- 1) reliquary, whose décor is widely recognised as valuable, because of its origins, nature or history (e.g. memorabilia in the Hard Rock Cafes)

- 2) parodic, whose artefacts or decorative elements are known as fake and part of a motif characterising the entire restaurant
- 3) ethnic, employing décor, art, music and symbols, which are clearly linked to a culture
- 4) reflexive of the chains themselves (thus, recalling concepts as ‘brand consistency’, e.g. Bengtsson, Bardhi & Venkatraman, 2010, and ‘brand identity’, e.g. Ghodeswar, 2008, which apply to branding, intended as semiotic systems, which broadly impact the corporate discourse, as discussed in Koller, 2007).

These types are non-mutually exclusive. The first employs elements with a high intrinsic value, while the second does the opposite. The ethnic theme is of primary interest for my research, as it deals with foreign cultures and, most probably, cuisines. Nevertheless, I would not exclude the other types, which could also characterise a theme restaurant serving a foreign national cuisine. I would stress that authenticity can apply to any of these types, to a variety of extents.

Additionally, I would like to highlight that neither of the two labels ‘ethnic’ and ‘themed’ is relevant to all the restaurants analysed in my thesis. The former has been defined above, while the latter can be defined as the “setting given to a restaurant, pub, or leisure venue, intended to evoke a particular country, historical period, culture, etc.” (Concise Oxford English Dictionary, 2006). Given the explicit reference to a ‘setting’, I would highlight the close link between the ‘theme’, the ‘performances of authenticity’ and the ‘illusion of authenticity’, which have been previously discussed, with a special focus on dining experiences (e.g. Lu & Fine, 1995). Taking into consideration the continuum of authenticity that I am proposing, I would like to point out that the definition of a restaurant serving foreign cuisine as ‘themed’ could be intended as one extreme of the continuum, where the nationality of the cuisine offered is exhibited more strongly, possibly perceived as fostering the stereotypical national images that are held by local consumers and that are pinpointed in part of the literature (e.g. Blommaert & Varis, 2013; Girardelli, 2004; Mkono, 2013; Wood & Lego Muñoz, 2007).

Another relevant perspective among post-modernists is the juxtaposition between cosmopolitans and locals (Hannerz, 1990, p. 241-242). I believe this to

provide another insight into how the local/global interaction is relevant for my work. The interpretation of cosmopolitans as individuals who desire to mix with locals is particularly important. According to this view, post-modernists define trans-national cultures as the ones resulting from travelling experiences (see Long, 2006), which are characterised by the compelling desire to share one's own culture with locals. In this respect, such an explanation provides insights relevant to my research, as it highlights how the interest for foreign cultures can result in an exchange which can be initiated and fostered abroad, but not necessarily.

One final contribution from post-modernists that I believe relevant to my thesis regards the powerful influence of architecture. The concept of "construction of space [as...] a major in the transformation of (especially material), cultures on a global scale" (King, 1990, p. 410) is especially important. Although this idea mostly refers to urban planning, it may shed light on a relevant topic that my research intends to explore: the layout of spaces, specifically of the ones inside and immediately outside restaurants' premises. In this respect, materials could contribute to the presentation of businesses and their positioning in the market, as perceived by customers. These distinctions will be dealt with both in the methodology and analysis sections.

To summarise, the literature puts forward different interpretations of authenticity, highlighting the lack of agreement on the parameters that determine it. Reconnecting with the previously mentioned concept of restaurants as constructed spaces, the literature on authenticity in restaurants pinpoints their capacity to offer 'full immersion' in a foreign cuisine, through theming or 'quasification', potentially creating a 'perennial illusion' through performances that are presented and perceived as authentic but are not found in the original national context. Therefore, existing research marks the tension and possible blending between global and local trends, whilst exploring how restaurants can be constructed to find a compromise between these two. Nevertheless, none of the existing contributions examines authenticity in relation to the components of the dining experience. The next section will discuss literature focusing on both customer perceptions and authenticity.

2.1.2. The role of authenticity in consumer perceptions and restaurant evaluations

To a significant extent, my research project has been inspired by Lu and Fine's (1995) investigation of a sample of Chinese restaurants in Athens, GA, home of the University of Georgia; therefore, I will provide an outline of that study. Noticeably, many other studies reach similar conclusions (e.g. Fonseca, 2005; Gaytán, 2008; Karaosmanoğlu, 2013; Mudu, 2007; Warde et al., 1999).

Lu and Fine's (1995) contribution presents several points of contact with my own research, as it also examined the presentation and perception of a national cuisine in a foreign context. It explores similar phenomena, but in a different context, time frame and by means of a partially different methodological approach. As a matter of fact, Italian restaurants in the UK also employ a variety of signs and symbols, including linguistic ones, that are, at least in most cases, understandable for locals. At the same time, the dining experiences offered are impacted by the long-established presence of Italian cuisine in the UK restaurant industry (see Mitchell, 2006; Panayi, 2008).

Lu and Fine's (1995) paper has a double scope. On the one hand, it aims to explore how ethnicity is displayed in public through symbols and other signs which constitute 'cultural transactions' with the local community. On the other hand, the authors investigate the role of authenticity for the businesses and the customers, observing how the offerings are the result of a synthesis between the two perspectives.

In their study, Lu and Fine claim that Chinese restaurants may represent "a model for the examination of the ethnic dining" (1995, p. 537). Moreover, the authors assert that adapting the foreign culture serves two main purposes, as it responds to local preferences and needs while teaching the customers about the 'other', as supported in other research (e.g. Tomlinson, 1986; see also Mudu, 2007). Lu and Fine (1995, p. 542) also specify that "modifications are not limited to the choice of ingredients and the processes of cooking but also include the structure of the meal". For instance, the Chinese staff interviewed confirm that they have to serve much faster than usual in restaurants in China. Again, a compromise has to be reached to please both consumers and providers, supply and demand. The study points out that

restaurants have to be both authentic and Americanised, thus responding to apparently contradictory demands. Because of that, consumers will be able to experience the foreign flavours, “while not straying too far from their own tastes” (Lu & Fine, 1995, p. 548).

Consequently, the authors reckon that “[t]he challenge for an ethnic restaurant is to differentiate itself from others, while avoiding the liability of newness, or customers’ rejection of an uncomfortable strangeness” (ibid.). In this regard, former knowledge of and experience of a foreign cuisine, determine customers’ expectations, ultimately affecting their perceptions of authenticity (e.g. Beverland & Farrell, 2009; Ebster & Guist, 2005; James, 1997, p. 72).

Customers may be aware, at least to a certain extent, of such an ‘illusion of authenticity’ taking place but they may still be satisfied with the experience. For example, Bell et al. (1994) claim that adding an Italian theme to a restaurant that serves both Italian and British dishes is likely to increase the choice of Italian food options. Therefore, the perceived inauthenticity of the environment does not necessarily discourage customers from ordering food associated with the same nationality.

Alternatively, they may not be aware that the experience they are enjoying does not resemble a restaurant experience one could have in the original country, possibly because they do not have enough knowledge of the foreign culture and cuisine. For example, Wood and Lego Muñoz (2007) found the national images held by Americans about Australia do not match the natives’ representations of their own cultural background (support has also been found in Thienhirun & Chung, 2017; White & Kokotsaki, 2004). Suggestions given by American patrons to “match their perceptions of ‘traditional Australian’ [, yet recognising that these...] include many Australian things that people who do not live in Australia have come to expect from seeing movies like *Indiana Jones*” (2007, p. 250). Accordingly, examples reported comprise elements of décor featuring kangaroos and koalas and menu options like “bloomin’ onions”, “cheese fries”, “brownies” and non-Australian beer brands.

Briefly, the awareness of their own stereotypical national image of Australia is candidly admitted by the American participants, who indicate the protagonist of the

film ‘*Crocodile Dundee*’ as their main influencer and propose a possible uniform modelled on him for staff. In spite of that, they also believe that such stereotypes are so rooted that elements that truly belong to that (culinary) culture, are not perceived as such, instead, more seafood alternatives and illustrations of the desert and the beach are added (ibid, p. 249).

Similarly, McGovern argues that the alcohol-centred environment of Irish pubs in the US is intended to make them easily recognisable to local consumers, as Ireland is strongly associated with several Irish beer and whiskey brands. Hence, a mediation between the national image(s) publicly conveyed and the expectations of consumers, is pinpointed, implementing marketing strategies which

both illustrate the existence of and further reinforce pre-conceived and socially constructed images of Ireland, framing the context within which [...] expectations are constructed long before (2003, p. 88)

It could be stated that several contributions argue the importance of expectations, not only in fulfilling consumers’ satisfaction but in permitting them to recognise the value of the experience offered. This view is supported, for instance, in Ryu and Han (2010) and in Ryu, Lee and Gon Kim (2012). The former study stresses the key role in this process of food, staff and physical environment, while the latter of food and physical environment. With reference to restaurants, I would argue that this could also apply to the type of cuisine served. I would remark that the location of the business could play a relevant role in determining the potential customer, as supported in the literature:

Location dictates, in particular, the demographic profile of the potential consumer to be targeted according to age, socioeconomic group, disposable income etc. At the same time the overall design concept is intended to be adaptable to create different environments to suit different groups of people [...] (McGovern, 2003, p. 90)

Several studies point out that not all patrons agree on the correspondence between the presentation of the culture and its traditions (see Blommaert & Varis, 2013; Gabaccia, 2000; Gaytán, 2008; Karaosmanoğlu, 2013; McGovern, 2003; Wood & Lego Muñoz, 2007). For instance, customers can be classified as culturally naïve or culturally aware, depending on their capacity to distinguish between authentic and themed restaurants, their perceptions, and attitudes towards these two macro-categories (Ebster & Guist, 2005, p. 43). Such a categorization recalls the concept of ‘cultural

interpenetration’, intended as “the exposure of members of one culture (or subculture) to another through direct experience and/or indirectly through the media or the experiences of others” (Andreasen, 1990, p. 847).

From the perspective of my research, the analysed dining experiences can be equated to indirect exposure to the Italian culinary culture, while the possible experiences that customers may have had in Italy would constitute direct exposure. I would agree on the conclusion that exposure is likely to determine the knowledge and awareness of the customers, reducing, in Ebster and Guist’s terms (2005, p. 47), their ‘cultural naïveté’. Given the subdivision of the participants into the two groups operated by the two authors, advanced knowledge of the Italian language and a recent dining experience in Italy, i.e. within a year, could label as an ‘experienced patron’.

Specifically, the researchers explore how participants perceive Italian restaurants as authentic and how important this is to them, asking them to guess which ones are located in Italy and which in Austria. The answers are based on 50-second long video clips showing different areas of the selected businesses. The results underline that the denominated ‘culturally experienced’ participants can more accurately guess if restaurants are located in Italy or not. This group of customers, though, rate the ‘authenticity’ as a less important factor for them than culturally naïve participants. The notion of ‘authenticity’ may be different for those who have high proficiency in the Italian language or have enjoyed a truly authentic Italian dining experience and those who have not. According to their findings, the authors suggest that consumers who are more familiar with the foreign culture and language should be targeted with elements of design that resemble the décor of a restaurant in the corresponding country. Meanwhile, they advise restaurants’ management to comply with the more stereotypical national images to better target the consumers who have fewer occasions to experience the foreign culture directly (Ebster & Guist, 2005, p. 49).

Similarly, awareness is a key element in Josiam and Monteiro’s (2004, p. 24) study, which shows that South Asians are more likely to be disappointed by offerings that they do not perceive as satisfactory and/or authentic. In fact, the greater familiarity of the average South Asian with Indian cuisine affects the perception of the menu available at Indian restaurants (Josiam & Monteiro, 2004, p. 23).

Recalling familiarity, Zelinsky claims that food is today “one element in the array of cherished cultural heirlooms” (1985, p. 53). I would like to question the applicability of this concept exclusively to immigration trends. Arguably, nostalgic feelings towards food and socio-geographical areas can both represent a reaction to globalisation, which reinforces nationalism (e.g. Bordi, 2006, p. 98). Furthermore, I would like to remark the connection between nostalgia, intended as such, and facets regarding both culture(s) and food, such as standardisation and hybridity.

From my perspective, the demand for authenticity could lead to a paradox, since restaurants serving foreign cuisines are likely to meet customers’ expectations regarding both ‘authentic’ and familiar food (e.g. Girardelli, 2004; Wood & Lego Muñoz, 2007). The view of authenticity as a continuum that I support has already been explored in the literature. For example, the analysis of Irish pubs in Belgium highlights how “identity discourses and practices can be described as discursive orientations towards sets of features that are seen (or can be seen) as emblematic [enough] of particular identities” (Blommaert & Varis, 2013, p. 146).

Accordingly, different degrees of authenticity will be embedded within this system and the principle of ‘enoughness’ will implicitly function as a non-fixed benchmarking tool for a restaurant to be identified as authentic (see also Gundlach & Neville, 2011). My research will add to this and contribute concrete examples of semiotic elements that convey (authentic) Italianness in the selected restaurants, according to the reviewers’ perceptions.

As other research on restaurants serving a national cuisine in a foreign context points out,

[t]he [...] geographic denomination has to be presented and has to appear on the gastronomic level, and this national denomination, aside from its real significance, becomes testimony to the construction of a national restaurant outside the nation (Mudu, 2007, p. 205).

In other words, the ‘self-proclaimed national origin’, expressed in the restaurants’ denomination, needs to be supported through food and other elements. This claim is especially relevant to my research, for multiple reasons. First, it highlights that restaurants can be classed as serving a foreign cuisine on the sole basis of their names, without any external evaluation of the (authentic) type of cuisine they offer. Second,

the article suggests both that an official certification (like the one detailed in subsection 1.1.2 on p. 12) could publicly recognise the ‘nationality’ of the cuisine and that restaurants can represent foreign culinary cultures abroad. Nevertheless, I would add that the influence of the local context on the presentation and perceptions of foreign cuisine is also impacted by the particularities on each individual restaurant, as viewed by reviewers. This may imply a variable set of components of the dining experience, which are evaluated differently by individual reviewers, with regards to conveying the nationality of the cuisine served by the restaurant.

For example, the previously cited study on Italian themed restaurants in Austria argues that “[t]he environment in ethnically themed restaurants is considered to be representative of the ethnic origin of the food” (Ebster & Guist, 2005, p. 42). From my perspective, restaurants, especially themed ones, serving a foreign cuisine can be invested of the role to represent that culinary culture in that location (see Bell et al., 1994; Davis, 2002; Möhring, 2007; see also Counihan, 2016; Ghezzi, 2005). Nevertheless, I would refrain from defining the Italian cuisine as ‘ethnic’, which I interpret as “belonging to a non-Western cultural tradition” (Concise Oxford English Dictionary, 2006).

Part of the literature on themed restaurants points out other matters that are relevant for my research, such as décor, symbols and the business image in general. For instance, Gottdiener states that

[...] now that chains compete one with the other for business, it is the symbolic aspect that has become more important. It is the image that counts (1998, p. 74)

I would highlight the presence of possibly multiple components of the dining experience, which can be employed by the business and perceived by the restaurant reviewer as conveying and reiterating a theme. Nonetheless, they all need to communicate the same concept (this view is supported in Lin & Mattila, 2010). These ‘thematic devices’ can be of a different nature, since they can comprise physical elements, such as uniforms, or particularities regarding the interaction between staff and clients. I would highlight the importance that language can have in this respect, and the wide array of possibilities to convey the common motif, as individual restaurants are aligned with all other branches of the same chain. Hence, I would

compare this with the reviews I have selected for my research, as they all mention, discuss or evaluate a unique combination of ‘components of the dining experience’. Finally, I would emphasise the role that expectations can play in perceiving the theme, even in communicating nationality, as in the case of “the ‘Irish pub’ [which] emerges as a key marketing motif” (McGovern, 2003, p. 84). Focusing on Irish pubs in the US, too, Sulek and Hensley (2004) claim that customers’ satisfaction is driven by food quality, fairness of wait and atmosphere (e.g. décor, music and room temperature), although more menu options that suited the Irish theme of the businesses were desirable.

Hence, the literature points out that marketing strategies can lead consumers to have specific expectations on how food businesses present their national cuisine. Similarly, Gilmore and Pine specify that, for instance, the name and the food previously consumed at similar restaurants can also fuel expectations,

Just hear the name of any theme[d] restaurant – [...] – and you know what to expect when you enter. The proprietors have taken the first, crucial step toward staging an experience by envisioning a well-defined theme. A poorly conceived theme, on the other hand, gives customers nothing around which to organi[s]e their impressions, and the experience yields no lasting memory. An incoherent theme [...] ‘There is no there there’ (2007, p. 67)

In the quote above, Gilmore and Pine (2007) explain their views on consumers’ expectations, which are affected by the theme of the restaurant. From their perspective, having a theme determines what consumers will expect from the very beginning of their dining experience. Instead, a ‘poor theme’, lacking coherence, or “congruency”, as Lin and Mattila (2010) put it, can confuse customers. Food becomes part of the experiences that customers take for granted. Additionally, expectations regarding food are impacted by the themed experience in its entirety.

I would take the same stance about the following statement which highlights the wide variety of elements that can point out the nationality of the food served: “[t]he selling of a restaurant’s ‘ethnicity’ is composed by a set of relations, symbols, bodies, architectural signs and food options” (Mudu, 2007, p. 205). However, I would substitute ‘ethnicity’ with ‘national cuisine’. Through this change of words, I intend to propose that the definition above could apply to all national cuisines. I also think that

all the elements listed have the potential to be perceived as highlighting the nationality of the food served, to different degrees.

Signs and food options can be used to reinforce the nationality of the cuisine. In addition, food can embody a complementary function with other physical elements within the restaurants in communicating this. For these reasons, I will include them all in my analysis. Interestingly, the previously mentioned study on Italian restaurant chains suggests the presence of a checked tablecloth, as exemplifying the nationality of the cuisine in the American market. The authors refer to the physical object of the tablecloth as a clear sign of ‘Italianness’ for the average local customer. At the same time, though, the researchers also emphasise that checked tablecloths are not common in restaurants in Italy, where tablecloths are usually plain white. Therefore, the paper suggests that each restaurant abroad represents the perception of a cuisine in a specific context (Ebster & Guist, 2005, pp. 42-43).

As the cuisine may be converted into a commodity (see Cho, 2010; Fonseca, 2005; Wilson, 2006), I am looking at the components of the meal experience, which are or can be perceived as ‘selling’ the culture, focusing especially on their possible evaluation. From this perspective, cultural and culinary traditions may be compared to a staged performance (see Ashkenazi, 2003; Duchêne, 2009; Girardelli, 2004; Karaosmanoğlu, 2013; McGovern, 2003; Mkono, 2013; Witter Turner, 1967). Since many customers may be seeking the “illusion of authenticity”, as pointed out by Lu and Fine (1995) and several other researchers (e.g. Girardelli, 2004; Gaytán, 2008; Mkono, 2013), my study will investigate the perception of the self-proclaimed ‘Italianness’ of different restaurants, from the perspective of *TripAdvisor* reviewers.

However, I would remark the key role of local expectations on the reception of the offerings. This view is supported in Sukalakamala and Boyce (2007), who stress the necessity for the experience to respond to customers’ expectations in order for the result to be acceptable to them, to the point that its components, especially food, may be assimilated by the local culture (see Pilcher, 2014; Ray, 2008). At the same time, George (2000) emphasises that realistic expectations are informed by customers’ knowledge of the cuisine, which can be based on experience. Similarly, Lin and Mattila (2010) add that such components of the meal experience need to be congruent

to be perceived as part of a theme. Gagić et al. (2013) also point out that a perception of the price as fair can affect satisfaction.

From the perspective of the customers, expectations are likely to be tied to familiarity (see Gaytán, 2008; Karaosmanoğlu, 2013; Mudu, 2007). For example, using traditional names for certain dishes could attract consumers who are already familiar with a foreign cuisine. Although, this could also imply that their terms of comparisons of a national cuisine may be based on their previous experiences, which determine their awareness, knowledge and familiarity with the cuisine, ultimately affecting their expectations of the meal experience. In this sense, I see glocalisation as autonomous, as filtering with the local context (this view is supported in Roudometof, 2016; see also Ritzer, 2013; Ritzer & Ryan, 2002; Robertson, 2012). Whilst Robertson claims that “we appear to live in a world in which the expectation of uniqueness has become increasingly institutionalised and globally widespread” (1995, p. 28), I would argue that such apparent demand for authenticity (supported by Gilmore and Pine, 2007) shall be interpreted as a quest for originality, instead (see Abarca, 2004; see also Girardelli, 2004, defining authenticity as a ‘buzz word’). Therefore, I view hybridisation as most likely implied in the process (support is found in Canclini, 1995; Josiam & Monteiro, 2004; Pieterse, 1995), as individual foreign cuisines may blend (e.g. Gaytán, 2008) and, possibly, end up partially assimilated by the local cuisines (e.g. Campbell, 2005; Liu, 2010; Palmer, 1984). For the sake of my project, I am interested in examining this in terms of the customer perceptions of how businesses present themselves as Italian restaurants, ultimately shedding light on their concept of Italianness and, possibly, authenticity.

The apparently opposite tendencies to offer a foreign cuisine and meet local tastes are actually complementary. This possibility has been also pointed out by Lu and Fine: “American customers did not complain about the lack of authenticity of the food and may have been unaware of alterations that would have been obvious to a Chinese diner” (1995, p. 540).

From the perspective of my research, Lu and Fine’s claim that “degrees of Americanization var[y] by restaurant and by cuisine” (1995, p. 538) is particularly relevant, since it points to the social construction of localised food, suggesting that market-based adaptations of national cuisines may be claimed (and, possibly,

perceived) as authentic. In this respect, I would agree with their definition of authenticity as a set of gradients and cuisines as “mutable and contingent” (ibid.), which also draws on previous studies. For instance, according to Hobsbawm and Ranger (2012, p. 5), ‘authentic food’ has to be assessed on the basis of the ingredients and preparation processes, which should replicate those in the original version. Accordingly,

[t]he vitality of a culinary system depends on its adaptability and flexibility. The maintenance of a food pattern depends on whether the ‘fundamental’ characteristics of the food are defined as being continuously present (Lu & Fine, 1995, p. 538-539)

Consistent with Lu and Fine’s (1995) findings, I will not take for granted that customers are always driven by the search for authenticity; therefore, I will consider Beardsworth & Bryman’s (1999, 2001; see also Firat & Ulusoy, 2011) notion of ‘quasification’ as an alternative suitable candidate to explain the motivations behind consumers’ choices. For example, June and Smith (1987) argue that restaurants are chosen because of the service they provide and their situational factors (see also Sulek & Hensley, 2004). The label ‘quasification’ derives from the Latin word ‘quasi’ which means ‘as if’, since it denotes a “general process of fabricating an environment which can be experienced as if it was something other than the mere mechanics of its mundane production” (Beardsworth & Bryman, 1999, pp. 248-249). In their definition, the process responded to the demand for experiences that were out of the ordinary, i.e. environments designed to satisfy the desire for pleasure manifested by consumers. By drawing on consumers’ individual cultural resources, experience engineers provide a response to consumers’ demand for both novelty and ‘safety’.

In sum, the literature discussed in this section links back to the previously mentioned conceptualisation of restaurants as constructed spaces, stressing the need for a shared ‘motif’ for all the components of the dining experience. For this reason, part of the literature focuses on symbols and objects, which constitute the experience, influence customer perceptions and are often determined by local expectations. Therefore, the glocalisation of the dining experience suggests that a cuisine can be turned into a commodity by the restaurants serving it. The existence of degrees is proposed in existing studies but none of them provides an account of such degrees and

how these are practically implemented in the dining experiences. The second part of this chapter will focus on the literature on customer reviews.

Literature review - Part II: authenticity and customer reviews

2.2. Previous research on customer reviews

The literature on customer reviews focuses on different characteristics, such as their content, their perception or their structure. In the first group, a study by McAuley, Leskovec and Jurafsky (2012) is particularly close to my thesis. Similarly to my research project, it is corpus-based and it explores the aspects evaluated in the reviews from the same online platform. More specifically, it summarises and evaluates the aspects which are rated in a corpus including five million *TripAdvisor* reviews. By learning which words are employed to refer to the different aspects reviews deal with, the authors propose a model which automatically identifies such product-specific aspects and the sentiment associated with them. Automated sentiment analysis allows analysing large datasets rapidly and with a relative degree of accuracy, but the literature casts doubts on its reliability, problematizing its excessive reliance on software and machine learning (see, e.g., Gunter, Koteyko & Atanasova, 2014; Kirilenko et al., 2018; Kumar & Sebastian, 2012; Sharma, Kulshreshtha & Paygude, 2015; Vohra & Teraiya, 2013; Weismayer, Pezenka & Gan, 2018; see also Castellucci, Croce & Basili 2015; D'Andrea et al., 2015; Taboada & Grieve, 2004).

An automatic categorisation of the restaurants on the basis of their reviews, i.e. topics they discuss and sentiments expressed, is attempted in Ganu, Kakodkar and Marian (2013). Another study on the content of reviews is Chanwisitkul, Shahgholian and Mehandjiev (2018). Similarly to my thesis, it identifies the specific areas hotel reviewers rate (e.g. the quality of sleep, the interiors, the cleanliness and the services offered). Those areas may present as essential in any evaluation, whilst others are optional or secondary. I would agree, for example, that the quality of the sleep is essential for any hotel, whilst services (e.g. room service) may not be equally as important, as they do not constitute the core of the business evaluated. I would also claim that part of these areas is specific for a business type, whilst others depend on

the business evaluated (this view appears supported in Kurian & Muzumdar, 2017; see also Winsted, 1999). For example, the quality of the sleep is inevitably type-specific, as it applies to hotels and businesses of the same type only. In contrast, service may apply also to other business type and may have different relevance for them, too. In a full-service restaurant, for instance, service is likely to be very important, as customers cannot experience the meal without it. Finally, different areas of the experience may be evaluated to a different level of detail.

Among the studies focusing on reviews' content and, particularly, on their perception, Schlosser (2011) shows that counterbalancing pros and cons in reviews may not be as helpful for the readers, as it may confuse them. Instead, consistency between the ratings and the evaluations and the willingness to be as transparent as possible in the judgement are likely to provide a much more useful perspective on the products to customers looking for more information on them. With regard to restaurant experiences, this view is supported by Susskind (2002), who sheds light on the complexity of reviews. In fact, the balance between positives and negatives is influenced by multiple factors, such as the plans before and after the visit, the degree of correction proposed by the management and the customers' perception of the resolution.

Vásquez (2011) focuses on a sample of negative hotel reviews and finds that approximately 2/3 are structured as an 'extreme case formulation', for instance, positives are presented as 'the only ones'. Additionally, only 1/5 of the reviews collected expresses complaints explicitly and even that small portion frequently employs devices to decrease the graduation (this view appears partially supported also in Meinel, 2013) level, for example claiming that customers rarely complain because the reviewers recognise that the management may also be reading their reviews, in addition to potential customers.

Therefore, the potential risk of 'losing face' is likely to discourage reviewers from explicitly expressing their disappointment, whenever their expectations have not been met (see Bousfield, & Locher, 2008, on 'insincere politeness'; Culpeper, 1996, on 'mock politeness'). Understandably, reviewers may be reluctant to express criticism explicitly. For example, Bond and Anderson (1987) show how people feel uncomfortable to communicate unpleasant news. The authors claim this is because of

the participants' visibility and I would argue that this could apply to the small community of Lancaster, too, where people could be easily identified as if they were physically visible. Similarly, face-saving (see Brown & Levinson, 1987) and politeness strategies are more commonly used by British reviewers more than by reviewers from other backgrounds, including online (e.g. Anderson, 1998; Cenni & Goethals, 2017). Potentially, the cultural background can have an impact on this.

Regarding content and their perception, especially, credibility is shown to have a key impact on how reviews are written and interpreted by their readers. According to Brown, Broderick and Lee (2007), credibility can be intended both as being an expert and less prone to biases (as supported also in Eisend, 2006). With regard to electronic word-of-mouth, it can apply to both the reviewer and the website. More specifically, Mackiewicz (2010) stresses expertise, thus credibility, is visible in product reviews, through technical terms, narrated experiences and claimed familiarity. According to the author, four main components can build credibility:

- 1) situated expertise (e.g. biography, recognition)
- 2) situated trustworthiness (e.g. membership length, quantity and quality of reviews published, reviewers trusting contributions, recognition received)
- 3) invented expertise (e.g. certainty in assertions, assertions of expertise, technical vocabulary)
- 4) invented trustworthiness (e.g. providing reasons, assertions on own limited expertise, length of reviews, style of reviews – spelling, capitalisation, grammatical correctness).

Additionally, the aforementioned study by Cenni and Goethals (2017) claims that the cultural background of the reviewers can also impact the relevance given to credibility. According to their cross-cultural comparison, British reviewers focus more on credibility building.

Among studies focusing on the structure of reviews, Vásquez (2012) analyses hotel reviews on *TripAdvisor* and discusses their canonical and genre-specific characteristics and how their narratives and discursive resources target their readers. According to the author, in spite of not knowing their readers, reviewers try to engage with them through prefaces, constructed dialogues and deictic shifts, which render

their stories easy to report. More specifically, the canonical structure of a review includes abstract, orientation, (complication of) the action, resolution and coda (see Labov, 1997, 2003, who put forward the “narrative construction” such a structure implicitly refers to). The only essential component is the action, reporting how the events unfolded, usually in chronological order. In this sense, they are comparable to restaurant reviews (see Hou, 2012). Connecting with the concept of memorability, put forward by Gilmore and Pine (2011), I would propose that it can be extended from the experiences to the reviews evaluating them. The reviewers will report what they remember of their experience and judge the parts of the experiences are more relevant for them to tell and, consequently, for the user to read about. This probably makes them easily readable, as well.

The reviews’ content and structure are impacted by their authors’ motivations for releasing the evaluation online. Overall, customer satisfaction and trust determine positive word-of-mouth and retention (see Ranaweera & Prabhu, 2003). Therefore, the satisfaction or the lack thereof not only influences what is written and how but also can push the reviewers to publish their reviews. Other motivations for writing can be the desire for social interactions, desire for economic incentives, concerns for others, and the potential to enhance self-worth (see Hennig-Thurau et al., 2004). In this analysis, possible motivations for writing the reviews have been taken into consideration, whilst discussing their content and features. In fact, these are likely to influence each other.

Part of the literature also addresses the polarity of the reviews. For example, Lau and Ng (2001) examine negative reviews, trying to identify individual and situational factors impacting their polarity. The former include self-confidence, perceived worthiness of the complaint and proximity to other negative reviews (see also Vásquez, 2015b). The latter regard product decision and product involvement. Therefore, the factors discussed in the reviews may change depending on the polarity of the overall evaluation.

Similarly, Boo and Busser (2018) combine the foci on both content and polarity. More specifically, they use the text analytics tool *Leximancer* to extract the key concepts discussed in online hotel reviews and compare those in positive evaluations and those in negative ones. Mankad et al. (2016) also analyse hotel online

reviews combining multiple foci, as they consider sentiment, emotional content and topics discussed. Since these contributions analyse hotel reviews, though, their topics will be similar (e.g. service) but not identical (e.g. in terms of service types).

Another relevant study for my research, which focuses on both reviews' content and polarity, was done by Willemsen and other colleagues (2011). On the basis of the analysis of *Amazon* reviews, it claims that the density and diversity of argumentations in the reviews are significant in predicting their perceived usefulness and their valence, although the latter is also impacted by the product type. Similarly, Lim and Van der Heide (2014) stress how the reviewers' familiarity with the platform can impact their perceived credibility. Nonetheless, Willemsen et al. (2011) also show that self-proclaimed expertise (see Mellet et al., 2014) has little influence on the perceived usefulness of reviews regarding experiences. Therefore, I would claim that credibility building may seem useful to reviewers but is not perceived equally as helpful or positive by them. This view appears supported by Mackiewicz (2010), as credibility may not necessarily be supported by trustworthiness.

In addition to focusing on content, polarity and structure, part of the research also stresses the function of the reviews as spreading knowledge and awareness regarding products or businesses (e.g. Lee, Park and Han, 2008; Park and Kim, 2008). To specify that this word-of-mouth develops on an online platform, part of the literature refers to it as 'word-of-mouse' (e.g. Gelb & Sundaram, 2002; Helm, 2000; Riedl & Kostan, 2002). Authors agree on the impact of reviews on hotel room sales (Ye, Law, & Gu, 2009; Zhu & Zhang, 2010) and organisations in the hospitality sector (Shea, Henghagen & Khullar 2004), whilst De Valck, Van Bruggen and Wierenga (2009) stress the impact that online communities can have on purchase decisions.

In summary, the literature on customer reviews examines their sentiments and/or contents. Part of it additionally considers ratings or multiple foci that reviews deal with. Therefore, previous research points out the genre-specific narrative of reviews, which is impacted by the writer's motivation for publishing a review. This may take into account the potential readers, who influence the evaluations and how they are expressed, especially if they are negative. Motivations are likely to be expressed by reviewers in an attempt to build credibility and show their reliability as assessors. Overall, such a narrative is affected by local expectations. The present

research fills a gap by detailing all the features characterising the genre of restaurant reviews, through reference to specific examples. The following section will focus on a specific type of customer review: restaurant reviews.

2.2.1. *Previous research on restaurant reviews*

As for the literature on customer reviews in general, that on restaurant reviews focuses on their content, perception or structure. In the first group, a study by Titz, Lanza-Abbott and Cruz (2004) analyses a sample of newspaper restaurant reviews and identifies the areas these focus on are food quality and quantity, quality of service, ambience and atmosphere, menu variety, price and value, other customers and professionalism. Although that study analyses reviews written by experts, it is still relevant to my research, as it lists the main areas reviews discuss. I would argue that these can be narrowed down to more specific aspects, though. For example, professionalism can be evaluated as part of the service quality.

The existence of different levels also appears to be suggested by Bilgihan et al. (2018), who identify three types of cues which determine customer satisfaction or dissatisfaction: functional, mechanic and humanic. More specifically, food, menu options, ambience and service have been pointed out as meal components which are evaluated on the basis of such cues. Similarly, Kiritchenko et al. (2014) identify multiple aspects and categories which are dealt with in restaurant reviews (this view is also supported in D'Andrea et al., 2015; Xu, Meng, & Cheng, 2011; Zhang, Zhang & Law, 2014). Service can be classified as humanic because it deals with staff, thus with people, and it can also comprise specifics, such as the staff's attitude or professionalism. Support has been found also in Gremler, Gwinner and Brown (2001), claiming that a closer relationship between staff and customers is likely to foster positive word-of-mouth.

Similarly, Harrington et al. (2012) examine the polarity of the evaluation and claim that it is likely to affect which attributes of the meal are discussed in the reviews. Whilst the quality of food and service and the friendliness of the staff are dealt with in all reviews, regardless of their polarity, positive ones are more likely to focus on service speed and atmosphere. At the same time, negative reviews most

likely mention cleanliness. I would argue that, whilst the key attributes of the restaurants are dealt with in all reviews, other features are more likely to be secondary. As such, those particularities which are not shared by all reviews are not essential but appreciated if present, or noticed if missing. Possibly, the cuisine, especially its perceptions for the customers, impacts what is deemed as not essential but still important or noticeable. In contrast, key components are arguably essential for all restaurants, regardless of the cuisine these serve.

Similarly, Jeong and Jang's (2011) study claims that good food, service and atmosphere enhance positive word-of-mouth, while price fairness does not. In spite of that, they find that even negative reviews tend to positively evaluate parts of the dining experiences. According to their research, positive assessments, overall, outnumber negative ones. The authors claim that the reviewers are likely to share their positive reviews online because of an altruistic motivation, as they would like the readers to enjoy equally pleasant experiences (support is found in Chaves et al., 2014; Laurel, 2013; Pantedelis, 2010; Wu, 2013; see also Vanhouche & Alba, 2009; Wetzer, Zeelenberg & Pieters, 2007). Therefore, the results of my thesis are in line with several existing studies, as far as the distribution of the polarity is concerned.

Such an overwhelming predominance of positive reviews has been described in research as determining a "J-shaped distribution" of online reviews or ratings (see Feng et al., 2012; Hu, Zhang & Pavlou, 2009; Racherla, Connolly, & Christodoulidou, 2013). This phenomenon expresses the so-called "positivity bias" (see Bridges & Vásquez, 2018; Fong, Lei, & Law, 2017; Jurafsky et al., 2014). Possible justifications proposed in the literature include the "confirmation bias" (see Allahverdyan & Galstyan, 2014; Jones & Sugden, 2001; Yin, Mitra & Zhang, 2016), according to which customer expectations matched with positive experiences will enhance the positivity of the reviews. The type of product reviewed probably impacts it too, as experiences have been found to generate more positive expectations than material goods (see Hirschman & Holbrook, 1982; Kunda, 1990; Sen & Lerman 2007). Moreover, customers' positive predisposition or "mood" probably increases their willingness to share their experience, especially if they are emotionally involved or more familiar with the brand (see Ahluwalia, 2002; Jeong & Jang, 2011; Reimer & Benkenstein, 2016).

At the same time, the potential face-threatening (see Brown & Levinson, 1987) effect of releasing a negative review on publicly available space or the need to reciprocate consumers may feel are considered other possible explanations of the stark presence of positive reviews and ratings on online platforms. The call for reciprocity might feel stronger on certain online platforms or for types of services (e.g. hospitality), where consumers and providers establish a close rapport (e.g. guests and hosts on *Airbnb* or *Couchsurfing*) and the former are likely to feel compelled to express their gratitude to the latter through positive feedback (see Bridges & Vásquez, 2018).

A final interpretation of the predominance of positive reviews may be that customers have a positive opinion of the majority of the businesses/providers and feel a moral obligation to release their positive evaluations, as they are capable to do so (expressing “principlism” and “self-efficacy” motivations to review, supported in Cheung & Lee, 2012).

Jeong and Jang’s (2011) contribution additionally suggests that the polarity of the reviews influences the evaluations these deal with. I would question the perceptions of price fairness as impacted by additional factors (support has been found in Susskind & Chan, 2000), such as the location of the business and the characteristics of the average customers (e.g. income).

Combining perceptions and polarity, Kamden, Mos and Dekker (2015) analyse hotel and restaurant online reviews and claim that the reviewers’ expectations and attitude are likely to impact both their evaluations and wording. More specifically direct wording is seen as more positive than indirect wording (e.g. not bad) in positive reviews. Negative reviews show no difference in this respect. These results are in contrast with Colston’s (1999) experiment, claiming that reviewers’ positive expectations cause an asymmetry of negation, while such an asymmetry does not apply to negative expectations. Briefly, a direct positive term is not interpreted as a negated negative term, whenever reviewers expect their experience to be satisfying.

Pantelidis (2010) shows that meal components may be prioritised differently. After analysing the content of the 2,471 reviews of 300 restaurants in London, the study concludes that food is the key component of the meal and it is followed by

service, ambience, price, menu and décor, in order of importance. Similar findings are discussed in Williamson et al. (2009), who add that the closer focus on food, wine and ambience, among other elements, reflects the language employed in the reviews. Whilst I do see food as the key element of a dining experience, I would question the relevance of service, which might be equally as important for reviewers. Moreover, I would argue that the other characteristics of the restaurants reviewed, such as the cuisine they serve, their location, their price range and their average customer may also impact this. For example, customer knowledge can impact the importance given to different topics. Such a view is supported in Williamson et al. (2009), as mentioned, and in Naderi, Paswan and Guzman (2018).

Much of the literature cited in this chapter suggests that reviews contain information regarding the authors (e.g. their cultural conditions or background), which can be unveiled through analysis. Especially, they can reveal the customers' expectations and the components of the meal they deem most important. For example, Watson, Morgan and Hemmington (2008) conduct netnographies to find out that reviewers are willing to share their satisfaction, when their expectations are fulfilled, or their disappointment, when they are not. In this sense, I would claim that that research is comparable to mine, even if it analyses blogs rather than reviews.

Another example is Nakayama and Wan's (2019) study on Japanese restaurant reviews comparing those written by English and Japanese speakers, which claims that, although they evaluate the same aspects and facets, they deal with them differently. On the one hand, Westerners tend to express emotional sentiments with regard to service. Additionally, they tend to evaluate how good the physical premises are and how high prices are. On the other hand, reviews in Japanese highlight bargain prices and poor environments. In my analysis, I will not only identify the topics in the reviews but also the reviewers' comments on them and the language they use to discuss them.

Another study on the content of reviews, which is centred on language, is by Xiang et al. (2007) and aims at developing a better recommender system. Whilst the goal of that study is far from that of my research, its authors claim that language allows customer preferences to be detected, and they list the terminological distinctions and how these apply to restaurants of a different price-scale. The terms

used by reviewers may flag their expectations, as well as their preferences. In addition, the price range of the restaurant impacts the linguistic features employed to evaluate the dining experience and how the discussion unfolds. For this reason, I focused on the language employed, while trying to identify the topics discussed in the reviews I collected.

Karaosmanoğlu (2013) conducts in-depth interviews with Londoners eating at 25 Turkish restaurants, and their managers and concludes that customer perception of ‘Turkishness’ is affected by the constructed national restaurants with which they are locally familiar. At the same time, Paddock et al. (2017) conduct surveys and follow-up interviews with residents in London, Bristol and Preston. Their results point out that demographic factors, such as age, education and income level, are likely to determine where customers choose to dine. These studies provide relevant insights for my research, as they highlight that the demographic characteristics of the average customer and restaurant choices are highly likely to influence each other. Nonetheless, none of them involves a linguistic analysis, revealing a gap in the literature which my research intends to fill.

Focusing on the linguistic features of reviews, Jurafsky et al. (2014) find that these are impacted by price range. Positive reviews regarding cheaper restaurants recall addiction (e.g. cravings). Instead, negative evaluations include narratives of trauma, negative emotion vocabulary and past actions in the third person. According to the authors, the lower-scale restaurants influenced the language in the reviews negatively, as they are more likely to be associated with dependence (e.g. ‘addicting’, ‘drug’), even when expressing a positive evaluation.

Perceptions of reviews may have broader consequences on the communities where the restaurants are located. For example, Zukin, Lindeman and Hurson (2017) sort out the themes according to the three levels of generality defined in Johnston and Baumann (2007). In their findings, they point out that reviewers produce unpaid contributions, thus, they are prosumers (see Han, Song, & Han, 2013; Ritzer, Dean, & Jurgenson, 2012), i.e. both consumers and producers of cultural and financial value for the restaurants. Accordingly, electronic word-of-mouth can have a positive or negative impact on the image of the area where the businesses are located, possibly bringing economic investments or gentrification to those areas. More specifically, authenticity

can have a positive influence on the community, as it is evaluated positively, whenever present. I would argue that the areas could also benefit from having restaurants, which are perceived and discussed as authentic by the reviewers.

Among studies focusing on the structure of restaurant reviews, Hou (2012) identifies the main phases, or “moves”, and highlights their communicative purpose. First, the chosen restaurant is described. Second, the stage of entering the establishment is dealt with. Third, the dining experience is detailed. Fourth, the experience is paid for and, finally, other visits in the future are considered. According to the author, events are often narrated chronologically (this is also supported in Vásquez, 2012). From the perspective of my research, this can also impact how authenticity is discussed, as it could influence both how the different events are reviewed and whether the reviewers express their willingness to revisit the restaurant soon.

To sum up, research shows that restaurant reviews frequently deal with multiple foci and are likely to express returning intentions in their conclusion. Additionally, their wording is impacted by the cultural background of the reviewer and/or the polarity of the review. Therefore, local expectations and characteristics affect the reviews’ content and structure. Nonetheless, this part of the literature review has highlighted a gap in terms of cuisine-specific foci of the reviews, which this thesis addresses, referring to Italian cuisine. The next sub-section will discuss literature focusing on both restaurant reviews and authenticity.

2.2.2. *Previous research on restaurant reviews and authenticity*

For the most part, research focuses on authenticity and restaurant reviews separately, although relevant examples exist. Kovács, Carroll and Lehman (2014) examine over one million reviews of 18,869 restaurants in the US to see if those that are perceived as authentic are rated higher. This initial hypothesis is confirmed as supported by the data analysed. More specifically, family-owned and single-category establishments are more appreciated and perceived as more authentic than generalist and chain ones. Authenticity seems to positively impact ratings and be based on the product sold and on the management type. The limited product range may suggest higher expertise or

specialisation. In this respect, though, I would argue that the family-run management and single-category focus are not necessarily connected and that they could be perceived through other components of the restaurant. For example, Bell et al. (1994) claim that adding an Italian theme to the restaurant is likely to increase the demand for Italian food, among other food options. The décor can impact food choices, because it is perceived as a cue signalling specialisation in that national cuisine. Additionally, the location plays a role in the perception of a restaurant as (in)authentic.

Lehman et al. (2014) support this view by showing that restaurant evaluations focus on hygiene and authenticity, which are context-activated and conform to social norms. The authors state that the location, i.e. the context, impacts the evaluations, in particular, with regard to their perception as (in)authentic and clean. Their context-activated definition of ratings recalls the constructive approach to authenticity, defining it as socially constructed, i.e. as continuously negotiated (see Collins, 2008; Davis, 2002; Li, 2014).

The same authors, in another study, explore the relevance of appeals to authenticity in restaurant ratings and how these are expressed in reviews. Regarding the former, they asked participants to evaluate the authenticity of fictitious restaurants (through photos and brief descriptions). Regarding the latter, they retrieved words recalling (in)authenticity from a dictionary and a thesaurus and they added those promptly suggested by the experiment's participants. In their results, they claim authenticity is more appreciated than quality and include a final list of 90 words related to (in)authenticity, which have been rated by their participants on the basis of how close these are to the key concept. Such a list has been adopted in the methodology of my thesis to find potential references to (in)authenticity. That study is centred on both content and polarity and focuses specifically on language. Briefly, it is relevant to my thesis because it shows the importance of authenticity and how it can positively impact restaurant evaluations. Moreover, it also sheds light on how references to (in)authenticity can be expressed in reviews, providing examples of words used in context to communicate this idea, with specific regard to restaurants and their evaluations.

Among studies that explore how reviews are perceived by their readers, instead, Vásquez and Chick (2015) explain how non-professionals can manifest their

culinary capital and expertise through their discourse (see also Liu et al., 2014, on non-professionals' training to rate restaurants). The authors claim that through their online contributions, reviewers can display their knowledge and expertise and, possibly, this will reflect their economic capital and social class too (this view is supported also in Johnston & Baumann, 2007; Warde et al., 1999; Williamson et al., 2009; see also Bourdieu & Nice, 2010; Mellet et al., 2014). From the perspective of my research, it is interesting to note that the study by Vásquez and Chick (2015) recognises authenticity as a possible area reviews deal with. Specifically, authenticity features as an area that is relevant to reviewers, as much as food quality, for instance. I would also agree on the impact that knowledge can have on it (the impact of the awareness and knowledge of the cuisine on its appreciation is shown in Gaytán, 2008; George 2000; Karaosmanoğlu, 2013; Mudu, 2007).

To summarise, research shows the impact of authenticity and other elements on restaurant ratings, whilst pointing out that such evaluations are context-specific. Therefore, this last part of the literature review confirms the influence of the local context, even on the words used to refer to authenticity, which are likely to reflect the expertise of the reviewer. In spite of these shared insights, the literature lacks a model detailing the components of the dining experiences which reviewers stress in their evaluations. Instead, my thesis proposes a model pinpointing the impact of the national cuisine served by the restaurants on the foci of reviews and analyses how restaurant reviews develop linguistically. The following section will identify the gaps in the existing literature and explain how my RQ aims at addressing those.

2.3. Research gaps and research question (RQ)

The review of the literature has pointed out and compared multiple typologies of restaurants on the basis of different parameters, such as the price range (see Muller & Woods, 1994), the type of experience provided as a whole (see Finkelstein, 1989), the knowledge of the cuisine held by the average customer (Lu & Fine, 1995), the perception of the meal as exceptional (Hanefors & Mossberg, 2003) and the type of service provided (Carvalho De Rezende & Rodrigues Silva, 2014). Additional literature defining the concept of authenticity has been explored, pinpointing similarities and differences among the different interpretations.

Part of the literature proposes models (see Bilgihan, et al., 2018; Edwards & Gustafsson, 2008; Johns et al., 1996; Kivits et al., 2011; Muller & Woods, 1994), which have been discussed above. None of these targets restaurant reviews nor identifies the components of the meal experience. Much of the academic works focus on the different meal components, either individually or taking into consideration several at the same time. Finally, such components have been analysed to different extents, for example focusing on service in general or the atmosphere in general only, or narrowing these down, for instance referring specifically to service speed or music. Therefore, I would argue that the existing literature does not comprehensively represent or portray all the different components of the restaurant experiences and levels of specificity. In particular, the existing research does not report how these can be discussed in online restaurant reviews.

Meanwhile, another portion of the academic research discussed in this chapter and the rest of my thesis focuses on authenticity, its definition (e.g. Carroll & Wheaton, 2009; Newman & Smith, 2016; O'Connor et al., 2017) and its perception, specifically with regards to foreign restaurants (see Bell et al., 1994; Lu & Fine, 1995) and cuisines (e.g. Gaytán, 2008; Karaosmanoğlu, 2013; Mudu, 2007). This sheds light on phenomena like blending (e.g. Campbell, 2005; Turgeon & Pastinelli, 2002), assimilation (e.g. Bordi, 2006; Pilchner, 2014) and stereotyping (e.g. Girardelli, 2004; Wood & Lego Muñoz, 2007).

Finally, publications on restaurant reviews have been discussed in terms of content (e.g. Pantelidis, 2010; Titz et al., 2004), perceptions (e.g. Jeong & Jang, 2011; Schlosser, 2011), structure (e.g. Hou, 2012; Vásquez, 2012), polarity (e.g. Harrington et al., 2012; Jeong & Jang, 2011) or a combination of these foci. In particular, some of these examine the language used (e.g. Jurafsky et al., 2014; Xiang et al., 2007). More specifically, they point out the key role of expectations in the final evaluations expressed in online restaurant reviews (e.g. Colston, 1999; Kamden, Mos & Dekker, 2015) and that satisfaction could induce the reviewers to revisit the restaurant (e.g. Heung & Gu, 2012; Ranaweera & Prabhu, 2003). Finally, a small number of these studies explores authenticity (e.g. Kovács et al., 2014; Vásquez & Chick, 2015).

Multiple levels can be identified in reviews (e.g. Kiritchenko et al., 2014; Wall & Berry, 2007), though none of the existing research defines all the different levels

and foci identifiable in restaurant reviews, pinpointing possible interactions and mutual influences among those. To my knowledge, no contribution examines specifically the relevance of (in)authenticity in reviews. I aim to fill this gap, by proposing a model capable of charting the key elements and levels of discussion in restaurant reviews, whilst detailing the influence of the nationality of the cuisine on the reviewers' expectations and the role of authenticity in the process. To ensure the feasibility and practicality of my thesis, within the time and word limits, I decided to focus on the Italian cuisine in the UK, specifically in Lancaster.

My thesis addresses the following overarching question: What key elements play a role in the *TripAdvisor* reviews of lower-scale restaurants in Lancaster (UK), with particular reference to (in)authenticity? This question will be broken up into three sub-questions:

- Sub-RQ1: What element(s) do reviewers perceive as important in an Italian dining experience? Is authenticity discussed as important?
- Sub-RQ2: Do positive and negative IRRs highlight different components of the dining experiences and how do these relate to authenticity and the other element(s) identified in sub-RQ1?
- Sub-RQ3: Do IRRs and N-IRRs highlight different components of the dining experiences and how do these relate to authenticity and the other element(s) identified in sub-RQ1 and sub-RQ2?

The first sub-question focuses on the elements that customer reviewers find important, while dining at an Italian restaurant. This dimension is investigated by means of a corpus-informed analysis, employing the electronic corpus-query software *Wmatrix* (<http://ucrel.lancs.ac.uk/wmatrix4.html>), and text analysis, employing appraisal theory. The second sub-question examines any differences between positive and negative IRRs. This part of the investigation will also be corpus-informed, through the aid of *Wmatrix*. Finally, the third sub-question employs *Wmatrix* and appraisal theory to compare IRRs, located in Lancaster, with N-IRRs, in the same area. Therefore, the focus of the answers will gradually widen, since sub-RQ1 will focus on the IRRs only, while sub-RQ2 and sub-RQ3 will compare two different corpora. Therefore, sub-RQ3 will be informed by the answer to sub-RQ1 and sub-RQ2.

The content of the reviews and the reviewers' evaluations will constitute the two main foci of the present work. On the basis of the answers provided to the sub-RQs above, I will consider to what extent authenticity is what customers are looking for in an Italian dining experience and if so, how they discuss it. In case of a negative answer, I will discuss what notion it is replaced with.

The idea underlying my research is that the prevalence of the concept of authenticity as the key factor in customers' evaluation of a dining experience is not to be taken for granted. Indeed, the notion of 'quasification' (Beardsworth & Bryman, 1999, p. 248) could be a good alternative candidate. Possibly, this will ultimately link with the trend of constructing the exchange of goods and services for money as an 'experience' (see Baum, 2006; Beer, 2008; Gibbs & Ritchie, 2010; Gilmore & Pine, 2002; Kim & Jang, 2016; Neelamegham & Jain, 1999; Pine & Gilmore, 1998). The next chapter will detail how the design and the methodology adopted will help to address the three sub-RQs, ultimately contributing to answering the overall question of my research.

3. Methodology

This chapter will illustrate the methodology adopted to explore the key elements in the *TripAdvisor* reviews of lower-scale restaurants in Lancaster (UK), focusing especially on the potential role of authenticity. Specifically, the chapter will provide details on how I designed my research to answer its overall RQ, asking: What key elements play a role in the *TripAdvisor* reviews of lower-scale restaurants in Lancaster (UK), with particular reference to (in)authenticity?

The focus of the first two sub-RQs is on the IRRs, while the last sub-RQ compares IRRs with N-IRRs. Similarly, the focus of the analysis progressively widens, introducing the comparison between positive and negative the IRRC, first, and, then, considering the data regarding Italian restaurants in comparison with the N-IRRC.

Section 3.1 will focus on the data analysed in my thesis, describing the sampling strategy and sample. Section 3.2 will explain the main reasons for choosing *Wmatrix* as a corpus tool to inform the data analysis and will detail the four main sources from which I gathered (in)authenticity-related words. Section 3.3 will explain appraisal theory. Section 3.4 will deal with the data and analysis used to answer the first sub-RQ, section 3.5 with the second sub-RQ and section 3.6 with the third sub-RQ. Finally, a summary of the methodology adopted will conclude the chapter (see section 3.7), along with remarks on how the different sub-RQs will be answered to contribute to the overall research project. Since the second sub-RQ has been informed by the answer to the other two sub-RQs, the first four sections and the penultimate section will be more detailed than the other two sections of this chapter, because they are built on 3.1 to 3.4 and 3.6.

3.1. Data

My research combines qualitative manual text analysis with a corpus-based approach. With regard to the former, I analysed all the restaurant reviews published in English on *TripAdvisor* for eight Italian restaurants in Lancaster, from the perspective of appraisal theory (Martin & White, 2005). Given that my research examines the

determinants of Italian lower-scale restaurant reviews, all customers' expectations about an Italian dining experience and, potentially, its (in)authenticity, whether met or unmet, will constitute a finding.

TripAdvisor has been chosen for several reasons. Due to its increasing popularity in the UK (see Jeacle & Carter, 2011; Miguéns, Baggio, & Costa, 2008; Whitehead, 2011), it features a large number of restaurant reviews, in all areas of the country. Second, since its reviews are publicly available on the Internet, data are easy to access. Third, this (supposedly) unprompted material (see Yoo, Sigala & Gretzel, 2016) has helped me identify the topics reviews dealt with, addressing the three sub-RQs. My thesis analyses user-generated content and not expert-provided information to examine the perceptions of dining experiences from the perspective of customers. It explores the evaluation parameters of the UK average consumer. Therefore, it refers to experiential credibility only (see Flanagin & Metzger, 2013; also see Blank, 2006; Kobez, 2016; Mellet et al., 2014; Parikh et al., 2017), as it deals with non-professional reviews and not experts' (most likely, paid) food critiques (see, e.g. Lang, 2014). Therefore, my research explores credibility building, as part of the phenomena involved with the widespread diffusion of social media platforms, which increasingly impact contemporary society and business competition. Moreover, *TripAdvisor* asks reviewers to score their dining experience as a whole, which has allowed me to address sub-RQ2. Finally, the option this online review platform gives to businesses' managers to register and reply to their reviewers offers the possibility to further develop this thesis, for instance, focusing on the metadiscourse and interdiscursivity characterising the data.

Nevertheless, choosing this online platform also poses limitations to my research, including the lack of personal contact with the reviewers, who can easily provide fake information on themselves (see, e.g., Cordato, 2014; Filieri, Alguezaui & McLeay, 2015; see also Harris, 2018; Kumar et al., 2018; Schuckert, Liu & Law, 2016), the restaurants or their experiences. Additionally, the indirect relationship with the contributors implies the impossibility to contact them for further clarification or information.

I collected and numbered all reviews of the eight Italian restaurants selected published on *TripAdvisor* up to the beginning of October 2017 and compiled them into a joint corpus which included all the data (see Table 1).

Table 1 - Token and review count for the Italian restaurant sub-corpora

Anonymised Italian restaurant	Total reviews	Total types	Total tokens
Restaurant_A	461	4,755	39,712
Restaurant_B	90	1,553	6,785
Restaurant_C	186	2,665	15,302
Restaurant_D	422	4,284	35,561
Restaurant_E	480	4,974	48,976
Restaurant_F	413	4,415	35,566
Restaurant_G	280	3,076	22,090
Restaurant_H	79	1,380	5,690
Joint corpus	2,411	27,102	209,682

For ethical reasons, even though all data is publicly available, I anonymised all businesses and omitted all other elements that clearly link back to the restaurants reviewed (e.g. people's names and locations). Specifically, I labelled each restaurant with a different alphabetical letter (e.g. Restaurant_A, Restaurant_B). Additional codes included:

- Previous_name_of_Restaurant_A, whereby the last letter identified the correct restaurant
- Name_of_staff_member
- Direct_competitor, i.e. another Italian restaurant in Lancaster;
- Local_place
- Customer_name
- Other_reviewer
- Local_business, i.e. a business in Lancaster which was not a restaurant.

Such codes are intended to obscure the identity of the businesses, providing them with the highest degree of anonymity possible for data released on an open-access online platform like *TripAdvisor*.

3.2. *Wmatrix* and (in)authenticity-related words

To answer my sub-RQs, in particular, the first two, I employed *Wmatrix*, an online corpus-query system developed by Paul Rayson at Lancaster University (2003). *Wmatrix* has three main applications related to lexical, semantic and grammatical dimensions), as it is “a tool [which is intended to] assist[s] corpus investigation by statistical comparison of frequency profiles at the lexical level and extends this to the word-class and semantic field levels” (Rayson, 2003, p. 153-154). The tool allows one’s own corpus to be uploaded, which is then automatically tagged by the software by means of the UCREL semantic analysis system (USAS), based on the CLAWS4³ part-of-speech tagger (Rayson et al., 2004). As Rayson explains, “the tagged text is [additionally] fed into the main semantic analysis program (SEMTAG), which assigns semantic tags representing the general sense field of words from a lexicon of single words and a list of multi-word combinations, called templates” (2003, p. 65).

In order to be able to employ the corpus tool, I converted all the reviews in the two corpora into text files and made a few changes to them. Since the software disregards any text within the symbols ‘<’ and ‘>’, all their occurrences were eliminated. I examined all the instances where they appeared individually and found that they added no meaning to the text. In one instance, the combination ‘<3’ was used to draw a heart shape. In this case, I replaced the symbols with the word ‘love’, to make its meaning recognisable to the tool. Since *Wmatrix* also disregards multiple asterisks, I replaced them with the word ‘stars’ preceded by the number, as they always appeared to symbolise the stars given to rate the different restaurant-related aspects (e.g. service and food). Finally, I ensured that all punctuation was followed by a space, to maximise the reliability of the token count completed by the software. Since the CLAWS Input/Output format guidelines suggest representing any ellipsis in

³ I.e. the Constituent Likelihood Automatic Word-tagging System.

the corpora with three dots, all dots were checked to ensure that for all instances where these signified a gap or ellipsis, three dots were added.

I also created the *TripAdvisor* N-IRRC, and employed *Wmatrix* to highlight the elements which specifically characterise the IRRC (see Table 2 below). The former corpus, which I used for comparison, included 5,394 reviews and 468,789 tokens and was compiled to represent all the different non-Italian national cuisines that are served by restaurants in Lancaster. The search parameters available on *TripAdvisor* were used as a first filter of the restaurants. First, the search filter ‘cuisine’ was employed to include national cuisines only, thus excluding all the labels that did not clearly refer to a country, ending up with 16 labels in total. Second, the search was limited to the city of Lancaster. Third, since the Italian businesses selected for the first corpus are all restaurants, I excluded all businesses labelled as ‘pub’, ‘café’, ‘bar’, ‘gastropub’ or ‘take away’, to ensure that the two corpora would be comparable (see Table 2 below). By applying these search criteria, the number of national cuisines available decreased to seven:

- 1) British, one restaurant
- 2) Chinese, six restaurants
- 3) French, one restaurant
- 4) Indian, four restaurants
- 5) Japanese, one restaurant
- 6) Spanish, one restaurant
- 7) Thai, three restaurants.

Table 2 - Word and review count per each non-Italian restaurant

Anonymised non-Italian restaurants	Cuisine type	Total reviews	Total types	Total tokens
Restaurant_I	British	416	5,130	48,049
Restaurant_J	Chinese	169	2,045	12,039
Restaurant_K	Chinese	234	2,962	19,722
Restaurant_L	Chinese	40	1,049	3,831
Restaurant_M	Chinese	17	517	1,361
Restaurant_N	Chinese	20	548	1,524

Restaurant_O	Chinese	21	534	1,600
Restaurant_P	French	1,142	7,336	82,964
Restaurant_Q	Indian	454	4,321	36,384
Restaurant_R	Indian	394	3,957	30,455
Restaurant_S	Indian	656	6,210	67,723
Restaurant_T	Indian	267	3,333	23,458
Restaurant_U	Japanese	75	1,710	8,240
Restaurant_V	Spanish	517	5,245	48,936
Restaurant_W	Thai	585	1,665	8,001
Restaurant_X	Thai	226	5,501	59,280
Restaurant_Y	Thai	161	2,555	15,222
Total		5,394	54,618	468,789

The choice of *Wmatrix* as a corpus-query system is due to its suitability for the analysis of specialised corpora which can be uploaded independently by the user. Furthermore, its semantic tagger is particularly useful in the initial analysis of the frequencies, especially as it gives a first overview of the most frequent collocates of the words under examination. Hence, with the aid of the USAS categories, it has been possible to easily identify the most common meanings of the words occurring in close proximity to the word frequency under consideration. At the same time, I created the previously described N-IRRC (see Table 2), which can be also defined as a DIY-corpus. I used it for reference purposes since it is larger than the specialised corpus and serves as a means of comparison for it (Rayson, 2008, pp. 14-15). Additionally, *Wmatrix* allows for the analysis of corpora on three different levels, namely words, parts of speech and semantics, all of which have been explored in my research, even though to different extents.

To identify all potential references to (in)authenticity in the reviews, I focused on those words that communicate the idea of (in)authenticity and examined how these are used, by looking at their co-text. To accomplish this goal, I gathered all the words related to the concept in six main ways. First, I examined all the occurrences of the

words under the broad-list for the *Wmatrix* semantic tag A5.4+ (evaluation: authentic) in the reviews. Thus, I found out if any of the concordance lines where these words occurred carried an actual reference to (in)authenticity.

Second, I examined all the concordance lines of the keywords hinting at (in)authenticity, as listed by Kovács et al. (2014, p. 464), identifying all the actual references to authenticity among the occurrences. On the basis of two empirical studies, the authors examine the role of authenticity in consumers' value ratings. The first study regards existing reviews and isolates authenticity to see if there is any correlation between its perception and higher ratings in positive reviews. The second one asks participants to judge the authenticity of fictitious restaurants (through photos and brief descriptions). Both studies find that customers value authenticity more than quality. Therefore, the paper is relevant to my research as it examines the value placed by consumers on authenticity, how they perceive it and discuss it in their reviews. The keywords employed in their surveys are derived from two main sources. First, the authors identified synonyms of 'authentic' and 'inauthentic' and antonyms of 'authentic' in the Merriam-Webster's Dictionary and Online Thesaurus (2012), accounting for a total of 56 keywords. Ultimately, the authors put together a final list of 90 words, adding 34 keywords, all suggested by the participants and clearly related to authenticity (see Table 3). I looked for these words in the reviews and examined their co-text.

Table 3 - Keywords identified in Kovács et al. (2014, p. 464)

Ambitious	Eccentric	Iconic	Orthodox	Special
Artful	Ersatz	Idiosyncratic	Outlandish	Substantial
Artificial	Ethical	Imitation	Peculiar	Traditional
Artisan	Expert	Impostor	Phony	Truthful
Assumed	Extroverted	Inauthentic	Pretentious	Typical
Atypical	Faithful	Inspiring	Professional	Unassuming
Authentic	Fake	Integrity	Pure	Unauthentic
Authoritative	Faked	Interesting	Quack	Unconventional
Awesome	False	Invented	Quintessential	Unique

Bogus	Feigned	Legitimate	Quirky	Unmistakable
Caring	Forgery	Master chef	Real	Unorthodox
Cheat	Fresh	Modern	Replica	Unpretentious
Craftsmanship	Genuine	Moral	Righteous	Unreal
Creative	Heartful	New	Scam	Untraditional
Decent	Historical	Normal	Sham	Unusual
Deceptive	Hoax	Offbeat	Sincere	Usual
Delicious	Honest	Old-fashioned	Skilled	Virtuous
Dishonest	Humbug	Original	Skillful	Wholesome

Third, I examined the concordance lines for all synonyms and antonyms of the word ‘authentic’ (see Table 4) in the online version of the Collins English Thesaurus (2019), distinguishing which occurrences specifically referred to authenticity.

Table 4 - Collins Dictionary word list

Accurate	Fictitious	Misleading	Supposed
Actual	Fraudulent	Mock	Synthetic
Authentic	Genuine	On the level (informal)	The real McCoy
Authoritative	Honest	Original	True
Bona fide	Hypothetical	Pseudo (informal)	True-to-life
Certain	Imitation	Pukka	Trustworthy
Confirmed	Inaccurate	Pure	Truthful
Counterfeit	Inauthentic	Rare	Uncertain
Definitive	Kosher (informal)	Real	Undisputed
Dependable	Lawful	Reliable	Unfaithful
Dinkum (Australian, New Zealand, informal)	Learned	Scholarly	Untrue
Factual	Legal	Simon-pure	Valid
Faithful	Legitimate	Sound	Veracious
False	Live (of data)	Spurious	Veritable

Fourth, I took into consideration references to (in)authenticity found through the appraisal analysis. Hence, I implemented all the previously mentioned strategies to focus on different elements of the reviews, progressively increasing the depth of the analysis.

In the fifth step of the analysis, I listed all the objects of appraisal and included them in a diagram.

Finally, I used the statistical test chi-square to inform both the answers to sub-RQ1 and sub-RQ3. I chose this test because it allows the researcher to find out if the correlation between two or more variables is significant (e.g. Kivela, Inbakaran & Reece, 1999, 2000; Kivela, Reece, & Inbakaran, 1999, all focus on the relationship between dining occasion and returning patronage).

3.3. Appraisal theory and analysis

To examine the data more in depth, three reviews from each of the eight Italian restaurants (0.87% of the total IRRs) and three from each of the non-Italian cuisines (0.44% of the total N-IRRs) were randomly selected to be analysed thoroughly, using appraisal analysis. Selecting a random sample was deemed the most suitable strategy to select a representative sample of the two corpora, considering that each one of the IRRs and N-IRRs was unique, in terms of length, style and contents,. Since each review was numbered to be individually identifiable, the randomisation of the sample was conducted with the aid of the Research Randomiser (available at <https://www.randomizer.org>), asking the tool to select 21 reviews from the IRRC and 24 reviews from the N-IRRC.

Appraisal theory is an approach developed within Systemic Functional Linguistics (Halliday, 1961, 1992; Eggins, 2004; Halliday & Matthiessen, 2014; Fontaine, Bartlett, & O'Grady, 2015). It provides an analytical framework for the analysis of the potential contributions of linguistic resources to the value of a social experience. In particular, its proponents state that the framework serves to map the "feelings as they are construed in English texts, referring to this system of meanings as

attitude. The system involves three semantic regions, covering what is traditionally referred to as emotions, ethics and aesthetics” (Martin & White, 2005, p. 42).

Appraisal theory represents a tool to better understand the interaction between writers and readers, taking into account their respective cultural and social contexts, thus their roles. Its ultimate aim is to disentangle how these impact their opinions and emotions, which are expressed/encoded in their language (e.g. support to the idea that appraisal theory can provide the basis to classify appraisals in reviews, according to their sentiment, has been found in Whitelaw, Garg & Argamon, 2005). Briefly, “the appraisal framework facilitates the study of the inscribed and evoked codification of intersubjectivity in the discourse, taking into consideration both the epistemological and interpersonal expressions” (Oteíza, 2017, p. 458). In my thesis, I employed the framework of appraisal theory to analyse what the reviewers discussed in their contributions and, specifically, what they appreciated and what they disliked in their dining experiences.

Given the reduced number of reviews to analyse and the purpose of this investigation of the appraisals, to increase the reliability of my analysis (see, e.g., Gunter, Koteyko & Atanasova, 2014; Kirilenko et al., 2018; see also Castellucci et al., 2015; D’Andrea et al., 2015; Taboada & Grieve, 2004), I proceeded manually. Initially, I separated and numbered all appraising items to make them easily identifiable. Then, I listed each item in a table to systematically match each appraisal item, its type and the object it referred to. My final aim was to inform sub-RQ1 and sub-RQ3, providing insights on what reviewers discussed, ultimately detailing how IRRs and N-IRRs discuss restaurants.

Annotating appraisals poses challenges that may hinder the reliability and replicability of the analysis. The main reason behind these risks lies in the high complexity and subjectivity of identifying appraisals, as these can “be conveyed both explicitly and implicitly through an open-ended range of linguistic expressions” (Fuoli, 2018, p. 230). The inherent difficulties involved in identifying appraisals are not new to the literature. Mauranen and Bondi explain that these challenges happen because “evaluation in discourse is an elusive concept” (2003, p. 269). Hunston (2004) criticises Martin and White (2005) for not problematizing appraisal analysis

enough, in spite of accurately describing the framework and exemplifying its labels. Even though I have experienced the challenges involved in identifying and classifying the appraisals in the data, I would also argue that the flexibility offered by appraisal analysis outweighs its limitations and difficult application. To limit the impact of the difficulties just discussed, the steps suggested by Fuoli (2018) have been followed in this analysis: specifying and justifying all methodological choices made, testing and refining the annotation guidelines adopted, continuously assessing and openly discussing their reliability. Another recommendation followed involved adapting the analysis to the data, remembering that appraisals are highly context-specific (Fuoli, 2018; see also Kirk & Miller, 1986). Given the wide variability of the reviews analysed (e.g. in content, length and style), it has been essential to adopt a methodological approach that grants flexibility in defining and examining the units of analysis.

Regarding attitude, the polarity, the strategy and the type have all been specified in the analysis, as they all contribute to answering the sub-RQs. More specifically, the polarity, either positive or negative, has been employed to quickly classify the nature of the evaluation under consideration. Moreover, since sub-RQ2 focuses on positive and negative IRRs, pointing out the polarity of each appraisal has been useful to disentangle all the components of the IRRs, making sense of them as contributing to the final evaluation expressed through the overall score given by each reviewer. At the same time, the strategy has quickly indicated if the appraisal had been expressed implicitly ('invoked') or explicitly ('inscribed'). Finally, the type of 'attitude' was classified as 'affect', 'judgement' or 'appreciation'. Whilst the first two can apply to human subjects, the last one regards objects only. More precisely, 'affect' allows the feelings expressed to be labelled, while 'judgement' deals with human behaviour (Martin & White, 2005, p. 42). In my analysis, I indicated the attitude strategy first and, then, the type. For example:

Attitude> inscribed/invoked

Last, I indicated polarity, using a plus/minus sign:

Attitude> appreciation> reaction> +quality

To summarise, labels employed in this analysis to classify attitude appraisals can be visualised as in Figure 1 (based on Martin & White, 2005):

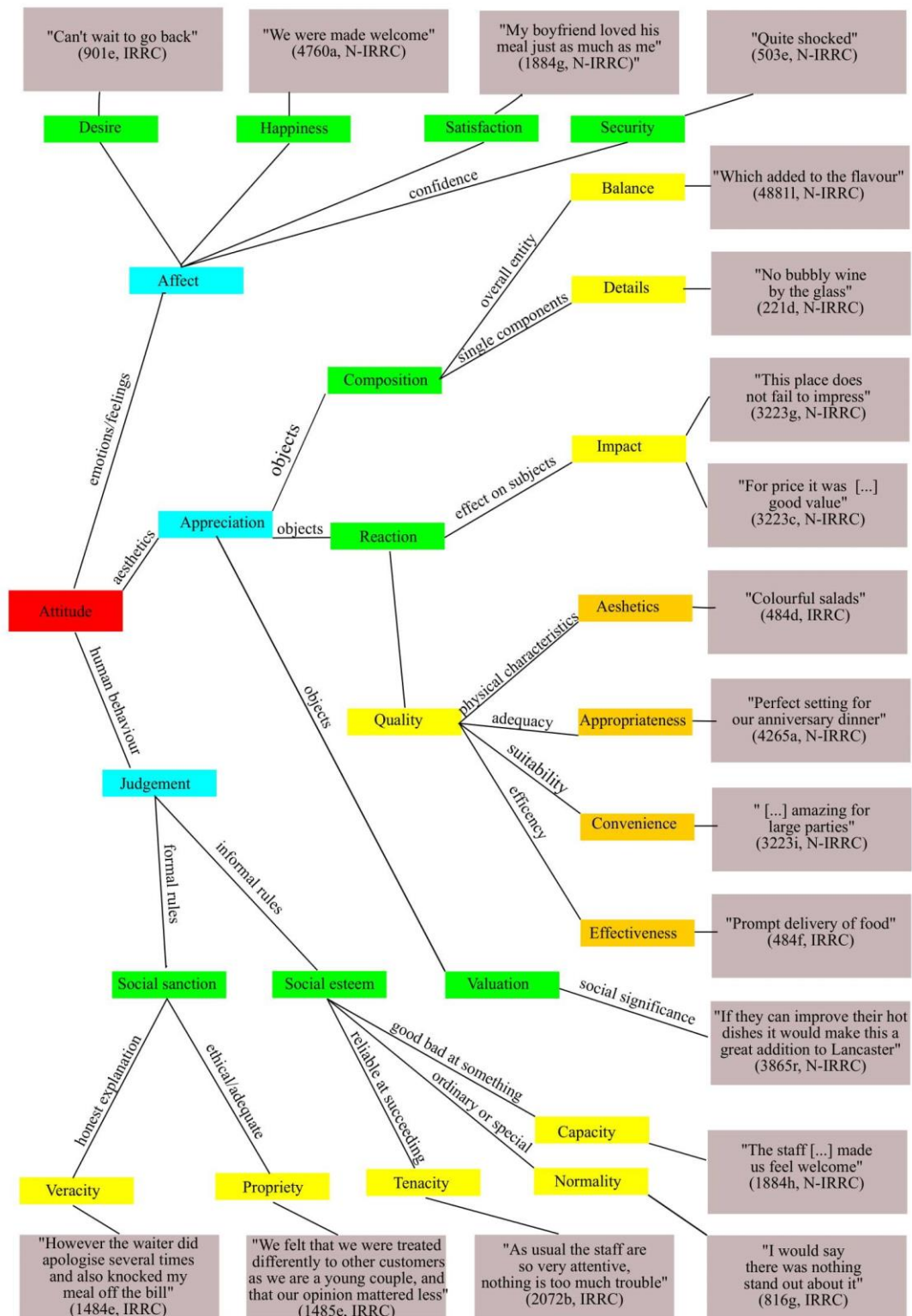


Figure 1 - Visual representation of attitude appraisals

Using the data as a benchmark, I classified the examples of ‘graduation’ on the basis of their increasing or decreasing intensity:

- 1) ‘low’, e.g. “a little” or “slightly”
- 2) ‘medium’, e.g. “very” or “quite”
- 3) ‘high’, e.g. “always” or “definitely”.

Finally, I assumed ‘engagement’ as authorial, because of the genre. Therefore, non-authorial only will be specified in the analysis for all those appraisals clearly expressed by a third party, e.g. “he could not fault it at all” (3223b, N-IRRC).

The following sections will clarify how each of the three sub-RQs was addressed.

3.4. The first sub-RQ

As previously mentioned, the first sub-question asks: What element(s) do reviewers perceive as important in an Italian dining experience? Is authenticity discussed as important? To answer this sub-question, I employed both the IRRC (see Table 1) and the reference corpus (see Table 2), detailed above.

Given the purpose of my research, I disregarded all function words, as the aim was to identify what topics were discussed in the customer reviews. Additionally, I initially included pronouns but ultimately disregarded them, as they did not add any relevant information to answer the first sub-RQ. Finally, I grouped different word forms into lexemes, to reduce the list of frequencies to the most frequent matters of discussion in the corpus.

First, I eliminated all stopwords (i.e. articles, conjunctions, prepositions, pronouns and auxiliary verbs) from the first 300 frequencies in the IRRC, in an attempt to condense the list to a group of words that are relevant to the first sub-RQ and to “reduce the noise” (Dolamic & Savoy, 2010, p. 200). Therefore, the final list included only verbs, nouns, adjectives and adverbs, for a total of 191 lexemes.

Second, I analysed the final list in depth. I first examined the frequency list with the aid of the semantic tags labelling those words, trying to spot common trends

in the 191 lexemes of the IRRC, after deleting the stopwords. Hence, semantic tags were helpful in filtering and noticing similarities and differences in such a long list. At the same time, I carried out a more in-depth analysis, paying attention to all the previously discussed features of the remaining 191 linguistic items in the IRRC. Briefly, their frequency, their meaning and their possible functions in the corpus were noted and compared, trying to make sense of them and, ultimately, to shed light on what the most frequent items in the corpus suggested in terms of what the IRRs dealt with and how, informing the answers to the first two sub-RQs.

While finalising this step, it has become apparent that what reviewers mentioned or discussed are not all on the same level, as some of the references they made were interdependent. I classified these into an ontology including four different levels. In order to avoid any confusion, I chose ‘overall dining experience’, ‘topics’, ‘aspects’, and ‘details’ as keywords to label them. Specifically, the ‘overarching level’ refers to the dining experience as a whole, comprising all its different facets. At the same time, ‘topics’ refer to the macro-topics that are part of the overarching overall dining experience. ‘Aspects’ have been defined in my research as the meso-aspects which are composed of micro-details and make up macro-topics, while the term ‘details’ has been adopted to name all the sub-categories of meso-aspects identified in the restaurant reviews. For example, the word ‘pasta’ has been grouped under the topic ‘food’, which also accounts for the optional aspect ‘menu’, whose possible details can be categorised under ‘availability’ or ‘variety’. Therefore, these four levels represent the different levels of discussion in the reviews. For this reason, they can be visualised as a hierarchy, as in Figure 2.

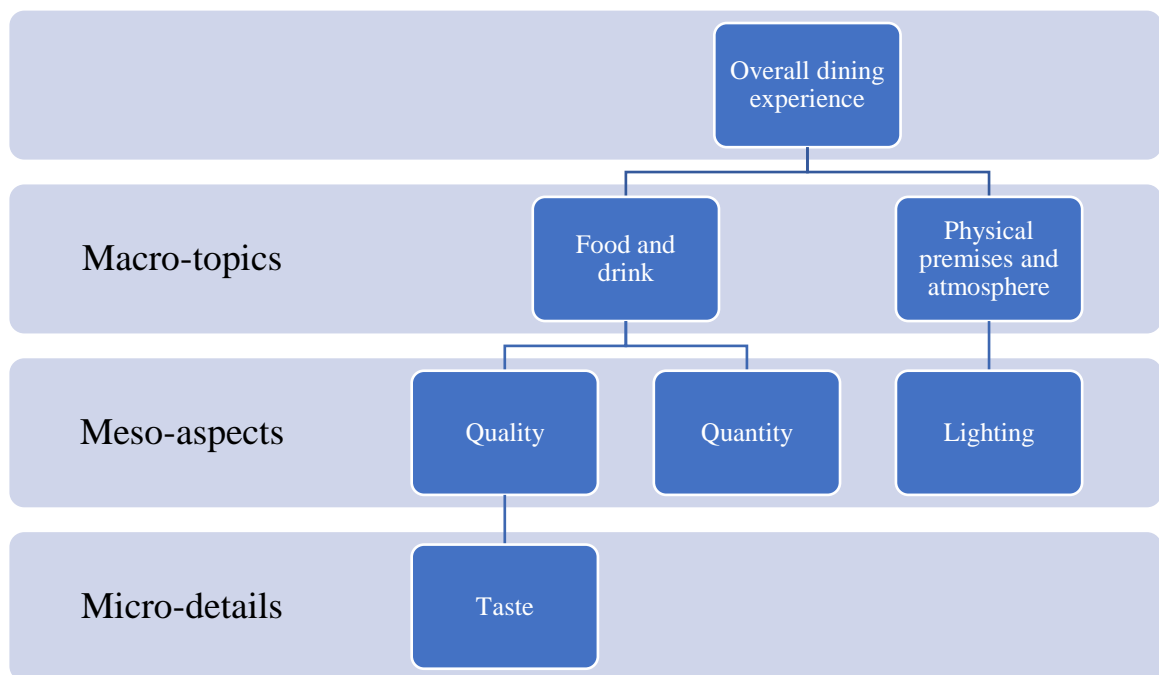


Figure 2 – Examples of the levels, topics, aspects and details, as defined in my thesis

As shown in Figure 2, not all items are present at all levels. For example, ‘physical premises and atmosphere’ are only discussed down to the third level. This simply means that, although ‘lighting’ appears in the discussion and is reported as a meso-aspect at the third level, no further details are discussed with specific reference to it. Therefore, ‘lighting’ constitutes an example of an object of discussion which is only discussed down to the meso-aspect level. In contrast, a few of the other matters of discussion are present at all levels. For instance, ‘food and drink’ are often discussed referring to their ‘quality’ and, more specifically, to their ‘taste’. Lastly, the labels derived from the appraisal analysis are integrated with additional labels, informed by the concordance lines categorised in the analysis of the most frequent adverbs, nouns or adjectives, in order to describe in more detail the content of the IRRC.

The terminology and process adopted to name and identify the levels of discussion in the reviews have been based on multiple sources in the literature. More specifically, Jia (2018) analyses the reviews through word filtering and the identification of topics and sub-topics discussed in those. Additionally, Jo and Ho (2011) analyse different types of online reviews, including restaurants’, according to the topics and aspects these deal with. The authors define topics as “a multi-nomial

distribution over words that represents a coherent concept in texts” (2011, p. 816) and aspects as “a multi-nomial distribution over words that represents a more specific topic in reviews” (ibid.).

To analyse the evaluations referring to (in)authenticity, I employed chi-square and tested the statistical significance of the topics these dealt with. I tested the references to (in)authenticity conveyed through the occurrences of ‘food’, ‘service’, ‘staff’ and ‘atmosphere’ and the rest of the occurrences for each word. Proceeding two by two, all macro-topics have been tested to see if any of them were statistically significant and, if that was the case, which one of the words had a higher probability to express a reference to (in)authenticity in the IRRC. Four out of the six tests have shown statistically significant results.

Whenever the function of a word in the corpus seemed relevant to answering the RQ or its sub-RQs and it was unclear how this had been employed in the reviews where it appeared, I examined the occurrences of that linguistically to gather additional insights into the use of these words. More specifically, I considered ‘amazing’, ‘attentive’, ‘average’, ‘bad’, ‘disappointed’, ‘fresh’, ‘helpful’, ‘perfect’, ‘pleasant’, ‘poor’, ‘reasonable’ and ‘slow’ separately and classified them as either positive or negative evaluations. Additionally, I pointed out the object each occurrence referred to. I examined each of these twelve adjectives in its co-text, setting up the 200-character long span on *Wmatrix* just mentioned. This has allowed the categorisation of all the different occurrences on the basis of what they referred to and how they are employed, either positively or negatively. These findings have provided information on what is discussed in the IRRs collected and what types of evaluations are expressed.

The concordance span in *Wmatrix* can only be selected in terms of character width; therefore, I chose a span of 200 characters to gather sentences⁴ (e.g. support towards sentence-based analysis has been found in Büschken & Allenby, 2016), thus enough information about the discussion from the co-text. Since descriptions of the

⁴ The IRRC and N-IRRC include reviews one after the other. Each one of the reviews in the corpora has been numbered. For clarity, in this thesis, I only reported the individual reviews where the words I examined occurred. Following suggestions from relevant literature, I also decided to complete all sentences in the concordance lines which were relevant to demonstrating the point made by the reviewer.

dining experiences are frequently lengthy and detailed, in both corpora, a wider span has facilitated finding both the actual evaluations and their objects. For example,

(1) we used to frequent frequent this particular establishment some time ago, stopping not due to food quality but merely roadworks making the journey difficult.

(2) I apologise for the long winded intro and shall get to th point. The food was delicious. I can't say I have a cultured palate but my prawn, chilli, pasta thing was delicious and the level of spice was just to my taste.

(1) and (2) show that excerpts do not necessarily express evaluations, regardless of their length. To limit this as much as possible, I decided to complete any partial sentence.

3.5. The second sub-RQ

The second sub-RQ asks: Do positive and negative IRRs highlight different components of the dining experiences and how do these relate to authenticity and the other element(s) identified in sub-RQ1?. To answer this sub-question, I created two additional separate corpora, one including all the positive IRRs in Lancaster on *TripAdvisor* and the other one including all the negative ones.

Since this online platform asks reviewers to attribute a score from 1 to 5 to the overall dining experience, for the purpose of answering sub-RQ2, I only considered clearly positive or negative evaluations, disregarding all neutral scores (i.e. 3-out-of-5-point scorings). I grouped together evaluations with an overall score of 1 or 2 points as ‘negative’ (see Table 5).

Table 5 – Negative IRRC

Anonymized Italian restaurant	Negative IRRs per restaurant	Total types	Total tokens
Restaurant_A	98	2,322	11,939
Restaurant_B	14	597	1,619
Restaurant_C	34	1,245	4,246

Anonymized Italian restaurant	Negative IRRs per restaurant	Total types	Total tokens
Restaurant_D	48	1,571	6,199
Restaurant_E	122	2,702	17,057
Restaurant_F	45	1,446	5,712
Restaurant_G	25	1,108	3,502
Restaurant_H	7	310	594
Total	393	11,301	50,868

Meanwhile, I clustered as ‘positive’ all IRRs scoring 4 or 5 points (see Table 6).

Table 6 - Positive IRRC

Anonymised Italian restaurant	Positive IRRs per restaurant	Total types	Total tokens
Restaurant_A	269	2,281	18,719
Restaurant_B	66	1,142	4,303
Restaurant_C	138	1,892	9,935
Restaurant_D	319	3,160	23,229
Restaurant_E	284	2,992	22,853
Restaurant_F	308	3,358	23,560
Restaurant_G	223	2,321	15,843
Restaurant_H	67	1,164	4,562
Total	1,674	18,310	123,004

First, I compared how the meso-aspects and micro-details were mentioned within each macro-topic and how these were discussed in the positive and negative IRRC. Second, I compared the references to (in)authenticity featured.

More specifically, I examined and compared the frequency and collocate lists of all the *Wmatrix* semantic tags that apply to the different macro-topics of both corpora. For the topic of food and drink, I considered F1 (food) and F2 (drinks and alcohol). For the topic of service, I examined and compared the tag S8+ (helping), under which ‘service’ is classified. Finally, I selected all the semantic tags that could regard the topic of the physical premises and atmosphere: W1 (e.g. ‘building, ‘premises’ and ‘facilities’), W2 (e.g. ‘downstairs’ and ‘room’) and W5 (e.g. ‘décor’ and ‘furniture’). After examining each occurrence of the words labelled under these tags, I disregarded all the occurrences that actually did not refer or evaluate the premises of the restaurants. To focus on atmosphere, finally, I compared the frequency and the collocates of the lexeme ‘atmosphere’ in the two corpora. In this case, *Wmatrix* tags ‘atmosphere’ under W3 (geographical terms), which is unrelated to restaurants. Thus, I only considered ‘atmosphere’ as a lexeme that is relevant to my research and disregarded all the other words under the same tag.

This filtering process has allowed me to select the words on the basis of their meaning in context, disregarding all of those occurrences that were not relevant to the topic. Because of the different meanings that the same word can acquire in different contexts, this distinction has been essential. For example, ‘table’ could refer to a piece of furniture, thus relevant to the topic, or feature in the expression ‘bring to the table’, which is unrelated to physical premises.

3.6. The third sub-RQ

The third sub-RQ asks: Do Italian restaurant reviews and non-Italian restaurant reviews highlight different components of the dining experiences and how do these relate to authenticity and the other element(s) identified in sub-RQ1 and sub-RQ2? To address it, I compared the findings on sub-RQ1 to the N-IRRC.

Given the purpose of the thesis and its RQ, I did not subdivide the N-IRRC per individual restaurant. I carried out my study along the lines of Rayson’s (2008), who explains how *Wmatrix* can assist in analysing not only key terms in a corpus but also its key semantic domains. Such an analysis is particularly relevant to my research, as it provides practical methodological insights and suggestions on how the tool works

and what it can assist with. First, Rayson recommends to only compare word frequencies in their normalised form, avoiding any possible misrepresentation of the results when comparing different corpora (e.g. in length). This consideration also applies to my research, as the N-IRRC has a higher number of tokens. Therefore, I looked at the normalised frequency as a term of comparison for word frequencies.

I compared the nouns among the first 191 most frequent lexemes in the IRRC with the most frequent nouns in the N-IRRC. I paid special attention to the comparison of the first 25 nouns in both frequency lists. This first comparison between the two corpora has allowed me to gather information on the main similarities and differences between them. I categorised each one of these nouns on the basis of their broader topics of discussion.⁵

Then, I analysed the first four nouns that featured in both corpora more in-depth, i.e. ‘food’, ‘service’, ‘staff’ and ‘atmosphere’. I chose the first three words as they are at the top of both frequency lists. Additionally, I chose ‘atmosphere’ to complement the insights gathered from the previous words, to consider both tangible and intangible components of the dining experiences, which appeared frequently in the reviews.

To study how ‘food’, ‘service’, ‘staff’ and ‘atmosphere’ feature in the two corpora, I examined their collocates (+10;-10). I chose such a wide collocation span because, in both corpora, descriptions of the dining experiences are frequently lengthy and detailed, therefore considering collocates in the immediate proximity with a word might have caused me to draw incorrect conclusions on the matters being discussed. For the same reasons, I chose a wide concordance span, too. In fact, as lists are frequent in the corpora analysed, if I had chosen a narrower collocation span, the presence of such lists would have made it impossible for me to easily identify the foci of the discussion in the excerpts, as the closest collocates might have likely been part of a list or the title of the reviews. *Wmatrix* presents collocations per individual corpus in the tables, as left and right collocate. Data will be reported in the analysis and the discussion chapters as the corpus tool provides them.

⁵ Following the definition employed in this thesis (see section 3.4), ‘macro-topics’ are intended as major components of the dining experience, such as ‘food and drink’ or ‘staff and service’.

On the basis of the broader topics and narrower aspects they discuss (e.g. ‘good/bad quality’ or ‘references to authenticity’), I categorised each occurrence, ultimately attempting to quantify how frequent these topics and aspects are in the two corpora. This process of categorisation has been informed by a study which groups words featuring in film reviews, according to their sentiment (Blair-Goldensohn et al., 2008; see also Gan et al., 2017; Ganu et al., 2013). Briefly, I tried to extract and summarise the sentiment using a semi-automated approach, combining the aid of *Wmatrix*, appraisal analysis and text analysis. Although Blair-Goldensohn and colleagues (2008) propose an unsupervised extractor and summarizer, I found that components could only be flagged up automatically, as explained in section 2.2. Meanwhile, levels and relationships among these components could only be separated and made sense of manually. In this respect, my approach has been informed also by two other studies on reviews: Gao et al., (2018), for the manual aspect-mining and information-extraction, and Liu (2011, p. 467), for the aspect-based summary (i.e. the analysis of the individual reviews’ sentences, focusing on both polarity and aspects).

Given the purpose of the research and the first sub-RQ, these labels are not mutually exclusive, as the same concordance line can discuss more than one aspect of the same topic (e.g. both the positively evaluated speed and the good quality of the service). By examining all the instances where these four words (i.e. ‘food’, ‘service’, ‘staff’ and ‘atmosphere’) appear, and classifying them in non-mutually exclusive categories, I summarised what is discussed in the IRRs and quantified how often these macro-topics (i.e. topics which are all part of the overarching overall dining experience), meso-aspects (i.e. aspects which are composed by micro-details and make up macro-topics) and details (i.e. sub-categories of meso-aspects) are dealt with in the IRRC. Finally, it needs to be pointed out that all excerpts included in my thesis have been reported exactly as they featured in the corpora to maintain their original form, including any typos and grammatical mistakes.

For practicality, all the concordance lines have been copied on an *Excel* spreadsheet and all the non-mutually exclusive labels have been listed in the columns next to the concordance line. This simple process has allowed to automatically count all the concordance lines classified under each label.

As previously mentioned (see section 3.4), the concordance span in *Wmatrix* can only be selected in terms of the character width. Since, in both corpora, descriptions of the dining experiences are frequently lengthy and detailed, a wider span facilitated finding both the actual evaluations and their objects. I chose a span of 200 characters⁶ to be able to see enough words in the co-text to understand what is discussed and how.

Through this comparison of the categorised occurrences (i.e. ‘food’, ‘service’, ‘staff’ and ‘atmosphere’ in the two corpora), I, first, identified all the meso-aspects and micro-details that are mentioned in the reviews regarding each macro-topic and how these are discussed in the two corpora.

To examine the relationship between each component of the dining experience (e.g. quality, quantity and consistency) and the nationality of the cuisine, I employed the chi-square test. Specifically, I tested the occurrences of ‘food’, ‘service’, ‘staff’ and ‘atmosphere’ referring to each component and those that do not. This has allowed me to see if occurrences of these words, which discuss each component in the IRRs and in the N-IRRs collected, are statistically significant. If that was the case, I was able to find out the correlation between the use of these words to refer to these components of the dining experiences featuring in each corpus.

Second, I compared the similarities and differences between the IRRC and the N-IRRC, in terms of the words dealing with (in)authenticity. Specifically, I examined the occurrences of the words related to authenticity identified to answer sub-RQ1, by pointing out all the references to (in)authenticity in the IRRC. As explained with regards to sub-RQ1 (see section 3.4), I gathered (in)authenticity-related words from four different sources (see section 3.2).

3.7. Concluding remarks on the methodology

The present chapter has provided details on how my thesis addresses the overarching question, ‘What are the key factors in Lancaster customers’ evaluation of an Italian dining experience, with particular reference to (in)authenticity?’ by answering three

⁶ I included the individual reviews where words occurred, and completed all sentences in the concordance lines where they are relevant to demonstrating the point made by the reviewer.

sub-questions. The first sub-question focuses on the elements that customers remark on as important in their Italian dining experience. The second sub-question aims at pointing out any differences between positive and negative IRRs. The third sub-question addresses the potential perception of the experience as ‘authentically Italian’.

To answer these questions (see Table 7), I combined a corpus-informed approach, through the examination of word frequencies, concordance lines and collocations, and an appraisal analysis to focus on both the content of the reviews and the reviewers’ evaluations. Finally, I used the chi-square to inform both sub-RQ1 and sub-RQ3. To inform sub-RQ1, the test’ results will help consider why reviewers are more likely to refer to (in)authenticity, while discussing a macro-topic. Any statistically significant result will suggest if the presence or absence of (perceived) authenticity is more relevant for reviewers with regards to a macro-topic. To inform sub-RQ3, the test will help investigate the probability for reviewers to refer to (in)authenticity and any other component of the dining experience (e.g. quality, quantity, consistency), while reviewing either an Italian or a non-Italian restaurant. Any statistically significant result will point out if the presence or absence of authenticity, as perceived by the reviewers, can be impacted by the nationality of the cuisine. Additionally, the components of the dining experiences will be compared to see if the nationality of the cuisine impacts, significantly or not, the reviewers’ discussion.

Table 7 - Summary of the data and methods used to answer each sub-RQ

Sub-RQs	Data	Method(s)
Sub-RQ1	IRRs	<ol style="list-style-type: none"> 1. Corpus-assisted (word frequency, collocation, semantic tags) analysis 2. Appraisal analysis 3. Chi-square test
Sub-RQ2	Positive and negative IRRs	<ol style="list-style-type: none"> 1. Corpus-assisted (frequency and collocation) analysis of the words tagged as F1, F2, S8+, W1, W2, W3 and W5
Sub-RQ3	IRRs and N-IRRs	<ol style="list-style-type: none"> 1. Corpus-assisted (word frequency, collocation, semantic tags) analysis 2. Appraisal analysis 3. Chi-square test

The next chapter will present the analysis of the reviews of Italian restaurants located in Lancaster, in order to address sub-RQ1.

4. Analysis – Part I: RQ1

This chapter will present part of the data analysis results, aiming to provide an answer to the first sub-RQ (see section 4.1) and adopting the methodological approach previously defined (see section 3.4). For clarity, chapter 5 will focus on sub-RQ2, while chapter 6 will address sub-RQ3. Chapter 1 will discuss the findings mentioned in all three chapters, from 4 to 6. Since chapter 4 will focus on one corpus only, its length will be approximately a third of chapter 6, which will compare the two corpora.

The next section will focus on sub-RQ1, explaining its aims and foci.

4.1. Introducing sub-RQ1: aims and foci

As mentioned in the methodology, my research is intended to explore the role of authenticity and other components of the dining experience in UK *TripAdvisor* IRRs, with particular reference to Lancaster. This overarching question was broken up into three sub-questions, among which the first one is: What element(s) do former customers perceive as important in an Italian dining experience? Is authenticity discussed as important?

The first sub-RQ focuses on Italian dining experiences only and aims at identifying the main topics of discussion in those reviews, questioning, in particular, the presence or absence of reference to (in)authenticity. Considering this, chapter 4 will be centred exclusively on the IRRC. For clarity, this chapter has been subdivided into four sections, all of which will contribute to addressing sub-RQ1. Specifically, this section (4.1) explains the purpose of sub-RQ1 in my thesis and how it will be answered. Section 4.2 will delineate the main characteristics of the IRRC, looking at its word frequencies, collocates and semantic domains, examined with the aid of *Wmatrix*, and at if and how these mention and discuss (in)authenticity, explicitly or otherwise. Section 4.3 will focus on the features and references to authenticity which could be found in 24 randomly selected IRRs, examined with appraisal analysis. The last section of this chapter (4.4) will summarise the main points made to answer sub-RQ1.

4.2. The IRRs: specific features and references to (in)authenticity

To answer sub-RQ1, the IRRC has been analysed from different angles, considering its characteristics, in sub-section 4.2.1, and examining its allusions to (in)authenticity, in sub-section 4.2.2.

4.2.1. Word frequencies and concordances

To answer sub-RQ1, first of all, articles, conjunctions, prepositions, pronouns and auxiliary verbs were eliminated from the first 300 most frequent words in the IRRC. Then, all words were grouped by lexeme, and their frequency and relative frequency ('rf', hereafter), for example, tenses of the same verb, e.g. 'order(ed)', and forms of the same nouns, e.g. 'table(s)', were grouped together and added up.

In this way, the frequency list was reduced to 191 words. Due to space limits, only the first 150 entries will be detailed in this chapter. To increase the readability of the lists and the clarity of their discussion, the entries will be broken down into three sub-groups of 50 (see Table 8; Table 9; Table 10). Specifically, *Wmatrix 4* was used to evaluate which words were most common in the corpus, by examining the first 150 frequencies, after deleting the previously mentioned stopwords. Moreover, the frequencies labelled under multiple tags were considered on an individual basis, eliminating all those tags that did not apply to the occurrences in the corpus. For example, 'delicious' has two different USAS tags: X3.1+ (Tasty) and O4.2+ (Judgement of appearance: beautiful). Since none of the 329 occurrences of the word in the corpus refers to aesthetics or appearance, as all of the instances discuss the taste of the food, the latter tag has been disregarded.

Table 8 - First 50 selected⁷ frequencies in the IRRC

Rank	Word	USAS tag	Tag description	Frequency	Rf
11	food	F1	Food	2,532	1.208
18	very	A13.3	Degree: Boosters	1,782	0.85

⁷ I.e. grouped by lexeme and excluding stopwords.

Rank	Word	USAS tag	Tag description	Frequency	Rf
19	good	A5.1+ / A1.5.2+ / N3.2+ / O4.2+	Evaluation: good / Useful / Size: big / Judgement of appearance: beautiful	1,736	0.828
21	service	S.8+ / I2.2 / I3.1	Helping / Business: selling / Work and employment: generally	1,411	0.673
22	not/n't	Z6	Negative	2,618	1.249
28	staff	I3.1 / S2	Work and employment: generally / People	1,198	0.571
30	great	A5.1+ / N3.2+ / N5+ / A13.3	Evaluation: good / Size: big / Quantities: many / much / Degree: boosters	1,128	0.538
32	restaurant(s)	F1 / H1	Food / Architecture, houses and buildings	1,197	0.571
34	pizza(s)	F1	Food	1,267	0.604
41	meal(s)	F1	Food	1,000	0.477
46	friendly	S1.2.1+	Informal, friendly	725	0.346
48	lovely	O4.2+	Judgement of appearance: Beautiful	713	0.34
50	place	M7 / H1	Places / Architecture, houses and buildings	673	0.321

Rank	Word	USAS tag	Tag description	Frequency	Rf
52	all	N5.1+	Entire; maximum	611	0.291
53	really	A13.3	Degree: Boosters	599	0.286
54	just	A14	Exclusivizers / particularizers	584	0.279
55	menu	F1 / Q1.2	Food / Paper documents and writing	570	0.272
56	nice	O4.2+ / S1.2.1+	Judgement of appearance: Beautiful / Informal / friendly	570	0.272
57	Italian	Z2	Geographical names	569	0.271
59	table(s)	H5	Furniture and household fittings	708	0.338
60	happy	E4.1+ / E4.2+	Happy / Content	558	0.266
61	Lancaster	Z2	Geographical name	553	0.264
62	if	Z7	If	544	0.259
63	excellent	A5.1+++	Evaluation: good	531	0.253
65	one	N1	Numbers	494	0.236
66	always	N6+++	Frequent ++	487	0.232
68	hour	T1.3	Time: period	463	0.221
70	visit(ed/ing)	S1.1.1 / M1	Social Actions, States and Processes / Moving, coming and going	882	0.42

Rank	Word	USAS tag	Tag description	Frequency	Rf
71	atmosphere	W3 / E1	Geographical terms / emotional states, actions and processes general	442	0.211
73	again	N6+	Frequent	424	0.202
75	only	A14	Exclusivizers/particularizers	399	0.19
77	busy	A1.1.1 / X5.1+	General actions / making / Attentive	379	0.181
78	drinks	F2	Drinks and alcohol	519	0.248
80	lunch	F1	Food	368	0.176
81	order(ed)	S7.1 / Q2.2	Power, organising / Speech acts	659	0.314
82	pasta	F1	Food	359	0.171
84	more	N5++	Quantities: many / much	357	0.17
85	no	Z6 / S8-	Negative / Hindering	357	0.17
90	time	T1 / N6	Time / Frequency	333	0.159
91	recommend	Q2.2	Speech acts	331	0.158
93	delicious	X3.1+	Tasty	329	0.157
94	arrived	M1	Moving, coming and going	322	0.154

Rank	Word	USAS tag	Tag description	Frequency	Rf
95	best	A5.1+++ / O4.2+++	Evaluation: good / Judgement of appearance: beautiful	321	0.153
96	then	N4 / T1.2	Linear order / Time: momentary	320	0.153
97	tasty	X3.1+	Tasty	318	0.152
98	go(ing)/went	M1	Moving, coming and going	631	0.301
99	too	N5.2+ / A13.3	Exceed; waste / Degree: boosters	310	0.148
102	some	N5	Quantities	294	0.14
104	definitely	A7+++	Probability	285	0.136
105	get/got	A9+ / A2.2 / M1 / M2 / X2.5	Getting and possession / Cause & effect / connection / Moving, coming and going / Putting, pulling, pushing, transporting / Understand	453	0.216

The only clearly negative lexical items among the first 50 frequencies (see Table 8) in the IRRC are ‘not/n’t’ (rf: 1.25) and ‘no’ (rf: 0.17). Instead, most frequencies deal with the type of business, under the semantic tags F1 (food) or F2 (drinks and alcohol). Such words comprise ‘restaurant(s)’ (rf: 0.57), ‘pizza(s)’ (rf: 0.60), ‘meal(s)’ (rf: 0.48), ‘menu’ (rf: 0.27), ‘drinks’ (rf: 0.25), ‘lunch’ (rf: 0.18) and ‘pasta’ (rf: 0.17). Additional words linked with the restaurants’ operation are under the tag I3.1 (work and employment: generally), such as ‘service’ (rf: 0.67) and ‘staff’ (rf: 0.57).

Furthermore, reviewers frequently employ verbs and adverbs of time to describe their dining experience. These are under the semantic tags starting with the letters ‘M’ or ‘T’, e.g. ‘M1’ and ‘M2’ or ‘T1’ and ‘T2’, indicating movement and time, respectively. The former group comprises verbs like ‘go(ing)/went’ (rf: 0.30) and ‘get/got’ (rf: 0.22), while the latter group includes the adverb ‘then’ (rf: 0.15). ‘Arrived’ (rf: 0.15) shares both tags, as it indicates past actions.

Another frequent semantic tag among the first 50 frequencies is A13.3 (degree: boosters) which includes ‘very’ (rf: 0.85), ‘great’ (rf: 0.54), ‘really’ (rf: 0.29) and ‘too’ (rf: 0.15). This is not the only label which signals words expressing intensified evaluations or descriptions. In fact, I would claim that three other tags could perform a similar function in the corpus. First, the tag N5 (quantities) is linked to ‘some’ (rf: 0.14) and is a multiple tag of ‘great’ (rf: 0.54). Second, the tag N6 (frequent) is linked to words like ‘always’ (rf: 0.23), ‘again’ (rf: 0.20) and ‘time’ (rf: 0.16), which also quantifies elements of the dining experience or expresses the reviewers’ intention to revisit the restaurant. Similarly, the word ‘definitely’ (rf: 0.14) is comparable to the first two tags, as it functions as an intensifier rather than a modality marker.

Whilst the presence of words related to food and drink in a corpus of restaurant reviews is to be expected, the predominance of positive adjectives among the first 50 words in the frequency list is surprising. Additionally, the comparison of the semantic tags sheds light on positive words like ‘friendly’ (rf: 0.35), ‘lovely’ (rf: 0.34), ‘nice’ (rf: 0.27) and ‘happy’ (rf: 0.27). Moreover, words with a higher graduation value can be noticed, such as ‘excellent’ (rf: 0.25) and ‘best’ (rf: 0.15). Furthermore, ‘good’ (rf: 0.83) and ‘great’ (rf: 0.54), both labelled under multiple semantic tags, can express positive evaluations. Finally, the tag X3.1 (tasty) specifically evaluates food

positively, e.g. in ‘delicious’ (rf: 0.16) and ‘tasty’ (rf: 0.15), thus extending the positive evaluations to restaurants.

The same main groups can be identified in the second 50 frequencies of the corpus (see Table 9). Whilst the first 50 frequencies (see Table 8) include generic words like ‘food’ (rf: 1.21), ‘drinks’ (rf: 0.25), ‘staff’ (rf: 0.57), ‘service’ (rf: 0.67) and ‘atmosphere’(rf: 0.21), the words ranked 50th to 100th are more specific than those, such as ‘garlic’ (rf: 0.13), ‘wine’ (rf: 0.12), ‘waiter’ (rf: 0.12), ‘bread’ (rf: 0.11) and ‘waitress’ (rf: 0.09). In particular, members of staff are often named in the corpus. As explained in the methodology chapter (see section 3.1), all staff members were coded as ‘Name_of_staff_member’ (rf: 0.11) to obscure their identity and reduce the probability of the restaurant being identified.

Table 9 – Second selected 50 frequencies in the IRRC

Rank	Word	USAS tag	Tag description	Frequency	Rf
106	quite	A13.5 / A13.6 / A13.2	Degree: compromisers / Degree: diminishers / Degree: maximizers	281	0.134
107	garlic	F1 / L3	Food / Plants	281	0.134
108	well	A5.1+ / A13.3 / A7+	Evaluation: good / Degree: boosters / Likely	276	0.132
110	also	N5++	Quantities: many / much	276	0.132
112	served	S8+ / I2.2 / A9- / F1 / I3.1	Helping / Business: selling / Giving / Food / Work and employment: generally	272	0.13

Rank	Word	USAS tag	Tag description	Frequency	Rf
113	eat	F1	Food	271	0.129
116	value	A11.1+ / I1.3	Importance / Money: cost and price	268	0.128
117	asked	Q2.2	Speech acts	261	0.124
118	price(s)	I1.3	Money: cost and price	451	0.215
120	family	S4	Kin	258	0.123
122	two	N1	Numbers	253	0.121
123	friend(s)	S3.1	Personal relationships: general	392	0.187
124	wine	F2	Drinks and alcohol	242	0.115
125	waiter	I3.1 / F1 / S2.2	Work and employment: generally / Food / People: male	241	0.115
126	made	A1.1.1 / A9+ / A2.2 / A3+ / A9-	General actions / making / Getting and possession / Cause & effect / connection / Existing / Giving	241	0.115
127	better	A5.1++ / O4.2++	Evaluation: good / Judgement of appearance: beautiful	239	0.114
128	bread	F1	Food	238	0.114
130	even	A13.1	Degree: non-specific	237	0.113
131	quality	A5.1 / O4.1	Evaluation: good / bad / General appearance and physical properties	237	0.113
133	minutes	T1.3	Time: period	229	0.109
134	Name_of_staff_member	Z99	Unmatched	224	0.107
135	OK	A5.1+	Evaluation: good	222	0.106

Rank	Word	USAS tag	Tag description	Frequency	Rf
136	enjoyed	E2+ / A9+ / E4.1+	Like / Getting and possession / Happy	220	0.105
138	other	A6.1	Comparing: similar / different	216	0.103
140	never	T1 / Z6	Time / Negative	212	0.101
142	wait(ed/ing)	T1.3 / S1.1.1	Time: period / Social actions, states and processes	452	0.215
143	experience	X2.2+ / I3.2 / A3+	Knowledgeable / Work and employment: professionalism / Existing	209	0.1
145	came	M1 / A2.2 / A9+	Moving, coming and going / Cause & effect / connection / Getting and possession	205	0.098
146	evening	T1.3	Time: period	204	0.097
148	attentive	X5.1+ / S.8+	Attentive / Helping	203	0.097
150	people	S2	People	202	0.096
152	said/say	Q2.1	Speech: communicative	324	0.155
153	waitress	I3.1 / F1 / S2.1	Work and employment: generally / Food / People: female	194	0.093
154	a_bit	Z99	Unmatched	193	0.092
155	fantastic	A5.1+ / N5++ / A6.2-	Evaluation: good / Quantities / Comparing: unusual	193	0.092

Rank	Word	USAS tag	Tag description	Frequency	Rf
156	another	A6.1 / N5++	Comparing: similar / Quantities: many / much	192	0.092
157	full	N5.1+	Entire; maximum	192	0.092
158	birthday	T1.2 / T3	Time: momentary / Time: period	192	0.092
159	choice	X7+ / A6.3+	Wanted / Comparing: varied	191	0.091
161	much	N5+	Quantities: many / much	190	0.091
162	starter(s)	F1 / T2+	Food / Time: beginning	362	0.173
163	pleasant	O4.2+	Judgement of appearance: beautiful	185	0.088
164	first	N4	Linear order	185	0.088
165	cooked	F1	Food	184	0.088
166	poor	A5.1- / N5- / E4.1-	Evaluation: bad / Quantities: little / Sad	183	0.087
167	small	N3.2- / N3.7- / N5- / A11.1- / A5.1-	Size: small / Short and narrow / Quantities: little / Importance / Evaluation: bad	181	0.086
168	amazing	O4.2+ / X2.6- / A6.2-	Judgement of appearance: beautiful / Unexpected / Comparing: unusual	181	0.086
169	still	T2++ / E3+	Time: beginning / Calm	176	0.084
171	disappointed	E4.2-	Discontent	175	0.083
172	helpful	S8+	Helping	174	0.083

Although positive evaluative words are still frequent in this second set of frequencies (see Table 9), this part of the list features adjectives that have a lower graduation value, such as ‘better’ (rf: 0.11), ‘OK’ (rf: 0.11) ‘pleasant’ (rf: 0.09) and ‘helpful’ (rf: 0.08). Additionally, the IRRC feature very few potentially negative words, as shown in the frequency list. These include ‘poor’ (rf: 0.09), ‘small’ (rf: 0.09) and ‘disappointed’ (rf: 0.08), towards the end of the first 100 frequencies in the corpus. In fact, these are counterbalanced by positive words, such as ‘enjoyed’ (rf: 0.11), and those with a higher graduation value, like ‘fantastic’ (rf: 0.09) and ‘amazing’ (rf: 0.09).

Similarly, such a predominance of positive words is apparent in the third sub-group of frequencies examined (100th – 150th) and includes words like ‘fresh’ (rf: 0.08), ‘quick’ (rf: 0.08) and ‘reasonable’ (rf: 0.08). Positive words with a high graduation value in this portion of the frequency list comprise ‘love’ (rf: 0.07). Even though positive words constitute most of the frequency list, negative words are not completely absent. For instance, ‘average’ (rf: 0.08), is ranked in the third sub-group of frequency without stopwords (see Table 10).

Table 10 – Third 50 selected frequencies in the IRRC

Rank	Word	USAS tag	Tag description	Frequency	Rf
173	told	Q2.1 / Q2.2 / X3 / A10+	Speech: communicative / Speech acts / Sensory / Open; finding; showing	173	0.083
175	fresh	T3- / O4.2+	Time: new and young / Judgement of appearance: beautiful	171	0.082
176	booked	A9+ / Q2.2	Getting and possession / Speech acts	169	0.081
177	2	N1 / N3.2	Numbers / Measurement: size	168	0.08

Rank	Word	USAS tag	Tag description	Frequency	Rf
178	dish(es)	O2 / F1	Objects generally / Food	301	0.143
179	little	N5-	Quantities: little	167	0.08
180	return	M1 / A9- / N6	Moving, coming and going / Giving / Frequency	166	0.079
182	average	A6.2+ / A5.1	Comparing: usual / Evaluation: good / bad	165	0.079
183	quickly	N3.8+	Speed: fast	160	0.076
184	quick	N3.8+ / X9.1+	Speed: fast / Able / intelligent	159	0.076
185	reasonable	S1.2.6+ / A5.1+ / I1.3-	Sensible / Evaluation: good / Cheap	158	0.075
186	party	K1 / S1.1.3+	Entertainment generally / Participating	156	0.074
188	think/thought	X2.1	Thought, belief	256	0.122
190	night	T1.3	Time: period	153	0.073
191	left	M1 / M2 / A9-	Moving, coming and going / Putting, pulling, pushing, transporting / Giving	151	0.072
193	large	N3.2+ / N5+	Size: big / Quantities	150	0.072

Rank	Word	USAS tag	Tag description	Frequency	Rf
194	feel	X2.1 / E1 / X3	Thought, belief / Emotional actions, states and processes general / Sensory	150	0.072
195	Few	N5-	Quantities: little	150	0.072
198	main	A11.1+ / N5+++	Important / Quantities: many / much	268	0.128
199	love	E2+	Like	147	0.07
200	any	N5.1+ / N5	Entire; maximum / Quantities	147	0.07
201	Restaurant_A	Z99	Unmatched	146	0.07
202	Try	X8+ / X2.4 / Q2.2	Trying hard / Investigate, examine, test, search / Speech acts	146	0.07
203	the_bill	Z3	Other proper names	146	0.07
204	value_for_money	I1.3-	Cheap	145	0.069
206	hot	O4.6+	Temperature: hot / on fire	144	0.069
208	group	S5+ / A4.1	Belonging to a group / Generally kinds, groups, examples	144	0.069
209	bar	F2 / H1	Drinks and alcohol / Architecture, houses and buildings	144	0.069

Rank	Word	USAS tag	Tag description	Frequency	Rf
210	took	A9+ / A1.1.1 / M2 / A2.1+ / M1 / F1 / F2	Getting and possession / General actions / making / Putting, pulling, pushing, transporting / Modify, change / Moving, coming and going / Food / Drinks and alcohol	142	0.068
211	find/found	A10+ / X2.1 / X6+	Open; finding; showing / Thought, belief / Decided	265	0.127
212	Restaurant_D	Z99	Unmatched	140	0.067
214	ever	T1.1 / N6+++ / A13	Time: general / Frequent / Degree	138	0.066
216	overall	A14	Exclusivizer / particularizers	134	0.064
217	a_little	A13.6	Degree: diminishers	134	0.064
219	out	M6	Location and direction	133	0.063
220	enough	N5+ / N6+	Quantities: many / much / Frequent	133	0.063
223	decided	X6+	Decided	132	0.063
224	worth	I1.3 / A1.5.2+ / S1.1.4+ / N5	Money: cost and price / Usefulness / Deserving / Quantities	130	0.062
227	cheese	F1	Food	127	0.061
229	bad	A5.1- / O4.2-	Evaluation: bad / Judgement of appearance: ugly /	124	0.059

Rank	Word	USAS tag	Tag description	Frequency	Rf
230	priced	I1.3	Money: cost and price	124	0.059
232	tasted	X3.1 / F1 / X2.2	Sensory: taste / Food /	122	0.058
233	early	T4+ / T1.1.1	Time: early / General actions / making	121	0.058
235	given	A9- / A1.1.1	Giving / General actions / making	119	0.057
236	Restaurant_F	Z99	Unmatched	119	0.057
237	chicken	F1	Food	118	0.056
239	something	Z8	Pronouns	118	0.056
240	most	N5+++	Quantities: many / much	118	0.056
242	now	T1.1.2	Time: present, simultaneous	118	0.056
243	seated	M8	Stationary	117	0.056

An in-depth analysis of the words ranked in the second and third sub-groups of the frequency list (see Table 9 and Table 10) has provided new perspectives on the actual polarity of the evaluations. In fact, not all of the adjectives which appeared either positive or negative when considered out of context have been confirmed as such after analysis of their concordance lines. For example, 4.4% of the occurrences of ‘poor’ are employed positively, as in the following excerpt, where ‘poor’ is used in a counterfactual scenario. Moreover, a quarter of these instances refer to food and drink:

(3) It was quiet , dark outside (and in) and the cutlery, table, table luggage (salt, pepper etc) were all very dated. Had the food been poor, this would have been a one star review and they’d deserve it. However the food was quite good.

The joint analysis of polarity and the object has provided additional insights. For example, these two parameters have shown that most positively evaluative occurrences of ‘poor’ refer to the service (43.68%), the overall experience (20.69%) and food and drink (17.24%).

Similarly, the word ‘amazing’ occurs in positive evaluations in 95.56% of the cases, 48.26% of which refer to food. Nevertheless, ‘amazing’ is employed to criticise a few dining experiences as well. Half of these instances refer to food, while the rest of them deal with the service (one occurrence) and the overall meal (three occurrences). One of these last three occurrences, (4), hints at authenticity:

(4) OK Not "an insult to Italians everywhere", but not amazing either. I think the main problem was that I arrived with stupidly high expectations and it wasn't all that.

From the title of the review (4), “OK”, it could be argued that an ‘OK experience’ has to be acceptable for Italians. Likewise, these concordance lines may also suggest that authenticity is deemed essential by this reviewer to evaluate the dining experience as ‘good enough’.

Perhaps unexpectedly, the occurrences of ‘average’ are used in positive evaluations only in 44.24% of the concordance lines, 36.99% of which refer to the overall dining experience, while another 36.99% relate to food and drink. Therefore, 5.22% of the negative evaluations relate to food and drink, while 27.17% relate to the overall dining experience. Such similarities suggest that this particular word is employed in the IRRC both to appreciate and to criticise the dining experience. Considering the word in context was essential to realise how ‘average’ is employed in the corpus: (5) shows ‘average’ intended negatively. Instead, in (6) happy hour prices determine a change of polarity.

(5) Lunchtime distinctly average Came with colleagues for lunch today. Was a nice visit with ok food. Service was friendly and the lunchtime offer was a bargain.

(6) average - used to be better Not bad for happy hour pizza... Not sure I'd have paid full price though.

Therefore, this analysis highlights that the positively connoted words in the corpus are fewer than the frequency list seems to show, as polarity is impacted by the context

where the words occur. Thus, the type of data analysed discourages relying on automated analysis only, as it may not be reliable and lead to incorrect deductions from the results. The methodological advantage of the chosen approach is that it combines manual and automated analysis.

4.2.2. *References to (in)authenticity*

Regarding (in)authenticity, the *Wmatrix* semantic tag A5.4+ (authentic) suggests that the majority of the references to it are explicit, as ‘authentic’ (rf: 0.048) is the most frequently occurring word on the list and ‘authenticity’ (rf: 0.001) and ‘authentically’ (rf: 0.001) also feature (see Table 11).

Table 11 - Broad-list for the semantic tag A5.4+ in the IRRC

Rank	Word	Occurrences	rf
1	authentic	101	0.048
2	actually	68	0.032
3	real	49	0.023
4	proper	35	0.017
5	truly	19	0.009
6	really	18	0.009
7	genuine	15	0.007
8	true	14	0.007
9	genuinely	8	0.004
10	original	6	0.003
11	pure	6	0.003
12	actual	4	0.002
13	hearty	3	0.001
14	authentically	2	0.001
15	authenticity	2	0.001
16	veritable	1	0.000
17	genuineness	1	0.000
18	originals	1	0.000
19	sincere	1	0.000
20	contact-	1	0.000
21	real_ale	1	0.000

Additionally, references to (in)authenticity are frequently found in association with the words at the top of the frequency list, like ‘food’(rf: 1.208), ‘service’ (rf: 0.673) and ‘staff’ (rf: 0.571).

For example, food can be evaluated against reviewers' past dining experiences in Italy:

(7) Nevertheless, by comparison with similar offerings eaten in Italy, the food was slightly lacking in intensity of flavour - doubtless a reflection of the difference in quality of raw ingredients available in the UK compared with the Mediterranean countries

In other instances, though, food quality is described as only partially authentic:

(8) We returned to the re-furnished Restaurant_A and once again enjoyed our meal, this is not high end Italian food but as usual enjoyable Italian influenced food served by very pleasant staff.

Looking at words through which (in)authenticity is recalled, 'traditional' can express implicit references to food (in)authenticity. For instance:

(9) a taste of italy Always traditional food which appeals to all. New menu and decor, this company keeps their standards up.

(10) - except the waiters/owners (still the same two main men) look a little older! The food is varied and good - all you would expect in a traditional, family run Italian.

Additionally, the reviewer in (10) claims to expect authentic food because the restaurant is managed by a family, confirming that family-run businesses are noticed and positively evaluated in several IRRs, as previously discussed.

Similarly, the word 'real' is also frequently employed in the IRRC to refer to the food's (in)authenticity. For instance, the following reviewer reinforces the evaluation as authentically Italian, by providing details on the food's regional origins:

(11) We often eat here so we have got to know Name_of_staff_member and Name_of_staff_member quite well. They never fail to please. The food is very good real Italian with a Sicilian style. If you are used to supermarket and big chain you will not like this.

Such regional origins are highlighted as characterising the service of the restaurant as well, thus arguably claiming its authentic Italianness:

(12) Would certainly return if we were in the area again. The owner offers traditional Sicilian old fashion service

Other reviewers, instead, implicitly refer to authenticity while describing the service they received. For example, staff are described as being native speakers of Italian, in (13), or Italian nationals, in (14):

(13) We even arrived early and were seated almost immediately. The staff were very friendly and helpful, the service good, and the Italian members of staff only too happy to put up with my schoolboy Italian 😊

(14) Name_of_staff_member and Name_of_staff_member deserve to be recognised and their lovely staff, they give a superb service and Italian food is best served by Italians and cooked by Italians Great value for money, lots to choose from the main menu and also the early bird menu something for everyone

Other reviewers express appreciation for the witty Italian staff and the place's décor, as determining the 'Italian feel' of the restaurant and, thus, its authenticity:

(15) love this place and its genuine Italian feel. The checked table clothes to the cheeky Italian service all make for a fun night. Visited most recently for a friends birthday. Enjoyed a few carafes of wine and some tasty pasta dishes.

More specifically, the Italian language was interpreted as a reference to authenticity when used by reviewers to address the staff members, who supposedly read the IRRs, as in (16), or when reviewers notice that the staff members speak Italian, as in (17):

(16) Like any good authentic Italian restaurant , they close for the month of August for holidays, so we got in just in time. So to the staff and owners, grazie e buona vacanza, ci vediamo presto!

(17) We got a free birthday cake, they decorated the table for us and the manager even rounded up the staff to sing 'Happy Birthday' in Italian to my friend. The food as usual was excellent and the service great.

Regarding the 'atmosphere' (rf: 0.211), similar considerations can be made. For example, regional origins are explicitly mentioned, as an implicit reference to the authenticity, in (18), as already found when reviewers are discussing food, in (11), or service, in (12):

(18) The wine is also imported directly from Italy. There is an unpretentious homely atmosphere and the prices are very competitive. Well done for bringing a little of Sicily to Lancaster.

Additionally, the elements of décor are linked to authenticity in the IRRs dealing with both the service, as in (15), and atmosphere, as in (19) and (20):

(19) Quaint Little Romantic Italian The atmosphere in this place is perfect - very retro italian with candles in wine bottles and the red and white table cloths with some great background music :)

(20) My two friends and I went here because Direct_competitor 's across the street couldn't take us for another hour... and it was the best choice we could've made! Restaurant_C's atmosphere is so quaint and authentically Italian, from the vineyard-esque decor to the Italian owners and servers.

More specifically, several reviewers associate authenticity with décor and with a rustic or informal atmosphere, in particular, as in (20). Alternatively, other reviewers equate authenticity with the relaxed atmosphere:

(21) Best pizza in lancaster Best pizza in lancaster for sure. Very Italian atmosphere with arty relaxed vibe, great pizza choice, simple selection of drinks and friendly staff.

Similarly to food, as in (7) on p. 97, the atmosphere is also evaluated in comparison with past experiences in Italy:

(22) Quaint, great atmosphere and like stepping abroad!! We have been here a few times and is always consistant.

(23) Chincy Italian Restaurant I think the food was good, the atmosphere was better, like being back in Italy. Waiting staff very helpful, slightly over priced.

Finally, authenticity is evaluated with regards to multiple macro-topics:

(24) Friendly service Very friendly Italianesque service. Pizza's and pasta's are good and authentic.

To summarise, references to (in)authenticity in the IRRC are expressed using the words in Table 12.

Table 12 – Words recalling (in)authenticity in the IRRC

Yellow: ‘authentic*’; blue: words recalling a procedure; green: words recalling rusticity				
Word	Rf	Occurrences	Occurrences hinting at (in)authentic Italianness	Average percentage
Authentic	0.023	101	101	100.00
Traditional ⁸	0.002	32	30	93.75
Proper ⁹	0.082	35	24	68.57
Genuine ¹⁰	0.001	15	13	86.67
Real ¹¹	0.015	49	13	26.53
Delicious ¹²	0.015	329	9	2.74
Usual	0.008	31	8	25.81
Unpretentious	0.001	7	5	71.43
Unusual	0.033	5	4	80.00
Modern ¹³	0.048	17	4	23.53
Pretentious ¹⁴	0.007	3	3	100.00
Unique	0.047	5	3	60.00
True	0.005	14	3	21.43
Normal	0.002	16	3	18.75
Authentically	0.003	2	2	100.00
Authenticity	0.003	2	2	100.00
Hearty ¹⁵	0.009	3	2	66.67
Quirky ¹⁶	0.286	6	2	33.33
Genuinely	0.003	8	2	25.00
Interesting ¹⁷	0.007	16	2	12.50
Special	0.007	101	2	1.98
Fresh	0.017	171	1	0.58
Inauthentic	0	1	1	100.00
Quintessential	0	1	1	100.00

⁸ Defined in Wordnet as ‘following a conventional practice’, ‘time-honoured’ or ‘commonly accepted’.

⁹ Defined in Wordnet as ‘following specifications’ or ‘suitable’.

¹⁰ Defined in Wordnet as ‘not fake or ‘pretended’.

¹¹ Defined in Wordnet as ‘genuine’ or ‘substantial’.

¹² Defined in Wordnet as ‘pleasant’, ‘delightful’ or ‘tasty’.

¹³ Defined in Wordnet as ‘contemporary’ or ‘innovative’.

¹⁴ Defined in Wordnet as ‘creating distinction’, ‘attracting attention’, ‘not modest or ‘simple’.

¹⁵ Defined in Wordnet as ‘delicious’ or ‘tasty’.

¹⁶ Defined in Wordnet as ‘unconventional’.

¹⁷ Defined in Wordnet as ‘unconventional’.

Yellow: ‘authentic*’; blue: words recalling a procedure; green: words recalling rusticity				
Word	Rf	Occurrences	Occurrences hinting at (in)authentic Italianness	Average percentage
Wholesome	0	1	1	100.00
Expert	0.001	2	1	50.00
Fake	0.001	2	1	50.00
Original	0.001	6	1	16.67
Pure	0.001	6	1	16.67
Typical	0.003	11	1	9.09
Honest	0.004	11	1	9.09
Live	0.008	15	1	6.67
Decent	0.005	69	1	1.45
New	0.157	99	1	1.01
Really	0.048	599	1	0.17
All	0.853	1,791	251	14.01

In addressing RQ1, understanding the meaning that RofIR give to authenticity, and thus the role it had in their dining experience, the words expressing references to (in)authenticity have been grouped into three main sub-categories, derived from the definitions, synonyms and antonyms on *Multiwordnet* (<http://multiwordnet.fbk.eu/online/multiwordnet.php>):

- 1) the lexeme ‘authentic’
- 2) words recalling a predetermined procedure or process to follow and, possibly, a connection with the past
- 3) words recalling rusticity and simplicity, possibly with regards to taste or décor.

‘Authentic’ (rf: 0.023) appears 101 times in the corpus, highlighting that authenticity is discussed in the IRRs, both explicitly, using lexemes, and implicitly, through other words that recall it. Among the latter type of references, ‘traditional’ (rf: 0.002) is the most frequent word referring to (in)authenticity (93.75% of the occurrences):

(25) Always reliable genuine Italian food and service Small spot tucked away down a pedestrian street. Old fashioned / traditional but always good friendly service and authentic food Good value meals and relaxed, friendly and attentive service.

(26) Mains were OK, a little on the salty side and the risotto was not made with risotto rice and very watery not the creamy texture expected from a traditional risotto, the calzone base is excellent but the filling had very little taste to it and a lot of very mild mozzarella cheese but even so it was quite dry

(27) The food is varied and good - all you would expect in a traditional, family run Italian. If you like the old style atmosphere, this is the place for you.

In all the three examples reported above, the reviewers describe and evaluate different components of their dining experience as if they are referring to a process or procedure, which needs to be followed to respect the ‘Italian tradition’. In (25), the author of the review evaluates the décor and appearance of the premises as old, possibly to recall the long-standing history of the cuisine served. The reference to a set of rules or instructions is clearer in (26), where the risotto is defined as ‘traditional’, suggesting a reference to its recipe. Finally, (27) connects the authenticity of the business to its being family-run. Accordingly, close ties with family can be interpreted as a (stereo)typical sign of ‘Italianness’.

Similarly to ‘traditional’, ‘proper’ (rf: 0.082) is also frequently employed in the corpus to refer to (in)authenticity, with 68.57% of its occurrences employed for this:

(28) With proper salty anchovies, capers, ham olives and egg on a thin and crispy base with a little bit of charring from a proper hot pizza oven it was close to pizza heaven. The tomato garlic bread that we shared was equally good.

(29) proper Italian Love Restaurant_C’s. Been eating here for nearly 30 years (yikes!!).

These examples are similar to the previous ones, as they also suggest the existence of characteristics reviewers look for to be able to claim that the restaurant is or is not authentically Italian. In (28), the reviewer mentions the presence of a pizza oven as if it was an essential component of the Italian experience. In the meantime, the word appears in the title of the review in (29), as the definition of ‘Italian restaurant’ was shared and clear, implying a well-known and fixed set of particularities.

Other words that recall (in)authenticity are related to the idea of rusticity, such as ‘genuine’ (rf: 0.001) and ‘real’ (rf: 0.015):

(30) then Restaurant_C is the place for you. Restaurant_C has been in Lancaster for years and is a genuine family run Italian restaurant. Being right in the town centre it’s ideal for a quick evening

(31) If you want cheap pasta and Pizza and your not bothered atmosphere go across the street However if you want to experience real Italian food in a Italian family run restaurant you must go here the staff and owner were so nice the food and we have eaten all over the world was fabulous and the atmosphere was superb

(30) recalls the genuineness of the place, specifying the nationality of the cuisine it serves. Meanwhile, (31) describes the atmosphere as ‘Italian’ and links to its being family-run, which is frequently found in the data as expected and appreciated by reviewers, as highlighted in (30), (31) and (27).

Finally, other words are not closely linked with authenticity but still refer to it. These include ‘interesting’ and ‘normal’:

(32) Our hosts were obviously Italian and took a pride in the restaurant. The menu had many interesting and classic Italian dishes and some rather old fashioned English choices.

(33) The food is ok , nothing to recommend and one of my family members really didn’t like her dish of risotto, as it was made with only tomatoes and normal long grain rice not arborio rice like expected and was very dry.

The former can be considered comparable to ‘delicious’ or ‘decent’, all of which suggest a link with pleasure and, possibly, taste and, more broadly, with quality. Meanwhile, the latter is similar to ‘pretentious’ (with 100% of the occurrences dealing with authenticity), ‘unpretentious’ (71.43%), ‘original’ (16.67%), ‘unique’ (60%), ‘usual’ (25.81%) and ‘unusual’ (80%), hinting at comparison, reconnecting with the previously mentioned conventions, practice or specifications:

(34) Not the usual pizzeria Four adults who had 4 different meals and were all highly delighted with what they had.

(35) The special dishes are not as original as before which is the main difference and you do feel neglected at times as the staff seem to ignore you during the long wait between courses.

(36) I loved the decor - framed graffiti art, soft jazz in the background and an unpretentious setting made me feel like I was in a New York pizzeria! Even though it is small and it was busy we could chat easily and it wasn't rowdy at all.

Interestingly, in (36) the reviewer states that the atmosphere of the restaurant, especially the décor and the music, recall a New York pizzeria and evaluates this very positively. Therefore, the stereotypical image that this reviewer holds of an American pizzeria is portrayed in the text as a positive attribute of the Italian restaurant based in

the UK. This suggests that the variability of the expectations may be based not only on past experiences that reviewers had in Italy but in other countries. Such insight will be discussed further in the following chapter, as it questions the role of dining experiences in Italy in the evaluation of Italian dining experiences in the UK.

Since the data analysis pointed out that (in)authenticity is referred to by reviewers discussing all topics (i.e. food, service and atmosphere), I employed the chi-square to test which of these topics is statistically significant in the IRRC. I tested the occurrences of ‘food’, ‘service’, ‘staff’ and ‘atmosphere’ recalling authenticity and the rest of the occurrences for each word.

Table 13 - Chi-square test of occurrences hinting at (in)authenticity and other occurrences

Blue: statistically significant values	
Macro-topics tested	P-value
Food/service	1.43E ⁻⁰⁵
Service/staff	0.86
Food/staff	3.14E ⁻⁰⁵
Food/atmosphere	0.35
Service/atmosphere	7.77E ⁻⁰⁶
Staff/atmosphere	1.14E ⁻⁰⁵

Table 13 shows that four p-values are statistically significant (i.e. higher than the 5% confidence interval). Occurrences of ‘food’ have a higher correlation with (in)authenticity than occurrences of both ‘service’ and ‘staff’. Therefore, authenticity is more frequently expected or noted, either positively or negatively, with regards to food than service. Additionally, occurrences of ‘atmosphere’ have a higher correlation with (in)authenticity than occurrences of both ‘service’ and ‘staff’, too. Therefore, authenticity is more frequently expected or noted, either positively or negatively, with regards to the atmosphere than service. Considering this, authenticity may be valued higher by reviewers with regards to food and the atmosphere. In contrast, it seems less valuable to them when it regards the service.

The next section will focus on the analysis of the appraisals in 24 randomly selected IRRs.

4.3. Most appraised items and highest graduation in randomly selected IRRs

To examine more in depth what IRRs discussed and how, three from each of the eight Italian restaurants were randomly selected, with the aid of the Research Randomiser (as detailed in section 3.3), to be analysed thoroughly. Appraisal analysis has been chosen as an approach to identify all the items that are evaluated in these IRRs and to focus closely on how positive or negative evaluation is expressed by the different reviewers.

Each of the randomly selected IRRs will first be analysed in its entirety. After that, the IRRs will be discussed by restaurant, pointing out the most relevant insights that could be gathered from them to address sub-RQ1 and sub-RQ2. The analysis will be systematically presented in tables, where each appraisal item will be identified, separated and classified according to its type and object. To increase the readability and the clarity of cross-references, each appraisal item will be numbered.

The focus of the analysis just described will be progressively narrowed, from the IRRC as a whole, in sub-section 4.3.1, and to individual restaurants, in the following sub-sections.

4.3.1. *The whole IRRC*

The appraisal analysis conducted on 24 randomly selected IRRs (see Table 30), i.e. three per Italian restaurant (0.99% of the IRRC), has revealed that most attitude-type appraisals are inscribed (86.70%) and express an appreciation (75.86%). More specifically, appraisals expressing appreciation mostly focus on reactions (94.16%). Thus, it can be stated that most appraisals explicitly focus on the qualities of objects or on the impact these have on people. The remaining 5.84% has been labelled as ‘composition’. Considering this, the presence or the lack of a balance is shown to be of secondary importance for reviewers.

Graduation is employed in 15.07% of the appraisals found, mostly at medium intensity. Feelings are, instead, expressed in a minority of appraisals (with 16.26% affect-type appraisals) and mostly regard satisfaction. Therefore, the key role of satisfaction is not only highlighted in the text analysis of the IRRs' content, but also through the appraisal type (84.84% of affect-type appraisals) and objects (16.26% of them). Moreover, the percentage of 'satisfaction' appraisals with positive polarity is higher than the negatives, remarking the overall predominance of positive IRRs in the IRRC.

Table 14 - Appraisal types in all 24 randomly selected reviews from the IRRC

	Appraisals	%	Appraisal type	Appraisals	% of total appraisals
Strategy	203	86.70	Attitude> inscribed	176	35.85
			Attitude> invoked	27	5.50
Affect	33	16.26	Attitude> affect> +happiness	2	0.41
			Attitude> affect> -happiness	2	0.41
			Attitude> affect> +inclination	1	0.20
			Attitude> affect> +satisfaction	18	3.67
			Attitude> affect> -satisfaction	10	2.04
Appreciation	154	75.86	Attitude> appreciation> composition> +balance	3	0.61
Composition	9	5.84	Attitude> appreciation> composition> -balance	2	0.41
			Attitude> appreciation> composition> +details	4	0.81
			Reaction	145	94.16
			Attitude> appreciation> reaction> -quality	17	3.46
			Attitude> appreciation> reaction> quality> +aesthetics	11	2.24

			Attitude> appreciation> reaction> quality> -aesthetics	4	0.81
			Attitude> appreciation> reaction> quality> +appropriateness	6	1.22
			Attitude> appreciation> reaction> quality> -appropriateness	6	1.22
			Attitude> appreciation> reaction> quality> +convenience	1	0.20
			Attitude> appreciation> reaction> quality> +effectiveness	5	1.02
			Attitude> appreciation> reaction> quality> -effectiveness	5	1.02
			Attitude> appreciation> reaction> +impact	8	1.63
			Attitude> appreciation> reaction> - impact	5	1.02
Judgement	18	8.87	Attitude> judgement> social esteem> +capacity	12	2.44
<i>Social esteem</i>	14	77.78	Attitude> judgement> social esteem> -capacity	2	0.41
<i>Social sanction</i>	4	22.22	Attitude> judgement> social sanction> +propriety	1	0.20
			Attitude> judgement> social sanction> -propriety	2	0.41
			Attitude> judgement> social sanction> +veracity	1	0.20
Graduation	74	15.07	Graduation> force> high intensity	15	3.05
			Graduation> force> low intensity	12	2.44
			Graduation> force> medium intensity	47	9.57
Engagement	9	1.83	Engagement> non-authorial	9	1.83
			All	491	100

Looking at the objects of appraisals found in the randomly selected IRRs (see Table 15), it can be stated that most evaluation relates to the food and drink (40%). Thus, it is no surprise that the most frequent type is ‘appreciation’. With regard to the service and staff (18%), it can also be noted that the appraisals labelled under ‘judgement> social esteem’ (77.78% of the judgment-related ones) are more numerous than those classified as ‘judgement> social sanction’. Such a finding suggests that most reviewers evaluate staff’s behaviour on the basis of informal rules. Otherwise, they would have employed appraisals of the other type (e.g. ‘propriety’).

Table 15 - Appraisal objects in all 24 randomly selected reviews from the IRRC

Macro-topics	Count	%	Object of appraisal	Count	%
			Overall dining experience	3	1.48
			Overall dining experience> (dis)satisfaction	33	16.26
			Overall dining experience> (dis)satisfaction + expectations	5	2.46
			Overall dining experience> expectations	1	0.49
Food and drink	81	40	Overall dining experience> food & drinks> quality	35	17.24
			Overall dining experience> food & drinks> quality> taste	15	7.39
			Overall dining experience> food & drinks> price	11	5.42
			Overall dining experience> food & drinks> menu> variety	9	4.43
			Overall dining experience> food & drinks> quantity	4	1.97
			Overall dining experience> food & drinks> quality> presentation	2	0.99
			Overall dining experience> food & drinks> quality> texture	2	0.99
			Overall dining experience> food & drinks> quality> temperature	1	0.49
			Overall dining experience> food & drinks> price + quality	1	0.49
			Overall dining experience> food & drinks> texture + quality	1	0.49
Staff and service	37	18	Overall dining experience> staff & service> quality	13	6.40
			Overall dining experience> staff & service> quality> attitude	16	7.88

			Overall dining experience> staff & service> quality> speed	5	2.46
			Overall dining experience> staff & service> quality> efficiency	3	1.48
Physical premises and atmosphere	33	16	Overall dining experience> physical premises and atmosphere	12	5.91
			Overall dining experience> physical premises & atmosphere> conditions	9	4.43
			Overall dining experience> physical premises & atmosphere> other customers	5	2.46
			Overall dining experience> physical premises & atmosphere> location	2	0.99
			Overall dining experience> physical premises & atmosphere> music	2	0.99
			Overall dining experience> physical premises & atmosphere> conditions + décor	1	0.49
			Overall dining experience> physical premises & atmosphere> conditions + location	1	0.49
			Overall dining experience> physical premises & atmosphere> lighting	1	0.49
			Overall dining experience > physical premises and atmosphere> décor	1	0.49
			Overall dining experience> value	9	4.43
			All	203	

On the basis of the objects of appraisals, the closer focus on food and drink by reviewers is shown by its highest percentage in comparison with the other topics' (40%). Among them, most appraisals refer to the food and drink's quality, in particular to their taste (7.39% of all appraisal analysed) and price (5.42%). Finally, the evaluations referring to the overall value of the dining experience constitute 4.43% of all the objects of appraisals analysed. This finding stresses the importance that reviewers give to the evaluation of the VFM, which has been pointed out in the data analysis.

4.3.2. Restaurant_A

163. ¹⁸ Just The Job.			
Friendly attentive staff. Lovely meal and a crisp white wine that accompanied our meal perfectly. Standard Restaurant_A menu and we chose two pasta dishes. Recommended because of the staff.			
Number	Appraising item	Appraisal type	Object of appraisal
163a	Just The Job	Attitude> inscribed Attitude> appreciation> reaction> +quality	Overall dining experience> (dis)satisfaction
163b	Friendly attentive staff.	Attitude> inscribed Attitude> judgement social esteem> +capacity	Overall dining experience> staff and service> quality> attitude
163c	Lovely meal	Attitude> inscribed Attitude> appreciation> reaction> +quality	Overall dining experience> (dis)satisfaction
163d	that accompanied our meal perfectly	Attitude> inscribed Attitude> appreciation> composition> +balance	Overall dining experience> food and drink> quality
163e	Recommended	Attitude> inscribed Attitude> affect> +satisfaction	Overall dining experience> (dis)satisfaction
163f	Recommended because of the staff.	Attitude> inscribed Attitude> affect> +satisfaction	Overall dining experience> staff and service> quality

321. Friendly staff and good services			
Went in at about 10:45 pm after a movie and they allowed us in and didnt make us rush to order, the staff there also made sure everything was fine with the food after it came despite it was already 11pm. I had the carbonara which was quite good, portion sizes not large though. Overall good by lancaster standards			
Number	Appraising item	Appraisal type	Object of appraisal
321a	Friendly staff	Attitude> inscribed Attitude> judgment> social esteem> +capacity	Overall dining experience> staff and service> quality> attitude

¹⁸ The numbers next to the titles correspond to the progressive numbers assigned to individually identify all IRRs.

321. Friendly staff and good services			
Went in at about 10:45 pm after a movie and they allowed us in and didnt make us rush to order, the staff there also made sure everything was fine with the food after it came despite it was already 11pm. I had the carbonara which was quite good, portion sizes not large though. Overall good by lancaster standards			
Number	Appraising item	Appraisal type	Object of appraisal
321b	good services	Attitude> inscribed Attitude> appreciation> reaction> +quality	Overall dining experience> staff and service> quality
321c	[carbonara] quite good	Attitude> inscribed Attitude> appreciation> reaction> +quality Graduation> force> medium intensity	Overall dining experience> food and drink> quality> taste
321d	Portion sizes not large though.	Attitude> inscribed Attitude> appreciation> reaction> -quality	Overall dining experience> food and drink> quantity
321e	Overall good by lancaster standards	Attitude> invoked Attitude> appreciation> reaction> +quality Graduation> force> low intensity	Overall dining experience> (dis)satisfaction + expectations

402. Wished we hadn't gone in.			
On holiday in Lancaster so didn't no where to go in city centre as there seemed to be lot of coffee houses but no decent eateries, spotted Restaurant_A and thought "sod it we can't keep looking for a proper restaurant". I've never enjoyed mass produced chain Italian restaurants but we had been around the centre in a fruitless search. Wish we had gone hungry a bit longer and asked a local where they might recommend.			
Number	Appraising item	Appraisal type	Object of appraisal
402a	Wished we hadn't gone in	Attitude> inscribed Attitude> affect> - satisfaction	Overall dining experience> (dis)satisfaction
402b	proper restaurant	Attitude> invoked Attitude> appreciation> reaction > -quality	Overall dining experience> (dis)satisfaction + expectations

<p>402. Wished we hadn't gone in. On holiday in Lancaster so didn't no where to go in city centre as there seemed to be lot of coffee houses but no decent eateries, spotted Restaurant_A and thought "sod it we can't keep looking for a proper restaurant". I've never enjoyed mass produced chain Italian restaurants but we had been around the centre in a fruitless search. Wish we had gone hungry a bit longer and asked a local where they might recommend.</p>			
Number	Appraising item	Appraisal type	Object of appraisal
402c	Wish we had gone hungry a bit longer and asked a local where they might recommend.	Attitude> inscribed Attitude> affect> -satisfaction	Overall dining experience> (dis)satisfaction

Regarding Restaurant_A (see Table 16), most attitude-related appraisals are inscribed (twelve), while only two are invoked. Also, most appraisals regarding quality have positive polarity (five), as only two are negative. The polarity of the appraisal about satisfaction is split (two positive and two negative).

Table 16 - Appraisal types in three randomly selected reviews of Restaurant_A

Restaurant_A	
Appraisal type	Count
Attitude> inscribed	12
Attitude> appreciation> reaction> +quality	5
Attitude> invoked	2
Attitude> appreciation> reaction > -quality	2
Attitude> affect> +satisfaction	2
Attitude> affect> -satisfaction	2
Attitude> judgement> social esteem> +capacity	2
Attitude> appreciation> composition> +balance	1
Graduation> force> medium intensity	1
Graduation> force> low intensity	1

With regards to the objects of appraisal (see Table 17), references to overall satisfaction are predominant (seven, two of which in combination with expectations), while the quality (two, including one specifically regarding the taste) and quantity (one) of food and drink are also evaluated. Another aspect that is evaluated in the randomly selected reviews of Restaurant_A is the quality of the service (four, including two referring specifically to the attitude of the staff).

Table 17 - Objects of appraisal in three randomly selected reviews of Restaurant_A

Restaurant_A	
Object of appraisal	Count
Overall dining experience> (dis)satisfaction	5
Overall dining experience> (dis)satisfaction + expectations	2
Overall dining experience> staff and service> quality	2
Overall dining experience> staff and service> quality> attitude	2
Overall dining experience> food and drink> quantity	1
Overall dining experience> food and drink> quality	1
Overall dining experience> food and drink> quality> taste	1

In this first review, the reviewer’s expectations and satisfaction can be impacted by the area where the restaurant is located. For example, the appraising item 321e points out the overall dining experience is “good by Lancaster standards”. Therefore, what initially can appear as a positive evaluation turns into a relatively negative one, because of the reference to its location, where the competition appears low and the alternatives mediocre.

Another interesting finding to highlight is the use of the adjective ‘proper’ (see appraising item 402b). In review 402, the author laments that Restaurant_A is not a “proper restaurant”, expressing dissatisfaction, but leaving space for interpretation of what precisely the word ‘proper’ could mean. This instance exemplifies how difficult it can be to interpret what reviewers mean without having the possibility to ask them.

4.3.3. Restaurant_B

484. Went to Restaurant_B for family birthday lunch. There is a mouthwatering array of tempting cakes and colourful salads as you enter the cafe and the variety on the menu is very impressive. The service was very good with prompt delivery of food and all family members were very happy with their choices. We had pasta, soup, panninis, focaccia and salads all of which were delicious, in particular the salads. We were so full that we had to go back later for the cakes which tasted as good as they looked! Will definitely be returning.			
Number	Appraising item	Appraisal type	Object of appraisal
484a	There is a mouthwatering array	Attitude> inscribed Attitude> appreciation> reaction> +impact	Overall dining experience> food and drink> menu> variety
484b	tempting cakes	Attitude> inscribed Attitude> appreciation> reaction> +impact	Overall dining experience> food and drink> quality> presentation
484c	colourful salads	Attitude> inscribed Attitude> appreciation> reaction> quality> +aesthetics	Overall dining experience> food and drink> quality> presentation
484d	the variety on the menu is very impressive	Attitude> inscribed Attitude> appreciation> reaction> +impact Graduation> force> medium intensity	Overall dining experience> food and drink> menu> variety
484e	The service was very good	Attitude> inscribed Attitude> appreciation> reaction> +quality Graduation> force> medium intensity	Overall dining experience> staff and service> quality
484f	prompt delivery of food	Attitude> inscribed Attitude> appreciation> reaction> quality> +effectiveness	Overall dining experience> staff and service> quality> speed

484. Went to Restaurant_B for family birthday lunch. There is a mouthwatering array of tempting cakes and colourful salads as you enter the cafe and the variety on the menu is very impressive. The service was very good with prompt delivery of food and all family members were very happy with their choices. We had pasta, soup, panninis, focaccia and salads all of which were delicious, in particular the salads. We were so full that we had to go back later for the cakes which tasted as good as they looked! Will definitely be returning.			
Number	Appraising item	Appraisal type	Object of appraisal
484g	all family members were very happy with their choices	Engagement> non-authorial Attitude> inscribed Attitude> affect> +happiness Graduation> force> medium intensity	Overall dining experience> food and drink> quality
484h	pasta, soup, panninis, focaccia and salads all of which were delicious	Attitude> inscribed Attitude> appreciation> reaction> +quality	Overall dining experience> food and drink> quality> taste
484i	We were so full	Attitude> inscribed Attitude> affect> +satisfaction Graduation> force> medium intensity	Overall dining experience> food and drink> quantity
484j	[cakes] tasted [...] good	Attitude> inscribed Attitude> appreciation> reaction> +quality	Overall dining experience> food and drink> quality> taste
484k	Will definitely be returning.	Attitude> inscribed Attitude> affect > +satisfaction	Overall dining experience> (dis)satisfaction

502 Very Pleasant Called in for a quick drink and Panettone, pleasant staff, very clean and service good and efficient. A nice selection of teas and coffee, prices reasonable too. Centrally located in Lancaster. Oh and my food was good to.			
Number	Appraising item	Appraisal type	Object of appraisal
502a	Very Pleasant	Attitude> inscribed Attitude> appreciation> reaction> +quality Graduation> force> medium intensity	Overall dining experience> (dis)satisfaction
502b	pleasant staff	Attitude> inscribed Attitude> judgment> social esteem> +capacity	Overall dining experience> staff and service> quality> attitude
502c	very clean	Attitude> inscribed Attitude> appreciation> reaction> quality> +aesthetics Graduation> force> medium intensity	Overall dining experience> physical premises and atmosphere> conditions
502d	service good	Attitude> inscribed Attitude> appreciation> reaction> +quality	Overall dining experience> staff and service> quality
502e	[service] efficient	Attitude> inscribed Attitude> appreciation> reaction> quality> +effectiveness	Overall dining experience> staff and service> quality> speed
502f	A nice selection of teas and coffee	Attitude> inscribed Attitude> appreciation> reaction> +quality	Overall dining experience> food and drink> menu> variety

502 Very Pleasant Called in for a quick drink and Panettone, pleasant staff, very clean and service good and efficient. A nice selection of teas and coffee, prices reasonable too. Centrally located in Lancaster. Oh and my food was good to.			
Number	Appraising item	Appraisal type	Object of appraisal
502g	prices reasonable	Attitude> inscribed Attitude> appreciation> reaction> quality> +appropriateness	Overall dining experience> food and drink> price
502h	my food was good	Attitude> inscribed Attitude> appreciation> reaction> +quality	Overall dining experience> food and drink> quality

513 Lovely little venue I visited here for around the fifth time last week. I really like the venue it's very bright and airy. Last time I had a lasagne which I really enjoyed always washed down with a glass of red wine. This time I had the prawns in garlic which I would have preferred if they were smaller but that's my choice and I didn't enjoy my pizza and left it as I didn't like the sweet chilli sauce on it. I would definitely give it another try tho and order something else. There is a loyalty card that I got stamped which is a nice touch.			
Number	Appraising item	Appraisal type	Object of appraisal
513a	Lovely [venue]	Attitude> inscribed Attitude> appreciation> reaction> +quality	Overall dining experience> physical premises and atmosphere
513b	I really like the venue	Attitude> inscribed Attitude> affect> +satisfaction Graduation> force> medium intensity	Overall dining experience> physical premises and atmosphere
513c	[the venue] it's very bright and airy	Attitude> inscribed Attitude> appreciation> reaction> quality> +aesthetics Graduation> force> medium intensity	Overall dining experience> physical premises and atmosphere> conditions

513 Lovely little venue			
I visited here for around the fith time last week. I really like the venue it's very bright and airy. Last time I had a lasagne which I really enjoyed always washed down with a glass of red wine. This time I had the prawns in garlic which I would have preferred if they were smaller but that's my choice and I didn't enjoy my pizza and left it as I didn't like the sweet chilli sauce on it. I would definitely give it another try tho and order something else. There is a loyalty card that I got stamped which is a nice touch.			
Number	Appraising item	Appraisal type	Object of appraisal
513d	I had a lasagne which I really enjoyed	Attitude> inscribed Attitude> affect> +satisfaction Graduation> force> medium intensity	Overall dining experience> food and drink> quality
513e	I would have preferred if they [the prawns in garlic] were smaller	Attitude> inscribed Attitude> appreciation> reaction> -quality	Overall dining experience> food and drink> quality> taste
513f	I didn't enjoy my pizza	Attitude> inscribed Attitude> affect> -satisfaction	Overall dining experience> food and drink> quality
513g	I didn't like the sweet chilli sauce	Attitude> inscribed Attitude> affect> -satisfaction	Overall dining experience> food and drink> quality> taste
513h	I would definitely give it another try tho	Attitude> inscribed Attitude> affect> +satisfaction	Overall dining experience> (dis)satisfaction
513i	[loyalty card] is a nice touch	Attitude> inscribed Attitude> appreciation> reaction> +impact	Overall dining experience> (dis)satisfaction

Similarly to Restaurant_A, the three reviews of Restaurant_B also feature only inscribed attitude appraisals (28) (see Table 18). Additionally, most appraisals can be classified under Attitude> appreciation> reaction> +quality (eight appraisals, plus three that can be classed, more specifically, under ‘aesthetics’). Medium intensity graduation also applies to nine appraising items. Overall, the most frequent appraisals

are positive: among these, other common types of appraisal are satisfaction (five) and impact (four).

Table 18 - Appraisal types in three randomly selected reviews of Restaurant_B

Restaurant_B	
Appraisal type	Count
Attitude> inscribed	28
Graduation> force> medium intensity	9
Attitude> appreciation> reaction> +quality	8
Attitude> affect > +satisfaction	5
Attitude> appreciation> reaction> +impact	4
Attitude> appreciation> reaction> quality> +aesthetics	3
Attitude> affect> -satisfaction	2
Attitude> appreciation> reaction> quality> +effectiveness	2
Attitude> affect> +happiness	1
Attitude> appreciation> reaction> -quality	1
Attitude> appreciation> reaction> quality> +appropriateness	1
Attitude> judgment> social esteem> +capacity	1
Engagement> non-authorial	1

In terms of objects of appraisal (see Table 19), most reviews of Restaurant_B focus on food quality (five in general and three specifically on taste). Additionally, three appraisals discuss the reviewers' satisfaction with the overall dining experience, while another three focus on menu variety. Food presentation and service quality also

feature as objects of appraisal, with two and five instances, respectively. Among those five, two evaluate service speed and one staff attitude. Meanwhile, the atmosphere is dealt with in four appraisals (two of which refer specifically to the conditions of the premises).

Table 19 - Objects of appraisal in three randomly selected reviews of Restaurant_B

Restaurant_B	
Object of appraisal	Count
Overall dining experience> (dis)satisfaction	3
Overall dining experience> value	1
Overall dining experience> food and drink> menu> variety	3
Overall dining experience> food and drink> price	1
Overall dining experience> food and drink> quality	5
Overall dining experience> food and drink> quality> taste	3
Overall dining experience> food and drink> quality> presentation	2
Overall dining experience> food and drink> quantity	1
Overall dining experience> staff and service> quality	2
Overall dining experience> staff and service> quality> speed	2
Overall dining experience> staff and service> quality> attitude	1
Overall dining experience> physical premises and atmosphere	2
Overall dining experience> physical premises and atmosphere> conditions	2

Interestingly, the randomly selected reviews of Restaurant_B also feature a non-authorial engagement appraisal, as the reviewer claims that all the family members that are dining with him/her are pleased with their meals. In this case, it is important to notice how the reviewer reinforces the positive evaluation of the food quality; by shifting the authorship of the appraisal to others, s/he attempts to make the appraisal stronger or more credible.

4.3.4. Restaurant_C

615 Quaint and delicious!			
My two friends and I went here because Direct_competitor's across the street couldn't take us for another hour...and it was the best choice we could've made! Restaurant_C's atmosphere is so quaint and authentically Italian, from the vineyard-esque decor to the Italian owners and servers. The food was delicious, both pizza and pasta, but nothing beat the homemade tiramisu. I highly recommend. It's overall an amazing value for your money and I'll definitely be coming back			
Number	Appraising item	Appraisal type	Object of appraisal
615a	Quaint	Attitude> inscribed Attitude> appreciation> reaction> quality> +aesthetics	Overall dining experience> physical premises and atmosphere
615b	Delicious	Attitude> inscribed Attitude> appreciation> reaction> +quality	Overall dining experience> food and drink> quality> taste
615c	it was the best choice we could've made!	Attitude> inscribed Attitude> appreciation> reaction> +quality Graduation> force> high intensity	Overall dining experience> (dis)satisfaction
615d	Restaurant_C's atmosphere is so quaint	Attitude> inscribed Attitude> appreciation> reaction> quality> +aesthetics Graduation> force> medium intensity	Overall dining experience> physical premises and atmosphere
615e	[atmosphere is] authentically Italian	Attitude> inscribed Attitude> appreciation> reaction> +quality	Overall dining experience> physical premises and atmosphere
615f	The food was delicious	Attitude> inscribed Attitude> appreciation> reaction> +quality	Overall dining experience> food and drink> quality> taste
615g	I highly recommend	Attitude> inscribed Attitude> affect> +satisfaction Graduation> force> medium intensity	Overall dining experience> (dis)satisfaction

615 Quaint and delicious!			
My two friends and I went here because Direct_competitor's across the street couldn't take us for another hour...and it was the best choice we could've made! Restaurant_C's atmosphere is so quaint and authentically Italian, from the vineyard-esque decor to the Italian owners and servers. The food was delicious, both pizza and pasta, but nothing beat the homemade tiramisu. I highly recommend. It's overall an amazing value for your money and I'll definitely be coming back			
Number	Appraising item	Appraisal type	Object of appraisal
615h	It's overall an amazing value for your money	Attitude> inscribed Attitude> appreciation> reaction> +quality Graduation> force> medium intensity	Overall dining experience> value
615i	I'll definitely be coming back	Attitude> inscribed Attitude> affect> +satisfaction Graduation> force > high intensity	Overall dining experience> (dis)satisfaction

697 Name_of_staff_member is an attentive and entertaining host who serves really good Italian food.			
The tasty food and the friendly service turned a rainy October Sunday evening in Lancaster into something much warmer and happier. The photographs of Italy on the walls were worth looking at.			
Number	Appraising item	Appraisal type	Object of appraisal
697a	Name_of_staff_member is an attentive and entertaining host	Attitude> inscribed Attitude> judgement> social esteem> +capacity	Overall dining experience> staff and service> quality> attitude
697b	really good Italian food	Attitude> appreciation> reaction> +quality Graduation> force> medium intensity	Overall dining experience> food and drink> quality
697c	The tasty food	Attitude> inscribed Attitude> appreciation> reaction> +impact	Overall dining experience> food and drink> quality> taste

<p>697 Name_of_staff_member is an attentive and entertaining host who serves really good Italian food.</p> <p>The tasty food and the friendly service turned a rainy October Sunday evening in Lancaster into something much warmer and happier. The photographs of Italy on the walls were worth looking at.</p>			
Number	Appraising item	Appraisal type	Object of appraisal
697d	the friendly service	Attitude> inscribed Attitude> appreciation> reaction> +quality	Overall dining experience> staff and service> quality
697e	something much warmer and happier.	Attitude> inscribed Attitude> affect> +happiness Graduation> force> medium intensity	Overall dining experience> physical premises and atmosphere
697f	The photographs of Italy on the walls were worth looking at	Attitude> inscribed Attitude> appreciation> reaction> quality> +aesthetics	Overall dining experience> physical premises and atmosphere> décor

<p>710 Great Food, Great Service, Great Ambience, what more could you want?</p> <p>A fantastic little restaurant in Lancaster town centre. Name_of_staff_member and his staff are fantastic hosts with a flair for welcoming the ladies!</p> <p>A great selection of meals, freshly cooked using great ingredients. My only criticism would be the prices are bordering on expensive. Generally they are not too bad but its one of the more expensive places to eat in town.</p> <p>However... the food is worth it especially when combined with the welcome and the service which is prompt and friendly throughout your stay often reminding me of being at someone's house rather than in a restaurant!</p> <p>Some people find the decor and ambience a little dated for an Italian but I think it has a rustic sort of charm but I guess thats personal taste.</p> <p>Don't try and visit in July - the place closes down for almost 1 month while Name_of_staff_member the owner is on holiday back home in Sicily.</p>			
Number	Appraising item	Appraisal type	Object of appraisal
710a	Great Food	Attitude> inscribed Attitude> appreciation> reaction> +quality	Overall dining experience> food and drink> quality
710b	Great Service	Attitude> inscribed Attitude> appreciation> reaction> +quality	Overall dining experience> staff and service> quality

<p>710Great Food, Great Service, Great Ambience, what more could you want? A fantastic little restaurant in Lancaster town centre. Name_of_staff_member and his staff are fantastic hosts with a flair for welcoming the ladies! A great selection of meals, freshly cooked using great ingredients. My only criticism would be the prices are bordering on expensive. Generally they are not too bad but its one of the more expensive places to eat in town. However... the food is worth it especially when combined with the welcome and the service which is prompt and friendly throughout your stay often reminding me of being at someone’s house rather than in a restaurant! Some people find the decor and ambience a little dated for an Italian but I think it has a rustic sort of charm but I guess thats personal taste. Don’t try and visit in July - the place closes down for almost 1 month while Name_of_staff_member the owner is on holiday back home in Sicily.</p>			
Number	Appraising item	Appraisal type	Object of appraisal
710c	Great Ambience	Attitude> inscribed Attitude> appreciation> reaction> +quality	Overall dining experience> physical premises and atmosphere
710d	A fantastic little restaurant	Attitude> inscribed Attitude> appreciation> reaction> +quality	Overall dining experience> physical premises and atmosphere> conditions
710e	Name_of_staff_member and his staff are fantastic hosts	Attitude> inscribed Attitude> judgement> social esteem> +capacity	Overall dining experience> staff and service> quality> attitude
710f	[hosts] with a flair for welcoming the ladies!	Attitude> inscribed Attitude> judgement> social esteem> +capacity	Overall dining experience> staff and service> quality> attitude
710g	A great selection of meals	Attitude> inscribed Attitude> appreciation> reaction> +quality	Overall dining experience> food and drink> menu> variety
710h	using great ingredients	Attitude> inscribed Attitude> appreciation> reaction> +quality	Overall dining experience> food and drink> quality
710i	the prices are bordering on expensive	Attitude> inscribed Attitude> appreciation> reaction> -quality Graduation> force> low intensity	Overall dining experience> food and drink> price

<p>710 Great Food, Great Service, Great Ambience, what more could you want? A fantastic little restaurant in Lancaster town centre. Name_of_staff_member and his staff are fantastic hosts with a flair for welcoming the ladies! A great selection of meals, freshly cooked using great ingredients. My only criticism would be the prices are bordering on expensive. Generally they are not too bad but its one of the more expensive places to eat in town. However... the food is worth it especially when combined with the welcome and the service which is prompt and friendly throughout your stay often reminding me of being at someone's house rather than in a restaurant! Some people find the decor and ambience a little dated for an Italian but I think it has a rustic sort of charm but I guess thats personal taste. Don't try and visit in July - the place closes down for almost 1 month while Name_of_staff_member the owner is on holiday back home in Sicily.</p>			
Number	Appraising item	Appraisal type	Object of appraisal
710j	Generally they [prices] are not too bad	Attitude> inscribed Attitude> appreciation> reaction> +quality Graduation> force> low intensity	Overall dining experience> food and drink> price
710k	its one of the more expensive places to eat in town	Attitude> inscribed Attitude> appreciation> reaction> -quality Graduation> force> medium intensity	Overall dining experience> food and drink> price
710l	However... the food is worth it	Attitude> inscribed Attitude> appreciation> reaction> +quality	Overall dining experience> food and drink> quality
710m	[service] is prompt	Attitude> inscribed Attitude> appreciation> reaction> quality> +effectiveness	Overall dining experience> staff and service> quality> speed

<p>710Great Food, Great Service, Great Ambience, what more could you want? A fantastic little restaurant in Lancaster town centre. Name_of_staff_member and his staff are fantastic hosts with a flair for welcoming the ladies! A great selection of meals, freshly cooked using great ingredients. My only criticism would be the prices are bordering on expensive. Generally they are not too bad but its one of the more expensive places to eat in town. However... the food is worth it especially when combined with the welcome and the service which is prompt and friendly throughout your stay often reminding me of being at someone’s house rather than in a restaurant! Some people find the decor and ambience a little dated for an Italian but I think it has a rustic sort of charm but I guess thats personal taste. Don’t try and visit in July - the place closes down for almost 1 month while Name_of_staff_member the owner is on holiday back home in Sicily.</p>			
Number	Appraising item	Appraisal type	Object of appraisal
710n	[service is] friendly often reminding me of being at someone’s house rather than in a restaurant!	Attitude> invoked Attitude> appreciation> reaction> +quality	Overall dining experience> staff and service> quality
710o	Some people find the decor and ambience a little dated	Engagement> non-authorial Attitude> inscribed Attitude> appreciation> reaction> quality> - aesthetics Graduation> force> low intensity	Overall dining experience> physical premises and atmosphere> conditions + décor
710p	I think it [the décor and ambience] has a rustic sort of charm	Attitude> invoked Attitude> appreciation> reaction> quality> +aesthetics Graduation> force> low intensity	Overall dining experience> physical premises and atmosphere

Appraisals in the randomly selected reviews of Restaurant_C are mostly inscribed (30 versus two invoked) (see Table 20). Additionally, most can be classified under the Attitude> appreciation> reaction> +quality (16, plus four which specifically could be classed under positive aesthetics, one under negative aesthetics and one under positive effectiveness). Therefore, several of the appraisals in these reviews have a positive polarity. Graduation is also present, with medium (six) or low (four) intensity. High-intensity graduation is present in fewer cases (two). Negative quality appraisals are found in a few instances, as well as positive capacity appraisals (three). Finally, two appraisals are classified under the satisfaction type, with positive polarity. To summarise, it can be noticed that graduation is frequently employed in this restaurant’s reviews, at all levels of intensity. At the same time, most appraisal types found are quality-related (24 in total).

Table 20 - Appraisal types in three randomly selected reviews of Restaurant_C

Restaurant_C	
Appraisal type	Count
Attitude> inscribed	30
Attitude> appreciation> reaction> +quality	16
Graduation> force> medium intensity	6
Attitude> appreciation> reaction> quality> +aesthetics	4
Graduation> force> low intensity	4
Attitude> appreciation> reaction> -quality	2
Attitude> judgement> social esteem> +capacity	3
Graduation> force > high intensity	2
Attitude> invoked	2
Attitude> affect> +satisfaction	2
Engagement> non-authorial	1
Attitude> affect> +happiness	1
Attitude> appreciation> reaction> +impact	1
Attitude> appreciation> reaction> quality> +effectiveness	1
Attitude> appreciation> reaction> quality> -aesthetics	1

The objects of the appraisal in the reviews of Restaurant_C highlight that several of the appraisals refer to the atmosphere of the place (see Table 21). More specifically, six deal with it in general terms, two refer to the place’s décor, one to its conditions and another one to décor and conditions jointly. Several also regard food and drink, pointing out either their general quality (four) or any of their specific particularities, such as their taste (three) or price (three). Three appraisals deal with the satisfaction of the reviewer with the overall dining experience. Another topic that is frequently appraised is service, either in terms of its general quality (three) or in terms of staff attitude (three).

Table 21 - Objects of appraisal in three randomly selected reviews of Restaurant_C

Restaurant_C	
Object of appraisal	Count
Overall dining experience> (dis)satisfaction	3
Overall dining experience> value	1
Overall dining experience> food and drink> price	3
Overall dining experience> food and drink> menu> variety	1
Overall dining experience> food and drink> quality	4
Overall dining experience> food and drink> quality> taste	3
Overall dining experience> staff and service> quality	3
Overall dining experience> staff and service> quality> attitude	3
Overall dining experience> staff and service> quality> speed	1
Overall dining experience> physical premises and atmosphere	6
Overall dining experience > physical premises and atmosphere> décor	1
Overall dining experience> physical premises and atmosphere> conditions	1
Overall dining experience> physical premises and atmosphere> conditions + décor	1

From the perspective of my thesis, it is especially relevant to notice that the atmosphere of Restaurant_C is defined as “authentically Italian” (see appraisal item 615e) in one of the randomly selected reviews. This review explains that the evaluation is based on the appearance of the décor, on the nationality of the staff and on the food. Such an evaluation of the authenticity is reached considering more than one aspect, including physical elements within the premises, staff working at the restaurant and the food consumed. In other words, authenticity is composed of various elements, both tangible and intangible. From this example, then, authenticity seems to matter to some reviewers and to be regarded as a multifaceted concept.

4.3.5. Restaurant_D

816 Nice italian restaurant			
My husband had lasagne which was apparently very good. I had a veggie pizza as my first choice wasn't available. It was ok. The atmosphere was pleasant. They were very busy and to be fair they squeezed us in without a booking but the service was quite slow. They could have done with more staff on. We asked for table water which didn't arrive. I would say there was nothing stand out about it, but nothing wrong with it either.			
Number	Appraising item	Appraisal type	Object of appraisal
816a	Nice italian restaurant	Attitude> inscribed Attitude> appreciation> reaction> +quality	Overall dining experience
816b	lasagne which was apparently very good.	Engagement> non-authorial Attitude> inscribed Attitude> appreciation> reaction> +quality Graduation> force> medium intensity	Overall dining experience> food and drink> quality
816c	[veggie pizza] was ok	Attitude > inscribed Attitude> appreciation> reaction> +quality Graduation> force> low intensity	Overall dining experience> food and drink> quality
816d	The atmosphere was pleasant	Attitude > inscribed Attitude> appreciation> reaction> +impact	Overall dining experience> physical premises and atmosphere
816e	the service was quite slow	Attitude> inscribed Attitude> appreciation> reaction> quality> - effectiveness Graduation> force> medium intensity	Overall dining experience> staff and service> quality> speed

816 Nice italian restaurant			
My husband had lasagne which was apparently very good. I had a veggie pizza as my first choice wasn't available. It was ok. The atmosphere was pleasant. They were very busy and to be fair they squeezed us in without a booking but the service was quite slow. They could have done with more staff on. We asked for table water which didn't arrive. I would say there was nothing stand out about it, but nothing wrong with it either.			
Number	Appraising item	Appraisal type	Object of appraisal
816f	They could have done with more staff on	Attitude> invoked Attitude> appreciation> reaction> quality> - effectiveness	Overall dining experience> staff and service> quality> efficiency
816g	I would say there was nothing stand out about it	Attitude> inscribed Attitude> appreciation> reaction> -quality	Overall dining experience> (dis)satisfaction
816h	but nothing wrong with it either	Attitude> inscribed Attitude> appreciation> reaction> quality> +appropriateness	Overall dining experience> (dis)satisfaction

949 A Treat for the Grandchildren			
After taking the Grandchildren to the cinema we decided to treat them to lunch and called into Restaurant_D's. It wasn't very busy and we were seated straight away. Drinks were ordered and once they arrived we ordered our food. All very neat and tidy. When the food arrived it was nice and very tasty, unfortunately my issues are with the service. Simple requests like sauces and the side order of chips were taken but never arrived as we were in a table at the back we didnt see many staff. When i raised it as i asked for the bill they were quick to apologise and deduct the chips from the bill. I believe that some training is required to just perfect the service and make it 5 star.			
Number	Appraising item	Appraisal type	Object of appraisal
949a	All very neat and tidy	Attitude> inscribed Attitude> appreciation> reaction> quality> +aesthetics Graduation> force> medium intensity	Overall dining experience> physical premises and atmosphere> conditions
949b	[the food] was nice	Attitude> inscribed Attitude> appreciation> reaction> +quality	Overall dining experience> food and drink> quality

949 A Treat for the Grandchildren			
After taking the Grandchildren to the cinema we decided to treat them to lunch and called into Restaurant_D's. It wasn't very busy and we were seated straight away. Drinks were ordered and once they arrived we ordered our food. All very neat and tidy. When the food arrived it was nice and very tasty, unfortunately my issues are with the service. Simple requests like sauces and the side order of chips were taken but never arrived as we were in a table at the back we didnt see many staff. When i raised it as i asked for the bill they were quick to apologise and deduct the chips from the bill. I believe that some training is required to just perfect the service and make it 5 star.			
Number	Appraising item	Appraisal type	Object of appraisal
949c	[the food was] very tasty	Attitude> inscribed Attitude> appreciation> reaction> +impact Graduation> force> medium intensity	Overall dining experience> food and drink> quality> taste
949d	but [orders] never arrived	Attitude> inscribed Attitude> appreciation> reaction> -quality	Overall dining experience> staff and service> quality> efficiency
949e	we didnt see many staff	Attitude> invoked Attitude> appreciation> reaction> -quality	Overall dining experience> staff and service> quality
949f	they were quick to apologise and deduct the chips from the bill.	Attitude> invoked Attitude> judgement> social esteem> +propriety	Overall dining experience> staff and service> quality> attitude
949g	I believe that some training is required	Attitude> inscribed Attitude> appreciation> reaction> -quality	Overall dining experience> staff and service> quality

1041 Restaurant_D's			
One of our favourite Italian restaurants. Always make sure we visit when in Lancaster. Good food at reasonable prices. Staff friendly and polite.			
Number	Appraising item	Appraisal type	Object of appraisal
1041a	Restaurant_D's One of our favourite Italian restaurants	Attitude> inscribed Attitude> affect> +satisfaction	Overall dining experience> (dis)satisfaction
1041b	Good food	Attitude> inscribed Attitude> appreciation> reaction> +quality	Overall dining experience> food and drink> quality

1041 Restaurant_D's One of our favourite Italian restaurants. Always make sure we visit when in Lancaster. Good food at reasonable prices. Staff friendly and polite.			
Number	Appraising item	Appraisal type	Object of appraisal
1041c	[food] at reasonable prices.	Attitude> inscribed Attitude> appreciation> reaction> quality> +appropriateness	Overall dining experience> food and drink> price
1041d	Staff friendly and polite	Attitude> inscribed Attitude> judgement> social esteem> +capacity	Overall dining experience> staff and service> quality> attitude

Appraisals in the randomly selected reviews of Restaurant_D are inscribed for the most part (17 versus three invoked) (see Table 22). At the same time, graduation is also frequent in the reviews, as four instances exemplify medium and one low intensity. In terms of engagement, one example of non-authorial appraisal is registered. Quality appraisals are frequent, with both polarities (five positive and four negative, excluding two under negative effectiveness, two under positive appropriateness and one under positive aesthetics).

Table 22 - Appraisal types in three randomly selected reviews of Restaurant_D

Restaurant_D	
Appraisal type	Count
Attitude> inscribed	17
Attitude> appreciation> reaction> +quality	5
Graduation> force> medium intensity	4
Attitude> appreciation> reaction> -quality	4
Attitude> invoked	3
Attitude> appreciation> reaction> +impact	2
Attitude> appreciation> reaction> quality> +appropriateness	2
Attitude> appreciation> reaction> quality> -effectiveness	2
Attitude> judgement> social esteem> +capacity	1
Attitude> judgement> social esteem> +propriety	1
Attitude> affect> +satisfaction	1
Attitude> appreciation> reaction> quality> +aesthetics	1
Engagement> non-authorial	1
Graduation> force> low intensity	1

Four of the appraisals in the selected reviews of Restaurant_D deal with the quality of food and drink (four in general terms and one referring, specifically, to its taste) (see Table 23). Fewer appraisals focus on the overall satisfaction of the reviewers (three) though, most refer to service (six, among which two in general, two specifically to efficiency and two to attitude, in particular).

Table 23 - Objects of appraisal in three randomly selected reviews of Restaurant_D

Restaurant_D	
Object of appraisal	Count
Overall dining experience	1
Overall dining experience> (dis)satisfaction	3
Overall dining experience> food and drink> price	1
Overall dining experience> food and drink> quality	4
Overall dining experience> food and drink> quality> taste	1
Overall dining experience> staff and service> quality	2
Overall dining experience> staff and service> quality> attitude	2
Overall dining experience> staff and service> quality> efficiency	2
Overall dining experience> staff and service> quality> speed	1
Overall dining experience> physical premises and atmosphere	1
Overall dining experience> physical premises and atmosphere> conditions	1

Looking at the reviews of Restaurant_D, the frequent presence of authorial appraisals is employed to express either impressions (816g) or suggestions (949g). Additionally, the non-authorial instance (816b) points out that the reviewers mostly discuss their own experiences and perspective but, sometimes, they also include their fellow diners’.

4.3.6. Restaurant_E

1484 Not what I was expecting			
Went for lunch with the missus, as I've heard so much about the place, to be very disappointed. The food, well, I guess people like it as it's so cheap, but cheap or not I still expect something decent. However the waiter did apologise several times and also knocked my meal off the bill. The happy hour they advertise did not leave me very happy at all.			
Number	Appraising item	Appraisal type	Object of appraisal
1484a	Not what I was expecting	Attitude> invoked Attitude> affect> -satisfaction	Overall dining experience> expectations
1484b	very disappointed	Attitude> inscribed Attitude> affect> -satisfaction Graduation> force> medium intensity	Overall dining experience> (dis)satisfaction
1484c	I guess people like it as it's so cheap	Engagement> non-authorial Attitude > invoked Attitude> affect> +inclination Graduation> force> medium intensity	Overall dining experience> food and drink> price
1484d	but cheap or not I still expect something decent	Attitude> invoked Attitude> appreciation> reaction> quality> -appropriateness	Overall dining experience> (dis)satisfaction + expectations
1484e	However the waiter did apologise several times and also knocked my meal off the bill.	Attitude> invoked Attitude> judgement> social sanction> +veracity Graduation> force> medium intensity	Overall dining experience> staff and service> quality> attitude

<p>1484 Not what I was expecting</p> <p>Went for lunch with the missus, as I've heard so much about the place, to be very disappointed. The food, well, I guess people like it as it's so cheap, but cheap or not I still expect something decent. However the waiter did apologise several times and also knocked my meal off the bill. The happy hour they advertise did not leave me very happy at all.</p>			
Number	Appraising item	Appraisal type	Object of appraisal
1484f	[The happy hour] did not leave me very happy at all	Attitude> inscribed Attitude> affect> - happiness Graduation> force> high intensity	Overall dining experience> (dis)satisfaction

<p>1585 Great value</p> <p>Really great value for money (apart from the coke) but food was very slow. We felt that we were treated differently to other customers as we are a young couple, and that our opinion mattered less. For instance when taking our order, the waitress didn't even write it down, yet she did with all other tables. We ordered a garlic bread to start and after waiting over half an hour, we asked where it was. It arrived hurriedly five minutes later, making it clear that our orr had been forgotten.</p> <p>The food was very nice and great value for money but we feel let down by the service.</p>			
Number	Appraising item	Appraisal type	Object of appraisal
1585a	Great value	Attitude> inscribed Attitude> appreciation> reaction> +quality	Overall dining experience> value
1585b	Really great value for money	Attitude> inscribed Attitude> appreciation> reaction> +quality Graduation> force> medium intensity	Overall dining experience> value
1585c	(apart from the coke)	Attitude> inscribed Attitude> appreciation> reaction> -quality	Overall dining experience> food and drink> price
1585d	but food was very slow.	Attitude> inscribed Attitude> appreciation> reaction> quality> - effectiveness Graduation> force> medium intensity	Overall dining experience> staff and service> quality> speed

1585 Great value			
Really great value for money (apart from the coke) but food was very slow. We felt that we were treated differently to other customers as we are a young couple, and that our opinion mattered less. For instance when taking our order, the waitress didn't even write it down, yet she did with all other tables. We ordered a garlic bread to start and after waiting over half an hour, we asked where it was. It arrived hurriedly five minutes later, making it clear that our orr had been forgotten. The food was very nice and great value for money but we feel let down by the service.			
Number	Appraising item	Appraisal type	Object of appraisal
1585e	We felt that we were treated differently to other customers as we are a young couple, and that our opinion mattered less	Attitude> inscribed Attitude> judgement> social sanction> -propriety	Overall dining experience> staff and service> quality> attitude
1585f	the waitress didn't even write it [our order] down, yet she did with all other tables	Engagement> non-authorial Attitude> invoked Attitude> appreciation> reaction> quality> - effectiveness	Overall dining experience> staff and service> quality> attitude
1585g	The food was very nice	Attitude> inscribed Attitude> appreciation> reaction> +quality Graduation> force> medium intensity	Overall dining experience> food and drink> quality
1585h	[the food was] great value for money	Attitude> inscribed Attitude> appreciation> reaction> +quality Graduation> force> medium intensity	Overall dining experience> food and drink> price
1585i	we feel let down by the service.	Attitude> inscribed Attitude> appreciation> reaction> -quality	Overall dining experience> staff and service> quality

1627 Customer_name Party sunday 2nd Sept 6pm Really friendly, helpful staff Happy hour prices are very competative Wide selection on the menu good for families we had a large number in our group and fit snugly in the top room many thanks for helping us celebrate my son's 12th Birthday Customer_name			
Number	Appraising item	Appraisal type	Object of appraisal
1627a	Really friendly, helpful staff	Attitude> inscribed Attitude> judgement> social esteem> +capacity Graduation> force> medium intensity	Overall dining experience> staff and service> quality> attitude
1627b	Happy hour prices are very competative	Attitude> inscribed Attitude> appreciation> reaction> +quality Graduation> force> medium intensity	Overall dining experience> food and drink> price
1627c	Wide selection on the menu	Attitude>inscribed Attitude> appreciation> composition> +details	Overall dining experience> food and drink> menu> variety
1627d	good for families	Attitude> inscribed Attitude> appreciation> reaction> quality> +appropriateness	Overall dining experience
1627e	we had a large number in our group and fit snugly in the top room	Attitude> inscribed Attitude> appreciation> reaction> quality> +convenience	Overall dining experience> physical premises and atmosphere> conditions + location

Most appraisals in the randomly selected reviews of Restaurant_E are inscribed (15 versus five invoked) (see Table 24 on p. 138). Medium intensity graduation is also frequently expressed through appraisals (six). Additionally, most are of the quality type (five positive and two negative, plus two under negative effectiveness, one classed positive convenience and two under appropriateness, with opposite polarities).

Table 24 - Appraisal types in three randomly selected reviews of Restaurant_E

Restaurant_E	
Appraisal type	Count
Attitude> inscribed	15
Graduation> force> medium intensity	9
Attitude> appreciation> reaction> +quality	5
Attitude> invoked	5
Engagement> non-authorial	2
Attitude> appreciation> reaction> -quality	2
Attitude> appreciation> reaction> quality> -effectiveness	2
Attitude> affect> -satisfaction	2
Attitude> appreciation> reaction> quality> +appropriateness	1
Attitude> appreciation> reaction> quality> -appropriateness	1
Attitude> appreciation> reaction> quality> +convenience	1
Attitude> affect> -happiness	1
Attitude> affect> +inclination	1
Attitude> appreciation> composition> +balance	1
Attitude> appreciation> composition> +details	1
Attitude> judgement> social esteem> +capacity	1
Attitude> judgement> social sanction> +veracity	1
Attitude> judgement> social sanction> -propriety	1
Graduation> force> high intensity	1

The appraisals in the randomly selected reviews of Restaurant_E (see Table 25) mostly deal with the reviewers' expectations (one) and satisfaction (two) or both in combination (one), for a total of four. An equal number of the appraisals in these reviews refer to the food and drink (six), including four referring specifically to their price, one to their overall quality and one to menu variety. Another six deal with the

service (including four regarding staff attitude, one refers to the service quality in general terms and another appraisal specifically mentions service speed). Two of the appraisals discuss the value of the dining experience.

Table 25 - Objects of appraisal in three randomly selected reviews of Restaurant_E

Restaurant_E	
Object of appraisal	Count
Overall dining experience	1
Overall dining experience> (dis)satisfaction	2
Overall dining experience> expectations	1
Overall dining experience> (dis)satisfaction + expectations	1
Overall dining experience> value	2
Overall dining experience> food and drink > price	4
Overall dining experience> food and drink> menu> variety	1
Overall dining experience> food and drink> quality	1
Overall dining experience> staff and service> quality	1
Overall dining experience> staff and service> quality> attitude	4
Overall dining experience> staff and service> quality> speed	1
Overall dining experience> physical premises and atmosphere> conditions + location	1

The predominance of the price as an aspect discussed with regards to food in the selected reviews of Restaurant_E matches the previously mentioned frequency of such a meso-aspect in the IRRC.

Additionally, the degrees of graduation have been established on the basis of the data analysed. Since evaluations are often brought to extremes by reviewers, the graduation of ‘medium intensity’ is not intended as neutral but as less extreme than that of ‘high intensity’ (e.g. appraisals featuring ‘very’).

4.3.7. Restaurant_F

1833 Excellent birthday/pre graduation meal!			
My sister lived in Lancaster the whole of her student life and never visited but what a mistake! Very sweet from the outside and slightly Alice in Wonderland, buzzy atmosphere, filled with kind, attentive staff on be inside. Menus had a very wide selection and were presented very well. We started with olives and marmalade bread (would never be my first choice but was absolutely delicious!) we then all enjoyed a pizza (go for 10") surprisingly small compared to other chains but delicious all the same!! so fresh! I had the bbq, chicken and pizza dish. We then finished with a chocolate fudge cake which was the best I have had in years!! Not too expensive, and a lovely place to visit for couples or families!			
Number	Appraising item	Appraisal type	Object of appraisal
1833a	Excellent birthday/pre graduation meal!	Attitude> inscribed Attitude> appreciation> reaction> +quality	Overall dining experience> (dis)satisfaction
1833b	never visited but what a mistake!	Attitude> invoked Attitude> affect> +satisfaction	Overall dining experience> (dis)satisfaction
1833c	Very sweet from the outside	Attitude> inscribed attitude> appreciation> reaction> +quality Graduation> force> medium intensity	Overall dining experience> physical premises and atmosphere> location
1833d	slightly Alice in Wonderland	Attitude> invoked Attitude> appreciation> reaction> quality> +aesthetics Graduation> force> low intensity	Overall dining experience> physical premises and atmosphere> conditions
1833e	buzzy atmosphere	Attitude> inscribed Attitude> appreciation> reaction> +impact	Overall dining experience> physical premises and atmosphere> other customers
1833f	kind, attentive staff	Attitude> inscribed Attitude> judgement> social esteem> +capacity	Overall dining experience> staff and service> quality> attitude

1833 Excellent birthday/pre graduation meal!			
My sister lived in Lancaster the whole of her student life and never visited but what a mistake! Very sweet from the outside and slightly Alice in Wonderland, buzzy atmosphere, filled with kind, attentive staff on be inside. Menus had a very wide selection and were presented very well. We started with olives and marmalade bread (would never be my first choice but was absolutely delicious!) we then all enjoyed a pizza (go for 10") surprisingly small compared to other chains but delicious all the same!! so fresh! I had the bbq, chicken and pizza dish. We then finished with a chocolate fudge cake which was the best I have had in years!! Not too expensive, and a lovely place to visit for couples or families!			
Number	Appraising item	Appraisal type	Object of appraisal
1833g	Menus had a very wide selection	Attitude> inscribed Attitude> appreciation> composition> +details Graduation> force> medium intensity	Overall dining experience> food and drink> menu> variety
1833h	[Menus] were presented very well.	Attitude> inscribed Attitude> appreciation> reaction> quality> +aesthetics Graduation> force> medium intensity	Overall dining experience> staff and service> quality> efficiency
1833i	[olives and marmalade bread] was absolutely delicious!)	Attitude> inscribed Attitude> appreciation> reaction> +quality Graduation> force> high intensity	Overall dining experience> food and drink> quality> taste
1833j	we then all enjoyed a pizza	Attitude> inscribed Attitude> affect> +satisfaction	Overall dining experience> food and drink> quality
1833k	[pizza] surprisingly small	Attitude> inscribed Attitude> appreciation> reaction> quality> - appropriateness	Overall dining experience> food and drink> quantity
1833l	but delicious all the same!!	Attitude>inscribed Attitude> appreciation> reaction> +quality	Overall dining experience> food and drink> quality> taste

1833 Excellent birthday/pre graduation meal!			
My sister lived in Lancaster the whole of her student life and never visited but what a mistake! Very sweet from the outside and slightly Alice in Wonderland, buzzy atmosphere, filled with kind, attentive staff on be inside. Menus had a very wide selection and were presented very well. We started with olives and marmalade bread (would never be my first choice but was absolutely delicious!) we then all enjoyed a pizza (go for 10") surprisingly small compared to other chains but delicious all the same!! so fresh! I had the bbq, chicken and pizza dish. We then finished with a chocolate fudge cake which was the best I have had in years!! Not too expensive, and a lovely place to visit for couples or families!			
Number	Appraising item	Appraisal type	Object of appraisal
1833m	so fresh!	Attitude> inscribed Attitude> appreciation> reaction> +quality Graduation> force> medium intensity	Overall dining experience> food and drink> quality
1833n	[chocolate fudge cake] was the best I have had in years!!	Attitude> inscribed Attitude> appreciation> reaction> +quality Graduation> force> high intensity	Overall dining experience> food and drink> quality
1833o	Not too expensive	Attitude> inscribed Attitude> appreciation> reaction> +quality Graduation> force> low intensity	Overall dining experience> value
1833p	a lovely place to visit for couples or families!	Attitude> inscribed Attitude> appreciation> reaction> +quality	Overall dining experience> (dis)satisfaction

1881 Busy excellent value Italian_Restaurant - Excellent value Italian dishes - superb tasty pizzas, sizzling hot pasta dishes, good wines, cheerful friendly staff. Essential to book for early evening meal because the restaurant is just opposite the popular Local_place - a well run regional theatre with an interesting programme. Popular with all ages including University students. Have been here many times and always enjoyed the food.			
Number	Appraising item	Appraisal type	Object of appraisal
1881a	excellent value Italian_Restaurant	Attitude> inscribed Attitude> appreciation> reaction> +quality	Overall dining experience> value
1881b	Excellent value Italian dishes	Attitude> inscribed Attitude> appreciation> reaction> +quality	Overall dining experience> value
1881c	- superb tasty pizzas,	Attitude> inscribed Attitude> appreciation> reaction> +quality	Overall dining experience> food and drink> quality> taste
1881d	sizzling hot pasta dishes	Attitude> inscribed Attitude> appreciation> reaction> +quality	Overall dining experience> food and drink> quality> temperature
1881e	good wines	Attitude> inscribed Attitude> appreciation> reaction> +quality	Overall dining experience> food and drink> quality
1881f	cheerful friendly staff.	Attitude> inscribed Attitude> judgement> social esteem> +capacity	Overall dining experience> staff and service> quality> attitude
1881g	Popular with all ages	Attitude> inscribed Engagement > non-authorial Attitude> appreciation> reaction> +quality Graduation> force> high intensity	Overall dining experience> (dis)satisfaction

<p>1881 Busy excellent value Italian_Restaurant - Excellent value Italian dishes - superb tasty pizzas, sizzling hot pasta dishes, good wines, cheerful friendly staff. Essential to book for early evening meal because the restaurant is just opposite the popular Local_place - a well run regional theatre with an interesting programme. Popular with all ages including University students. Have been here many times and always enjoyed the food.</p>			
Number	Appraising item	Appraisal type	Object of appraisal
1881h	always enjoyed the food	Attitude> inscribed Attitude> affect> +satisfaction Graduation> force> high intensity	Overall dining experience> food and drink> quality

<p>2027 Regrettable</p> <p>I don't like to leave bad reviews but our experience was almost inexcusable, not least because we were staying in Morecambe so had passed over a number of places to instead visit Restaurant_F.</p> <p>Starters: I had cobblers and the mrs had garlic mushrooms. Cobblers were essentially doughballs with tomato puree in them, mushrooms were dry and tasteless with crusty cheese on them, I'm not sure if they were served as intended or if they had been overdone.</p> <p>Main: We had a pizza each. Mine was fine but nothing special, Customer_name's pizza was missing it's capers, turned out I had got them.</p> <p>So far we were finding things a little dry and bland. To cheer the situation up we decided to order a desert (we don't normally bother) and went for a banoffee roulade to share.</p> <p>This comprised of a piece of roulade accompanied by some sliced banana and toffee sauce. Is this 'deconstructed' food? It seems like a cop out to me.</p> <p>But hey, what's not to like. Sadly the meringue was lacking any crunch whatsoever and the ice cream was frozen solid in the middle. At this point we couldn't help but have a laugh so it wasn't all bad, though we weren't looking for comedy.</p> <p>Plus points, the place is nice, the waiting service was spot on and it would appear from other reviews that they are capable of doing a good job but need to work on consistency.</p> <p>At approx £50 including a couple of drinks each it could have been reasonable value, if we had visited on a night when they were on their game.</p>			
Number	Appraising item	Appraisal type	Object of appraisal
2027a	Regrettable	Attitude> inscribed Attitude> affect> - satisfaction	Overall dining experience> (dis)satisfaction

2027Regrettable			
<p>I don't like to leave bad reviews but our experience was almost inexcusable, not least because we were staying in Morecambe so had passed over a number of places to instead visit Restaurant_F.</p> <p>Starters: I had cobbles and the mrs had garlic mushrooms. Cobbles were essentially doughballs with tomato puree in them, mushrooms were dry and tasteless with crusty cheese on them, I'm not sure if they were served as intended or if they had been overdone.</p> <p>Main: We had a pizza each. Mine was fine but nothing special, Customer_name's pizza was missing it's capers, turned out I had got them.</p> <p>So far we were finding things a little dry and bland. To cheer the situation up we decided to order a desert (we don't normally bother) and went for a banoffee roulade to share.</p> <p>This comprised of a piece of roulade accompanied by some sliced banana and toffee sauce. Is this 'deconstructed' food? It seems like a cop out to me.</p> <p>But hey, what's not to like. Sadly the meringue was lacking any crunch whatsoever and the ice cream was frozen solid in the middle. At this point we couldn't help but have a laugh so it wasn't all bad, though we weren't looking for comedy.</p> <p>Plus points, the place is nice, the waiting service was spot on and it would appear from other reviews that they are capable of doing a good job but need to work on consistency.</p> <p>At approx £50 including a couple of drinks each it could have been reasonable value, if we had visited on a night when they were on their game.</p>			
Number	Appraising item	Appraisal type	Object of appraisal
2027b	our experience was almost inexcusable	Attitude> inscribed Attitude> appreciation> reaction> quality> - appropriateness Graduation> force> medium intensity	Overall dining experience> (dis)satisfaction
2027c	mushrooms were dry	Attitude> inscribed Attitude> appreciation> reaction> -quality	Overall dining experience> food and drink> quality> texture
2027d	[mushrooms were] tasteless	Attitude> inscribed Attitude> appreciation> reaction> -impact	Overall dining experience> food and drink> quality> taste
2027e	I'm not sure if they were served as intended	Attitude> invoked Attitude> appreciation> reaction> +quality	Overall dining experience> food and drink> quality> taste
2027f	[I'm not sure] if they had been overdone	Attitude> inscribed Attitude> appreciation> reaction> quality> - appropriateness	Overall dining experience> food and drink> quality> taste

2027Regrettable			
<p>I don't like to leave bad reviews but our experience was almost inexcusable, not least because we were staying in Morecambe so had passed over a number of places to instead visit Restaurant_F.</p> <p>Starters: I had cobblers and the mrs had garlic mushrooms. Cobblers were essentially doughballs with tomato puree in them, mushrooms were dry and tasteless with crusty cheese on them, I'm not sure if they were served as intended or if they had been overdone.</p> <p>Main: We had a pizza each. Mine was fine but nothing special, Customer_name's pizza was missing it's capers, turned out I had got them.</p> <p>So far we were finding things a little dry and bland. To cheer the situation up we decided to order a desert (we don't normally bother) and went for a banoffee roulade to share.</p> <p>This comprised of a piece of roulade accompanied by some sliced banana and toffee sauce. Is this 'deconstructed' food? It seems like a cop out to me.</p> <p>But hey, what's not to like. Sadly the meringue was lacking any crunch whatsoever and the ice cream was frozen solid in the middle. At this point we couldn't help but have a laugh so it wasn't all bad, though we weren't looking for comedy.</p> <p>Plus points, the place is nice, the waiting service was spot on and it would appear from other reviews that they are capable of doing a good job but need to work on consistency.</p> <p>At approx £50 including a couple of drinks each it could have been reasonable value, if we had visited on a night when they were on their game.</p>			
Number	Appraising item	Appraisal type	Object of appraisal
2027g	Mine [pizza] was fine	Attitude> inscribed Attitude> appreciation> reaction> +quality	Overall dining experience> food and drink> quality
2027h	[my pizza was] nothing special	Attitude> inscribed Attitude> appreciation> reaction> -quality	Overall dining experience> food and drink> quality
2027i	we were finding things a little dry and bland	Attitude> inscribed Attitude> appreciation> reaction> -quality Graduation> force> low intensity	Overall dining experience> food and drink> texture + quality
2027j	Sadly the meringue was lacking any crunch whatsoever and the ice cream was frozen solid in the middle	Attitude> inscribed Attitude> appreciation> composition> -balance Graduation> force> high intensity	Overall dining experience> food and drink> quality> texture

2027 Regrettable			
<p>I don't like to leave bad reviews but our experience was almost inexcusable, not least because we were staying in Morecambe so had passed over a number of places to instead visit Restaurant_F.</p> <p>Starters: I had cobblers and the mrs had garlic mushrooms. Cobblers were essentially doughballs with tomato puree in them, mushrooms were dry and tasteless with crusty cheese on them, I'm not sure if they were served as intended or if they had been overdone.</p> <p>Main: We had a pizza each. Mine was fine but nothing special, Customer_name's pizza was missing it's capers, turned out I had got them.</p> <p>So far we were finding things a little dry and bland. To cheer the situation up we decided to order a desert (we don't normally bother) and went for a banoffee roulade to share.</p> <p>This comprised of a piece of roulade accompanied by some sliced banana and toffee sauce. Is this 'deconstructed' food? It seems like a cop out to me.</p> <p>But hey, what's not to like. Sadly the meringue was lacking any crunch whatsoever and the ice cream was frozen solid in the middle. At this point we couldn't help but have a laugh so it wasn't all bad, though we weren't looking for comedy.</p> <p>Plus points, the place is nice, the waiting service was spot on and it would appear from other reviews that they are capable of doing a good job but need to work on consistency.</p> <p>At approx £50 including a couple of drinks each it could have been reasonable value, if we had visited on a night when they were on their game.</p>			
Number	Appraising item	Appraisal type	Object of appraisal
2027k	it wasn't all bad	Attitude> inscribed Attitude> appreciation> reaction> +quality	Overall dining experience> (dis)satisfaction
2027l	though we weren't looking for comedy	Attitude> invoked Attitude> appreciation> reaction> -quality	Overall dining experience> (dis)satisfaction
2027m	the place is nice	Attitude> inscribed Attitude> appreciation> reaction> quality> +aesthetics	Overall dining experience> physical premises and atmosphere> location
2027n	the waiting service was spot on	Attitude> invoked Attitude> appreciation> reaction> quality> +effectiveness	Overall dining experience> staff and service> quality

2027Regrettable			
<p>I don't like to leave bad reviews but our experience was almost inexcusable, not least because we were staying in Morecambe so had passed over a number of places to instead visit Restaurant_F.</p> <p>Starters: I had cobblers and the mrs had garlic mushrooms. Cobblers were essentially doughballs with tomato puree in them, mushrooms were dry and tasteless with crusty cheese on them, I'm not sure if they were served as intended or if they had been overdone.</p> <p>Main: We had a pizza each. Mine was fine but nothing special, Customer_name's pizza was missing it's capers, turned out I had got them.</p> <p>So far we were finding things a little dry and bland. To cheer the situation up we decided to order a desert (we don't normally bother) and went for a banoffee roulade to share.</p> <p>This comprised of a piece of roulade accompanied by some sliced banana and toffee sauce. Is this 'deconstructed' food? It seems like a cop out to me.</p> <p>But hey, what's not to like. Sadly the meringue was lacking any crunch whatsoever and the ice cream was frozen solid in the middle. At this point we couldn't help but have a laugh so it wasn't all bad, though we weren't looking for comedy.</p> <p>Plus points, the place is nice, the waiting service was spot on and it would appear from other reviews that they are capable of doing a good job but need to work on consistency.</p> <p>At approx £50 including a couple of drinks each it could have been reasonable value, if we had visited on a night when they were on their game.</p>			
Number	Appraising item	Appraisal type	Object of appraisal
2027o	it would appear from other reviews that they are capable of doing a good job	Engagement> non-authorial Attitude> invoked Attitude> judgment social> esteem>+ capacity Graduation> force> low intensity	Overall dining experience> staff and service> quality
2027p	But [they] need to work on consistency	Attitude> invoked Attitude> judgment social> esteem> -capacity	Overall dining experience> staff and service> quality
2027q	At approx £50 including a couple of drinks each it could have been reasonable value	Attitude> inscribed Attitude> appreciation> reaction> quality> - appropriateness	Overall dining experience> food and drink> price

2027Regrettable			
<p>I don't like to leave bad reviews but our experience was almost inexcusable, not least because we were staying in Morecambe so had passed over a number of places to instead visit Restaurant_F.</p> <p>Starters: I had cobblers and the mrs had garlic mushrooms. Cobblers were essentially doughballs with tomato puree in them, mushrooms were dry and tasteless with crusty cheese on them, I'm not sure if they were served as intended or if they had been overdone.</p> <p>Main: We had a pizza each. Mine was fine but nothing special, Customer_name's pizza was missing it's capers, turned out I had got them.</p> <p>So far we were finding things a little dry and bland. To cheer the situation up we decided to order a desert (we don't normally bother) and went for a banoffee roulade to share.</p> <p>This comprised of a piece of roulade accompanied by some sliced banana and toffee sauce. Is this 'deconstructed' food? It seems like a cop out to me.</p> <p>But hey, what's not to like. Sadly the meringue was lacking any crunch whatsoever and the ice cream was frozen solid in the middle. At this point we couldn't help but have a laugh so it wasn't all bad, though we weren't looking for comedy.</p> <p>Plus points, the place is nice, the waiting service was spot on and it would appear from other reviews that they are capable of doing a good job but need to work on consistency.</p> <p>At approx £50 including a couple of drinks each it could have been reasonable value, if we had visited on a night when they were on their game.</p>			
Number	Appraising item	Appraisal type	Object of appraisal
2027r	[it could have been reasonable value,] if we had visited on a night when they were on their game	Attitude> invoked Attitude> appreciation> reaction> quality> - effectiveness	Overall dining experience> staff and service> quality

The type of appraisal that is mostly found in the selected reviews of Restaurant_F (see Table 26) is Attitude> appreciation> reaction> quality, with both positive (17) and negative (four) polarity. In addition to those, other appraisals dealing with quality are classed under negative appropriateness (four), positive aesthetics (three), positive (two) and negative (one) effectiveness. In terms of strategy, all appraisals can be labelled as inscribed (35). Graduation is also very frequently employed by these reviewers, either at high, medium (five each) or low (four) intensity. With regards to attitude> affect, positive satisfaction is the most frequent type of appraisal (three), while positive capacity is the most common type of appraisal under judgement> social esteem (three).

Table 26 - Appraisal types in three randomly selected reviews of Restaurant_F

Restaurant_F	
Appraisal type	Count
Attitude> inscribed	35
Attitude> appreciation> reaction> +quality	17
Attitude> invoked	6
Graduation> force> high intensity	5
Graduation> force> medium intensity	5
Graduation> force> low intensity	4
Attitude> appreciation> reaction> -quality	4
Attitude> appreciation> reaction> quality> -appropriateness	4
Attitude> affect> +satisfaction	3
Attitude> appreciation> reaction> quality> +aesthetics	3
Attitude> judgement> social esteem> +capacity	3
Engagement> non-authorial	2
Attitude> appreciation> reaction> quality> +effectiveness	2
Attitude> appreciation> reaction> quality> -effectiveness	1
Attitude> appreciation> composition> +details	1
Attitude> appreciation> composition> -balance	1
Attitude> appreciation> reaction> +impact	1
Attitude> appreciation> reaction> -impact	1
Attitude> affect> -satisfaction	1
Attitude> judgement> social esteem> -capacity	1

Most appraisals in the reviews of Restaurant_F deal with reviewers' (dis)satisfaction (eight) and the food's general quality (seven) (see Table 27). Another six appraisals specifically refer to the taste of the food and two evaluate food texture. Additionally, four discussed the general service quality and two staff attitude, in particular. Three focus on the overall value of the dining experience. Finally, four are centred on the

physical premises and atmosphere, two of which specifically address the restaurant’s location, one addresses conditions and another, other customers.

Table 27 - Objects of appraisal in three randomly selected reviews of Restaurant_F

Restaurant_F	
Object of appraisal	Count
Overall dining experience> (dis)satisfaction	8
Overall dining experience> value	3
Overall dining experience> food and drink> price	1
Overall dining experience> food and drink> menu> variety	1
Overall dining experience> food and drink> quality	7
Overall dining experience> food and drink> quality> taste	6
Overall dining experience> food and drink> quality> texture	2
Overall dining experience> food and drink> quality> temperature	1
Overall dining experience> food and drink> quantity	1
Overall dining experience> food and drink> texture + quality	1
Overall dining experience> staff and service> quality	4
Overall dining experience> staff and service> quality> attitude	2
Overall dining experience> staff and service> quality> efficiency	1
Overall dining experience> physical premises and atmosphere> conditions	1
Overall dining experience> physical premises and atmosphere> location	2
Overall dining experience> physical premises and atmosphere> other customers	1

Overall, hedging and mitigation are very common in the IRRC. The randomly selected reviews of Restaurant_F feature multiple examples of graduation at different levels of intensity, which represent one of the most common hedging strategies employed by the reviewers of this restaurant. For example, one of the appraisal items in the reviews combines an intensifier and a modifier (2027b) to weaken the appraisal, rendering the evaluation less harsh. Nevertheless, middling evaluations are not expressed through graduation only. For example, one of the reviewers claim “[my pizza was] nothing special” (2027h).

4.3.8. Restaurant_G

2057 Chill with friends Prompt escort to our table once they knew we had booked... good food, reasonable prices and notv rushed to vacate our table, which made a pleasant change... Will definitely go again. Never had a bad experience at Restaurant_G... small group or large...			
Number	Appraising item	Appraisal type	Object of appraisal
2057a	good food	Attitude> inscribed Attitude> appreciation> reaction> +quality	Overall dining experience> food and drink> quality
2057b	reasonable prices	Attitude> inscribed Attitude> appreciation> reaction> quality> +appropriateness	Overall dining experience> food and drink> price
2057c	[not being rushed] made a pleasant change	Attitude> inscribed Attitude> appreciation> reaction> +quality	Overall dining experience> (dis)satisfaction + expectations
2057d	Will definitely go again	Attitude> inscribed Attitude> affect> +satisfaction Graduation > force > high intensity	Overall dining experience> (dis)satisfaction
2057e	Never had a bad experience at Restaurant_G... small group or large...	Attitude> inscribed Attitude> affect> +satisfaction Graduation> force> high intensity	Overall dining experience> (dis)satisfaction

<p>2205. Excellent food, but spoiled by noise!</p> <p>We visited the Restaurant_G on a Saturday night for my mums birthday.</p> <p>This is one of my favourite restaurants for pizzas. The price and the quality are always excellent. What I did have an issue with was the noise from the large table of unaccompanied children.</p> <p>There were at least 10/12 of them. With no adult supervision.</p> <p>They were very loud and for</p> <p>Most of our meal screamed like banshees. The other tables around us didn't look happy either. They then started running about the place.</p> <p>We found it hard to have a conversation and hear each other. We normally would have ordered coffee and desert but made a very speedy exit after 45 mins.</p> <p>Was quite disappointed as we normally have a lovely time.</p>			
Number	Appraising item	Appraisal type	Object of appraisal
2205a	Excellent food	Attitude> inscribed Attitude> appreciation> reaction> +quality	Overall dining experience> food and drink> quality
2205b	[excellent food] but spoiled by the noise!	Attitude> inscribed Attitude> appreciation> reaction> -impact	Overall dining experience> physical premises and atmosphere> other customers
2205c	This is one of my favourite restaurants for pizzas	Attitude> > invoked Attitude> affect> +satisfaction	Overall dining experience> food and drink> quality
2205d	The price [and the quality] are always excellent	Attitude> inscribed Attitude> appreciation> reaction> +quality Graduation> force> high intensity	Overall dining experience> food and drink> price + quality
2205e	I did have an issue with was the noise	Attitude> invoked Attitude> appreciation> reaction> -impact	Overall dining experience> physical premises and atmosphere> other customers
2205f	[unaccompanied children] They were very loud	Attitude> inscribed Attitude> judgement> social sanction> -propriety Graduation> force> medium intensity	Overall dining experience> physical premises and atmosphere> other customers

<p>2205. Excellent food, but spoiled by noise!</p> <p>We visited the Restaurant_G on a Saturday night for my mums birthday.</p> <p>This is one of my favourite restaurants for pizzas. The price and the quality are always excellent. What I did have an issue with was the noise from the large table of unaccompanied children.</p> <p>There were at least 10/12 of them. With no adult supervision.</p> <p>They were very loud and for</p> <p>Most of our meal screamed like banshees. The other tables around us didn't look happy either. They then started running about the place.</p> <p>We found it hard to have a conversation and hear each other. We normally would have ordered coffee and desert but made a very speedy exit after 45 mins.</p> <p>Was quite disappointed as we normally have a lovely time.</p>			
Number	Appraising item	Appraisal type	Object of appraisal
2205g	The other tables around us didn't look happy either	Engagement> non-authorial Attitude> inscribed Attitude> affect> - happiness Graduation> force> medium intensity	Overall dining experience> physical premises and atmosphere> other customers
2205h	We found it hard to have a conversation and hear each other	Attitude> invoked Attitude> appreciation> reaction> -impact	Overall dining experience> physical premises and atmosphere> conditions
2205i	[We normally would have ordered coffee and desert] but made a very speedy exit after 45 mins.	Attitude> invoked Attitude> affect> - satisfaction Graduation> force> medium intensity	Overall dining experience> (dis)satisfaction
2205j	Was quite disappointed	Attitude> inscribed Attitude> affect> - satisfaction Graduation> force> medium intensity	Overall dining experience> (dis)satisfaction

<p>2205. Excellent food, but spoiled by noise!</p> <p>We visited the Restaurant_G on a Saturday night for my mums birthday. This is one of my favourite restaurants for pizzas. The price and the quality are always excellent. What I did have an issue with was the noise from the large table of unaccompanied children. There were at least 10/12 of them. With no adult supervision. They were very loud and for Most of our meal screamed like banshees. The other tables around us didn't look happy either. They then started running about the place. We found it hard to have a conversation and hear each other. We normally would have ordered coffee and desert but made a very speedy exit after 45 mins. Was quite disappointed as we normally have a lovely time.</p>			
Number	Appraising item	Appraisal type	Object of appraisal
2205k	[Was quite disappointed] as we normally have a lovely time	Attitude> inscribed Attitude> appreciation> reaction> +quality Graduation> force> medium intensity	Overall dining experience> (dis)satisfaction + expectations

<p>2273OKish</p> <p>Third place we visited during our unofficial post grad fresher's week tour of Lancaster. First impressions were poor. The place is dinghy and old fashioned. I didn't warm to the waitresses, they were young and seemed to read from a script. The music must have been either so low that I couldn't hear it, or non existent. It was quiet, dark outside (and in) and the cutlery, table, table luggage (salt, pepper etc) were all very dated. Had the food been poor, this would have been a one star review and they'd deserve it. However the food was quite good. We managed to, by accident, sneak into the "Happy Hour" and as a result our entire meal of bruschetta, pizza and wine cost £48 for two people. The food wasn't great, similarly to Local_business, it was more portion size than quality. However, if you like large deep pan pizzas then you'll like Restaurant_G. I saw a prawn cocktail on next door's table that was massive also.</p> <p>So, in conclusion, if you're hungry and on a budget, then this place is OK. If you want a nice or romantic restaurant, there must be better places.</p>			
Number	Appraising item	Appraisal type	Object of appraisal
2273a	Okish	Attitude> inscribed Attitude> appreciation> reaction> +quality Graduation> force> low intensity	Overall dining experience> (dis)satisfaction
2273b	First impressions were poor	Attitude> inscribed Attitude> affect> -satisfaction	Overall dining experience> (dis)satisfaction

2273OKish			
<p>Third place we visited during our unofficial post grad fresher’s week tour of Lancaster. First impressions were poor. The place is dinghy and old fashioned. I didn’t warm to the waitresses, they were young and seemed to read from a script. The music must have been either so low that I couldn’t hear it, or non existent. It was quiet, dark outside (and in) and the cutlery, table, table luggage (salt, pepper etc) were all very dated. Had the food been poor, this would have been a one star review and they’d deserve it. However the food was quite good. We managed to, by accident, sneak into the "Happy Hour" and as a result our entire meal of bruschetta, pizza and wine cost £48 for two people. The food wasn’t great, similarly to Local_business, it was more portion size than quality. However, if you like large deep pan pizzas then you’ll like Restaurant_G. I saw a prawn cocktail on next door’s table that was massive also.</p> <p>So, in conclusion, if you’re hungry and on a budget, then this place is OK. If you want a nice or romantic restaurant, there must be better places.</p>			
Number	Appraising item	Appraisal type	Object of appraisal
2273c	The place is dinghy and old fashioned	Attitude> inscribed Attitude> appreciation> reaction> quality> - aesthetics	Overall dining experience> physical premises and atmosphere> conditions
2273d	[waitresses] seemed to read from a script	Attitude> invoked Attitude> judgement> social esteem> -capacity Graduation> force> low intensity	Overall dining experience> staff and service> quality> attitude
2273e	The music must have been either so low or non existent	Attitude> invoked Attitude> appreciation> reaction> -impact Graduation> force> high intensity	Overall dining experience> physical premises and atmosphere> music
2273f	It was quiet	Attitude> inscribed Attitude> appreciation> reaction> -quality	Overall dining experience> physical premises and atmosphere> music
2273g	[It was] dark outside (and in)	Attitude> inscribed Attitude> appreciation> reaction> quality> - aesthetics	Overall dining experience> physical premises and atmosphere> lighting
2273h	the cutlery, table, table luggage (salt, pepper etc) were all very dated	Attitude> inscribed Attitude> appreciation> reaction> quality> - aesthetics Graduation> force> medium intensity	Overall dining experience> physical premises and atmosphere> conditions

2273OKish			
<p>Third place we visited during our unofficial post grad fresher’s week tour of Lancaster. First impressions were poor. The place is dinghy and old fashioned. I didn’t warm to the waitresses, they were young and seemed to read from a script. The music must have been either so low that I couldn’t hear it, or non existent. It was quiet, dark outside (and in) and the cutlery, table, table luggage (salt, pepper etc) were all very dated. Had the food been poor, this would have been a one star review and they’d deserve it. However the food was quite good. We managed to, by accident, sneak into the "Happy Hour" and as a result our entire meal of bruschetta, pizza and wine cost £48 for two people. The food wasn’t great, similarly to Local_business, it was more portion size than quality. However, if you like large deep pan pizzas then you’ll like Restaurant_G. I saw a prawn cocktail on next door’s table that was massive also.</p> <p>So, in conclusion, if you’re hungry and on a budget, then this place is OK. If you want a nice or romantic restaurant, there must be better places.</p>			
Number	Appraising item	Appraisal type	Object of appraisal
2273i	However the food was quite good	Attitude> invoked Attitude> appreciation> reaction> +quality Graduation> force> medium intensity	Overall dining experience> food and drink> quality
2273j	The food wasn’t great	Attitude> inscribed Attitude> appreciation> reaction> -quality	Overall dining experience> food and drink> quality
2273k	[food] was more portion size than quality	Attitude> inscribed Attitude> appreciation> composition> -balance Graduation> force> medium intensity	Overall dining experience> food and drink> quality
2273l	However, if you like large deep pan pizzas then you’ll like Restaurant_G	Engagement> non-authorial Attitude> inscribed Attitude> affect> +satisfaction	Overall dining experience> food and drink> quality
2273m	I saw a prawn cocktail on next door’s table that was massive also	Attitude> inscribed Attitude> appreciation> composition> +balance	Overall dining experience> food and drink> quantity
2273n	if you’re hungry and on a budget, then this place is OK	Attitude> inscribed Attitude> appreciation> reaction> quality> +appropriateness	Overall dining experience> value

<p>2273OKish</p> <p>Third place we visited during our unofficial post grad fresher’s week tour of Lancaster. First impressions were poor. The place is dinghy and old fashioned. I didn’t warm to the waitresses, they were young and seemed to read from a script. The music must have been either so low that I couldn’t hear it, or non existent. It was quiet, dark outside (and in) and the cutlery, table, table luggage (salt, pepper etc) were all very dated. Had the food been poor, this would have been a one star review and they’d deserve it. However the food was quite good. We managed to, by accident, sneak into the "Happy Hour" and as a result our entire meal of bruschetta, pizza and wine cost £48 for two people. The food wasn’t great, similarly to Local_business, it was more portion size than quality. However, if you like large deep pan pizzas then you’ll like Restaurant_G. I saw a prawn cocktail on next door’s table that was massive also.</p> <p>So, in conclusion, if you’re hungry and on a budget, then this place is OK. If you want a nice or romantic restaurant, there must be better places.</p>			
Number	Appraising item	Appraisal type	Object of appraisal
2273o	If you want a nice or romantic restaurant, there must be better places	Attitude> inscribed Attitude> appreciation> reaction> quality> - appropriateness	Overall dining experience> physical premises and atmosphere

The appraisals in the randomly selected reviews of Restaurant_G (see Table 28 on p. 159) can be classified under the quality type (seven with positive polarity and two negative, in addition to another three under negative aesthetics, two positive appropriateness and one negative appropriateness). Fewer instances are about impact (four negative), satisfaction (seven, four positive and three negative). In terms of strategy, appraisals are mostly inscribed (24 versus seven invoked, one of which is classed under provoke). With regards to graduation, all levels of intensity can be found in the reviews, with a majority of medium instances (eight), followed by high (four) and low (two). Finally, both types of engagement have been found, with two non-authorial appraisals.

Table 28 - Appraisal types in three randomly selected reviews of Restaurant_G

Restaurant_G	
Appraisal type	Count
Attitude> inscribed	24
Graduation> force> medium intensity	8
Attitude> appreciation> reaction> +quality	7
Attitude> invoked	7
Graduation > force > high intensity	4
Attitude> appreciation> reaction> - impact	4
Attitude> affect> +satisfaction	4
Attitude> affect> -satisfaction	3
Attitude> appreciation> reaction> quality> -aesthetics	3
Engagement > non-authorial	2
Graduation> force> low intensity	2
Attitude> appreciation> reaction> - quality	2
Attitude> appreciation> reaction> quality> +appropriateness	2
Attitude> affect> -happiness	1
Attitude> appreciation> composition> - balance	1
Attitude> appreciation> composition> +balance	1
Attitude> appreciation> reaction> quality> -appropriateness	1
Attitude> judgement> social esteem> - capacity	1
Attitude> judgement> social sanction> - propriety	1

In terms of objects of appraisal, the selected reviews of Restaurant_G (see Table 29) most frequently discuss food quality (eight, including one which deals with it in combination with food price), followed by reviewers' satisfaction (eight, including two in combination with expectations). Fewer reviews refer to the atmosphere and business premises (eleven in total, including one in generic terms). Two appraisals discuss the music, three the conditions of the restaurant and four the other diners.

Table 29 - Objects of appraisal in three randomly selected reviews of Restaurant_G

Restaurant_G	
Object of appraisal	Count
Overall dining experience> (dis)satisfaction	6
Overall dining experience> (dis)satisfaction + expectations	2
Overall dining experience> value	1
Overall dining experience> food and drink> price	1
Overall dining experience> food and drink> price + quality	1
Overall dining experience> food and drink> quality	7
Overall dining experience> food and drink> quantity	1
Overall dining experience> staff and service> quality> attitude	1
Overall dining experience> physical premises and atmosphere	1
Overall dining experience> physical premises and atmosphere> other customers	4
Overall dining experience> physical premises and atmosphere> conditions	3
Overall dining experience> physical premises and atmosphere> music	2
Overall dining experience> physical premises and atmosphere> lighting	1

As explained in the methodology chapter (section 3.3), engagement was assumed to be authorial because of the genre and was only specified in the analysis. Among the selected reviews of Restaurant_G, appraisals show both types of engagement (two non-authorial). Specifically, the first instance (2205g) refers to the other diners to support the little appreciation for the restaurant that the reviewers express. Meanwhile, the other non-authorial engagement claims that whoever likes deep-pan pizza will appreciate this restaurant (2273l). Therefore, the two instances exemplify how engagement can be employed in IRRs, either to reinforce an appraisal or to define the type of food that is offered by the restaurant, respectively. The latter (2205g) may represent an attempt by the reviewer to increase the credibility or the negative evaluation, supporting it with the impression that other diners are dissatisfied with their experience as well. Meanwhile, the latter example of engagement (2273l)

mentions a type of pizza that is particularly popular or good at the establishment, according to the reviewer, as to suggest that whoever appreciates that dish would enjoy the food served at Restaurant_G.

4.3.9. Restaurant_H

2344 The best pizza in town We've been a few times now and this small restaurant is consistently good. Really good pizzas, much better than any of the well known chains, great service and a very pleasant, relaxed atmosphere. We love it.			
Number	Appraising item	Appraisal type	Object of appraisal
2344a	The best pizza in town	Attitude> invoked Attitude> appreciation> reaction> +quality Graduation> force> high intensity	Overall dining experience> food and drink> quality
2344b	this [small] restaurant is consistently good	Attitude> inscribed Attitude> appreciation> reaction> +quality	Overall dining experience> (dis)satisfaction
2344c	Really good pizzas	Attitude> inscribed Attitude> appreciation> reaction> +quality Graduation> force> medium intensity	Overall dining experience> food and drink> quality
2344d	much better than any of the well known chains	Attitude> inscribed Attitude> appreciation> reaction> +quality Graduation> force> medium intensity	Overall dining experience
2344e	great service	Attitude> inscribed Attitude> appreciation> reaction> +quality Graduation> force> high intensity	Overall dining experience> staff and service> quality

2344 The best pizza in town			
We've been a few times now and this small restaurant is consistently good. Really good pizzas, much better than any of the well known chains, great service and a very pleasant, relaxed atmosphere. We love it.			
Number	Appraising item	Appraisal type	Object of appraisal
2344f	a very pleasant, relaxed atmosphere	Attitude> inscribed Attitude> appreciation> reaction> +quality Graduation> force> medium intensity	Overall dining experience> physical premises and atmosphere
2344g	We love it	Attitude> inscribed Attitude> affect> +satisfaction	Overall dining experience> (dis)satisfaction

2371 Best pizza in lancaster			
Best pizza in lancaster for sure. Very Italian atmosphere with arty relaxed vibe, great pizza choice, simple selection of drinks and friendly staff. Very good value for money.			
Number	Appraising item	Appraisal type	Object of appraisal
2371a	Best pizza in lancaster	Attitude> inscribed Attitude> appreciation> reaction> +quality Graduation> force> high intensity	Overall dining experience> food and drink> quality
2371b	Best pizza in lancaster for sure	Attitude> inscribed Attitude> appreciation> reaction> +quality Graduation> force> high intensity	Overall dining experience> food and drink> quality
2371c	Very Italian atmosphere with arty relaxed vibe	Attitude> invoked Attitude> appreciation> reaction> +quality Graduation> force> medium intensity	Overall dining experience> physical premises and atmosphere

2371 Best pizza in lancaster			
Best pizza in lancaster for sure. Very Italian atmosphere with arty relaxed vibe, great pizza choice, simple selection of drinks and friendly staff. Very good value for money.			
Number	Appraising item	Appraisal type	Object of appraisal
2371d	great pizza choice	Attitude>inscribed Attitude> appreciation> reaction> +quality	Overall dining experience> food and drink> menu> variety
2371e	simple selection of drinks	Attitude> inscribed Attitude> appreciation> composition> +details	Overall dining experience> food and drink> menu> variety
2371f	friendly staff	Attitude> inscribed Attitude> judgement> social esteem> +capacity	Overall dining experience> staff and service> quality> attitude
2371g	Very good value for money	Attitude> inscribed Attitude> appreciation> reaction> +quality Graduation> force> medium intensity	Overall dining experience> value

2398 Party gathering			
Get your friends together and get a variety of pies then swap around! Delicious non British sauce is the basis for a terrific variety. Good fun!			
Number	Appraising item	Appraisal type	Object of appraisal
2398a	Delicious non British sauce	Attitude> inscribed Attitude> appreciation> reaction> +quality	Overall dining experience> food and drink> quality> taste
2398b	a terrific variety	Attitude> inscribed Attitude> appreciation> composition> +details	Overall dining experience> food and drink> menu> variety
2398c	Good fun	Attitude> inscribed Attitude> appreciation> reaction> +quality	Overall dining experience> (dis)satisfaction

Most appraisals in the randomly selected reviews of Restaurant_H (see Table 30) are inscribed (15) versus two invoked. Additionally, 14 are of the positive quality type.

Fewer appraisals are under the positive details type (two), positive satisfaction (one) and positive capacity (one). At the same time, graduation is also frequently employed, both at medium (five) and high intensity (three).

Table 30 - Appraisal types in three randomly selected reviews of Restaurant_H

Restaurant_H	
Appraisal type	Count
Attitude> inscribed	15
Attitude> appreciation> reaction> +quality	14
Graduation> force> medium intensity	5
Graduation> force> high intensity	3
Attitude> invoked	2
Attitude> appreciation> composition> +details	2
Attitude> affect> +satisfaction	1
Attitude> judgement> social esteem> +capacity	1

Most appraisals in the selected reviews of Restaurant_H (see Table 31) deal with food, either its quality (four, plus one focusing specifically on taste) or menu variety (three). Fewer refer to satisfaction (three). Finally, two deal with physical premises and atmosphere in general and another one specifically relates to the place's conditions.

Table 31 - Objects of appraisal in three randomly selected reviews of Restaurant_H

Restaurant_H	
Object of appraisal	Count
Overall dining experience	1
Overall dining experience> (dis)satisfaction	3
Overall dining experience> value	1
Overall dining experience> food and drink> menu> variety	3
Overall dining experience> food and drink> quality	4
Overall dining experience> food and drink> quality> taste	1
Overall dining experience> staff and service> quality	1
Overall dining experience> staff and service> quality> attitude	1
Overall dining experience> physical premises and atmosphere	2
Overall dining experience> physical premises and atmosphere> conditions	1

The randomly selected reviews of Restaurant_H highlight quality with positive polarity as one of the most frequent types of appraisal. Additionally, food quality is one of the most frequent objects of appraisal. Graduation is also frequently employed, at medium and high intensity. Therefore, these reviews look less mitigated than those

of other Italian restaurants, which have been discussed previously. To conclude, one of the appraisals analysed refers to the atmosphere of the restaurant as “very Italian [...] with arty relaxed vibe” (2371c). Therefore, this reviewer associates the possibility to relax and the creative environment with Italianness. Unfortunately, the review does not provide any further details on the elements that contribute to such expectations and final evaluation. Nevertheless, it could be that the place is evaluated as “arty” because of the unusual food, the presence of paintings decorating the restaurant or, possibly, entertainment (e.g. live music). It is peculiar, though, that none of these possible scenarios specifies why the business resembles Italy and Italian culture (e.g. paintings or photos of famous monuments).

The next section will summarise the main points made in this first analysis chapter.

4.4. Concluding remarks

According to the analysis of both word frequencies and collocates of the IRRC, the evaluations can refer to different topics, aspects and details, which compose the dining experience, otherwise, they can apply to the experience as a whole. Beneath such an overarching level, these three topics have been identified:

- 1) food and drink
- 2) staff and service
- 3) physical premises and atmosphere.

Each one of these topics comprises other aspects and details belonging to those.

Overall, the frequency list of the IRRC is characterised by a predominance of positive lexical items among the first 150 frequencies, but with a stronger graduation value towards the top of the list (e.g. ‘excellent’). Additionally, the most frequent semantic tags are linked to the type of businesses, as they include F1 (food), F2 (drinks and alcohol) and I3.1 (work and employment: generally), dealing with service. Such words dealing with restaurants become more specific as the ranking of the frequencies proceed.

Other frequent tags in the corpus are those indicating movement (e.g. ‘going’) and time (e.g. ‘then’). These are frequently employed in the review to describe how the experience unfolds, narrating the situation and the actions that happen during the meal. Finally, boosters (e.g. ‘very’ and ‘really’) are also frequent, as signalled through the tags A13.3 (degree: boosters). These contribute to the overall predominance of the positive evaluations. At the same time, the tag N6 (frequent) is often employed to express the willingness of the reviewers to revisit the restaurant (e.g. ‘again’) which also adds to the overall positive evaluations in these IRRs.

In terms of appraisals, most are inscribed (86.70%) and express an appreciation (31.36%). Graduation is employed in 15.07% of the appraisals found, mostly at medium intensity. In contrast, a minority of appraisals belong to the affect-type (6.72%) and mostly regard satisfaction.

With regard to the content, the key role of food and drink is supported by the most frequent lexemes, semantic tags and appraisal found in the corpus. Graduation is frequently employed, as confirmed by both the appraisal analysis of the randomly selected IRRs and the most frequent lexemes and semantic tags in the corpus.

In terms of authenticity, the family-run management of the Italian restaurants in Lancaster is often appreciated by the reviewers. In particular, the relaxed or informal atmosphere is noted and praised. At the same time, the rusticity of the place and food is also mentioned and positively evaluated. Another particularity that is often highlighted in the IRRs is the Italian language, in different forms. This can be present on the décor or employed by the staff members to communicate with each other and with the customers, adjusting to their proficiency, using well-known expressions and conversing with them if they are able to. Additionally, national and regional origins receive particular attention by the reviewers, who add to their description of the dining experience and to their evaluation of the restaurant as ‘authentically Italian’ by specifying those. All of these elements are mentioned or discussed in the IRRC as characterising the dining experiences, possibly contributing to its authenticity or the lack of it. More specifically, these often appear as the reviewers compare their expectations of Italian dining experiences or past experiences they had in Italy.

References to (in)authenticity are both explicit, featuring the lexemes ‘authentic’, or implicit. Overall, such references feature 35 words. The most frequently occurring of those words in the corpus suggest a (fixed) procedure and, possibly, a connection with the past (e.g. ‘traditional’ or ‘proper’). Authenticity is also hinted at through words recalling rusticity (‘genuine’ or ‘real’).

Data also suggest that the references to (in)authenticity are sometimes not clear. For example, the nationality of the cuisine can be mentioned in the IRRs and, thus, signal a potential reference, but this could arguably refer to the cuisine only. Finally, a surprising finding is that not all reviewers evaluated their Italian experiences against other UK-based restaurants or experiences they had in the country of origin of the cuisine these restaurants served. In fact, expectations may also be informed by other Italian experiences reviewers had abroad.

According to the chi-square results, occurrences of ‘food’ and ‘atmosphere’ referring to (in)authenticity are statistically significant if tested both with those of ‘staff’ and ‘service’. Such a result shows that authenticity is more frequently expected or noted, either positively or negatively, with regards to both food and atmosphere than service. Considering this, authenticity may be valued higher by RofIR when it regards the food or the atmosphere. In contrast, it seems less valuable to them when it relates to the service.

The next chapter will focus on the comparison of positive and negative IRRs to address sub-RQ2.

5. Analysis – Part II: sub-RQ2

This chapter will present part of the data analysis results, aiming to provide an answer to sub-RQ2 (see section 4.1) and adopting the methodological approach previously defined (see section 3.5). As mentioned, chapter 6 will address sub-RQ3, while chapter 1 will discuss the findings mentioned in all three analysis chapters.

5.1. Introducing sub-RQ2: specific features and references to (in)authenticity in the positive and negative IRRC

The second sub-RQ asks whether positive and negative IRRs highlight different components of the dining experiences and how these relate to (in)authenticity and the other element(s) identified in sub-RQ1. To answer this sub-question, as explained in section 3.5, I subdivided the IRRC on the basis of the overall evaluation given by each reviewer. Since *TripAdvisor* allows reviewers to rate the overall dining experience from one to five, I grouped all IRRs given one and two points in the negative IRRC (393 reviews and 50,868 tokens in total). At the same time, I included all the reviews scoring four or five points in the positive IRRC (1,674 reviews and 123,004 tokens in total). Therefore, most are positive, representing 80.99% of the non-neutral reviews and 70.74% of their tokens (see Table 32).

Table 32 - Positive and negative IRRC

	Positive IRRC	Negative IRRC	Percentage positive IRRs	Percentage negative IRRs
Reviews	1,674	393	80.99	19.01
Tokens	123,004	50,868	70.74	29.26

Considering that the IRRs collected were 2,411 in total, positive IRRs constitute 69% of the corpus collected to answer sub-RQ1 (see section 3.4), while negatively scored IRRs constitute 16% (see Table 33). The remaining IRRs are neutral, scoring three points. Therefore, the answer to sub-RQ2 will also need to investigate why positive IRRs outnumber the negative ones.

Table 33 - Reviews and polarity percentages of IRRC

	Positive IRRC	Negative IRRC	Neutral score	Total
Reviews	1,674	393	344	2,411
Percentage	69	16	14	100

To address sub-RQ2, I, first, considered the most frequent lexical items in the positive and negative IRRC, without separating all the eight individual restaurants. After eliminating the stopwords (i.e. articles, conjunctions, prepositions, pronouns and auxiliary verbs), I listed the first 25 most frequent words in both corpora (see Table 34), to provide an overview of the positive and negative IRRs and visually highlight the similarities and differences between them.

Table 34 - Frequency list of the positive and negative IRRC without stopwords

Yellow: food-related words, green: service-related words; other colours: individual matching words						
Rank	Italian restaurants					
	Positive IRRC			Negative IRRC		
	Word	Frequency	Rf	Word	Frequency	Rf
1	Food	1673	1.36	not	494	0.97
2	Good	1281	1.04	food	487	0.96
3	Very	1224	1.00	n't	421	0.83
4	Great	1007	0.82	service	302	0.59
5	Service	906	0.74	very	288	0.57
6	Staff	850	0.69	restaurant	211	0.42
7	Restaurant	687	0.56	staff	179	0.35
8	Lovely	638	0.52	pizza	171	0.34
9	friendly	602	0.49	meal	170	0.33
10	pizza	599	0.49	good	169	0.33
11	not	558	0.45	table	165	0.32
12	n't	544	0.44	just	161	0.32
13	meal	522	0.42	then	155	0.31
14	excellent	483	0.39	no	137	0.27
15	all	453	0.37	minutes	135	0.27
16	place	453	0.37	ordered	133	0.26
17	really	435	0.35	asked	128	0.25
18	Lancaster	428	0.35	poor	126	0.25
19	happy	424	0.35	place	125	0.25
20	always	422	0.34	one	122	0.24
21	menu	410	0.33	drinks	115	0.23
22	Italian	404	0.33	order	114	0.22
23	nice	376	0.31	arrived	113	0.22
24	atmosphere	367	0.30	like	110	0.22
25	visit	330	0.27	only	106	0.21

Table 34 shows that both positive and negative IRRs frequently mention or discuss the macro-topic of food and drink, either in general terms (e.g. ‘meal’) or referring to one of the most popular Italian dishes, ‘pizza’. The collocates of these words suggest that food is mainly evaluated with regard to quality in the positive IRRC. Additionally, the nationality of the cuisine served is often mentioned when food occurs in the positive

IRRC. Finally, service is also discussed in close proximity with food, as indicated by the words ‘food’, ‘service’ and ‘staff’, featuring in both lists. Therefore, both the macro-topics of food and service are present in all IRRs, regardless of their polarity. Instead, the third macro-topic of physical premises and atmosphere does not seem to be discussed as much as the other two topics. In fact, words like ‘table’ and ‘place’ may recall physical spaces within restaurants, but their occurrences show that they are mostly employed to narrate the dining experiences rather than to describe or evaluate the physical restaurants. For example, ‘table’ often features in the expression ‘brought to the table’, while ‘place’ appears in ‘finding a place (to sit and dine at a restaurant)’.

Looking at the two frequency lists (see Table 34), it can also be noted that boosters (e.g. ‘very’) and other lexical items indicating graduation (e.g. ‘great’, ‘excellent’) feature in both, signalling that claims in IRRs of both polarities are frequently reinforced.

Comparing the frequency lists of positive and negative IRRC, it is surprising to note that negations (‘not’ and ‘n’t’) are among the first 25 frequencies not only in the negative IRRC but also in the positive IRRC. This insight suggests that positive IRRs, though evaluating the dining experience positively overall, are still likely to express criticism. Therefore, the average IRR discusses more than one topic, aspect or detail of the dining experience, combining negative and positive evaluations, which all contribute to the final evaluation of the meal.

By examining frequency lists and taking a look at the collocates of the most frequent words, it can be noted that the discussion in both positive and negative IRRs develops on different levels, going from generic to specific. First, at the overarching level, the dining experiences may be discussed or evaluated by reviewers as a whole. If this is the case, the reviewers might also evaluate their experiences by comparing them with the expectations they hold. Overall, the reviewers evaluate the value of their experiences. On a more specific level, both positive and negative IRRs deal with the previously mentioned macro-topics (i.e. food and drink, staff and service and atmosphere), although they do so differently. In fact, positive IRRs touch upon all three topics, while negative IRRs shows a much closer focus on the topic of service. At the same time, the level of depth to which these topics are discussed differs. The

frequency lists and collocates show that the positive IRRs frequently deal with the topics in more depth than the negative IRRs.

With regards to food and drink, the lists of most frequent lexemes and collocates in both corpora show that all IRRs feature several dishes' names, discuss the variety available on the menu, the portion sizes served and the price of the meal.

Service is the only topic that is discussed in depth in both corpora. Aspects regarding staff that feature in both the positive and negative IRRC include friendliness, politeness and attentiveness. Additionally, the ability of the staff to answer customers' questions and to adequately respond to their needs and wants is praised when present and criticised if deemed lacking. Nevertheless, service speed and staff efficiency are more prominent in the negative IRRC. For example, the collocates of 'minutes' point out the importance of service speed for reviewers, who frequently discuss rapidity in the negative IRRC (e.g. 'ten', 'later', 'waited'). Therefore, the reference to food in this collocation list only relates to the speed at which the courses are brought to the table by the staff.

Moreover, the atmosphere does not feature among the 25 most frequent lexemes of the negative corpus, while it is present in the positive one. It is not only mentioned but discussed in more detail (e.g. referring to cleanliness or the décor of the restaurant).

Therefore, negative IRRs seem to discuss a narrower range of topics, aspects and details than positive IRRs, comprising mainly service speed and organisation. In contrast, boosters and graduation characterise both corpora, as shown, for example, by the collocates of 'poor' (e.g. 'really', 'very' and 'quite') and 'friendly' (e.g. 'really', 'very' and 'extremely').

The same different levels of discussion have been found in both corpora with regards to authenticity. To identify all the allusions to (in)authenticity in both positive and negative IRRs, I individually examined each occurrence of the words under the *Wmatrix* semantic tag for 'authentic' (i.e. A5.4+). I followed the same procedure with the words listed in the study by Kovács et al. (2014, p. 464) and with the synonyms and antonyms of the word 'authentic' in the online version of the *Collins English Thesaurus* (2019). Briefly, I examined all concordance lines featuring each word in

this final list of 155 keywords (see Table 4 on p. 62) and flagged all those hinting at authenticity. Finally, I compared all occurrences recalling authenticity or lack thereof in the positive and negative IRRs. By doing so, I have found that authenticity is discussed both at the overarching level and with respect to each one of the previously identified macro-topics.

Whenever (in)authenticity is recalled at the overarching level, the reviewers do not link it with a particular topic, aspect or detail, but with the dining experience as a whole. After analysing all the concordance lines for all the keywords linked with authenticity, I would claim that most references can be found in the positive IRR, with 43 instances where one of the keywords seem to hint at authenticity (see Table 35).

Table 35 - Allusions to (in)authenticity dealing with the overall dining experience in both the positive and negative IRR

Rank	Positive IRR				Negative IRR			
	Word	Occurrences	Allusions to (in)authentic Italianness	Percentage of occurrences alluding to (in)authenticity	Word	Occurrences	Allusions to (in)authentic Italianness	Percentage of occurrences alluding to (in)authenticity
1	Authentic	88	20	22.73	Traditional	4	2	50.00
2	Proper	26	6	23.08	Typical	4	1	25.00
3	Traditional	28	5	17.86	Proper	5	1	20.00
4	Genuine	13	3	23.08	Authenticity	2	1	50.00
5	Usual	23	3	13.04				
6	Real	33	1	3.03				
7	Modern	14	1	7.14				
8	True	9	1	11.11				
9	Honest	7	1	14.29				
10	Pretentious	2	1	50.00				
11	Typical	3	1	33.33				
	All	246	43	17.48	All	15	5	33.33

Table 35 shows that allusions to authenticity made at the overarching level are both explicit and implicit. The former ones are expressed using the word ‘authentic’, while the latter ones are communicated through other words from the list of search terms. More specifically, 20 out of the 88 occurrences of ‘authentic’ are employed in positive

IRRs to evaluate dining experiences in their entirety. After ‘authentic’, the word that has the highest number of occurrences constituting a reference to authenticity is ‘proper’, with six occurrences evaluating the overall dining experience as authentic. Another word frequently employed in positive IRRs to allude to authenticity is ‘traditional’, with five occurrences hinting at the authenticity of the meal. Similarly, ‘genuine’ and ‘usual’ also appear three times each, in the positive review corpus, to communicate the idea of authenticity.

Interestingly, results are different for negative IRRs. First, the variety of words used to allude to authenticity in this corpus is much more limited. Second, the most frequent occurrences in this corpus are implicit, with ‘traditional’, occurring twice, and four other words employed once each to refer to the idea of authenticity. Finally, the word ‘authenticity’ itself appears in this corpus only once.

To complement the comparison between the positive and negative IRRC, this analysis will proceed with a closer focus on how each macro-topic is discussed in IRRs of either polarity. To start, the next section will compare how the IRRs deal with the topic of food and drink.

5.2. The macro-topic of ‘food and drink’

To explore how food is discussed in the two corpora, the collocate lists of the semantic tag F1 (food) will be explored more in-depth. The relevance of this macro-topic for reviewers in both corpora is shown by their word frequency lists. Indeed, ‘food’ is ranked first in both corpora, meaning that the topic is most frequently discussed in general terms. Because of this, exploring the collocates of this word in both corpora is especially important, as it will show where ‘food’ appears in both types of IRRs.

Its rf is 0.39 higher for positive IRRs (see top frequencies in Table 36 and Table 87 on p. 361). The difference between the rf registered for the same words in the two corpora reduces drastically as the list progresses, suggesting that the discussion of food is frequent in both corpora, but much more predominant in the positive IRRs.

Table 36 - Frequency of the words labelled under the semantic tag F1 (food) in both positive and negative IRRC (top frequencies)

Positive IRRC			Negative IRRC		
Word	Frequency	Rf	Word	Frequency	Rf
food	1673	1.36	food	487	0.957
restaurant	687	0.559	restaurant	211	0.415
pizza	599	0.487	pizza	171	0.336
meal	522	0.424	meal	170	0.334
menu	410	0.333	menu	81	0.159
lunch	288	0.234	garlic	69	0.136
pizzas	241	0.196	pasta	67	0.132
pasta	226	0.184	bread	62	0.122
eat	193	0.157	pizzas	55	0.108
garlic	152	0.124	eat	53	0.104
cooked	129	0.105	lunch	47	0.092
meals	127	0.103	meals	46	0.09
bread	126	0.102	starters	42	0.083
starters	110	0.089	starter	42	0.083
starter	94	0.076	eating	37	0.073
restaurants	77	0.063	chef	32	0.063
cheese	70	0.057	cheese	29	0.057
dessert	68	0.055	restaurants	29	0.057
eaten	60	0.049	cooked	26	0.051
desserts	60	0.049	main_course	25	0.049

Moreover, Table 36 shows that the words linked with the topic of food do not differ much between the two corpora. Therefore, it can be stated that both positive and negative IRRs discuss almost entirely the same dishes and ingredients, at very similar frequencies. Thus, the discussion in both corpora deals with the same very popular dishes of Italian cuisine, pasta and pizza, using generic terms like ‘sauce’ or ‘dough’. Dishes mentioned are among those internationally known as part of the Italian traditional cuisine, such as ‘carbonara’ sauce, ‘cannelloni’ and ‘lasagne’. Similarly, typically Italian ingredients on the lists are well-known, such as ‘balsamic vinegar’ and ‘ricotta cheese’.

Therefore, the Italian language is not always used to refer to either dishes or ingredients. Other than these widely known specialities, the other words grouped under the semantic tag F1 are, in fact, ordinary and simple, such as ‘cheese’ and ‘tomato’, and, as such, do not necessarily require an Italian word to be identified, as

they are not tied to any particular national cuisine. As a matter of fact, the Italian language is not frequently employed to refer to food items. For example, in the positive IRRC, ‘linguine’ only appears twice with the Italian spelling and twice with the British spelling ‘linguini’. Similarly, in the negative IRRC, ‘prosciutto’ features once, while ‘ham’ occurs three times, including once as ‘Parma_ham’.

The impression that the words labelled under the food category do not differ much between the positive and negative IRRC is confirmed by the presence of the following shared clusters of words, identifiable in both corpora:

- 1) specific food items or food categories (e.g. ‘salad’, ‘dessert’)
- 2) actions closely related to preparing or consuming the food (e.g. ‘cook’, ‘eat’)
- 3) staff involved in preparing or serving the food (e.g. ‘chef’, ‘server’)
- 4) words related to dietary preference or needs (e.g. ‘vegan’, ‘gluten’)
- 5) places where food is consumed (e.g. ‘pizzeria’, ‘trattoria’)
- 6) times when the food is consumed (e.g. ‘lunch’, ‘lunchtime’).

Considering the collocates, these clusters¹⁹ listed above still apply and appear within both corpora, although a few additional ones can be derived from them:

- 1) boosters and graduation-related
- 2) nationality-related
- 3) expressing an evaluation or an emotion
- 4) rapidity-related
- 5) dealing with choice or variety
- 6) referring to family members
- 7) quantifiers.

In comparison with positive IRRs, negative IRRs feature one more category including negations. Briefly, the range of the vocabulary is wider for the collocates of the words labelled under the semantic tag F1 than for the words themselves. Not only do the differences between the two corpora relate to their meaning but also to their distribution in the lists. As evident from Table 37, whilst the frequency list of the

¹⁹ These clusters have been informed by the meaning of each word both in isolation and in context. The classification was intended to provide an overview of the topics, aspects and details that were discussed in close proximity with the topic of food in the IRRC. Therefore, the clusters do not include all the words.

positive IRRC is topped by evaluative terms, the negative IRRC primarily includes food-related terms and boosters or graduation-related words. Therefore, the two lists of collocates comprise mainly the same words, but these are distributed differently. Interestingly, evaluations in the collocate list of the positive IRRC feature words related to authenticity (e.g. ‘authentic’, ‘proper’). By contrast, the negative IRRs do not seem to discuss authenticity with regards to food, as no collocates of words tagged as F1 hint at authenticity.

Table 37 - Collocate list of the words tagged as F1 (food) in the positive and negative IRRC

Yellow: food-related words, orange: boosters/graduation; brown: nationality; purple: authenticity-related words; light green: variety-related words; dark green: speed-related words; pink: quantity-related words; light blue: time/day-related words; dark blue: adaptability-related words; red: price-related words; grey: friends & family-related words						
Rank	Positive Italian reviews			Negative Italian reviews		
	Log-likelihood	T-score	Collocation	Log-likelihood	T-score	Collocation
1	472.86	10.04	garlic	204.74	7.43	ordered
2	406.26	9.22	italian	200.8	6.59	garlic
3	317.2	11.61	great	168.89	6.4	main
4	306.29	6.18	lunch	153.97	5.13	italian
5	216.03	6.61	place	67.26	3.78	tomato
6	211.75	9.46	lovely	65.39	2.63	lunch
7	208.24	10.12	good	60.86	3.48	ice
8	207	6.53	hour	48.38	2.77	given
9	201.54	6.66	happy	47.33	1.73	gourmet
10	164.24	6.88	main	46.11	3.57	worst
11	141.97	6.92	enjoyed	40.76	2.22	saturday
12	136.91	7.61	italian	38.91	1.99	bald
13	131.03	7.13	best	34.85	2.69	recommend
14	127.75	6.51	quality	32.94	2.38	finished
15	119.14	4.71	favourite	29.34	1.98	desert
16	115.75	6.26	ordered	29.1	3.14	birthday
17	114.43	3.16	open	28.45	2.71	chose
18	109.23	4.7	ice	25.8	1.96	places
19	104.93	3.57	bite	25.24	3.58	good
20	104.84	7.17	pizza	25.14	3.02	chicken
21	98.98	6.85	excellent	24.36	2.45	visited
22	92.35	2.64	christmas	23.54	2.2	daughters
23	91.87	4.6	shared	23.37	1.71	grumpy
24	90.62	4.65	tomato	23.28	1.72	ask
25	89.53	5.05	best	23.22	3.08	quality
26	84.18	4.94	recommend	22.56	2.29	asked

Yellow: food-related words, orange: boosters/graduation; brown: nationality; purple: authenticity-related words; light green: variety-related words; dark green: speed-related words; pink: quantity-related words; light blue: time/day-related words; dark blue: adaptability-related words; red: price-related words; grey: friends & family-related words						
Rank	Positive Italian reviews			Negative Italian reviews		
	Log-likelihood	T-score	Collocation	Log-likelihood	T-score	Collocation
27	81.02	4.14	choice	21.41	2.13	lunch
28	79.88	4.74	visited	20.97	2.75	finished
29	73.95	3.63	Name_of_staff_member	20.91	1.94	seated
30	73.94	4.56	little	20.34	2.12	happy
31	71.88	5.64	tasty	20.3	2.93	bread
32	71.74	3.26	bird	19.98	2.7	n't
33	71.21	3.51	favourite	19.94	3.15	asked
34	70.35	3.91	off	19.73	2.47	went
35	70.26	6.13	all	19.4	1.82	xmas
36	66.76	2.97	saturday	19.37	2.36	side
37	66.71	4.32	lunch	18.84	2.62	cheese
38	64.46	4.72	authentic	18.5	1.92	ever
39	62.46	3.47	new	18.44	2.7	tasted
40	60.42	5.56	nice	18.15	2.93	hour
41	57.93	3.32	chain	17.44	2.07	hour
42	57.67	5.11	pasta	17.41	2.07	returning
43	57.62	3.81	seafood	17.15	1.69	pasta
44	56.57	4.79	birthday	17.12	2.21	mushroom
45	56.52	4.44	cheese	16.83	2.43	cooked
46	56.24	4.29	chose	16.68	1.9	said
47	55.08	2.94	somewhere	16.38	2.09	ordering
48	53.02	4.61	bread	16.3	2.35	spaghetti
49	52.21	4.14	selection	16.24	1.96	prawn
50	52.08	3.3	early	15.96	2.96	pizza
51	50.45	2.92	places	15.92	2.55	small
52	50.14	2	compliments	15.54	1.68	soon
53	48.76	4.94	delicious	15.18	1.88	still
54	48.29	3.95	enjoy	14.96	1.67	offered
55	46.94	2.41	established	14.92	1.67	young
56	45.04	3.59	pre	14.87	2.05	pre
57	44.86	3.32	chocolate	14.87	2.05	opted
58	43.62	3.32	ordered	14.73	1.67	different
59	42.78	3.01	kids	14.71	2.14	enjoy
60	42.61	2.59	specials	14.58	1.78	chunks
61	42.52	4.32	two	14.53	2.44	tasteless
62	41.77	3.39	best	14.22	1.92	piece
63	41.31	3.63	freshly	14.17	2.01	only
64	41.22	2.7	goats	14.17	1.86	off

Yellow: food-related words, orange: boosters/graduation; brown: nationality; purple: authenticity-related words; light green: variety-related words; dark green: speed-related words; pink: quantity-related words; light blue: time/day-related words; dark blue: adaptability-related words; red: price-related words; grey: friends & family-related words						
Rank	Positive Italian reviews			Negative Italian reviews		
	Log-likelihood	T-score	Collocation	Log-likelihood	T-score	Collocation
65	40.92	2.41	items	14.02	2.52	friends
66	40.78	3.34	proper	14.02	2.32	brought
67	40.7	3.27	mushroom	13.95	2.26	want
68	40.44	3.57	steak	13.69	2.11	steak
69	40.3	1.73	sweet	13.62	1.66	brought
70	39.65	3.62	family	13.29	1.84	looking
71	39.4	1.99	head	13.21	1.98	minutes
72	39.31	2.81	ricotta	13.04	2.36	bland
73	39.3	2.58	wide	12.98	1.65	sat
74	38.17	3.61	chicken	12.75	1.97	bad
75	38.02	4.32	family	12.64	2.62	poor
76	37.82	3	spinach	12.62	1.88	seafood
77	37.13	3.54	mushrooms	12.55	2.14	overcooked
78	36.64	2.54	serves	12.5	1.82	before
79	35.88	2.7	given	12.45	1.98	gluten
80	35.68	2.39	varied	12.3	2.61	minutes
81	35.25	3.5	side	12.13	1.73	love
82	34.82	3.24	salmon	12.13	1.73	light
83	34.8	4.22	pizzas	12.01	1.94	visit
84	34.67	3.86	great	11.93	2.04	quick
85	34.15	3.55	fabulous	11.93	2.04	meat
86	34.01	3.9	lovely	11.16	2.01	fresh
87	33.89	1.73	pasta	10.57	1.91	under
88	33.81	3.58	husband	10.57	1.91	ready
89	33.72	2.2	extensive	10.46	1.98	mediocre
90	33.46	3.91	fresh	10.21	2.27	pasta
91	33.43	1.99	watch	10.2	1.8	mozzarella
92	33.34	3.02	followed	9.81	1.94	cream
93	33.1	3.31	dough	9.67	2.25	ok
94	31.78	3.34	n't	9.44	2.13	little
95	31.55	1.73	local	9.24	1.76	serve
96	30.35	3.56	nice	9.24	1.76	lots
97	29.82	1.98	Sunday	9.06	1.83	enjoyed
98	29.77	3.97	went	8.78	1.71	place
99	29.71	2.65	children	8.75	2.11	two
100	29.59	3.27	enjoyable	8.69	2.01	ask
101	29.59	2.8	opted	8.65	1.88	eaten
102	28.67	3.35	free	8.45	1.69	two

Yellow: food-related words, orange: boosters/graduation; brown: nationality; purple: authenticity-related words; light green: variety-related words; dark green: speed-related words; pink: quantity-related words; light blue: time/day-related words; dark blue: adaptability-related words; red: price-related words; grey: friends & family-related words						
Rank	Positive Italian reviews			Negative Italian reviews		
	Log-likelihood	T-score	Collocation	Log-likelihood	T-score	Collocation
103	28.45	2.5	run	8.41	1.8	risotto
104	28.36	2.59	vegan	8.41	1.8	frozen
105	27.59	1.97	pleasure	8.41	1.8	dishes
106	27.49	3.28	different	8.41	1.72	ten
107	27.48	2.2	caesar	8.32	1.99	starter
108	27.42	2.49	selection	8.32	1.99	sauce
109	27.09	2.72	main	8.21	2.01	average
110	26.24	2.34	creamy	8.12	1.84	free
111	25.39	1.72	fussy	7.81	1.76	excellent
112	25.36	2.47	ever	7.79	2.12	only
113	24.85	2.32	standard	7.71	1.66	time
114	24.52	3.23	wife	7.67	1.68	standard
115	24.3	2.67	can	7.67	1.68	part
116	24.25	2.76	homemade	7.67	1.68	carbonara
117	24.21	3.66	good	7.67	1.68	breakfast
118	24.04	3.54	fantastic	7.66	1.86	partner
119	24.04	2.53	bacon	7.63	1.81	wife
120	23.77	3.11	want	7.58	1.95	waiting
121	23.24	3.31	starters	7.26	1.83	looking
122	23.12	2.73	spaghetti	7.18	1.77	received
123	22.95	2.3	rich	7	1.97	before
124	22.95	2.3	potato	7	1.9	still
125	22.9	2.01	smoked	6.51	1.93	italian
126	22.9	2.01	pre-show	6.47	1.95	went
127	22.9	2.01	parma	6.46	1.85	eat
128	22.77	3.33	quick	6.42	1.67	poor
129	22.23	2.64	vegetarian	6.28	1.65	daughter
130	22.21	2.4	sharing	5.83	1.73	friend
131	21.99	1.95	young	5.83	1.73	decided
132	21.95	2.16	macaroni	5.55	1.7	cheap
133	21.95	2.16	gf	5.54	1.67	course
134	21.95	2.16	bbq	5.28	1.67	terrible
135	21.94	2.52	dishes			
136	21.8	2.61	small			
137	21.79	1.94	independent			
138	21.51	3.02	decided			
139	21.44	3.29	choice			
140	21.44	2.92	home			

Yellow: food-related words, orange: boosters/graduation; brown: nationality; purple: authenticity-related words; light green: variety-related words; dark green: speed-related words; pink: quantity-related words; light blue: time/day-related words; dark blue: adaptability-related words; red: price-related words; grey: friends & family-related words						
Rank	Positive Italian reviews			Negative Italian reviews		
	Log-likelihood	T-score	Collocation	Log-likelihood	T-score	Collocation
141	21.38	2.51	new			
142	21.3	3.63	really			
143	21.12	2.83	cream			
144	20.64	3.01	wonderful			
145	20.37	2.71	gluten			
146	20.05	2.58	chilli			
147	20.01	2.26	dessert			
148	19.72	2.77	decent			
149	19.3	2.1	choose			
150	18.94	2.94	great			
151	18.91	2.12	vegetable			
152	18.91	2.12	combo			
153	18.91	2.12	based			
154	18.83	2.23	restaurantes			
155	18.61	2.44	authentic			
156	18.54	2.69	beautiful			
157	18.49	2.22	lemon			
158	18.49	2.22	cheesy			
159	18.42	2.59	simple			
160	18.37	2.09	looking			
161	18.32	1.8	profiteroles			
162	18.32	1.8	lobster			
163	18.16	2.52	finished			
164	18.03	2.21	Restaurant_C			
165	17.84	2.08	plenty			
166	17.81	2.07	across			
167	17.7	1.96	pre-theatre			
168	17.7	1.96	king			
169	17.7	1.96	fillet			
170	17.7	1.96	bay			
171	17.64	2.56	three			
172	17.5	1.69	pizza			
173	17.4	2.29	black			
174	17.36	2.21	special			
175	17.35	1.69	cooked			
176	17.3	2.49	light			
177	17.29	1.9	choices			
178	17.23	2.67	bad			

Yellow: food-related words, orange: boosters/graduation; brown: nationality; purple: authenticity-related words; light green: variety-related words; dark green: speed-related words; pink: quantity-related words; light blue: time/day-related words; dark blue: adaptability-related words; red: price-related words; grey: friends & family-related words						
Rank	Positive Italian reviews			Negative Italian reviews		
	Log-likelihood	T-score	Collocation	Log-likelihood	T-score	Collocation
179	17.2	2.4	found			
180	17.07	2.36	amount			
181	16.82	2.19	prawn			
182	16.67	2.65	time			
183	16.66	2.08	pepperoni			
184	16.46	1.89	offered			
185	16.43	2.06	Name_of_staff_member			
186	16.16	2.25	beautifully			
187	16.06	2.73	salad			
188	15.98	2.67	course			
189	15.86	1.67	owned			
190	15.81	1.68	minutes			
191	15.77	2.63	partner			
192	15.71	1.88	options			
193	15.6	2.59	eating			
194	15.35	2.36	theatre			
195	15.1	2.29	serving			
196	15.05	2.22	stuffed			
197	15	2.41	will			
198	14.95	1.92	toffee			
199	14.95	1.92	sausage			
200	14.95	1.92	rocket			
201	14.95	1.92	ciabatta			
202	14.87	2.04	shrimps			
203	14.87	2.04	baked			
204	14.86	2.02	gem			
205	14.68	1.86	popular			
206	14.68	1.67	limited			
207	14.53	1.87	helpful			
208	14.44	2.66	overall			
209	14.32	2.37	offered			
210	14.28	2.12	certainly			
211	14.23	2.26	stop			
212	14.22	1.86	pretty			
213	14.14	2.11	romantic			
214	14.05	1.86	whilst			
215	13.97	1.85	class			
216	13.65	1.66	seated			

Yellow: food-related words, orange: boosters/graduation; brown: nationality; purple: authenticity-related words; light green: variety-related words; dark green: speed-related words; pink: quantity-related words; light blue: time/day-related words; dark blue: adaptability-related words; red: price-related words; grey: friends & family-related words						
Rank	Positive Italian reviews			Negative Italian reviews		
	Log-likelihood	T-score	Collocation	Log-likelihood	T-score	Collocation
217	13.63	1.85	went			
218	13.63	1.65	airy			
219	13.59	1.66	rest			
220	13.58	2.69	try			
221	13.53	1.75	reliable			
222	13.53	1.75	melted			
223	13.53	1.75	green			
224	13.53	1.75	fudge			
225	13.53	1.75	fancied			
226	13.53	1.75	deli			
227	13.46	2.2	definitely			
228	13.39	1.99	mini			
229	13.22	2.19	drinks			
230	13.22	2.46	superb			
231	13.21	1.65	pizza			
232	13.14	2.32	nice			
233	13.04	2.07	sticks			
234	12.96	2.42	room			
235	12.96	2.25	love			
236	12.95	1.87	wants			
237	12.95	1.87	loves			
238	12.7	2.76	great			
239	12.66	2.19	boyfriend			
240	12.53	1.83	offer			
241	12.49	2.23	style			
242	12.45	1.82	traditional			
243	12.45	1.82	local			
244	12.28	2.11	ordering			
245	12.28	2.11	mixed			
246	12.19	1.81	city			
247	12.12	1.95	loads			
248	12.08	2.36	plenty			
249	12.05	2.03	stopped			
250	12.05	2.03	olives			
251	11.93	1.81	centre			
252	11.88	1.94	Restaurant_A			
253	11.73	2.25	fantastic			
254	11.69	1.81	look			

Yellow: food-related words, orange: boosters/graduation; brown: nationality; purple: authenticity-related words; light green: variety-related words; dark green: speed-related words; pink: quantity-related words; light blue: time/day-related words; dark blue: adaptability-related words; red: price-related words; grey: friends & family-related words						
Rank	Positive Italian reviews			Negative Italian reviews		
	Log-likelihood	T-score	Collocation	Log-likelihood	T-score	Collocation
255	11.5	2.08	sweet			
256	11.5	2.08	along			
257	11.43	1.8	different			
258	11.4	2.22	fab			
259	11.38	1.83	prefer			
260	11.38	1.83	nicest			
261	11.3	2.12	consistently			
262	11.3	2.17	first			
263	11.16	2	smaller			
264	11.12	2.47	wait			
265	11.11	1.7	secret			
266	11.11	1.7	majority			
267	11.03	1.91	included			
268	11	2.56	amazing			
269	10.98	1.91	clean			
270	10.74	2.14	range			
271	10.36	1.89	try			
272	10.26	2.37	brilliant			
273	10.19	2.28	visit			
274	10.12	2	gorgeous			
275	10.11	2.2	all			
276	10.1	1.78	awesome			
277	10.1	2.34	starter			
278	9.94	2.31	long			
279	9.56	2.02	traditional			
280	9.53	1.85	friendly			
281	9.43	2.33	never			
282	9.05	1.99	thoroughly			
283	9.02	1.74	tastes			
284	9.02	1.74	chosen			
285	8.97	1.71	tried			
286	8.92	1.93	perfectly			
287	8.92	2.44	hour			
288	8.88	1.82	visiting			
289	8.77	1.81	recommended			
290	8.68	2.09	lots			
291	8.64	1.71	quick			
292	8.51	1.69	eating			

Yellow: food-related words, orange: boosters/graduation; brown: nationality; purple: authenticity-related words; light green: variety-related words; dark green: speed-related words; pink: quantity-related words; light blue: time/day-related words; dark blue: adaptability-related words; red: price-related words; grey: friends & family-related words						
Rank	Positive Italian reviews			Negative Italian reviews		
	Log-likelihood	T-score	Collocation	Log-likelihood	T-score	Collocation
293	8.45	1.7	large			
294	8.44	1.79	ham			
295	8.44	2.09	dish			
296	8.4	2.12	friend			
297	8.26	2.09	looking			
298	8.16	2.2	order			
299	8.09	1.69	balls			
300	8.07	1.68	starter			
301	7.94	1.97	wanted			
302	7.94	1.77	early			
303	7.9	2.25	can			
304	7.88	1.86	wide			
305	7.88	1.86	variety			
306	7.81	2.13	excellent			
307	7.74	1.8	pudding			
308	7.67	1.89	popped			
309	7.61	2.31	happy			
310	7.56	2.16	good			
311	7.32	1.94	cheap			
312	7.32	1.94	busy			
313	7.3	2.11	pizza			
314	7.23	2.15	came			
315	7.22	1.88	carbonara			
316	7.12	1.72	booked			
317	6.91	1.71	lovely			
318	6.87	1.82	usual			
319	6.87	1.82	end			
320	6.86	1.98	special			
321	6.71	1.73	class			
322	6.62	1.68	highly			
323	6.55	1.66	throughout			
324	6.54	1.75	late			
325	6.5	2.01	off			
326	6.5	2.01	love			
327	6.43	1.85	size			
328	6.39	2.1	just			
329	6.14	1.72	particularly			
330	6	1.87	early			

Yellow: food-related words, orange: boosters/graduation; brown: nationality; purple: authenticity-related words; light green: variety-related words; dark green: speed-related words; pink: quantity-related words; light blue: time/day-related words; dark blue: adaptability-related words; red: price-related words; grey: friends & family-related words						
Rank	Positive Italian reviews			Negative Italian reviews		
	Log-likelihood	T-score	Collocation	Log-likelihood	T-score	Collocation
331	5.89	1.75	calzone			
332	5.86	1.68	great			
333	5.81	1.72	extra			
334	5.77	1.68	chips			
335	5.74	1.76	sauce			
336	5.65	1.75	went			
337	5.39	1.74	thanks			
338	5.24	1.8	lancaster			
339	5.04	1.75	time			
340	4.91	1.71	atmosphere			
341	4.62	1.73	cooked			
342	4.4	1.68	good			

To complement the insights on how food is discussed in the IRRs, I examined the frequency list of the words labelled under the semantic tag F2 (drinks and alcohol), looking for references to drinks in the two corpora. The top of the lists is shared by the IRRC of both polarities. In fact, ‘drink(s)’, ‘wine’, ‘coffee’, ‘beer’ and ‘tea’ feature in both. Nonetheless, the range of words appearing in the negative IRRC is wider (73 versus 49). For example, ‘wine’ is mentioned relatively often (rf: 0.065). Briefly, generic drinks can be found in the list of the negative IRRC (see top frequencies in Table 38 and Table 88 on p. 370), both alcoholic (e.g. ‘beer’, ‘cocktails’) and non-alcoholic (e.g. ‘coffee’, ‘coke’). In contrast, the list of the positive IRRC includes more specific drinks, both Italian (e.g. ‘grappa’, ‘Amaretto’) and other (e.g. ‘vodka’, ‘cola’).

Table 38 – Frequency list of the words labelled under the semantic tag F2 (drinks and alcohol) in both positive and negative IRRC (top frequencies)

Positive IRRC			Negative IRRC		
Word	Frequency	Rf	Word	Frequency	Rf
drinks	175	0.142	drinks	115	0.226
wine	161	0.131	drink	57	0.112
bar	70	0.057	bar	50	0.098
drink	61	0.05	wine	33	0.065
coffee	56	0.046	coffee	14	0.028
cocktails	47	0.038	beer	10	0.02
tea	34	0.028	coke	10	0.02
wines	32	0.026	bottle_of_wine	6	0.012
beer	22	0.018	barman	6	0.012
bottle_of_wine	12	0.01	cocktails	5	0.01
cocktail	10	0.008	tea	5	0.01

As for words under the F1 tag, those labelled as F2 can also be grouped as follows:

- 1) names of drinks (e.g. ‘tea’, ‘beer’), either generic or specific (e.g. ‘margarita’, ‘lager’)
- 2) places where drinks can be consumed (e.g. ‘bar’, ‘pub’)
- 3) verbs (e.g. ‘sip’) or adjectives (e.g. ‘drunk’, ‘tipsy’) related to drinking
- 4) staff members involved in serving drinks (e.g. ‘barman’)
- 5) multi-word expressions comprising drinks (‘bottle_of_wine’, ‘soft_drink’).

Collocates of the same semantic tag found in both corpora (see Table 39) can be broadly grouped in the same categories as the collocates of words tagged as F1:

- 1) specific drinks or categories (e.g. ‘white’, ‘cocktail’)
- 2) actions or people closely related to serving or receiving the drinks (e.g. ‘ordered’, ‘waited’)
- 3) expressing an evaluation or an emotion (e.g. ‘good’, ‘lovely’)
- 4) rapidity-related (e.g. ‘quick’, ‘minutes’)
- 5) dealing with choice or variety (e.g. ‘selection’, ‘choice’)
- 6) places where drinks are consumed (e.g. ‘house’, ‘bar’)
- 7) quantifiers or containers for liquids (e.g. ‘few’, ‘glass’, ‘bottle’).

Table 39 - Collocation list of the F2 (drinks and alcohol) semantic tag in the positive and negative IRRC

Positive IRRC					Negative IRRC				
Rank	Log-likelihood	T-score	Collocation		Rank	Log-likelihood	T-score	Collocation	
1	150.28	3.86	Restaurant	F2/H1c	1	65.23	4.09	ordered	F2
2	142.57	4.86	House	F2	2	51.12	3.72	asked	F2
3	112.18	4.24	Bottle	F2	3	47.75	2.75	bottle	F2
4	91.94	2.99	Cocktail	F2/H1c	4	41.67	2.87	glass	F2
5	82.73	3.86	Red	F2	5	37.37	2.95	take	F2
6	75.41	3.62	Glass	F2	6	36.86	2.57	went	F2/H1c
7	66.6	4.18	ordered	F2	7	35.21	2.19	soft	F2
8	57.24	2.93	soft	F2	8	28.92	2.63	wanted	F2
9	45.28	3.02	including	F2	9	26.85	2.96	minutes	F2
10	44.68	2	adjoining	F2/H1c	10	24.35	1.72	behind	F2/H1c
11	43.87	2.21	pot	F2	11	21.63	1.7	diet	F2
12	43.23	3.48	quick	F2	12	21.42	2.12	house	F2
13	42.63	2.74	glasses	F2	13	21.32	2.4	waiting	F2
14	38.19	2.41	drink	F2/H1c	14	21.32	2.67	order	F2
15	33.56	2.54	white	F2	15	19.46	2.1	free	F2
16	32.32	2.38	wait	F2/H1c	16	19.02	2.23	ask	F2
17	29.94	3.1	two	F2	17	18.61	2.08	offered	F2
18	29.54	2.75	selection	F2	18	17.66	2.32	waited	F2
19	29.25	2.75	couple	F2	19	16.64	1.68	minute	F2
20	27.52	1.97	Local_business	F2/H1c	20	15.6	2.03	mins	F2
21	25.26	2.85	order	F2	21	13.26	2.09	wait	F2
22	23.79	2.44	wanted	F2	22	9.73	1.74	full	F2
23	21.84	1.7	alcoholic	F2	23	8.94	1.82	took	F2
24	21.78	1.94	rose	F2	24	8.59	1.8	before	F2
25	20.66	2.49	lovely	F2/H1c	25	8.36	1.93	time	F2
26	19.63	1.7	cup	F2	26	7.71	1.66	still	F2

Positive IRRC					Negative IRRC				
Rank	Log-likelihood	T-score	Collocation		Rank	Log-likelihood	T-score	Collocation	
27	19.27	2.46	early	F2	27	6.92	1.7	waiter	F2
28	19.1	2.45	down	F2	28	6.57	1.79	table	F2
29	18.93	2.45	bar	F2					
30	18.83	3.31	good	F2					
31	17.02	1.69	cocktails	F2/H1c					
32	16.85	1.68	offering	F2					
33	16.4	2.52	served	F2					
34	15.56	2.42	choice	F2					
35	15.06	1.87	deserts	F2					
36	15.06	1.87	along	F2					
37	14.53	1.87	drinks	F2/H1c					
38	14.3	1.67	asked	F2/H1c					
39	14.27	1.66	asking	F2					
40	13.68	1.99	courses	F2					
41	13.35	2.26	few	F2					
42	12.44	1.82	menus	F2					
43	12.12	1.95	given	F2					
44	11.92	1.81	offered	F2					
45	11.87	2.25	enjoyed	F2					
46	11.67	1.8	range	F2					
47	10.53	2.64	food	F2					
48	10.53	1.89	free	F2					
49	10.24	2.05	meals	F2					
50	10.1	2.33	nice	F2					
51	9.97	1.87	seated	F2					
52	9.46	1.84	took	F2					
53	9.12	1.72	expensive	F2					
54	8.67	1.89	wait	F2					
55	8.35	1.98	wine	F2					
56	7.46	1.74	large	F2					
57	7.18	1.79	reasonable	F2					
58	6.36	2	lovely	F2					
59	4.38	1.69	n't	F2					

To be precise, rapidity-related collocates seem to feature more prominently in the negative IRRC, where the speed of service is not noticed as much as lack thereof.

In addition to the previously mentioned aspects and details under the topic of food and drink, authenticity is discussed at all levels and in the IRRs of both polarities, although more so in the positive IRRC, with 126 references versus seven in the negative IRRC (see Table 40).

Table 40 – Allusions to (in)authenticity dealing with the topic of food and drink in both positive and negative IRRC

Positive IRRC					Negative IRRC			
Rank	Word	Occurrences	Allusions to (in)authentic Italianness	Percentage of occurrences alluding to (in)authenticity	Word	Occurrences	Allusions to (in)authentic Italianness	Percentage of occurrences alluding to (in)authenticity
1	Authentic	88	58	65.91	Proper	5	2	40.00
2	Traditional	28	14	50.00	Traditional	4	1	25.00
3	Proper	26	9	34.62	Typical	4	1	25.00
4	Genuine	13	7	53.85	Live	1	1	100.00
5	Real	33	7	21.21	Authenticity	2	1	50.00
6	Delicious	302	6	1.99	Real	5	1	20.00
7	Fresh	137	5	3.65				
8	Usual	23	2	8.70				
9	Special	76	2	2.63				
10	Interesting	16	2	12.50				
11	Unpretentious	5	1	20.00				
12	Unique	4	1	25.00				
13	True	9	1	11.11				
14	Honest	7	1	14.29				
15	Genuinely	7	1	14.29				
16	Pretentious	2	1	50.00				
17	Authentically	2	1	50.00				
18	Really	435	1	0.23				
19	Pure	2	1	50.00				
20	Unusual	5	1	20.00				
21	Hearty	3	1	33.33				
22	Expert	1	1	100.00				
23	Quintessential	1	1	100.00				
24	Wholesome	1	1	100.00				
	All	1,226	126	10.28	All	21	7	33.33

As for the overarching level, references to authenticity, with regard to food and drink, are both implicit and explicit. In particular, 24 words allude to authenticity in the

positive IRRC, while only six perform this function in the negative IRRC. Therefore, the range of words used to hint at authenticity is wider in the positive IRRC, both at the overarching level and the topic level.

Another similarity is with references to food and drink, which are most frequently explicit in the positive IRRC and implicit in the negative IRRC. The former shows ‘authentic’ as the most frequent word, used 58 times. Meanwhile, ‘proper’ is ranked first in the latter, although it is only employed twice. Nevertheless, ‘traditional’ is ranked second among the words featuring in the positive IRRC to recall authenticity, with 14 occurrences that perform this function. This is followed by ‘proper’, with nine occurrences, ‘genuine’ and ‘real’, with seven each and ‘delicious’, with six occurrences in the positive IRRC that suggest (in)authenticity. Instead, ‘usual’, ‘special’ and ‘interesting’ appear twice in the positive IRRC to recall authenticity. Finally, several other words occur once and hint at authenticity, too. Therefore, references to authenticity in terms of food and drink in the positive IRRC are both particularly frequent and expressed through a wider range of vocabulary.

The analysis will proceed by focusing on the topic of service, specifically on how such a topic is discussed in the IRRs and, possibly, impacted by their polarity.

5.3. The macro-topic of ‘staff and service’

To explore how the topic of service is discussed in the IRRs, I applied the same process I followed to explore how food and drink were treated in the data (see section 5.2). First, I compared the frequency list for the words under the semantic tag S8+ (helping) in the IRRC of both polarities.

Table 41 - Frequency of the words labelled under the semantic tag S8+ (helping) in both positive and negative IRRC

Red: care-related words; yellow: service-related words; dark green: help-related words; light blue: accommodation-related words					
Positive IRRC			Negative IRRC		
Word	Frequency	Rf	Word	Frequency	Rf
service	862	0.701	service	295	0.58
served	163	0.133	served	70	0.138
helpful	142	0.115	serving	18	0.035
help	27	0.022	serve	12	0.024
serve	23	0.019	helpful	11	0.022

Red: care-related words; yellow: service-related words; dark green: help-related words; light blue: accommodation-related words					
Positive IRRC			Negative IRRC		
Word	Frequency	Rf	Word	Frequency	Rf
serving	21	0.017	help	6	0.012
accommodating	18	0.015	advisor	4	0.008
looked_after	17	0.014	compensate	3	0.006
cater	8	0.007	comfort	2	0.004
services	8	0.007	benefit	2	0.004
advisor	8	0.007	helped	2	0.004
serves	8	0.007	uphold	1	0.002
look_after	7	0.006	care	1	0.002
helped	5	0.004	constructive	1	0.002
catered	5	0.004	helps	1	0.002
took_advantage_of	5	0.004	accommodating	1	0.002
care	4	0.003	catering	1	0.002
take_advantage_of	4	0.003	adviser	1	0.002
looking_after	3	0.002	doing_a_favour	1	0.002
helping	3	0.002	do_a_favour	1	0.002
benefit	3	0.002	look_after	1	0.002
caters	3	0.002	support	1	0.002
guided	3	0.002	serves	1	0.002
help_out	2	0.002			
helpings	2	0.002			
support	2	0.002			
rescued	1	0.001			
looks_after	1	0.001			
backed_up	1	0.001			
supporting	1	0.001			
endorse	1	0.001			
in_favour_of	1	0.001			
helpfully	1	0.001			
promoting	1	0.001			
comfort	1	0.001			
does_good	1	0.001			
inspiring	1	0.001			
catering	1	0.001			
benefitted	1	0.001			
back_up	1	0.001			
helps	1	0.001			
encouraged	1	0.001			
blessing	1	0.001			
stalwarts	1	0.001			
service-	1	0.001			

Red: care-related words; yellow: service-related words; dark green: help-related words; light blue: accommodation-related words					
Positive IRRC			Negative IRRC		
Word	Frequency	Rf	Word	Frequency	Rf
guidance	1	0.001			
supported	1	0.001			
charity	1	0.001			
keep_it_going	1	0.001			
supportive	1	0.001			
take_care_of	1	0.001			
enabled	1	0.001			
saviour	1	0.001			
took_care_of	1	0.001			
do_a_favour	1	0.001			
quality_service	1	0.001			
benefited	1	0.001			

As shown in Table 41, not all the words comprised under the semantic tag for ‘helping’ actually deal with restaurant service. Nonetheless, the great majority of them does and these can be subdivided into clusters, matching the colour-coding in the table:

- 1) taking care of
- 2) serving
- 3) providing suggestions and help
- 4) accommodating.

Such clusters pinpoint what reviewers discussed with regards to the service they received. The first two groups listed above comprise all the words evaluating the ability of the staff to take care of the customers, in general, and serving customers specifically. The third group refers to the capacity of staff to advise customers, providing suggestions and information to the diners or general assistance. Finally, the last discuss the types of customers the restaurants can accommodate (i.e. meet the needs or please) and their portion sizes. The former includes, for example, families with small children and diners with specific dietary necessities (e.g. coeliacs) or preferences (e.g. vegetarians, vegans). The latter refers, instead, to the average number of people that can be fed by one dish.

The collocation lists of both corpora for the words classified under the same semantic tag as ‘service’ show that most occurring in close proximity to service-related terms, in the IRRC of both polarities, are evaluative terms (see Table 42). Overall, the polarity of the IRRC matches that of the collocates expressing an evaluation. In this sense, the two collocate lists differ, although they share the presence of boosters (e.g. ‘really’) and words with a high graduation value (e.g. ‘excellent’ and ‘fantastic’ in the positive corpus, ‘terrible’ and ‘appalling’ in the negative one).

Table 42 - Collocation list of the words tagged as S8+ (helping/hindering) in the positive and negative IRRC

Yellow: positively evaluative words considered out of context; pink: negatively evaluative words considered out of context; orange: boosters/graduation; purple: taste-related words; light green: speed-related words; other colours: individual matching words						
Rank	Positive IRRC			Negative IRRC		
	Log-likelihood	T-score	Collocation	Log-likelihood	T-score	Collocation
1	323.24	9.53	friendly	133.68	5.45	poor
2	257.88	9.38	great	131.36	4.56	customer
3	223.13	9.42	food	86.76	2.23	trip
4	206.34	8.48	staff	50.86	3.27	slow
5	152.28	7.93	good	46.31	3.24	terrible
6	134.03	6.73	excellent	40.59	2.57	appalling
7	109.4	2.83	trip	38.97	3.16	bad
8	104.15	4.2	customer	37.19	4.03	food
9	81.22	3.14	only	36.84	1.73	reviews
10	49.31	3.69	looked	31.18	1.73	customer
11	33.95	3.58	fantastic	28.72	2.34	shocking
12	29.05	3.35	attentive	27.07	3.24	staff
13	28.51	3.86	lovely	19.82	1.69	provide
14	25.6	2.67	fast	19.76	2.36	rude
15	25.52	1.94	speedy	17.39	1.9	experienced
16	25.48	3.19	amazing	14.62	2.13	friendly
17	25.05	2.91	efficient	13.7	1.98	worst
18	24.44	3.01	quick	12.27	2.37	good
19	21.57	3.33	really	11.13	2	great
20	18.3	2.42	impressed	10.97	2	quality
21	18.05	2.07	provided	10.42	2.42	n't
22	17.46	2.4	young	10.3	1.88	awful
23	17.1	2.81	Name_of_staff_member	8.8	1.7	young
24	16.29	2.04	super	7.82	1.66	thought
25	16.08	3.02	meal	7.26	1.96	restaurant

Yellow: positively evaluative words considered out of context; pink: negatively evaluative words considered out of context; orange: boosters/graduation; purple: taste-related words; light green: speed-related words; other colours: individual matching words						
Rank	Positive IRRC			Negative IRRC		
	Log-likelihood	T-score	Collocation	Log-likelihood	T-score	Collocation
26	15.75	2.48	found	6.52	1.67	waitress
27	15.58	2.48	waiter			
28	15.51	2.41	waitress			
29	15.24	2.46	brilliant			
30	14.91	2.55	pleasant			
31	14.68	1.66	efficiently			
32	13.81	2.19	superb			
33	13.35	2.18	polite			
34	13.13	2.17	look			
35	12.38	2.05	extremely			
36	12.04	1.8	poor			
37	11.35	2.09	seated			
38	10.66	2.06	took			
39	10.43	1.76	member			
40	10.4	1.97	take			
41	10.08	1.75	tonight			
42	9.96	2.35	well			
43	9.75	1.73	received			
44	9.44	1.72	outstanding			
45	9.14	1.71	professional			
46	8.83	2.21	tasty			
47	7.51	1.81	wonderful			
48	6.58	1.87	quality			
49	5.55	1.73	birthday			
50	5.2	1.69	two			
51	4.72	1.74	delicious			

Another difference between the two collocate lists is the presence of words hinting at the speed of the service, which characterises the positive IRRC, whereas the negative IRRC only feature one. Nevertheless, the only word appearing in the negative review list, ‘slow’, ranks fourth, while the first word dealing with the speed in the other corpus ranks much lower, 14th. Therefore, service speed may be equally important in both corpora and more often discussed in the negative IRRC, even though it is expressed using a wider variety of words in the positive IRRC. This insight remarks on the relevance of service speed in reviewers’ evaluations; both efficiency and speed

are discussed in the positive IRRC, while only the latter is mentioned in the negative ones.

To summarise, aspects regarding the topic of service, which are highlighted in the collocate lists of the service-tagged words (see Table 42) are friendliness and quality, the latter of which features as a collocate in the positive IRRC. Additionally, informality is likely to be implied by the frequent names of staff members recurring in the positive corpus, as signalled by the code ‘Name_of_staff_member’ to ensure anonymity. In fact, the frequent references by customers to names of staff members may imply a closer relationship between many of them, possibly because reviewers are regular customers. Furthermore, in terms of service quality, multiple details are highlighted by the collocates: efficiency (e.g. ‘efficiently’, ‘efficient’), speed (e.g. ‘quick’, ‘speedy’, ‘slow’), attitude (e.g. ‘polite’) and (physical) appearance (which may suggest the age, e.g. ‘young’). According to the collocates, most aspects and details are discussed in the positive IRRC, as the negative IRRC only feature references to service speed and generic mentions to ‘quality’.

In both corpora, references to the service can refer to individuals and the whole management. The former are expressed through the collocates recalling a (staff) ‘member’, a name or a role in the restaurants (e.g. ‘waiter/ess’), whilst the latter are made through the word ‘staff’.

Finally, food is often discussed in close proximity to service in positive IRRCs, as the collocates expressing an evaluation of taste suggest (e.g. ‘tasty’, ‘delicious’). Nevertheless, they mostly share collocates which express graduation (‘really’, ‘ever’) or evaluations (e.g. ‘good’, ‘bad’). Therefore, the two topics remain distinct.

References to (in)authenticity rarely address the topic of staff and service (see Table 43).

Table 43- Allusions to (in)authenticity dealing with the topic of staff and service in both the positive and negative IRRC

Positive IRRC					Negative IRRC			
Rank	Word	Occurrences	Allusions to (in)authentic Italianness	Percentage of occurrences alluding to (in)authenticity	Word	Occurrences	Allusions to (in)authentic Italianness	Percentage of occurrences alluding to (in)authenticity
1	Authentic	88	2	2.27	Typical	4	1	25.00
2	Traditional	28	1	3.57				
3	Genuine	13	1	7.69				
4	Special	76	1	1.32				
	All	205	5	2.44	All	4	1	25.00

Table 43 shows that the negative IRRC only features one occurrence type, ‘typical’, which hints at authenticity. At the same time, two explicit references are made in the positive IRRC, using the word ‘authentic’. Additionally, three more words seem to perform the same function in the positive IRRC, two of which are particularly related to the idea of authenticity (i.e. ‘traditional’ and ‘genuine’). Therefore, references to authenticity regarding the service are rare in both corpora, but more frequent in the positive IRRC (one versus five occurrences).

The analysis will proceed by focusing on if and how the restaurants’ atmosphere is discussed in the IRRs and, possibly, impacted by their polarity.

5.4. The macro-topic of ‘physical premises and atmosphere’

In order to explore if and how the topic of physical premises and atmosphere is discussed in the IRRs, I followed the same procedure as for the other macro-topics

(see sections 5.2 and 5.3). In contrast with all the other topics, though, the word ‘atmosphere’ is tagged W3 (geographical terms). Therefore, all other words under the same semantic tag also refer to geography (e.g. ‘land’, ‘lakes’, ‘sea’). Another lexeme under the W3 tag is ‘desert(s)’, which constitutes a misspelling of ‘dessert(s)’, as clear from the concordance lines where it occurs. Thus, they deal with the location of the restaurants rather than their atmosphere. Therefore, I disregarded all words tagged as W3, as they did not provide information on the macro-topic. The only occurrences I examined were those of the lexemes ‘atmosphere’, showing how reviewers interpret and evaluate the atmosphere of the restaurants and if this is affected by the IRRs’ polarity.

To find any other word that could potentially refer to the atmosphere of the restaurants, I also checked the words under the semantic tags H1 (architecture, houses and buildings), H2 (parts of buildings), H3 (areas around or near houses), H5 (furniture and household fittings), but most of them also dealt with the location (e.g. street, city_centre). Additionally, some of the words tagged as W1 (e.g. ‘building’, ‘premises’ and ‘facilities’), W2 (e.g. ‘downstairs’ and ‘room’) and W5 (e.g. ‘décor’ and ‘furniture’) are relevant to the restaurants’ physical premises. Nonetheless, several words classed under these semantic tags have different meanings in different contexts, which make them partly irrelevant. For example, ‘room’ can refer both to a restaurant room or, metaphorically, it can be employed in the expression ‘having room for dessert’. Since it is impossible to separate words under the same semantic tags and calculate individual collocates through *Wmatrix*, I examined all occurrences of the words classed under the semantic tags H1 (architecture, houses and buildings), H2 (parts of buildings), H3 (areas around or near houses), H5 (furniture and household fittings), in both positive and negative IRR, to identify which ones actually referred to or evaluated the atmosphere or the physical premises of the restaurants.

Overall, the word ‘atmosphere’ occurs approximately 5.84 times more in the positive IRR than in the negative IRR (rf 0.298 and 0.051, respectively). Therefore, the atmosphere is more frequently discussed or noted in positive evaluations. In both corpora, though, the unclear definition of the terms used to evaluate the atmosphere can be noted, to the point that the occurrences of

‘atmosphere’ either mention multiple aspects or details to discuss this topic or they discuss it together with the other topics (particularly, service).

The former broad interpretation of what the atmosphere of an (Italian) restaurant entails is especially common in the negative review corpus, where 17 occurrences out of the total 26 relevant words, approximately 65%, can be identified as such. Therefore, occurrences of ‘atmosphere’ where the interpretation of the word is explicitly clarified by the reviewers constitute a minority. Among these few cases, approximately 12% appear in a context where the evaluation of the atmosphere is based on the relaxing feeling diners experienced while they were there. In these three concordance lines, the word ‘relaxed’ appeared, but other words may offer a similar interpretation of atmosphere, even though this is not explicitly stated by the reviewers, as in the following excerpt:

(37) What a shame the food barely came into play. The young lady who brought the food observed the uncomfortable atmosphere, her expression spoke for her, she was very professional offering a service.

Arguably, comfort is closely linked with relaxation. Connected to the possibility for diners to relax, is the presence (or lack thereof) of other customers in the restaurant:

(38) We found this Italian very small and therefore with a few tables you feel cramped and that ruins any kind of atmosphere. The food although OK is overpriced compared to other Italians in Lancaster. Didn’t enjoy the meal and will not be in a hurry to return.

In (38), for example, the seating arrangement is openly criticised by the reviewer as ruining the dining experience, as the customers are too close to each other. Instead, in (39), the reviewer evaluates the restaurant as lacking atmosphere because it is “empty”:

(39) Waitress wanted to seat us right at the top near the door but I said no I wanted to sit near the window, rude that she didn’t actually offer us to pick seeing as the place was empty. atmosphere was dead, no music, freezing cold, not impressed after actually booking a table to be shoved upstairs almost like we had entered the attic that nobody used.

In (39), the lack of background music is also criticised, right after pointing out the lack of other customers. Therefore, it is not clear if either or both these details are deemed as essential to create a good atmosphere.

As mentioned, the IRRC also show a possible overlap between macro-topics:

(40) I was disappointed to hear of the move, but I still had high expectations for the new cafe. Unfortunately, the unique, friendly atmosphere has been catastrophically destroyed, now appearing to be clinical, cold and unwelcoming, an inconvenience to have customers and the only thing that would make it less inviting would be a bouncer on the door.

(41) We were talked to like we were 5 years, old, using what sounded like an over-the-top baby-voice, and it completely ruined the atmosphere of our date. The food was great, as always, full of flavour.

In (40), for example, the reviewer defines the atmosphere as “friendly”, suggesting that the evaluation is based on the friendliness of the service. Another occasion where the evaluation of the atmosphere is clearly influenced by the staff’s attitude is (41). This link between the macro-topic of service and the one of atmosphere is expressed through the evaluation of the interaction with the waitress, perceived as unpleasant, to the point that the reviewer claims it has compromised their experience and, in particular, the atmosphere of their date. The situation described in the excerpt suggests that the atmosphere is criticised because it is not romantic.

In addition to the overlap between topics, a couple of examples among the 26 occurrences of ‘atmosphere’ shows a clear reference to multiple details about the conditions that the reviewers perceive as noticeable or important in their dining experience:

(42) When we arrived went through to there bar area which was really nice, cocktails not great when we went through the our table I thought the restaurant looked really good nice atmosphere some of our friends thought it was noisy. When it came to s food we were really disappointed cold mussels main courses were very bland the sirloin steak looked more like frying steak.

(43) It’s also worth saying that this is definitely not the place to come for a relaxed or romantic atmosphere. Its seemingly a favourite with student groups and kids birthday parties (again probably because it’s cheap!)

The reviewer in (42) seems to base their negative evaluation of the restaurant’s atmosphere on the noise they hear while dining. Nonetheless, this interpretation may be inaccurate, as the excerpt suggests that this is not the only aspect or detail determining the final evaluation of the atmosphere as unpleasant or disappointing. In contrast, (43) clearly states that the atmosphere of the restaurant reviewed is neither “relaxed” nor “romantic”. This explicit claim aims to discourage future customers or, at least, let them know that the atmosphere of this restaurant has not satisfied this

reviewer. Therefore, such a reviewer assumes that customers may expect the atmosphere of this restaurant to correspond to this description. It is unclear if these specific details, regarding the (lack of) romantic atmosphere of the restaurant, are expected by customers because of its national cuisine.

All the previously discussed insights appear supported by the analysis of the collocates of ‘atmosphere’ (see Table 44).

Table 44 - Collocates of ‘atmosphere’ in the positive and negative IRRC

Yellow: food-related words; green: service-related words; light blue: words related to relaxing; purple: words related to physical elements; brown: evaluative words; orange: boosters/graduation-related words								
Rank	Positive IRRC				Negative IRRC			
	Log-likelihood	T-score	Collocation		Log-likelihood	T-score	Collocation	
1	180.68	6.52	great	atmosphere	12	1.81	food	atmosphere
2	103.52	3.82	relaxed	atmosphere				
3	95.88	4.76	nice	atmosphere				
4	83.19	4.66	lovely	atmosphere				
5	81.19	4.76	friendly	atmosphere				
6	80	4.14	Lovely	atmosphere				
7	76.18	5.13	The	atmosphere				
8	59.84	4.6	good	atmosphere				
9	59.13	3.97	Great	atmosphere				
10	46.91	3.97	atmosphere	great				
11	41.52	2.88	Nice	atmosphere				
12	40.16	2.41	relaxing	atmosphere				
13	38.1	2.41	cosy	atmosphere				
14	36.83	2.96	pleasant	atmosphere				
15	36.17	2.56	atmosphere	relaxed				
16	32.92	2.68	welcoming	atmosphere				
17	29.68	2.52	warm	atmosphere				
18	28.65	3.15	atmosphere	lovely				
19	27.1	2.49	There	atmosphere				
20	26.93	2.49	atmosphere	welcoming				
21	24.34	3.17	service	atmosphere				
22	23.03	1.95	Atmosphere	great				
23	19.34	3.1	atmosphere	food				
24	19.34	3.1	food	atmosphere				
25	16.95	1.69	atmosphere	candles				
26	16.38	2.82	atmosphere	good				
27	16.17	2.71	atmosphere	staff				
28	15.36	1.88	Overall	atmosphere				
29	14.69	2.24	Good	atmosphere				

30	14.43	1.66	Atmosphere	staff				
31	14.4	2.54	restaurant	atmosphere				
32	13.75	1.85	decor	atmosphere				
33	13.75	1.85	atmosphere	décor				
34	13.59	2.53	staff	atmosphere				
35	13.55	2.11	attentive	atmosphere				
36	13.37	1.85	Really	atmosphere				
37	12.89	2.17	busy	atmosphere				
38	12.22	1.96	Very	atmosphere				
39	11.19	2.17	really	atmosphere				
40	10.5	1.77	welcome	atmosphere				
41	8.96	2.03	place	atmosphere				
42	8.67	1.89	atmosphere	too				
43	8.35	1.94	atmosphere	really				
44	8.04	1.68	prices	atmosphere				
45	6.45	1.83	atmosphere	friendly				
46	5.12	1.69	atmosphere	restaurant				

First, the discussion of multiple topics in close proximity is shown in both corpora, as ‘food’ is the only collocate of ‘atmosphere’ in negative IRRC. Given that ‘atmosphere’ is not among the top frequencies of the negative IRRC, food looks like the topic that is criticised the most in these IRRs and the one which determines the overall negative evaluation.

Second, the topic of service is also frequently discussed together with the atmosphere in positive IRRs, as shown by the presence of collocates suggesting an interaction (e.g. ‘friendly’, ‘welcoming’ and ‘warm’, in addition to ‘service’ and ‘staff’). These collocates stress the importance that the interaction with the staff has for reviewers, pointing out that they frequently mention it and, possibly, appreciate or wish a close relationship with the staff, which makes them feel welcomed. A potential consequence of this may be the ‘cosy’, ‘relaxed’ or ‘relaxing’ atmosphere, which also features in the collocate list. Therefore, reviewers may appreciate an informal rapport with the staff, which is likely to impact their personal experience of the meal, allowing them to relax and feel at ease (see Table 44).

Third, the atmosphere is frequently discussed in close proximity to physical elements, such as ‘décor’ or ‘candles’. This insight recalls how differently reviewers may interpret atmosphere, perhaps linking it to an intimate feel, as in (43). Perhaps,

this is a characteristic that reviewers expect or would like to find in Italian restaurants, specifically.

To conclude, the collocates of ‘atmosphere’ in the positive IRRC (see Table 45) share some features with the collocate lists previously examined (see Table 37 and Table 42). First, they all show the presence of boosters and graduation-related words (‘really’, ‘very’ and ‘great’). Second, they also share the frequent positive evaluative words (e.g. ‘good’, ‘lovely’ and ‘pleasant’). According to the insights previously gathered, these two features may be due to the genre of the restaurant reviews.

To find out if reviewers discuss the restaurants’ physical premises, I examined the occurrences of four different semantic tags and separated those which do constitute a reference to the topic from those which do not (see Table 45).

Table 45 - Occurrences referring to the restaurants’ premises in the positive and negative IRRC

Semantic tag	Positive IRRC			Negative IRRC		
	Occurrences	Occurrences referring to physical premises of the restaurants	Percentage	Occurrences	Occurrences referring to physical premises of the restaurants	Percentage
H1	82	19	23.17	34	6	17.65
H2	184	103	55.98	72	27	37.50
H3	24	19	79.17	7	3	42.86
H5	479	187	39.04	258	71	27.52
Total	769	327	42.52	371	107	28.84

As reported in Table 45, the positive IRRC has the highest concentration of occurrences which actually refer to the physical premises of the restaurants (42.52%), while only 28.84% of those in the negative IRRC do. In both corpora, the H3 tag is the one with the highest percentage of occurrences referring to the physical premises, overall (79.17% in the positive IRRC and 42.86% in the negative IRRC), followed by H2 (55.98% and 37.50%, respectively) and H5 (39.04% and 27.52%, respectively).

As mentioned, the tag with the highest percentage of occurrences referring to the restaurants' premises is H3 (areas around or near houses). The greatest majority of these references deals with the location of the restaurants, 17 in the positive reviews and three in the negative ones (see Table 46).

Table 46 - Occurrences of words tagged as H3 which refer to the premises of the restaurants

Positive IRRC			Negative IRRC		
Semantic tag	Aspect/detail	Count	Semantic tag	Aspect/detail	Count
H3	location	17	H3	location	3
H3	other customers	1			
H3	All	18	H3	All	3

Among the others,

(44) Buzzy atmosphere Good, basic, city centre pizzeria with a nice atmosphere. They also offer gluten free pizza bases. Puds can be a bit 'plasticky' though.

(44) is especially interesting because it defines the restaurant with the Italian for pizza house and by reporting its location. Therefore, both the nationality of the cuisine served and the location of the restaurant are portrayed as the two main characteristics of the business.

Table 47 - Occurrences of words tagged as H2 which refer to the restaurants' physical premises

Positive IRRC			Negative IRRC		
Semantic tag	Aspect/detail	Count	Semantic tag	Aspect/detail	Count
H2	conditions	41	H2	setting	8
H2	setting	29	H2	conditions	6
H2	décor	13	H2	atmosphere	4
H2	relaxing	7	H2	cleanness	4
H2	other customers	4	H2	décor	2
H2	liveliness	3	H2	liveliness	1
H2	atmosphere	2	H2	other customers	1
H2	lighting	2	H2	relaxing	1
H2	cleanness	1			
H2	location	1			
H2	All	103	H2	All	27

Looking at the words tagged as H2 (parts of buildings) in both corpora (see Table 47), most occurrences refer to the physical premises by discussing their conditions (i.e. the

characteristics of the physical premises which cannot be temporarily modified) or their setting (i.e. how physical elements are arranged). For example,

(45) I appreciate what they are trying to achieve with the open-view kitchen, but we could see the cloths and the dish washing machine for example, and could hear everything the chefs said to each other. Maybe a smaller window would be nice. The value is really pretty good, and the food is the best I've had in lancaster.

(46) The food was really very good and the waiting staff were friendly and very helpful. We sat by the window and were not cramped by other tables being too close. The food was cooked to order which takes bit longer than some other restaurants but it was worth every minute.

The reviewer in (45) complains about the window being too big, while the author of (46) praises the seating arrangements. Therefore, both discuss permanent conditions (e.g. walls or doors) of the restaurants' premises and their current setting (e.g. furniture).

Table 48 - Occurrences of words tagged as H5 referring to the restaurants' premises

Positive IRRC			Negative IRRC		
Semantic tag	Aspect/detail	Count	Semantic tag	Aspect/detail	Count
H5	setting	77	H5	setting	32
H5	décor	68	H5	décor	11
H5	conditions	14	H5	cleanness	7
H5	relaxing	11	H5	conditions	7
H5	other customers	7	H5	liveliness	7
H5	cleanness	5	H5	other customers	5
H5	atmosphere	4	H5	premises	1
H5	lighting	1	H5	relaxing	1
H5	All	187	H5	All	71

Looking at H5-tagged words (furniture and household fittings) evaluating the restaurants' premises, the setting and the décor are the most discussed aspects, in both corpora (see Table 48). This insight confirms the previously mentioned overlap between the topic of atmosphere and physical premises and service, since arranging the furniture and the decorative elements is up to the staff.

Table 49 - Occurrences of words tagged as H1 referring to the restaurants' physical premises

Positive IRRC			Negative IRRC		
Semantic tag	Aspect/detail	Count	Semantic tag	Aspect/detail	Count
H1	premises	7	H1	relaxing	2
H1	setting	3	H1	setting	2
H1	conditions	2	H1	décor	1
H1	atmosphere	2	H1	cleanness	1
H1	cleanness	2			
H1	relaxing	2			
H1	location	1			
H1	Total	19	H1	Total	6

To conclude, the words tagged under H1 (architecture, houses and buildings) which provide a mention or an evaluation of the restaurants' premises also remark on the relevance of a relaxing environment (see Table 49), in addition to the conditions and setting just discussed. The collocates of 'atmosphere' (see Table 44) additionally stress the importance of a relaxing atmosphere for reviewers. Moreover, with regards to the conditions of the place, cleanliness comes up as a relevant detail for multiple semantic tags.

Finally, hints at (in)authenticity regarding the physical premises and atmosphere can be found in both the positive and negative IRRC (see Table 50).

Table 50 - Allusions to (in)authenticity dealing with the topic of premises and atmosphere in both the positive and negative IRRC

Positive IRRC					Negative IRRC			
Rank	Word	Occurrences	Allusions to (in)authentic Italianness	Percentage of occurrences alluding to (in)authenticity	Word	Occurrences	Allusions to (in)authentic Italianness	Percentage of occurrences alluding to (in)authenticity
1	Authentic	88	8	9.09	Unique	1	1	100.00
2	Traditional	28	3	10.71				
4	Unpretentious	5	2	40.00				
5	Modern	14	2	14.29				
6	Unique	4	2	50.00				
3	Genuine	13	1	7.69				
7	Genuinely	7	1	14.29				
8	Pretentious	2	1	50.00				
9	Authentically	2	1	50.00				
	Total	163	21	12.88	Total	1	1	100.00

Table 50 shows that the negative IRRC only features one implicit reference to (in)authenticity, with the word ‘unique’. Instead, possible references in the positive IRRC are substantially more numerous (21) and most are explicit, with eight occurrences of ‘authentic’. ‘Traditional’ follows, with three occurrences alluding to the authentic atmosphere of the restaurant. Nevertheless, other words are also employed in the positive IRRC to perform this function. For example, ‘modern’ and ‘unpretentious’ feature twice each in the IRRC to hint at authenticity. Therefore, words employed to communicate the idea of an authentic atmosphere, in the positive IRRC, are not exclusively related to that, but can also be related to the concept of simplicity, such as ‘unpretentious’. Additionally, other words employed for this function suggest the idea of ‘long-established’, ‘traditional’ or special (e.g. ‘unique’).

The next section will summarise and conclude this second analysis chapter.

5.5. Concluding considerations

The comparison between the positive and negative IRRC has shown the existence of different levels of discussion. In fact, the dining experience can be evaluated either as a whole or by referring to a specific part that characterises it. Three macro-topics can be identified:

- 1) food and drink
- 2) staff and service
- 3) atmosphere.

Each of these topics is often discussed more in-depth, referring to more specific aspects. For example, the first macro-topic includes the aspects of food price and quantity. With regard to service, instead, aspects mentioned or discussed revolve around the staff members and the overall service received. The former group of aspects include staff's friendliness, politeness and attentiveness, while the latter comprises speed, efficiency and informality. Additional professional skills that are presented in IRRs as important aspects of the service are the ability of the staff to provide information to the customers or to accommodate their needs and preferences. Finally, the atmosphere is also often discussed in relation to other topics, especially to having the possibility to relax, facilitated by both the physical spaces (e.g. comfortable furniture) and the staff (e.g. smiling waiters). The staff additionally impacts the discussion of the restaurants' physical premises, in IRRs of all polarities (e.g. setting up the environment and arranging the decorative elements). Therefore, one of the main insights gathered from the comparison between the positive and negative IRRC is that polarity does not limit the range of topics discussed and that reviewers frequently focus on more than one in their evaluations (see Table 51).

Table 51 - Main foci of the allusions to (in)authenticity in both positive and negative IRRC

Focus	Positive IRRC	Negative IRRC
Overall experience	22.63%	35.71%
Food & drinks	63.16%	50.00%
Service & staff	2.11%	7.14%
Physical premises & atmosphere	11.05%	7.14%
Service & staff + Food & drinks	1.05%	0.00%
Total	100%	100%

Moreover, references to (in)authenticity can be found in both corpora and are both explicit and implicit. Data show that these references can be present at all the levels of discussion previously identified (i.e. overarching level, macro-topics, meso-aspects and micro-details). First, evaluations of the dining experience as a whole which allude to authenticity are more numerous in the positive IRRC. Another difference between the corpora is that explicit references to authenticity at an overarching level are more frequent in the positive IRRC, while implicit references constitute the majority in the negative IRRC.

Allusions to authenticity evaluating the overall dining experience and food and drink show similar trends. First, the words employed to convey these references in the positive IRRC are more than double those in the negative IRRC. Second, the authenticity-related word list of the positive IRRC is topped by the explicit one ‘authentic’, while the negative IRRC’s list begins with ‘traditional’ (see Table 52).

Table 52- Allusions to (in)authenticity in both positive and negative IRRC

Positive IRRC					Negative IRRC			
Rank	Word	Occurrences	Allusions to (in)authentic Italianness	Average percentage of occurrences alluding to (in)authenticity	Word	Occurrences	Allusions to (in)authentic Italianness	Average percentage of occurrences alluding to (in)authenticity
1	Authentic	88	88	100.00	Traditional	4	3	75.00
2	Traditional	28	23	82.14	Typical	4	3	75.00
3	Proper	26	15	57.69	Proper	5	3	60.00
4	Genuine	13	12	92.31	Authenticity	2	2	100.00
5	Real	33	8	24.24	Live	1	1	100.00
6	Delicious	302	6	1.99	Unique	1	1	100.00
7	Usual	23	5	21.74	Real	5	1	20.00
8	Unpretentious	5	4	80.00				
9	Special	76	3	3.95				
10	Modern	14	3	21.43				
11	Unique	4	3	75.00				
12	Interesting	16	2	12.50				
13	True	9	2	22.22				
14	Honest	7	2	28.57				
15	Genuinely	7	2	28.57				
16	Pretentious	2	2	100.00				
17	Authentically	2	2	100.00				
18	Really	435	1	0.23				
19	Typical	3	1	33.33				
20	Pure	2	1	50.00				

Positive IRRC					Negative IRRC			
Rank	Word	Occurrences	Allusions to (in)authentic Italianness	Average percentage of occurrences alluding to (in)authenticity	Word	Occurrences	Allusions to (in)authentic Italianness	Average percentage of occurrences alluding to (in)authenticity
21	Unusual	5	1	20.00				
22	Hearty	3	1	33.33				
23	Expert	1	1	100.00				
24	Quintessential	1	1	100.00				
25	Wholesome	1	1	100.00				
	All	1,106	190	17.18	All	22	14	63.64

Nevertheless, the hints at authenticity in the positive IRRC regarding food and drink are much more frequent than those referring to the experience as a whole. Additionally, the references to authenticity are expressed through a wider variety of words, the most frequent of which clearly suggest authenticity, while others deal with the taste. Terms in this last group, though, communicate the idea of authenticity, or the lack thereof, only when taking their co-text into account. In these concordance lines, the evaluations of authenticity can be applied to the taste of the food or drinks, specifically.

In comparison with the previous topic and level, references to authenticity regarding the service are very rare in either corpus, five in the positive IRRC and one only in the negative IRRC. In the former, they are explicit or expressed with words that are closely linked to authenticity (i.e. ‘traditional’, ‘genuine’). In the latter, the only reference found is expressed through the word ‘typical’.

Moreover, all references to authenticity in terms of atmosphere apart from one word are concentrated in the positive corpus. Furthermore, the range of words employed to convey this idea comprises nine words, both implicitly and explicitly referring to authenticity. Nevertheless, not all words that can be interpreted as hinting at authenticity are closely related to it, but some of them are also closely linked to the idea of being simple or the opposite (e.g. ‘pretentious’/‘unpretentious’, ‘genuine’), up-to-date (e.g. ‘traditional’, ‘modern’) and special (e.g. ‘unique’).

To summarise, references to (in)authenticity can be found both at the overarching level and the topic level. In other words, they regard either the overall

dining experience or any specific topic. At the same time, they are in both positive and negative IRRs, although the former outnumber the latter. At all levels, references to (in)authenticity are more frequently explicit in the positive IRRs but implicit in the negative IRRs, except for those regarding the atmosphere. The topic of food and drink is often discussed as authentic using words that are closely related to both authenticity itself (e.g. ‘real’, ‘proper’) and taste (e.g. ‘delicious’). Therefore, in these instances, the idea of authenticity is conveyed by the context in which such words occur. Similarly, the references to authenticity with respect to the atmosphere are both explicit and implicit. This last group of potential references can be clustered as closely related to being simple (e.g. ‘pretentious’/‘unpretentious’, ‘genuine’), up-to-date (e.g. ‘traditional’, ‘modern’) or special (e.g. ‘unique’).

The next chapter will focus on the comparison between IRRs and N-IRR of restaurants located in Lancaster, addressing sub-RQ3.

6. Analysis – Part III: sub-RQ3

This chapter will present part of the data analysis results, aiming to provide an answer to the third sub-RQ (see section 6.1) and adopting the methodological approach previously defined (see section 3.6). For clarity, as already mentioned, chapter 4 focused on sub-RQ1, while chapter 5 addressed sub-RQ2. Chapter 1 will discuss the findings discussed in all three chapters, from 4 to 6.

6.1. Introducing sub-RQ3: aims and foci

As mentioned in the methodology, my research explores the key factors in customers' evaluations of an Italian dining experience in Lancaster, with particular reference to (in)authenticity. The overarching question was broken up into three sub-questions. The first two focus on the IRRs only (see chapter 4 and 0), while the third analyses them in comparison with the N-IRRs. More specifically, sub-RQ3 asks whether all the reviews highlight different components of the dining experiences and how these relate to (in)authenticity and the other element(s) identified in sub-RQ1.

The chapter will include four other sections. The following section, 6.2, will focus on the macro-topic of food and drink and will discuss the main similarities and differences between the IRRC and the N-IRRC, in terms of where this is mentioned or discussed. Sections 6.3 and 6.4 will compare the two corpora, focusing on the macro-topics of service and atmosphere, respectively. Finally, Section 6.5 will summarise the main findings to address sub-RQ3.

6.2. Customers' highlights: frequent topics and references to authenticity in the N-IRRC as compared to the IRRC

To provide additional insights into the key elements discussed in the IRRs, potentially comprising authenticity, I compared the first 25 most frequent nouns in both corpora, after grouping them by lexemes.

Table 53 - First 25 most frequent nouns in the corpora

Distinctive lexemes in italics; colours: individual matching words						
Rank	IRRC	Frequency	Rf	N-IRRC	Frequency	Rf
1	food	2,532	1.208	food	6,724	1.434
2	service	1,411	0.673	service	3,272	0.698
3	staff	1,198	0.571	restaurant(s)	3,480	0.742
4	restaurant	1,067	0.509	staff	2,715	0.579
5	<i>pizza(s)</i>	1,267	0.604	meal	2,034	0.434
6	meal	795	0.379	Lancaster	1,358	0.29
7	place	673	0.321	place	1,349	0.288
8	menu	570	0.272	menu	1,320	0.282
9	table	559	0.267	atmosphere	1,051	0.224
10	Lancaster	553	0.264	visit	1,040	0.222
11	<i>hour</i>	463	0.221	table	1,037	0.221
12	visit	453	0.216	<i>chicken</i>	776	0.166
13	atmosphere	442	0.211	<i>dishes</i>	752	0.16
14	drinks	371	0.177	<i>evening</i>	664	0.142
15	<i>lunch</i>	368	0.176	friends	645	0.138
16	<i>pasta</i>	359	0.171	<i>experience</i>	640	0.137
17	time	333	0.159	<i>quality</i>	637	0.136
18	order	296	0.141	time	634	0.135
19	<i>garlic</i>	281	0.134	<i>curry</i>	628	0.134
20	<i>value</i>	268	0.128	RESTAURANT_P	623	0.133
21	<i>price</i>	260	0.124	order	551	0.118
22	<i>family</i>	258	0.123	drinks	539	0.115
23	friends	248	0.118	<i>starters</i>	513	0.109
24	<i>wine</i>	242	0.115	<i>birthday</i>	513	0.109
25	<i>waiter</i>	241	0.115	<i>steak</i>	507	0.108

Table 53 shows that 20 words out of the total 50 are unique, while the rest include the same words, in an identical or very similar order. Shared lexemes characterise the first half of the lists, while their second half is predominantly constituted by unique words. Such distinctive nouns are often related to food and drink. In fact, ‘*pizza(s)*’ (rf: 0.60), ‘*pasta*’ (rf: 0.17), ‘*garlic*’ (rf: 0.13) and ‘*wine*’ (rf: 0.12) distinguish the two corpora.

Table 54 - Collocates of ‘pizza’, ‘pasta’, ‘garlic’ and ‘wine’

Green: food and drink-related; red: personal pronouns and possessive adjectives; yellow: definite article ‘the’; dark blue: positive evaluation; pink: action-related words				
IRRC				
Rank	‘Pizza’			
	Log-Likelihood	T-score	Collocation	
1	253.71	7.1	pizza	pasta
2	188.5	6.99	The	pizzas
3	118.6	5.4	My	pizza
4	85.2	5.89	The	pizza
5	76.37	3.64	pizza	base
6	75.51	5.87	I	pizza
7	68.85	4.4	ordered	pizza
8	66.86	3.49	Best	pizza
9	51.71	3.95	pasta	pizza
10	49.01	3.78	best	pizza

IRRC				
Rank	‘Pasta’			
	Log-Likelihood	T-score	Collocation	
1	420.4	7.21	pasta	dishes
2	280.14	6.02	pasta	dish
3	253.71	7.1	pizza	pasta
4	82.78	3.28	salmon	pasta
5	70.94	4	ordered	pasta
6	51.71	3.95	pasta	pizza
7	48.06	4.47	I	pasta
8	47.76	2.43	pizzas	pastas
9	44.74	2.6	seafood	pasta
10	42.24	4.08	The	pasta

IRRC				
Rank	‘Garlic’			
	Log-Likelihood	T-score	Collocation	
1	1856.45	12.69	garlic	bread
2	190.52	4.66	garlic	mushrooms
3	130.73	3.73	Garlic	bread
4	92.73	2.82	garlic	bread
5	89.09	4.19	ordered	garlic
6	85.8	3.29	garlic	share
7	75.54	2.82	garlic	butter
8	75.5	3.53	garlic	cheese
9	73.38	3.27	tomato	garlic
10	73.08	3.27	garlic	start

IRRC				
Rank	‘Wine’			
	Log-Likelihood	T-score	Collocation	
1	243.88	5.26	bottle	wine
2	190.59	4.86	house	wine
3	184.06	4.76	glass	wine
4	164.63	3.99	wine	list
5	106.19	3.71	red	wine
6	91.25	3.29	white	wine
7	84.55	5.13	The	wine
8	66.55	2.64	house	wines
9	59.52	2.44	House	wine
10	47.45	2.61	glasses	wine

As shown in Table 54, most collocates for these four words - ‘pizza’, ‘pasta’, ‘garlic’ and ‘wine’ - deal with food or drink and their closely related particularities (e.g. ‘red wine’), production places (e.g. ‘wine house’) or containers (e.g. ‘wine glasses’). The collocates related to food specify ingredients (e.g. ‘tomato’, ‘seafood’) or very popular dishes, namely ‘pasta’, ‘pizza’ and ‘garlic bread’. Interestingly, garlic bread is common in the UK and not in Italy, possibly signalling the adaptation of the menu of

Italian restaurants to local preferences and common dishes. The pronouns, adjectives or verbs in the collocate lists for these four words contribute to the description of the dining experiences but do not provide much information on either the quality or the customers' satisfaction with the meal. In fact, the only collocate related to quality is 'B/best', i.e. the superlative of the explicit evaluation marker 'good'. Such an overall positive evaluation is supported by the lack of collocates that could negate a positive evaluation (e.g. not) or express negativity (e.g. bad, worse). The rest refer to quality or actions or are deictic markers.

Table 55 - Collocates of unique words in the N-IRRC

Green: food-related; red: personal pronouns; yellow: definite article; pink: service-related; purple: preparation-related; orange: utensils; light blue: nationality; dark blue: positive evaluations				
N-IRRC				
Rank	'Chicken'			
	Log-Likelihood	T-score	Collocation	
1	445.4	6.61	chicken	tikka
2	340.3	4.9	Chicken	Tikka
3	287.64	5.45	chicken	satay
4	196.85	6.17	chicken	curry
5	176.01	3.99	chicken	wings
6	129.29	3.97	chicken	korma
7	124.09	6.9	I	chicken
8	123.48	4.91	chicken	rice
9	123.37	3.84	butter	chicken
10	114.6	4.07	chilli	chicken

N-IRRC				
Rank	'Curry'			
	Log-Likelihood	T-score	Collocation	
1	544.73	7.32	green	curry
2	373.18	6.87	curry	house
3	265.97	5.86	red	curry
4	196.85	6.17	chicken	curry
5	148.5	5.63	Thai	curry
6	143.04	3.59	massaman	curry
7	131.91	4.77	Best	curry
8	119.37	3.45	curry	houses
9	111.39	5.19	best	curry
10	107.07	4.61	curry	rice

N-IRRC				
Rank	'Steak'			
	Log-Likelihood	T-score	Collocation	
1	489.76	6.97	fillet	steak
2	336.42	7.33	steak	cooked
3	202.36	4.23	rump	steak
4	199.14	4.23	steak	knives
5	196.66	5.14	steaks	cooked
6	130.69	3.46	sirloin	steak
7	102.53	3.15	Steaks	cooked
8	96.72	3.81	steak	perfection
9	93.86	3.3	steaks	perfection
10	85.33	4.17	steak	sauce

N-IRRC				
Rank	'Dishes'			
	Log-Likelihood	T-score	Collocation	
1	229.46	6.04	different	dishes
2	185.05	4.85	range	dishes
3	163.35	5.48	tapas	dishes
4	162.08	5.33	All	dishes
5	154.39	5.08	selection	dishes
6	132.05	5.55	ordered	dishes
7	116.33	4.37	fish	dishes
8	88.51	4.58	two	dishes
9	87.94	5.33	all	dishes
10	83.32	3.66	variety	dishes

N-IRRC				
Rank	'Starters'			
	Log-Likelihood	T-score	Collocation	
1	532.99	8.12	starters	mains
2	421.52	6.75	mixed	starter
3	317.48	7.07	starter	main
4	202.78	6.18	ordered	starters
5	200.14	6.05	starters	main
6	170	6.86	We	starters
7	102.65	6.02	The	starters
8	95.58	5.73	The	starter
9	88.39	4.36	starters	arrived
10	85.62	3.67	mixed	starters

Similarly to the IRRC, the collocates of the four most frequent items in the other corpus mostly regard food and drink (see Table 55). Specifically, they also feature specific names of specialities (e.g. 'satay', 'massaman'), in addition to ingredients (e.g. 'rice', 'chicken') and places of production (or business category, as in 'curry houses'). As a result, spices and variety, rather than adaptability, distinguish the two corpora. The finer level of the discussion of food in the N-IRRC is reflected both in the collocates linked with food directly and in the verbs referring to the cooking process.

In contrast, ‘price’ (rf: 0.12) distinguishes the IRRC and is, perhaps, linked to ‘family’, which is another one of the top 150 corpus frequencies. Indeed, families may be more conscious of their spending. Additionally, the collocates of ‘family’ (see Table 56) describe the consumption event/occasion and the business’s management, e.g. ‘family run’ (Log-likelihood 104.75; T-score 3.58) or ‘family owned’ (Log-likelihood 36.23; T-score 1.99). Therefore, collocates of ‘family’ highlight family ownership and child-friendliness as characterising Italian restaurants, as frequently discussed in their reviews.

Table 56 - Collocates of ‘family’ in the IRRC

Rank	Log-Likelihood	T-score	Collocation	
1	129.2	5.28	family	meal
2	104.75	3.58	family	run
3	100.65	3.44	family	members
4	61.17	3.47	friends	family
5	61.17	3.47	family	friends
6	46.3	2	Family	Meal
7	37.99	2.72	family	Birthday
8	36.23	1.99	family	Owned
9	34.57	2.82	A	Family
10	31.63	2.38	Had	Family

Whilst ‘value’ (rf: 0.12) is one of the most frequent nouns in the IRRC, none of the most frequent nouns in the other corpus is related to either food prices or VFM. Therefore, Italian restaurants are probably evaluated against the price of their food and the VFM of their dining experience more often than non-Italian restaurants.

Table 57 - Collocates of ‘price’ and ‘value’ in the IRRC

Rank	‘Price’				‘Value’			
	Log-Likelihood	T-score	Collocation		Log-Likelihood	T-score	Collocation	
1	873.46	8.17	reasonably	Priced	1390.21	11.73	value	Money
2	185.63	4.86	Prices	reasonable	737.76	11.46	good	Value
3	185.63	4.86	reasonable	Prices	380.11	8.36	great	Value
4	155.25	4.73	reasonable	Price	265.54	6.68	Great	Value
5	151.42	4.81	full	Price	184.39	5.87	excellent	Value
6	135.27	4.78	hour	Prices	120.2	4.81	Good	Value
7	132.84	4.3	half	Price	119.27	5.03	hour	Value
8	123.54	4.66	happy	Prices	95.09	2.99	Value	Money
9	96.22	2.64	Reasonably	Priced	68.4	4.14	happy	Value
10	83.8	2.82	Prices	reasonable	60.98	3.47	Excellent	Value

Comparing the collocates of ‘price’ and ‘value’ (see Table 57), the former are employed to discuss the discounts offered, such as the ‘happy hour’, while the latter often refer to the price/food quality and quantity relationship, as suggested by, ‘half’ (Log-likelihood 132.84; T-score 4.3) and ‘full’ (Log-likelihood 151.42; T-score 4.81). Nevertheless, ‘reasonable’ (first Log-likelihood 185.63; T-score 4.86) and ‘reasonably’ (first Log-likelihood 873.46; T-score 8.17) point out that the evaluation of the price/quality relationship is discussed using both words. Most collocates of ‘value’ in the IRRC are positively connoted (e.g. ‘good’, ‘great’, ‘excellent’). Additionally, the VFM is recalled by the collocation ‘V/value’ and ‘money’ (first Log-likelihood 1390.21; T-score 11.73).

Another macro-topic that is frequently discussed in the IRRs is service, as ‘waiter’ (rf: 0.12) is among the 25 most frequent nouns in the IRRC. In contrast, none of the words in the frequency list of the N-IRRC refers to this macro-area.

Table 58 - Collocates of ‘waiter’ in the IRRC

Rank	Log-Likelihood	T-score	Collocation	
1	74.24	3.84	waiter	came
2	61.27	4.45	The	waiter
3	56.2	3.09	Our	waiter
4	42.45	1.99	bald	waiter
5	37.74	2.72	waiter	took
6	37.07	2.57	young	waiter
7	34.22	1.99	Waiters	polite
8	34.06	1.99	Head	waiter
9	31.74	2.67	Minutes	waiter
10	28.44	1.73	Waiters	attention
11	27.07	2.62	Waiter	order
12	25.13	2.16	Waiter	brought
13	24.31	2.46	Waiter	asked
14	23.21	2.31	Waiter	Name_of_staff_member
15	22.21	1.95	Waiter	serving
16	21.95	1.71	Different	waiters
17	21.31	1.94	Waiter	rude
18	21.04	1.94	End	waiter
19	21.03	1.71	Another	waiter
20	20.64	1.94	Waiter	plates
21	20.04	1.69	The	waiter’s
22	18.91	1.93	Waiter	brilliant
23	18.8	1.7	Waiter	check
24	18.36	1.7	Waiter	throughout
25	17.37	1.69	Attention	waiter
26	16.23	2.06	Waiter	said
27	16.11	1.89	Waiter	seemed
28	16.08	1.69	Waiter	glasses
29	16.05	1.89	Same	waiter
30	15.4	1.68	Waiter	Name_of_staff_member
31	15.26	1.88	Waiter	take
32	14.25	1.67	Rude	waiter
33	14.2	2.01	Asked	waiter
34	12.81	1.84	Waiter	helpful
35	12.81	1.84	Helpful	waiter
36	11.91	1.81	Waiter	down
37	10.51	1.99	Waiter	table
38	9.43	1.74	Served	waiter
39	9.3	1.73	Wine	waiter
40	9.11	1.92	Waiter	friendly
41	8.44	1.69	The	waiters

Rank	Log-Likelihood	T-score	Collocation	
42	8.3	1.79	Waiter	back
43	7.48	1.65	Waiter	drinks
44	7.28	1.73	Table	waiter
45	6.18	1.66	Friendly	waiter
46	5.39	1.77	Waiter	food

Considering this difference, I examined the entire list of collocates of ‘waiter’ to see which qualities reviewers noticed in staff members. In order of occurrence (see Table 58), politeness (Log-likelihood 34.22; T-score 1.99), helpfulness (first Log-likelihood 12.81; T-score 1.84) and friendliness (first Log-likelihood 9.11; T-score 1.92) are mentioned the most. At the same time, rudeness (first Log-likelihood 21.31; T-score 1.94) is the only negative quality occurring in the IRRC. Additionally, the staff are often called by name (coded ‘Name_of_staff_member’, first Log-likelihood 23.21; T-score 2.31), suggesting that many of the reviewers are frequent visitors or have a close rapport with the staff. Finally, the words related to physical appearance feature among the collocates, namely ‘bald’ (Log-likelihood 42.45; T-score 1.99) and ‘young’ (Log-likelihood 37.07; T-score 2.57). Through names and physical characteristics, reviewers may want to identify the waiters.

References to when reviewers have visited the restaurants and with whom they have dined are frequently made, in both corpora. Interestingly, though, while ‘lunch’ (rf: 0.18) often occurs in the IRRC, ‘evening’ (rf: 0.14) is more frequent in the other corpus. Therefore, Italian restaurants could be considered as more suitable for earlier outings with children, since ‘family’ frequently appears in the corpus (rf 0.123) and most of its collocates (see Table 59) recall family gatherings. Children are likely to prefer pasta and pizza, which can be easily adapted to their tastes. Spicy food is largely consumed in the non-Italian restaurants considered, as suggested by the frequency of ‘curry’ (rf: 0.13) and ‘chicken’ (rf: 0.17), which are commonly employed for spicy dishes. Meetings with ‘friends’ (rf: 0.12 in the IRRC and 0.14 in the N-IRRC) are frequent in all restaurants, regardless of the cuisine served.

Table 59 - Comparison of the collocates of ‘lunch’ and ‘evening’ in the IRRC and N-IRRC, respectively

Green: speed-related; red: personal pronouns; light blue: positive adjectives; yellow: day of the week								
IRRC					N-IRRC			
‘Lunch’					‘Evening’			
Rank	Log-Likelihood	T-score	Collocation		Log-Likelihood	T-score	Collocation	
1	173.09	6.13	lunch	time	302.59	6.74	Sunday	evening
2	108.24	5.61	We	lunch	258.6	6	enjoyable	evening
3	94.9	4.39	went	lunch	245.8	6.34	early	evening
4	82.07	4.53	lunch	menu	239.94	6.26	Saturday	evening
5	66.65	3.49	Went	lunch	180.27	5.12	Friday	evening
6	63.61	3.11	lunch	today	171.23	6.54	lovely	evening
7	55.73	3.33	quick	lunch	146.83	6.62	evening	meal
8	47.84	3.27	Lovely	lunch	134.68	6.79	We	evening
9	44.11	2.6	light	lunch	131.4	5.49	A	evening
10	43.71	2.42	Popped	lunch	121.55	4.57	Visited	evening

Comparing ‘lunch’ and ‘evening’ in the two corpora (see Table 59), the only shared collocates are ‘we’ and ‘lovely’. The former is employed to report experiences in the first person, while the latter is the only positive collocate on both lists. ‘Quick’ (Log-likelihood 55.73; T-score 3.33) and ‘popped’ (Log-likelihood 55.73; T-score 2.42, mostly occurring as ‘popped in/by’) show that the collected IRRs frequently refer to rapidity. The collocate ‘light’ (Log-likelihood 44.11; T-score 2.6) can also express speed. In addition to ‘lovely’ (Log-likelihood 171.23; T-score 6.54), pleasure is communicated through ‘enjoyable’ (Log-likelihood 258.6; T-score 6).

In both lists, ‘restaurant(s)’ most frequently highlight(s) the national cuisine served (Log-likelihood 351.66; T-score 8.67; see Table 60). In the IRRC, the collocates of ‘restaurant(s)’ often refer to the presence of customers (‘busy’ with Log-likelihood 177.35 and T-score 6.46 and ‘full’ with Log-likelihood 116.73 and T-score 5.08) and the location of the establishment (‘Lancaster’ with Log-likelihood 147.98 and T-score 6.34). To summarise, collocates of ‘restaurant(s)’ highlight the description of the dining experiences, but also their evaluation, through ‘recommend’ (Log-likelihood 111.92; T-score 5.35).

Table 60 - Comparison of the collocates of ‘restaurant(s)’ in both corpora

Light blue: nationality; other colours: matching words								
Rank	N-IRRC				IRRC			
	Log-Likelihood	T-score	Collocation		Log-Likelihood	T-score	Collocation	
1	623.79	11.11	This	restaurant	351.66	8.67	Italian	restaurant
2	621.17	12.33	restaurant	Lancaster	250.94	5.99	Italian	restaurants
3	545.62	13.84	The	restaurant	229.18	8.75	The	restaurant
4	394.5	7.51	Indian	restaurants	177.35	6.46	restaurant	busy
5	384.54	9.3	Indian	restaurant	162.2	3.86	Restaurant_E	bar
6	378.84	8.21	favourite	restaurant	147.98	6.34	restaurant	Lancaster
7	372.26	8.02	restaurants	Lancaster	137.72	5.62	This	restaurant
8	372.24	9.72	best	restaurant	116.73	5.08	restaurant	full
9	359.96	9.46	recommend	restaurant	112.67	5.12	Visited	restaurant
10	356.95	8.85	visited	restaurant	111.92	5.35	recommend	restaurant

For the same two reasons, ‘meal’ occurs in the IRRC, either to refer to the occasion of the dining experience or to the people with whom the reviewers are dining (see Table 61). In fact, collocates like ‘birthday’ deal with the former, while those of ‘family’ deal with the latter. As for ‘lunch’ and ‘dinner’, collocates like ‘enjoy’ and ‘lovely’ convey the idea of pleasure. Overall, 80% of the collocate lists are shared and positively evaluative. For example, ‘bad’ (Log-likelihood 73.22; T-score 3.92) features in the IRRC only to express positive consistency with ‘never had a bad meal’.

Table 61 - Collocates of ‘meal(s)’ in both corpora

Colours: matching words								
IRRC				N-IRRC				
Rank	Log-Likelihood	T-score	Collocation		Log-Likelihood	T-score	Collocation	
1	129.2	5.28	family	meal	407.06	8.82	birthday	Meal
2	112.23	4.7	birthday	meal	319.66	7.29	Had	Meal
3	99.58	4.71	enjoyed	meal	228.39	6.36	end	Meal
4	92.18	3.91	enjoyed	meals	220.18	6.09	main	Meals
5	83.32	4.95	lovely	meal	179.8	7.4	lovely	Meal
6	81.39	3.77	main	meals	177.66	5.97	set	Meal
7	80.4	3.65	Birthday	meal	167.17	5.25	Birthday	Meal
8	79.68	3.86	Had	meal	153.11	6.15	enjoyed	Meal
9	73.22	3.92	bad	meal	146.83	6.62	evening	Meal
10	72.77	4.17	Lovely	meal	141.77	5.77	Lovely	Meal

Half the collocates of ‘menu’ are shared by both corpora. For example, variety is conveyed through the collocate ‘choice’ and in the N-IRRC through ‘varied’ (Log-likelihood 157.35; T-score 4.82). Other collocates hint at the ‘(early) bird’ (Log-likelihood 484.65; T-score 7.91) and ‘happy’ (Log-likelihood 173.5; T-score 6.08) ‘hour’ (Log-likelihood 161.39; T-score 5.86) menu in all restaurants. Such collocates show that the presence of different menus is noted in all reviews. Prices are confirmed as frequently discussed in the IRRs, where most price-related collocates feature. Similarly, ‘children’s’ (Log-likelihood 84.8; T-score 3.14) confirms that family-friendliness is frequently discussed in the IRRs, as previously mentioned.

Table 62 - Comparison of collocates of ‘quality’ in both corpora

Yellow: food-related; orange: national food; light blue: quantity-related; pink: service-related; grey: price-related; red: presentation-related; purple: variety-related								
N-IRRC					IRRC			
Rank	Log-Likelihood	T-score	Collocation		Log-Likelihood	T-score	Collocation	
1	701.82	12.89	quality	food	243.14	7.5	Quality	food
2	331.24	9.01	good	quality	187.12	6.5	Good	quality
3	290.05	6.32	high	quality	125.2	4.29	Poor	quality
4	169.89	4.65	quality	ingredients	73.59	2.98	Quality	ingredients
5	163.55	7.59	food	quality	73.42	4.85	Food	quality
6	140.72	4.79	top	quality	69.75	3.12	High	quality
7	139.43	4.88	poor	quality	40.32	3.83	The	quality
8	98.49	6.15	The	quality	34.65	2.82	Quality	price
9	76.79	2.98	quality	quantity	23.4	2.56	Excellent	quality
10	74.27	5.2	quality	service	22.98	2.65	Quality	Italian
11	71.84	4.01	Good	quality	22.84	2.55	Value	quality
12	70.66	3.73	reasonable	quality	22.75	2.92	Quality	service
13	68.42	3.61	quality	meat	19.83	1.93	Impressed	quality
14	66.24	4.49	excellent	quality	18.92	1.93	Enjoy	quality
15	63.41	3.11	considering	quality	16.96	1.69	Poor	quality
16	57.85	3.41	Quality	food	16.8	1.9	Portion	quality
17	42.95	3.02	impressed	quality	16.53	2.19	Quality	pizzas
18	41.45	4.17	service	quality	16.3	1.69	Sizes	quality
19	41.41	4.17	quality	good	16.15	1.69	Amount	quality
20	37.37	3.25	quality	fantastic	15.05	1.68	Clearly	quality
21	35.76	2.21	quantity	quality	14.23	1.67	Due	quality
22	35.49	3.14	quality	served	13.92	1.67	Quality	received
23	28.8	2.19	Top	quality	13.75	2	Food	quality
24	28.64	2.75	quality	taste	13.21	1.99	Good	quality
25	27.23	3.23	quality	excellent	13.07	1.66	Expect	quality
26	25.77	2.48	extremely	quality	12.7	1.83	Fresh	quality
27	25.72	2.88	value	quality	12.39	1.83	Quality	prices
28	25.57	1.72	highest	quality	11.18	1.8	Quality	meals
29	24.7	1.72	quality	considerably	10.9	2.01	Really	quality
30	23.45	1.96	low	quality	8.45	1.7	Tasty	quality
31	22.58	2.43	quality	reasonable	5.66	1.71	Service	quality
32	22.24	2.43	expensive	quality				
33	21.64	1.71	terms	quality				
34	21.64	1.71	chunks	quality				
35	20.61	2.4	happy	quality				
36	20.33	2.12	quality	outstanding				
37	20.15	2.12	quality	cuisine				
38	19.14	2.1	quality	either				
39	18.83	2.24	quality	high				
40	18.65	2.35	quality	portions				
41	18.26	2.44	choice	quality				

Yellow: food-related; orange: national food; light blue: quantity-related; pink: service-related; grey: price-related; red: presentation-related; purple: variety-related							
N-IRRC				IRRC			
Rank	Log-Likelihood	T-score	Collocation		Log-Likelihood	T-score	Collocation
42	17.89	1.7	match	quality			
43	17.83	1.92	quality	presentation			
44	17.61	1.7	Quality	Food			
45	17.58	2.22	prices	quality			
46	17.52	2.86	great	quality			
47	17.45	2.5	quality	tasty			
48	17.41	1.69	generally	quality			
49	17.18	1.69	higher	quality			
50	16.94	2.2	same	quality			

Another word shared by the frequency lists of both corpora is ‘quality’, though it ranks differently: among the first 25 nouns in the N-IRRC (103rd in that corpus; rf: 0.136), but not in the other corpus (131st; rf: 0.113). Since this could inform the answer to sub-RQ3, providing important insights on the discussion in the reviews, I examined the entire lists of the collocates for both the IRRC and the N-IRRC (Table 62).

Approximately 20% of each collocate list (see Table 62) refers to food, with a few words shared by both corpora (e.g. ‘food’, ‘tasty’, ‘ingredients’), with similar rankings. Interestingly, ‘pizza’ is the only specific food item. Perhaps, reviewers feel more confident in judging the quality of pizzas than any other Italian and non-Italian dish. Another explanation can be that the quality of the pizzas is deemed as an essential parameter to evaluate an Italian restaurant. ‘Service’ is also a frequent collocate of ‘quality’ in both the IRRC and the N-IRRC, ranked similarly (10th and 11th).

Moreover, collocates related to quantities are more frequent in the IRRC, as are those dealing with prices. Therefore, the previously discussed closer focus on prices is supported by these insights and by the higher ranking of the collocate ‘value’ in the same corpus. In contrast, collocates of ‘quality’ in the N-IRRC refer to variety (e.g. ‘choice’) and to ‘presentation’. Perhaps, RofN-IR appreciate more sophistication and variety, as previously mentioned.

Finally, ‘experience(s/d)’ is another word that distinguishes the N-IRRC, featuring among its first 25 nouns (102nd in the entire N-IRRC; rf: 0.137), but not in the other corpus (143rd in the entire IRRC; rf: 0.1). To answer sub-RQ3, I examined the entire list of the collocates for ‘experience*’,²⁰ in both the IRRC and the N-IRRC (see Table 63). I also considered their different rankings in the corpora and the relevance that experience has for Gilmore and Pine (1999), who refer to the “experience economy” (see section 2.3) and to the increasing consumer demand for “memorable events” (Gilmore and Pine, 2007, p. 1).

Table 63 – Comparison of collocates of ‘experience*’ in both corpora

Green: evaluations; red: entirety-related; pink: service-related; yellow: food-related; grey: nationality; orange: authenticity-related								
N-IRRC					IRRC			
Rank	Log-Likelihood	T-score	Collocation		Log-Likelihood	T-score	Collocation	
1	661.49	8.72	Dining	experience	141.93	4.09	dining	experience
2	272.05	6.02	Whole	experience	90.55	3.43	whole	experience
3	232.04	5.34	overall	experience	59.03	3.1	bad	experience
4	127.64	4.76	wonderful	experience	49.76	2.62	overall	experience
5	126	4.39	enjoyable	experience	42.49	2.22	never	experienced
6	103.94	4.43	pleasant	experience	41.29	3.21	lovely	experience
7	94.35	3.92	Overall	experience	31.6	2.54	pleasant	experience
8	86.06	4.5	A	experience	27.72	2.92	great	experience
9	80.21	3.28	Ever	experienced	26	2.17	Overall	experience
10	75.02	3.75	Bad	experience	25.82	2.48	A	experience
11	74.25	4.89	Great	experience	23.68	1.72	ever	experienced
12	71.63	2.64	Worst	experienced	23.59	2.14	experienced	service
13	70.51	5.07	Good	experience	23.47	1.72	I’ve	experienced
14	65.36	3.88	enjoyed	experience	23.33	1.72	horrible	experience
15	62.77	4.59	All	experience	22.59	1.95	enjoyable	experience
16	60.96	2.96	Truly	experience	19.82	2.38	experience	will
17	56.88	4.2	Really	experience	19.8	2.57	all	experience
18	54.22	2.79	I’ve	experienced	18.88	2.73	good	experience
19	47.72	3.59	I	experienced	17.82	2.08	first	experience
20	46.6	3.87	Lovely	experience	16.93	1.9	service	experienced
21	42.76	2.6	Never	experienced	15.55	1.89	All	experience

²⁰ The asterisk can be used as a wildcard in *Wmatrix*, in this case, to search for words beginning with ‘experience’.

Green: evaluations; red: entirety-related; pink: service-related; yellow: food-related; grey: nationality; orange: authenticity-related									
N-IRRC					IRRC				
Rank	Log-Likelihood	T-score	Collocation		Log-Likelihood	T-score	Collocation		
22	42.01	2.75	Best	experienced	14.89	1.88	poor	Experience	
23	37.37	3.4	Great	experience	12.57	2.08	really	Experience	
24	35.93	2.4	Add	experience	11.89	2.13	meal	Experience	
25	35.22	2.7	What	experience	10.34	1.75	I	experienced	
26	34.21	1.99	culinary	experience	8.8	1.82	experience	Lancaster	
27	33.14	2.2	memorable	experience	7.9	1.67	excellent	Experience	
28	32.61	2.38	Worst	experience	7.13	2	experience	I	
29	32.25	2.38	Another	experience	6.99	1.71	experience	Time	
30	31.25	1.98	Adds	experience	6.51	1.75	restaurant	Experience	
31	29.59	1.98	India	experience	6.18	1.76	experience	We	
32	29.47	2.75	Service	experienced	5.39	1.69	experience	Good	
33	28.53	2.51	disappointing	experience					
34	28.18	1.98	Great	Experience					
35	27.98	2.93	First	experience					
36	27.06	1.97	True	experience					
37	26.93	2.18	An	experience					
38	26.71	1.97	provide	experience					
39	24.26	1.72	Dinning	experience					
40	23.91	1.72	Dining	experiences					
41	23.57	2.15	To	experience					
42	22.51	1.95	experienced	restaurants					
43	22.07	2.42	Poor	experience					
44	21.16	2.28	customer	experience					
45	20.89	1.71	Experience	This					
46	20.65	1.71	A	Experience					
47	20.39	3.4	experience	I					
48	20.32	2.39	experience	wonderful					
49	19.95	3.1	experience	restaurant					
50	19.94	1.71	I've	experiences					
51	19.94	1.71	experiences	I've					
52	19.87	2.11	Always	experience					
53	19.77	2.1	Good	experiences					
54	19.07	1.93	Terrible	experience					
55	18.81	2.74	experience	Will					
56	18.74	1.92	experienced	Indian					
57	18.64	1.92	Experience	restaurant					
58	18.5	2.45	experience	Ever					

Green: evaluations; red: entirety-related; pink: service-related; yellow: food-related; grey: nationality; orange: authenticity-related							
N-IRRC				IRRC			
Rank	Log-Likelihood	T-score	Collocation		Log-Likelihood	T-score	Collocation
59	18.23	1.92	thoroughly	experience			
60	18.19	1.7	Times	experiences			
61	17.66	2.33	experience	return			
62	17.43	2.5	My	experience			
63	17.26	2.08	Really	experience			
64	17.18	1.91	Wonderful	experience			
65	16.97	2.41	Never	experience			
66	16.47	1.69	interested	experience			
67	16.45	2.3	Very	experience			
68	15.93	1.89	Makes	experience			
69	15.38	1.68	Best	experiences			
70	15.15	1.68	positive	experience			
71	14.99	2.15	experienced	service			
72	14.51	1.87	Round	experience			
73	13.73	2	Eating	experience			
74	13.5	1.66	delightful	experience			
75	13.1	2.19	fantastic	experience			
76	12.14	2.22	Thai	experience			
77	11.58	2.25	Just	experience			
78	11.41	1.8	experience	Restaurant_I			
79	11.02	2.48	experience	good			
80	10.84	2.62	I	experience			
81	10.58	2.06	experienced	food			
82	10.54	2.24	excellent	experience			
83	9.68	1.95	experience	last			
84	9.66	1.95	amazing	experience			
85	9.63	1.75	experience	authentic			
86	9.63	1.75	authentic	experience			
87	9.11	1.73	Our	experience			
88	8.87	1.83	it's	experience			
89	8.15	1.69	happy	experience			
90	8.15	2.02	experience	excellent			
91	7.29	1.95	experience	Lancaster			
92	6.98	1.72	experience	visited			
93	6.95	1.71	Excellent	experience			
94	6.39	1.92	meal	experience			
95	5.58	1.81	experience	all			

Briefly, both collocate lists include several adjectives (37), ranking similarly in the two corpora. Additionally, six collocates express the concept of entirety. Service-related words are also frequent collocates of ‘experience’. Therefore, it can be stated that these three types of collocates are frequent in both corpora. Such words are often shared by both corpora and rank similarly in both collocate lists. ‘Authenticity’ (Log-likelihood: 33.14; T-score: 2.2) only features among the collocates of ‘experience’ in the N-IRRC, instead. Additionally, non-Italian dining experiences are often evaluated as memorable or not memorable. The presence of both the collocates regarding memorability and authenticity only, recalls the idea put forward by Gilmore and Pine (2007), according to whom authentic experiences need to be memorable. Such a connection appears clear among the collocates of ‘experience’ in the N-IRRC only.

The analysis of the collocates of the other most frequent words shared by the corpora (i.e. ‘place’, ‘table’, ‘Lancaster’, ‘visit’, ‘time’, ‘order’ and ‘menu’) confirms both the important role played by staff, especially in terms of speed, and the frequent discussion of food and drink in all reviews, especially in terms of menu options. Both of these final insights apply to all reviews, although the words have different frequencies in each corpus (see Table 53 on p. 214). In other words, although both sets of reviews deal with the same topics of discussion, their frequency differs.

To gain deeper insights on the impact of the cuisine on the evaluations in the reviews, I compared the appraisals I found in 21 randomly selected N-IRRs, three per cuisine (see Appendix – Part II), with those I found in 24 randomly selected IRRs, three per restaurant.

Table 64 - Appraisal types in all randomly selected reviews

	IRRC				N-IRRC				
	Count	%	Appraisal type	Count	Count	%	Appraisal type	Count	
Strategy	203	41.34			Strategy	200	44.54		
Inscribed	176	86.70	Attitude> inscribed	176	Inscribed	191	95.50	Attitude> inscribed	191
Invoked	27	13.30	Attitude> invoked	27	Invoked	9	4.50	Attitude> invoked	9
Affect	33	6.72			Affect	41	9.13		
					Desire	2	4.88	Attitude> affect>	2

IRRC					N-IRRC				
								+desire	
					Security	2	4.88	Attitude> affect> +security	2
Inclination	1	3.03	Attitude> affect> +inclination	1					
								Attitude> affect> - security	2
Happiness	4	12.12	Attitude> affect> +happiness	2	Happiness	3	7.32	Attitude> affect> +happine ss	3
			Attitude> affect> - happiness	2					
Satisfaction	28	84.85	Attitude> affect> +satisfaction	18	Satisfaction	34	82.93	Attitude> affect> +satisfact ion	27
			Attitude> affect> - satisfaction	10				Attitude> affect> - satisfacti on	7
Appreciation	154	31.36			Appreciation	128	28.51		
					Valuation	1	0.78	Attitude> appreciat ion> +valuatio n	1
Composition	9	5.84	Attitude> appreciation > composition > +balance	3	Composition	6	4.69	Attitude> appreciat ion> composit ion> +balance	1
			Attitude> appreciation > composition > -balance	2				Attitude> appreciat ion> composit ion> - balance	2
			Attitude> appreciation > composition > +details	4				Attitude> appreciat ion> composit ion> +details	2
								Attitude> appreciat ion> composit ion> - details	1

IRRC					N-IRRC				
Reaction	145	94.16	Attitude> appreciation > reaction> +quality	77	Reaction	121	94.53	Attitude> appreciat ion> reaction> +quality	79
			Attitude> appreciation > reaction> -quality	17				Attitude> appreciat ion> reaction> -quality	12
			Attitude> appreciation > reaction> quality> +aestheti cs	11				Attitude> appreciat ion> reaction> quality> +aestheti cs	3
			Attitude> appreciation > reaction> quality> -aestheti cs	4				Attitude> appreciat ion> reaction> quality> - aestheti cs	1
			Attitude> appreciation > reaction> quality> +appropri ateness	6				Attitude> appreciat ion> reaction> quality> +appropri ateness	8
			Attitude> appreciation > reaction> quality> -appropri ateness	6				Attitude> appreciat ion> reaction> quality> - appropri ateness	5
			Attitude> appreciation > reaction> quality> +conveni ence	1				Attitude> appreciat ion> reaction> quality> +conveni ence	1
			Attitude> appreciation > reaction> quality> +effectiv eness	5				Attitude> appreciat ion> reaction> quality> +effectiv eness	1

IRRC					N-IRRC				
			Attitude> appreciation > reaction> quality> - effectiveness	5				Attitude> appreciation > reaction> +impact	9
			Attitude> appreciation > reaction> +impact	8				Attitude> appreciation > reaction> -impact	2
			Attitude> appreciation > reaction> - impact	5					
Judgement	18	3.67			Judgement	18	4.01		
<i>Social esteem</i>	14	77.78	Attitude> judgement> social esteem> +capacity	12	<i>Social esteem</i>	17	94.44	Attitude> judgement> social esteem> +capacity	17
			Attitude> judgement> social esteem> - capacity	2				Attitude> judgement> social sanction > - propriety	1
<i>Social sanction</i>	4	22.22	Attitude> judgement> social sanction> +propriety	1	<i>Social sanction</i>	1	5.56		
			Attitude> judgement> social sanction> - propriety	2					
			Attitude> judgement> social sanction> +veracity	1					
Graduation	74	15.07			Graduation	60	13.36		
<i>High intensity</i>	15	20.27	Graduation> force> high intensity	15	<i>High intensity</i>	32	53.33	Graduation> force> high intensity	32
<i>Low intensity</i>	12	16.22	Graduation> force> low intensity	12	<i>Low intensity</i>	5	8.33	Graduation> force> low intensity	5

IRRC					N-IRRC				
<i>Medium Intensity</i>	47	63.51	Graduation> force> medium intensity	47	<i>Medium Intensity</i>	23	38.33	Graduation> force> medium intensity	23
Engagement	9	1.83	Engagement > non-authorial	9	Engagement	2	0.45	Engagement > non-authorial	2
		100	Total	491			100	Total	449

As reported in Table 64, the percentages registered for each appraisal type are similar in both corpora. In fact, ‘appreciation’ is the most frequently found type in all reviews, with approximately 31.36% of the appraisals in the IRRC and 28.51% in the N-IRRC. Another similarity is that most appraisals in both corpora are inscribed (86.70% and 95.50%, respectively). In fact, ‘reaction’ is the most frequent type of appreciation appraisal. ‘Composition’ is the second most frequent type of appreciation appraisal, although much less frequent (5.84% of the ‘appreciation’ appraisals in the IRRC and 4.69% of those in the other corpus).

‘Satisfaction’ (84.85% of the ‘affect’ appraisals in the IRRC and 82.93% of those in the N-IRRC) and ‘happiness’ (12.12% and 7.32% of them, respectively) are the feelings most frequently found in both corpora, expressed through the ‘affect’ type. Nonetheless, difference between ‘affect’ and ‘appreciation’ is above 20% in both corpora, showing a stark disparity in their frequency.

Evaluations of people’s behaviour are not frequent in either corpus, as testified by the 3.67% of the appraisals in the IRRC labelled as ‘judgement’ and 4.01% of those in the N-IRRC. Among those, though, ‘social sanction’ is more frequent in the IRRC (22.22% versus 5.56%). This represents a difference between the two corpora.

Another difference regards the use of ‘graduation’, accounting for 15.07% of the appraisals in the IRRC and 13.36% of those in the N-IRRC. ‘Medium intensity’ ones are more frequently employed in the IRRC (63.51% of the ‘graduation’ appraisals), while ‘high intensity’ ones are predominant in the N-IRRC (53.33%).

Table 65- Appraisal objects in all randomly selected reviews

IRRC						N-IRRC					
Macro-topics	Count	%	Object of appraisal	Count	%	Macro-topics	Count	%	Object of appraisal	Count	%
			Overall dining experience	3	1.48				Overall dining experience	4	2.11
			Overall dining experience > (dis) satisfaction	33	16.26				Overall dining experience > (dis) satisfaction	51	26.84
			Overall dining experience > (dis) satisfaction + expectations	5	2.46				Overall dining experience > (dis) satisfaction + expectations	5	2.63
			Overall dining experience > expectations	1	0.49				Overall dining experience > expectations	2	1.05
Food & drink	81	39.90	Overall dining experience > food & drinks > quality	35	17.24	Food & drink	80	42.11	Overall dining experience > food & drinks > quality	23	12.11
			Overall dining experience > food & drinks > quality > taste	15	7.39				Overall dining experience > food & drinks > quality > taste	23	12.11
			Overall dining experience > food & drinks > price	11	5.42				Overall dining experience > food & drinks > price	7	3.68
			Overall dining experience > food & drinks > menu > variety	9	4.43				Overall dining experience > food & drinks > menu > variety	6	3.16
			Overall dining experience > food & drinks > quantity	4	1.97				Overall dining experience > food & drinks > quantity	6	3.16
			Overall dining experience > food & drinks > quality > presentation	2	0.99				Overall dining experience > food & drinks > quality > presentation	3	1.58
			Overall dining experience > food & drinks > quality	2	0.99				Overall dining experience > food & drinks > quality	11	5.79

IRRC						N-IRRC					
Macro-topics	Count	%	Object of appraisal	Count	%	Macro-topics	Count	%	Object of appraisal	Count	%
			texture						texture		
			Overall dining experience> food & drinks> quality> temperature	1	0.49						
									Overall dining experience> food & drinks> menu> availability	1	0.53
			Overall dining experience> food & drinks> price + quality	1	0.49						
			Overall dining experience> food & drinks> texture + quality	1	0.49						
Staff & service	37	18.23	Overall dining experience> staff & service> quality	13	6.40	Staff & service	35	18.42	Overall dining experience> staff & service> quality	11	5.79
			Overall dining experience> staff & service> quality> attitude	16	7.88				Overall dining experience> staff & service> quality> attitude	21	11.05
			Overall dining experience> staff & service> quality> speed	5	2.46				Overall dining experience> staff & service> quality> speed	1	0.53
			Overall dining experience> staff & service> quality> efficiency	3	1.48				Overall dining experience> staff & service> quality> efficiency	2	1.05
Physical premises & atmosphere	33	16.26	Overall dining experience> physical premises & atmosphere	12	5.91	Physical premises & atmosphere	13	6.84	Overall dining experience> physical premises & atmosphere	4	2.11

IRRC						N-IRRC					
Macro-topics	Count	%	Object of appraisal	Count	%	Macro-topics	Count	%	Object of appraisal	Count	%
			Overall dining experience> physical premises & atmosphere> conditions	9	4.43				Overall dining experience> physical premises & atmosphere > conditions	6	3.16
			Overall dining experience> physical premises & atmosphere> other customers	5	2.46						
			Overall dining experience> physical premises & atmosphere> location	2	0.99				Overall dining experience> physical premises & atmosphere> location	2	1.05
									Overall dining experience> physical premises & atmosphere> location> size	1	0.53
			Overall dining experience> physical premises & atmosphere> music	2	0.99						
			Overall dining experience> physical premises & atmosphere> conditions + décor	1	0.49						
			Overall dining experience> physical premises & atmosphere> conditions + location	1	0.49						
			Overall dining experience> physical premises & atmosphere> lighting	1	0.49						
			Overall dining experience > physical	1	0.49						

IRRC						N-IRRC					
Macro-topics	Count	%	Object of appraisal	Count	%	Macro-topics	Count	%	Object of appraisal	Count	%
			premises & atmosphere> décor								
			Overall dining experience> value	9	4.43						
			All	203	100				All	190	100

Objects of appraisals found in both corpora (see Table 65) show a predominance of the topic of food and drink (39.90% of those in the IRRC and 42.11% of the N-IRRC), especially on their general quality (17.24% and 12.11%, respectively). The same happens with the topic of staff and service, which is referred to by a similar percentage of appraisals (18.23% of those in the IRRC and 18.43% of the N-IRRC). Similarly, most of them refer to their general quality (6.40% and 5.79%, respectively).

In contrast, the physical premises and atmosphere are referred to by a higher percentage of appraisals in the IRRC (16.26% versus 6.84%). More specifically, the ‘conditions’ are evaluated most frequently in both corpora (4.43% of those in the IRRC and 3.16% of the N-IRRC), while ‘other customers’ (2.46% of its appraisal objects) are referred to in the IRRC only.

‘Value’ features as an object of the appraisals in the IRRC only, accounting for their 4.43%.

To analyse what and how reviewers discuss their dining experiences in more depth, I examined the four most frequent nouns in both the IRRC and the N-IRRC, excluding ‘restaurant(s)’. The next section will compare how both sets of reviews deal with the topic of food and drink.

6.3. The macro-topic of ‘food and drink’: comparing the IRRC and the N-IRRC

‘Food’ is the most frequent word in both corpora. Specifically, its *rf* is 1.208 and 1.434 for the IRRC and the N-IRRC, respectively (see Table 53 on p. 214).

Whilst addressing sub-RQ3, all the occurrences of ‘food’ in both corpora have been categorised into non-mutually exclusive groups to identify how the word is employed and what is discussed in each case. Categories applying to food have been labelled as follows, depending on their focus:

- 1) Quality, which could be evaluated as good, bad, OK or mixed
- 2) Quantity, either good or bad
- 3) VFM, either positive or negative
- 4) Consistency, either present or absent
- 5) Variety, either present or absent
- 6) Authenticity, either positive or negative

Table 66 - Occurrences of ‘food’ referring to quality in both corpora

	Good quality	Bad quality	OK quality	Mixed quality	No evaluation of food expressed	Other
IRRC	48.33%	7.88%	6.19%	0.66%	4.67%	32.27%
N-IRRC	55.18%	6.21%	3.04%	0.58%	4.13%	30.86%

As shown in Table 66, most occurrences of ‘food’, in both corpora, evaluate food quality mostly positively (48.33% in the IRRC and 55.18% in the N-IRRC):

(47) Have been to this restaurant for a couple of staff events. The atmosphere is good, food tasty and service quick. The drinks are a bit pricey though - so just be aware.

(48) The food was knock out - absolutely delicious, and the staff and lady owner were fantastic x For food quality this place definitely stands its own against the likes of Direct_competitor which I have always enjoyed also.

Moreover, food quality evaluations are expressed in several different ways. For instance, not all references to food quality are explicit, as can be seen in (47) and (48).

Additionally, food quality can be linked to well-known national dishes:

(49) Awesome Fantastic meal here at Restaurant_D's, great service, great food great wine pizzas are perfect, and quality lasagne, definitely be returning, good job guys

Nevertheless, the positive evaluation of food quality can also be expressed as personal preference for specific food items:

(50) I always go for carbonara as I love it so much! Other than that one flaw, the food was lovely and the service was just as good! I will be coming back!

Finally, quality can be expressed through the evaluation of the food's taste (e.g. 'enjoyable', 'remarkable'). Therefore, the reviewer can express the pleasure derived from the food:

(51) Another staff member took our orders, he was also ,called Name_of_staff_member and was really funny... He too just couldn't do enough for us! The food was to die for!!! So we would all recommend "RESTAURANT_D'S" and Thank You and all????????????

In other occurrences of 'food', quality is openly praised and combined with other positive meso-aspects, which contribute to the overall positive evaluation. For example, quality can be complemented by quantity and VFM:

(52) Cannot recommend this place highly enough, I regularly take my children to Name_of_staff_members cafe as my kids have renamed it, we are always very warmly greeted by all members of staff when we enter or even if we just walk past. The food is top notch, great portions and very reasonably priced. The staff are very accommodating when it comes to fussy eaters and will go above and beyond to ensure you walk out happy, fed and watered.

Furthermore, the positive evaluation of food quality can result from the comparison of the restaurant under review with local competitors:

(53) It is definitely not credited enough. Interior lets the restaurant down but the food is much better than other Italian restaurants in the area.

Good quality can also be linked to other characteristics of the restaurants, which are not directly related to food quality but increase the enjoyment of the dining experience. Being family-friendly, for example, is pointed out as a micro-detail that is especially appreciated in Italian restaurants, thus supporting the insights discussed in Chapter 4. This complements both the suitability of Italian restaurants for families and

the appreciation reviewers give to these businesses because of their family-oriented environment:

(54) Lovely setting, staff, Lovely food, Lovely Name_of_staff_member and our twin 7yr old daughters ate all their food. Need I say anymore!

(55) We've been here twice in the past month for a family meal. The quality of the food is fantastic and the choice of meals is excellent - even when dining with a twelve year old fussy eater!

In particular, (54) shows that reviewers appreciate the food's suitability to children's tastes and (55) illustrates that they praise the variety of child-friendly dishes available. Interestingly, negative quality evaluations are expressed through similar percentages of 'food' occurrences: 7.88% in the IRRC and 6.21% in the N-IRRC:

(56) Disappointed about my flour I then ordered a drink only to find the two beers offered on the menu were not available but a third beer not advertised was an option. With regards to the food, if I wanted an overly tomatoe covered cracker I would have stayed at home with some purre and some Jacobs mixed crackers.

(57) Been to this venue many times before when it was a fish and chip restaurant and then a steak restaurant so was well aware that the restaurant wouldn't blow me away with its decor. After all it is the food that counts. Was disappointed to hear that they had run out of chicken on arrival (Sat night 8.30pm) I am not really a big red meat eater but never mind lets try something different.

Another frequent way to express a negative evaluation of food quality in the reviews is to point out its deterioration through time:

(58) I have eaten several times here before, about 3 years ago, and think the quality of the food has deteriorated. The staff were cheerful enough, the manager apart, who, in my opinion, is too loud and was not concerned with listening to my attempt to explain I had earlier been assured that our Gourmet Club card would be accepted, instead whisking me through various computations of how he could break down the bill for me.

As in positive evaluations of food quality, negative ones can refer to specific national dishes, too. By linking the negative judgement to the cuisine served, it is reinforced.

For instance, this reviewer criticises the overcooked pasta:

(59) Unsatisfactory food We had 2 type of pasta and the spaghetti with prawn was so mushy and the other twirly pasta with slow cooked lamb was uncooked not even al dente, and not having enough sauce did not help either.

Additionally, both positive and negative evaluations may detail the motivations behind the judgement:

(60) Restaurant_A for some years and now realise why. Sadly it was at best "average". food looked unappetising, was luke warm and pizza was overcooked (dry). Only good thing was we were able to use Tesco Clubcard vouchers so it didn't cost too much.

Another similarity between good quality evaluations and negative ones is that both can be expressed through a comparison between the reviewed restaurant and local competitors:

(61) One of the better ones Freshly made food, so, definitely ahead of the usual, microwave stuff in Lancaster. It's much more intimate and classy than the usual fare in town.

(62) The food is good, portion size keeps you eating, so I did enjoy my food could not say I did not, but little mean with the portions sizes, there are better value places opp Local_Business,, where you can split a pizz and salad and a starter so bill come out a lot cheaper,, and you would have same amount food, but it is fresh good food, just not cheep, may be owner should go out and about and see what others offer. xxxx

Finally, a few examples of negative evaluations of food quality are explicitly linked with memorability. Therefore, the poor quality of the food is reported in reviews as a reason why diners forget their experiences:

(63) It was the worst i've ever tried in my life, so overcooked that the rice was like a bland puree of starch. The rest of the food was not memorable but bland and unexciting. 2 courses meals for 2 and 2 soft drinks

(64) The service was fairly efficient but with no real warmth or feeling. The food was OK, but not memorable: pizza was small and doughy although it tasted OK.

Thus, the impact that good quality food can make on the dining experiences being memorable is shown in the data, consequently supporting the thesis by Gilmore and Pine (2011) that good quality experiences are to be remembered.

Finally, both corpora feature close percentages of evaluations which are positive for certain items and negative for others (0.66% of the IRRC and 0.58% of the N-IRRC):

(65) The food however was a mixture of good to very poor across five of us, the limoncello chicken and the the pasta Marko Polo were both very nice but the canaloni came in a small pre prepared dish

(similar to a supermarket ready meal) in comparison to the other pasta dishes it was just ok but very mean in portion size.

In both corpora, ‘food’ appears more frequently in positive evaluations than in negative ones. In fact, all negative labels account for less than 2% of the occurrences of this word. According to the chi-square test, the evaluations of food quality featuring the word ‘food’ show no statistically significant difference between the two sets of reviews. Having a p-value of 0.86 (see Table 67), the cuisine does not have a significant impact on the reviewers’ evaluations of food.

Table 67 - Chi-square testing the evaluations of each component of the dining experiences featuring ‘food’ in the two corpora

Food-related components tested	P-value
Quality	0.86
Quantity	0.04
VFM	3.84E ⁻¹⁴
Consistency	0.04
Variety	0.49
Authenticity	0.049

In contrast, evaluations of VFM where ‘food’ occur have a higher correlation with the IRR. With a p-value of 3.84E⁻¹⁴ (see Table 67 and Table 68 below), there is a stronger probability for VFM to appear in the IRRs. Because of this, it can be argued that food VFM is likely to be much more important for RofIR than for RofN-IR.

Table 68 - Occurrences of ‘food’ referring to VFM in both corpora

	Positive VFM	Negative VFM	Other
IRRC	11.63%	2.32%	86.05%
N-IRRC	7.35%	1.98%	90.67

These findings support the closer focus on price of IRRs, previously discussed. For instance:

(66) Can’t believe they charge this amount of money for the quality of the food. (This is my first TripAdvisor, I normally hate it but it’s extortion) VOID

(67)In short every component of your business failed , 4 waiting on staff 1 manager and 2 bar staff is enough for double the capacity of your establishment. The quality of food is awful and is not reflected in the price at all.

Both (66) and (67) above negatively evaluate the food’s VFM and the reviewer in (66) reinforces this by saying that the value is so low that (s)he decided to write a review, although (s)he does not usually complain online about negative dining experiences. This way of expressing the negative evaluation recalls the notion of ‘extreme case formulation’ (Vásquez, 2011) discussed in the literature review (see section 2.2, p. 38). As for quality evaluations, those regarding VFM are not necessarily expressed explicitly, either:

(68) Restaurant_A, as a whole, is amazing! The food is of the highest quality, and it is not extortionately priced either!

Quantity is not only mentioned in terms of VFM but also to evaluate how big the portions are. Specifically, evaluations of food quantity are not especially frequent in either corpus and mostly positive in both corpora (see Table 67 on p. 243 and Table 69 below).

Table 69 - Occurrences of ‘food’ referring to quantity in both corpora

	Good quantity	Bad quantity	Other
IRRC	2.82%	0.86%	96.32%
N-IRRC	3.89%	0.78%	95.33%

Considering that the chi-square test shows a p-value of 0.04 (see Table 67 on p. 243), evaluations of quantity featuring with ‘food’ are to be expected with a slightly higher probability in N-IRRs, as the correlation is just above the 5% confidence interval.

Among the occurrences of ‘food’, consistency of the experience is also frequently evaluated in the reviews (see Table 70), either positively (7.75% of the IRRC and 8.59% of the N-IRRC) or negatively (0.46% and 1.14%, respectively). Considering that the chi-square test shows a p-value of 4.4, just above the 5% confidence interval, it could be claimed that RofN-IR are more likely to pay attention to the consistency of the dining experience, whenever they visit a restaurant more than once.

Table 70 - Occurrences of ‘food’ referring to consistency in both corpora

	Positive consistency	Negative consistency	Other
IRRC	7.75%	0.46%	91.79%
N-IRRC	8.59%	1.14%	90.27%

Positive evaluations of consistency can be expressed through the use of the adverb ‘reliably’, as in (69), and ‘always’, as in (70):

(69) Nice italian restaurant Have eaten here a couple of times. Service is always very good and food is of good quality and is reliably consistent.

(70) Amazing food We have been to Restaurant_A many times and the food has always been good, the service mediocre however tonight there appears to have been a change of chef and service approach overall.

Therefore, consistency can be communicated through explicit reference to time, as in (69), or through hinting at this idea by expressing the reviewer’s expectations and satisfaction, on the basis of past experiences, as in (70).

Similarly, consistency can also apply to bad experiences, which stay poor through time:

(71) Didn’t enjoy the food quality The customer service was outstanding, however the food quality of Restaurant_A has dropped significantly. I had ribs and the bones fractures.

Additionally, occurrences of ‘food’ appear in both corpora reviews to discuss variety (Table 71). Such variety could refer to the alternatives on the menu of the restaurant reviewed, either positively (3.71% of the IRRC and 3.68% of the N-IRRC) or negatively (0.53% and 0.38%, respectively). In both corpora, the former outnumber the latter. Nevertheless, the chi-square does not show any statistical significance between the corpora, with a p-value of 0.49 (see Table 67). Therefore, the restaurant type does not significantly impact the variety of food options available.

Table 71 - Occurrences of ‘food’ referring to variety in both corpora

	Variety	Lack of variety	Other
IRRC	3.71%	0.53%	95.76%
N-IRRC	3.68%	0.38%	95.94%

The following two excerpts exemplified two references to menu variety featuring the word ‘food’, positively and negatively, respectively:

(72) Nothing is too much trouble for the staff and the services is without exception. food standard and choices are excellent. Can get busy as you would expect for a city centre location so booking can be advisable.

(73) I spoke to the manageress she offered to don balloons and a banner- my daughter would have been mortified so declined, The service was atrocious the food equally. it is strictly pasta and pizza. The portions are small the choice very limited and I opted for two starters cause didnt fancy the mains

Similarly to quality, evaluations of food variety can also refer to specific Italian dishes, to point out that the judgement is based on the cuisine served by the restaurant:

(74) Every single one of our group of 11 commented about how good the food was, how refreshing to be able to have all the different toppings on the pizzas rather than having to pick one (and I dont think any of the pizza toppings were replicated - every single one of the 18 pizzas were slightly different) and how attentive the staff were without being in your face.

Another frequent specification in terms of food variety, in the IRRs, is with regard to the children’s menu:

(75) Menu had plenty to choose from Also had a good childrens menu Place was spotless, food 1st class Service and staff great and very helpful Reasonably priced not to expensive

This insight is one of the many, all previously discussed, which support the idea that Italian restaurants examined are especially appreciated for being family-friendly. Overall, they are frequently praised in the reviews for their ability to cater to multiple client segments:

(76) Wonderful service, excellent GF selection Went for food n Sunday evening (4th September) and the food and staff were brilliant.

(77) I went around 7pm on a Saturday and managed to find a table for two without a booking and we were pleasantly surprised at how good the food was! There were a decent selection of vegetarian options which was great and me and my friend both had a starter, main and some cocktails and were so impressed with how cheap the bill was!

This is not only to the benefit of children, as in (75), but also for customers with allergies, as in (76), or dietary preferences, as in (77). Occurrences of ‘food’ in the IRRC frequently express evaluations on the basis of the reviewers’ expectations. Interestingly, positive judgements are made for both chains and local restaurants:

(78) My partner had a chicken calzone and he said it was the best he’d ever tasted! This restaurant is serving food beyond the expected bog standard chain. There is obviously a chef in the kitchen who takes a pride in his work and it shows.

(79) We also were able to order, quickly, and were served within about 20 minutes or so. I will not comment much on the food - it was what you would expect from this kind of chain restaurant, and was pretty much as described on the menu.

(80) So, completely unpretentious, engaging banter with the staff, and decent food. It’s not Michelin starred but it’s the perfect local Italian.

On the basis of the examples above, it can be claimed that the ownership and management of the Italian restaurants, either chain (78) (79) or private (80), are noted by reviewers, who change their expectations accordingly. Whilst expectations may be shared by multiple reviewers, they still can vary on an individual basis:

(81) Nothing to write home about Normally when visiting Restaurant_A you expect high quality food and comfort, however on my experience of the Lancaster location, the restaurant appears cramped and lacks choice and seating, lethal steps take you down to toilets that are less than well maintained.

This implies that ‘food’ occurs in the IRRC to discuss quality, as mentioned above, and, possibly, the expectations that the reviewer has in terms of food quality because of the type of restaurant (chain or independent). Additionally, being family-run is

noted more in IRRs, as the collocates of ‘family’ in the corpus highlight (see Table 56 on p. 218).

Finally, occurrences of ‘food’ may appear in the IRRC to evaluate multiple components of the dining experience:

(82) Really good value The decor is a bit dated and plain but the menu is varied, and the food we had was tasty with generous portions. The food is fairly priced, especially the happy hour.

(83) There was not a happy hour menu (we have to go out during 'happy hour' because of the little one and his teatime/bedtime) so the bill was more expensive than other Italian restaurants in Lancaster, however, the food, drinks and atmosphere were lovely and we had a thoroughly enjoyable evening.

(84) Lunchtime distinctly average Came with colleagues for lunch today. Was a nice visit with ok food. Service was friendly and the lunchtime offer was a bargain.

(85) Off the main drag but worth a visit Good italian food if you're on a budget, inexpensive for a family of four

(82) refers to both food quality and quantity, while the other excerpts, (83), (84) and (85), positively evaluate both quality and VFM. Evaluations are not always positive, though. For example, (86) expresses both mixed quality and negative VFM:

(86) Nice young waitress so I didn't want to make a fuss at time but resent paying for un enjoyed meal (due to temperature food was fine) may go again in heat of summer

To summarise, most ‘food’ occurrences (see Table 72) appear in positive evaluations of quality in both IRRs and N-IRRs (48.33% and 55.18%, respectively). Positive evaluations of quality outnumber all other instances featuring the word ‘food’ in both corpora to express a reference to quantity, variety, consistency, VFM and authenticity. However, the chi-square test shows no statistically significant difference between ‘food’ occurrences expressing quality evaluations in either corpus. VFM is discussed more positively in the former (11.63% in the IRRC and 7.35% in the N-IRRC). According to the chi-square results, VFM is the only component of the dining experience which shows a strong statistical significance (p-value $3.84E^{-14}$) and a higher correlation with the IRRC.

Table 72 - Comparison of the percentages for ‘food’ in both corpora

IRRC		N-IRRC	
Good quality	48.33%	Good quality	55.18%
Positive VFM	11.63%	Positive consistency	8.59%
Bad quality	7.88%	Positive VFM	7.35%
Positive consistency	7.75%	Bad quality	6.21%
OK quality	6.19%	No evaluation of food expressed	4.13%
No evaluation of food expressed	4.67%	Good quantity	3.89%
Variety	3.71%	Variety	3.68%
Good quantity	2.82%	OK quality	3.04%
Negative VFM	2.32%	Positive references to authenticity	2.87%
Positive references to authenticity	1.85%	Negative VFM	1.98%
Bad quantity	0.86%	Negative consistency	1.14%
Mixed quality	0.66%	Bad quantity	0.78%
Lack of variety	0.53%	Mixed quality	0.58%
Negative consistency	0.46%	Negative references to authenticity	0.41%
Negative references to authenticity	0.33%	Lack of variety	0.38%

Comparing the ranking of the different labels in the two corpora (see Table 72), it can be noticed that quantity is positively evaluated more frequently in non-Italian restaurants (3.89%) than in Italian ones (2.82%). Accordingly, both quality and quantity are more often positively discussed in the former than the latter corpus.

Table 73 - Main foci of reviews in both corpora

	Quality	Quantity	VFM	Consistency	Variety	Other
IRRC	63.07%	3.68%	13.95%	8.21%	4.24%	6.85%
N-IRRC	65.01%	4.67%	9.33%	9.73%	4.06%	7.20%

In comparison with quality (see Table 73 and Table 67 on p. 243), though, quantity shows a slightly significant p-value (0.04) and a higher correlation with the N-IRRC. The same can be claimed for consistency (7.75% in the IRRC and 8.59% in the N-IRRC), which shows the same slightly significant p-value with a higher correlation with the N-IRRC. Whilst IRRs where ‘food’ appears are statistically more likely to deal with VFM, N-IRRs featuring ‘food’ are statistically more likely to discuss consistency and quantity.

The two corpora are similar also in their frequency to positively discuss variety (3.71% in the IRRC and 3.68% in the N-IRRC). However, the type of cuisine does not make a statistically significant difference as variety was discussed by all reviewers, regardless of the restaurant type.

Similarly to the IRRC, references to authenticity in the N-IRRC regard all the three macro-topics of food, service and atmosphere. Specifically, those regarding food (see Table 74) are present in 2.18% of the IRRC analysed and 3.28% of the N-IRRC. Therefore, authenticity is more frequently mentioned or discussed in the latter. In both corpora, positive references are more frequent than negative ones. In other words, all reviewers noticed or discussed the presence more than the lack of authenticity in their dining experiences.

Table 74 - Occurrences of ‘food’ alluding to authenticity in both corpora

	Positive allusions to authenticity	Negative allusions to authenticity	Other
IRRC	1.85%	0.33%	97.82%
N-IRRC	2.87%	0.41%	96.72%

Specifically, positive allusions to authenticity featuring ‘food’ (1.85 % in the IRRC and 2.87% in the N-IRRC) have a close ranking and percentage. Although authenticity is the least frequently discussed matter in both corpora, it shows a statistically significant p-value (0.049) and a higher correlation with the N-IRRC (see Table 67 on p. 243), so hints at (in)authenticity featuring ‘food’ are more likely to be expressed in these. Interestingly, negative allusions to authentic food are the least frequent label in the IRRC (0.33%). This may mean the reviewers pay less attention to authenticity and more to quality and value. To draw more precise conclusions regarding this, the occurrences of ‘food’ will be examined more closely in this section of the analysis chapter.

As previously explained (see sub-section 4.2.2), hints at (in)authenticity are expressed in the IRRC through words that can be summarised as follows:

- 1) lexeme ‘authentic’
- 2) words recalling a (fixed) procedure and, possibly, a connection with the past
- 3) words recalling rusticity

Through the examination of those references, they can be seen to be associated with particularities of the Italian restaurants. For example, the family-run management of the restaurants can be linked to the more intimate atmosphere of the place, which can make the experience more relaxing for diners. Additionally, the presence of a family running the business can also make it seem less formal, thus more rustic in style (e.g. cooking, décor). It may seem to the reviewer that the business is long-established, thus reliable or respecting traditions, as these are also grounded in the past. The experiences can also be compared with the reviewers’ expectations of Italian dining experiences or past experiences they had in Italy, or elsewhere, where they deemed the Italian food authentic. Both sets of reviews refer to glocalised versions of the national cuisine to evaluate their dining experiences. For example,

(87) Good food, good service, great value Typical UK indian restaurant menu and food, but done very well.

Alternatively, reviewers can compare the menu options of the restaurant with the usual dishes that can be found in the area, as discussed regarding the IRRs (see section 4.2):

(88) Good food We enjoyed a great meal on Saturday night, really tasty Thai food, good value for money and better than many other UK Thai restaurants.

Other implicit references to the authenticity of the food served are expressed in both IRRs (89) and N-IRRs (90), by comparing the food consumed and the foreign cuisine:

(89) Overall Restaurant_C is an excellent restaurant, and I have no hesitations in recommending this place to anyone looking for authentic Italian cuisine in Lancaster.

(90) The most amazing food you can have on Lancaster! Perfect atmosphere welcoming you to the Thai cuisine and culture the moment you get inside.

Additional allusions to food (in)authenticity occurring in the data are expressed specifying the national origins of the dishes available on the restaurant menu:

(91) There is also a wide selection of drinks and the usual British food options. Overall, Restaurant_V is well worth a visit.

Similarly, the (in)authenticity of the dishes can be expressed in both sets of reviews by referring to the origins of specific elements of the cuisine, such as the ‘style’, the ‘ingredients’ and the ‘flavours’ (or synonyms).

Moreover, some IRRs also mention the national and regional origins of staff, food and decorative elements within the premises and/or that the Italian language is used, either in spoken or written form to communicate with each other or with customers, according to their proficiency, and written on decorative elements. All these situations can represent a reference to (in)authenticity, as they focus on the presence or absence of the Italian language.

Similarly to IRRs, N-IRRs hint at authenticity using words, like ‘proper’(92), which recall a standardised procedure which shall be followed:

(92) Nothing like what you get out of a jar it is proper Thai food and you can really taste all the different flavours coming through.

Another similarity between the corpora regards the origins of the staff members and customers: reviewers may claim that they look like they are from the same background as the cuisine served, which reinforces the authenticity of the restaurant:

(93) Would def recommend and even for a Sunday was very busy with a lot of Asian people in as well which must speak volumes for the food and chef! 10/10 and we will return!

(94) Many of the customers were Indian which is a sign that the food is excellent. staff very friendly & helpful. Recommended.

Additionally, all reviewers might compare their experiences with their expectations and past experiences:

(95) Best Indian food outside of india Having travelled extensively around India and Pakistan I'm always highly critical of uk curries-Restaurant_R doesn't disappoint.

In these cases, reviewers show their expertise of the national cuisine and country, ultimately increasing their credibility as reliable and knowledgeable reviewers of a restaurant serving a specific cuisine. It can also be noted that seven times more often, reviewers state that they are (or are not) familiar enough with a national cuisine to judge the authenticity of their experience because of their origins and other reasons, without mentioning the country:

(96) The food was of an acceptable standard. However, as a curry connoisseur I found it lacking in seasoning and masked by too much spice.

(97) Brilliant all round; staff were attentive ,service was impeccable and food was fantastic. Being asians ourselves, we know good asian food, and this was definitely a great visit. Will be popping by again.

(98) Best Indian food in lancaster from Indian I'm from Canada (born in India), this was our very first restaurant experince in UK; I was very happy to choose this restaurant as this was the best Indian resturant experince ever!!!

In (96), the reviewer defines himself/herself as a “curry connoisseur” to reinforce the negative evaluation of the food as too bland. Similarly, the second and third reviewers, as in (97) and (98), claim to be Asian or specify that (s)he is “born in India”, as this adds credibility to the reviews.

Similar examples can be found among the concordance lines analysis to examine the references to authenticity in the IRRC:

(99) Best carbonara (from a carbonara expert!) Took my mum for Mother’s Day treat as she loves carbonara and Restaurant_G didn’t disappoint!

(100) The tiramisu was awful it was spongecovered in coffee and then a lot of cream on top, served in a coffee cup. I live in Italy and you certainly do not put just cream in a tiramisu. A lazy and cheap way to make a dessert that cost near five pounds.

The N-IRRC also features instances where reviewers feel unable to evaluate the quality of the food:

(101) Having never visited Thailand I am in no position to vouch for the authenticity of the food or how it is cooked but I’m going there in June so I’ll come back armed with a comparison for which I have no doubt I’ll have no problems with how the Restaurant_W have been doing it!!

(102) I’d be lying if I said I was an experienced Thai food connoisseur, but the dishes produced here are mouth wateringly taste!

In (101), the reviewer claims that (s)he will “come back armed” after visiting Thailand, while the second one, in (102), clearly states that his/her evaluation is based on the food’s taste and not on their knowledge of the original cuisine. Such a situation cannot be found in the IRRC because UK customers are likely to be familiar with Italian cuisine, which has been on the restaurant scene in the UK for so many decades

In terms of how references to (in)authenticity are expressed, both the IRRC, as seen in example (103), and the N-IRRC, as in example (104), feature ‘fare’, to signify the ordinary or the usual:

(103) Good food and plenty of it, well priced and went down very well with a nice bottle of wine. Nice to see more authentic dishes on the menu and not just the standard fare. We had a very nice evening and will be back.

(104) Although I realise that this is a restaurant not a takeaway. Anyhow restaurant food is very good with all the usual Indian fare and some originals with a twist.

(104) is part of an N-IRR and represents an allusion to food inauthenticity, whilst both (103) and (104) include appraisals of the ‘normality’ type, where deviation is viewed as positive.

To conclude, the following excerpts show how food authenticity is discussed using cuisine-related (e.g. ‘style’) and taste-related words (e.g. ‘flavours’). The first two are part of the IRRC, while the last two are from the N-IRRC:

(105) Pizza and drinks, desserts are written on a board. The waitress was Italian, pleasant and attentive. The pizza was fresh and in a true Italian style, thin base, and fresh ingredients. Service was quick and the whole setting contemporary yet cosy.

(106) The presentation is very creative and the staff is very easy going and helpful, especially Name_of_staff_member, Name_of_staff_member and Chef Name_of_staff_member. If you want an authentic Italian taste in England, Restaurant_A of Lancaster is the place to go.

(107) There is a good range of starters and main courses for meat and fish eaters and vegetarians alike - we have tried different dishes from the menu each time and they have all been that delicious, fragrant and spicy style you get with the best Thai food. The chef is very accommodating and will either spice things up "Thai style" or do dishes with less heat depending on your personal preference.

(108) I had a chicken dish which was full of all the subtle flavours that you would expect with Thai food and the food was clearly very fresh. The staff were lovely too - attentive but in a very efficient way, not intrusive

The next section will proceed to compare how the reviews of all the restaurants deal with the topic of service and staff.

6.4. The macro-topic of ‘service and staff’: comparing the IRRC and the N-IRRC

‘Service’ is the second most frequent word in both corpora. Specifically, its rf is 0.673 and 0.698 for the IRRC and the N-IRRC, respectively. At the same time, ‘staff’ is the third most frequent word in the IRRC (rf: 0.571) and the fourth one in the N-IRRC (rf: 0.579). Therefore, both ranks and frequencies are very close, albeit not identical.

Similarly to the occurrences of ‘food’, all concordance lines of both ‘service’ and ‘staff’ have been categorised in non-mutually exclusive groups, trying to inform the answers to sub-RQ1 and sub-RQ2. In contrast, though, quantity, VFM and variety do not apply to service. Ultimately, categories refer to all three words (i.e. ‘food’, ‘service’ and ‘staff’) appear as follows:

- 1) Quality, which can be evaluated as good, bad, OK or mixed
- 2) Consistency or lack thereof
- 3) Authenticity, either through positive or negative references

- 4) No evaluation of the service or staff expressed in the concordance line, in spite of the words appearing.

Occurrences of ‘service’ and ‘staff’ are also characterised by references to speed, which can be evaluated either positively or negatively.

Table 75 - Occurrences of ‘service’ and ‘staff’ referring to quality in both corpora

Occurrences	Corpus	Good quality	Bad quality	OK quality	Mixed quality	Other
‘Service’	IRRC	52.46%	15.89%	3.14%	1.07%	27.44%
	N-IRRC	60.99%	11.53%	2.39%	0.85%	24.24%
‘Staff’	IRRC	61.53%	11.21%	1.12%	2.80%	23.34%
	N-IRRC	67.54%	8.84%	1.57%	1.38%	20.67%
‘Service’ and ‘staff’ jointly	IRRC	56.99%	13.55%	2.13%	1.93%	25.40%
	N-IRRC	64.26%	10.18%	1.98%	1.11%	22.47%

As shown in Table 75, most occurrences of ‘service’ and ‘staff’ in both corpora (74.61% of those in the IRRC and 77.55% in the N-IRRC) feature ‘service’ and ‘staff’ to discuss quality, being similar to the occurrences of ‘food’ in this respect. Additionally, the percentage of positive quality evaluations is higher than negative ones, in both corpora, for both frequencies, as for ‘food’. Specifically, 61.06% of ‘service’ and ‘staff’ occurrences in the IRRC are positive evaluations, while negative evaluations including either of these words only constitute 13.55%. At the same time, 67.36% of the occurrences of these words in the N-IRRC are part of a positive evaluation, while only 10.19% are found in negative assessments. Therefore, the two highest frequencies regarding service are mostly connoted positively in both corpora, although the percentage of negative evaluations is slightly higher in the IRRC. Indeed, negative evaluations featuring ‘staff’ and ‘service’ are more frequent in the IRRC than the N-IRRC. According to the data selected for my research, IRRCs criticise service more often than N-IRRCs.

To summarise, (see Table 76 and Table 77), quality of staff and service is dealt with in most reviews (72.67% of the IRRC and 76.43% of the N-IRRC). Nevertheless, the chi-square test shows no statistically significant results for references to quality featuring the words ‘service’ (p-value: 0.72) and ‘staff’ (p-value: 0.90). In contrast, speed shows a high statistically significant difference for both words. With very low p-values ($9.17E^{-14}$ for ‘service’ and $4.00E^{-04}$ for ‘staff’), both words are more likely to evaluate service speed in the IRRC.

Table 76 - Chi-square testing the evaluations of each component of the dining experiences featuring ‘service’ and ‘staff’ in both corpora

Blue: statistically significant values	
Service-related components tested	P-value
Quality	0.72
Consistency	1.40E ⁻⁰⁵
Speed	9.17E ⁻¹⁴
Authenticity	2.20E ⁻⁰²

Blue: statistically significant values	
Staff-related components tested	P-value
Quality	0.9
Consistency	0.92
Speed	4.00E ⁻⁰⁴
Authenticity	0.058

In fact, speed is the second most frequent focus in all reviews (15.72% of the IRRC and 10.66% of the N-IRRC) (see Table 77).

Table 77 – Occurrences of ‘service’ and ‘staff’ referring to quality and speed in both corpora

Occurrences	Corpus	Quality	Speed	Other
‘Service’	IRRC	72.55%	19.32%	8.13%
	N-IRRC	75.76%	12.36%	11.88%
‘Staff’	IRRC	76.93%	12.17%	10.90%
	N-IRRC	79.33%	8.97%	11.70%
‘Service’ and ‘staff’ jointly	IRRC	74.74%	15.75%	9.51%
	N-IRRC	77.55%	10.67%	11.78%

First, the analysed reviews show that the quality of the service, as perceived by the reviewers, has the potential to impact the evaluation of the overall dining experiences:

(109) Our pizzas arrived promptly and as everyone has said before me these are lovely thin based authentic pizzas, my daughter had the calzone which she said was lovely! The service here is second to none and makes for a lovely experience.

(110) Never a bad word to say about it but a big thanks to all the staff that work so hard to create a breathtaking experience - highly recommend it to everybody.

In particular, the (perceived) attitude of the staff can make the overall experience memorable for the reviewers, supporting the idea put forward by Gilmore and Pine (2011) that good quality experiences will be remembered:

(111) We had emailed our order through and this meant the food was served to us all speedily and just as we had asked for, particularly as there was a special dietary requirement that the restaurant was happy to accommodate. The staff were very friendly and professional and made the evening a very memorable experience

(112) My family who came from Newcastle and Glasgow were very impressed. A truly memorable night made very special by the staff and the quality of the food. Thank you so much.

Looking at the occurrences of ‘service’ and ‘staff’, the interpretation of quality seems transparent, as not all reviewers evaluating it detail what it implies:

(113) The pizzas were great - like other reviewers say, very thin, huge and with lots of flavour. Prices were very competitive and service was excellent.

(114) Best restaurant service in Lancaster. Restaurant_D’s Restaurant in Lancaster is definitely worth visiting again. The staff looked after us well and reflect the service you expect from a good restaurant.

Although neither of these examples specifies why the service is evaluated so positively, the IRRC shows that expectations can differ greatly, depending on the reviewer:

(115) Great service Yummy food.... Brilliant service (with a huge smile). We had nibbles over a couple of hours whilst working before the rush on Monday eve.

Probably, in (115), smiling is praised by reviewers, as it manifests the intention of the waiter to put the guests at ease and the willingness to establish friendly and open communication with the customers. Warmth is especially appreciated by customers, as they notice it in negative evaluations as well:

(116) The welcome was warm and they found us a table even though they were busy, but the rest of the experience was barely adequate. The service was fairly efficient but with no real warmth or feeling. The food was OK, but not memorable: pizza was small and doughy although it tasted OK.

Similarly to the excerpt just reported, other reviewers explain that they evaluate their dining experience negatively because they perceive staff as not interested or as not paying attention to them, for example:

(117) The watery pizzas tasted better but not cooked right. To top it all, the service didn't win any points either, the girl couldn't have seemed less interested if she'd been wearing headphones, chewing gum and staring at the ceiling while taking our order.

(118) This is a great place for fun casual dining, the tables are quite close together and the service was sometimes quite difficult to catch someone's eye. The food was delicious and there was a good choice.

(119) Great food but calamitous inattentive service It wasn't that I especially minded having the full glass of beer spilled all over my jeans by the trainee waitress (very apologetic) - I've done it myself, this stuff happens - it was more the total failure to acknowledge the incident happened at all when we went to pay the bill.

In (117), the reviewer clearly links the disappointing service received with the perceived disengagement of the waitress. In (118), instead, the reviewer reports that the staff are not particularly attentive or, possibly, too busy. Because of this lack of dedicated time, though, the service is deemed equally unsatisfactory. Finally, in (119), the reviewer narrates an incident to show that the staff members are not particularly careful. By adding that this is not the most disappointing part of the service, the author contributes to the negative evaluation of the service. As pointed out in previously discussed occurrences of 'food' (see section 6.3), this particular part of the excerpt constitutes another example of 'extreme case formulation' (Vásquez, 2011, discussed in section 2.2 on p. 38).

Similarly, the occurrences of 'staff' in both corpora highlight the importance of attentiveness in good quality service:

(120) Great service and atmosphere, simple, fresh high quality food, a delight to dine here. staff are a perfect combination of attentiveness and are also very easy going and funny.

(121) Our party of six visited Restaurant_P for my wife's and a friends birthday. All I can say is the attentiveness of all the staff, the excellent meal which made our night one to remember. All of our friends enjoyed it so much by the time we got out of the door we were already discussing our next visit.

For instance, (120) is part of an IRR and (121) of an N-IRR. As previously discussed, though, the occurrences of 'staff' show great variability in terms of expectations.

For instance, (122) and (123) evaluate service negatively for apparently opposite reasons:

(122) The service was acceptable but I hate being interrupted mid conversation by staff asking if everything is "ok". It's a horrible intrusion and one I hate in any establishment.

(123) Fillet steak overcooked and sauce was terrible, served with what I can only describe as half cooked potatoes and tinned garden peas. staff did not once ask if the meal was ok despite the plates being far from empty!

Evaluations of the service quality can also be impacted by the family-friendly environment of the Italian restaurants:

(124) Very good welcoming and ambient atmosphere, efficient and friendly service and child friendly (been taking our children here since toddlers). Never ever had a problem here.

Similarly to the occurrences of 'food', both 'service' and 'staff' occur to show that the Italian restaurants are generally expected to be suitable for families, in the broader sense:

(125) Friendly, fast service, helpful to breastfeeding mothers. I've been here a few times but recently brought my friend who was breastfeeding and the staff couldn't be more friendly.

(126) My Little boy loves coming to Restaurant_A as he is treated like a grown up not only by me but also the staff. Would highly recommend, extremely family friendly.

(127) The children's drinks were served in cute milk bottle style glasses with a novelty straw, which went down well! The staff were really friendly, and we felt at ease being there with our one year old.

Such praised capacity of the staff to be accommodating does not only refer to child-friendliness but the flexibility towards a wider variety of customers, such as those with specific dietary requirements and preferences:

(128) Meal Fabulous 3 course meal from the new Menu, with tasters for everything available, and the staff looked after my partner (Coeliac) with consummate ease, very professional. Totally Impressed and will return.

(129) The pizza itself was very nice, nice to be a bit more than "normal pizza's", maybe a few normal ones should be on the menu though. The staff were very helpful and we were allowed to have the pizza's customised with extra toppings.

The analysis of the occurrences highlights that not all reviewers evaluate the service as good on the basis of staff friendliness. For example, (130), among other IRRs, mentions specifically the relaxed attitude:

(130) Wonderful thin, perfectly cooked pizzas with not the usual shop bought in tomato topping and fresh cheese. service is great from very relaxed staff. Whole place has a very chilled and casual atmosphere.

(131) The room was extremely smokey as if the extractor fans in the kitchen weren't working. the manager never smiled and seemed stressed out. The waiting on staff seem to just linger around in one corner of the main room, having a chat between themselves, meanwhile diners are trying to get their attention!

In (131), the reviewer of a non-Italian restaurant describes the look of the manager and links it with the fact that (s)he never smiles at customers. Although smiling and a relaxed (and relaxing) atmosphere may be connected in reviews from both corpora, I would argue that smiling might allow waiters to express their openness and politeness, while their relaxed attitude may be more closely related to balanced timing and a stress-free atmosphere. These possible interpretations of service quality need to be pointed out as distinct, yet potentially complementary. In (132), from the IRRC, the pressure-free environment is clearly linked to the positive evaluation of the service:

(132) Excellent pizza Nice cosy atmosphere and the best pizzas, great service, didn't feel rushed like in some restaurants. Highly recommend, will definitely be returning.

Both (130) and (132) suggest that a quiet environment can have a positive impact on the evaluation of the service received at Italian restaurants.

In both corpora, the occurrences of 'service' can relate to multiple positives, such as the balance between disinterest and disruption on part of the staff:

(133) Well worth a visit We had a prompt and friendly greeting on arrival and shown to our table. Staff were efficient and attentive without being intrusive. There was a good choice of food and something for all tastes.

(134) We have a lovely meal, it was very hot and the air con was very welcome! Nice friendly staff and you're not hurried which is nice. Both. Pizza and pasta are very, very good and they have nice cider too!

For example, (133) and (134), from the N-IRRC and the IRRC, respectively, have been classified under both ‘good quality’ and ‘good speed’, because they reflect an adequate timing of the customer/staff interaction which motivates the overall positive evaluation of the service by the reviewer. The opposite also features in the corpora, where reviewers can describe the staff as impolite, because of their (perceived) lack of interest in the customers and their speed evaluated negatively.

Such a lack of attention might give the impression to reviewers that the service is not only slow but also inefficient:

(135) There was only 3 (and the manager) waiting on staff,working, and 2 chefs, and then the manager went to help in the kitchen which left the 3 staff wandering around not really doing much!!In my opinion they were trying to look busy.

These negative evaluations of the staff’s organisation are found in both corpora. Another similarity between corpora applies to consistency, which is evaluated in very similar percentages, employing either ‘service’ or ‘staff’ (see Table 78).

Table 78 - Occurrences of ‘service’ and ‘staff’ referring to consistency in both corpora

Occurrences	Corpus	Consistency
‘Service’	IRRC	6.40%
	N-IRRC	9.99%
‘Staff’	IRRC	8.79%
	N-IRRC	9.00%
‘Service’ and ‘staff’ jointly	IRRC	7.56%
	N-IRRC	9.50%

Although the percentages are very close, occurrences of ‘service’ expressing consistency, either positively or negatively evaluating it, show a statistically significant difference (p-value: $1.4E^{-05}$). Such evaluations have a higher probability to appear in the N-IRRC, according to the chi-square test (see Table 76). Therefore, a consistent service may be more important for RofN-IR.

In contrast, occurrences of ‘staff’ mentioning or referring to consistency is not significant (p-value: 0.92). According to the chi-square results, how consistency is discussed in the reviews is not impacted by the nationality of the cuisine when it is evaluated featuring ‘staff’, but the opposite can be stated for occurrences of ‘service’ which refer to consistency (see Table 78). Therefore, exploring how these two words

occur in the corpora may help to find the reasons behind this difference. According to the data, both ‘service’ and ‘staff’ are employed in the reviews to discuss restaurant service but consider it differently. The former implies all staff members without distinctions, while the latter entails the individuals working at the restaurant. From the comparison between the corpora, for example, it has been possible to note that the capacity to be informative is praised in staff only, as this is an individual ability:

(136) We got greeted and seated the second we walked in and got a window seat. staff were very informative and helpful when it came to discussing the menus for both food and drink and changing the cutlery on the table based on what food we had opted for.

The ability to provide information is noted in all staff members, regardless of the restaurant type. Likewise, reviewers of all restaurants name members of staff to offer them public recognition, which they may benefit from. The following excerpt, for example, praises the service overall and then singles out a particularly appreciated waiter:

(137) The service too was exceptional, with all the staff being attentive, well mannered and quick. A special mention goes to Name_of_staff_member who was our tables waitress.

To summarise, all occurrences of ‘service’ and ‘staff’ in both corpora refer to the several meso-aspects and micro-details under the macro-topic of service reported in Table 79 and they are distributed as follows:

Table 79 - Categorisation of the occurrences of ‘service’ and ‘staff’ in both corpora

IRRC		N-IRRC		IRRC		N-IRRC	
‘Service’		‘Service’		‘Staff’		‘Staff’	
Good quality	52.46%	Good quality	60.99%	Good quality	61.53%	Good quality	67.5%
Bad quality	15.89%	Bad quality	11.53%	Bad quality	11.21%	Bad quality	8.84%
Good speed	11.74%	Positive consistency	9.54%	Positive consistency	8.62%	Positive consistency	8.81%
Bad speed	7.59%	Good speed	8.69%	Good speed	7.78%	Good speed	6.51%
Positive consistency	5.69%	Bad speed	3.67%	Bad speed	4.34%	Bad speed	2.45%
OK quality	3.14%	OK quality	2.39%	Mixed quality	2.8%	No evaluation expressed	1.64%
No evaluation expressed	1.19%	No evaluation expressed	1.7%	No evaluation expressed	1.61%	OK quality	1.57%
Mixed quality	1.07%	Mixed quality	0.85%	OK quality	1.12%	Mixed quality	1.38%
Negative consistency	0.71%	Negative consistency	0.45%	Positive references to authenticity	0.35%	Positive references to authenticity	0.91%
Positive references to authenticity	0.53%	Positive references to authenticity	0.13%	Negative consistency	0.14%	Negative consistency	0.19%
Negative references authenticity	0%	Negative references authenticity	0.05%	Negative references authenticity	0.14%	Negative references authenticity	0.16%

Comparing the ranking of the different labels of ‘staff’ and ‘service’ in the two corpora, reviews of both words’ occurrences are mostly employed to positively evaluate the service quality (ranging from 52.46% to 67.50%). Negative evaluations of the service rank second in both corpora and frequencies (ranging from 15.89% to 8.84%). Therefore, these two words are employed to discuss quality in more than 70% of the instances. According to the chi-square test, though, quality is not statistically significant. Thus, quality is not significantly impacted by the restaurant type.

Consistency is the second most frequently discussed component (of the dining experiences) where ‘service’ and ‘staff’ occur and is most frequently judged positively (see Table 78 for the breakdown of the percentages). Nevertheless, occurrences of ‘service’ in the IRRC appear more often to evaluate rapidity, either positively (in 11.74% of the occurrences) or negatively (7.59%). The chi-square test confirms that references to speed featuring both words are statistically significant and have a higher correlation with the IRRC. Therefore, IRRs are more likely to discuss speed when they mention ‘service’ (p-value: $9.17E^{-14}$) and ‘staff’ (p-value: $4.00E^{-04}$). This suggests that rapidity is more important. Possible explanations will be discussed in the next chapter.

In both corpora, references to consistency are more commonly expressed using ‘staff’. Similarly to quality, positive evaluations of consistency outnumber negative ones. Nevertheless, only occurrences of ‘service’ which refer to consistency are significant (p-value: $1.40E^{-05}$), based on the chi-square. Accordingly, references to consistency which refer to the service as a whole are more likely to appear in N-IRRs. These reviewers are probably more interested in experiencing a meal out whose components can be easily forecasted through time and relied on for future visits.

References to the staff’s authenticity feature in both corpora, although not frequently (see Table 80).

Table 80 - Occurrences of ‘service’ and ‘staff’ alluding to authenticity in both corpora

	Positive allusions to authenticity	Negative allusions to authenticity	Other
‘Service’	0.53%	0%	99.47%
	0.13%	0.05%	99.82%
‘Staff’	0.35%	0.14%	99.51%
	0.91%	0.16%	98.93%
‘Service’ and ‘staff’ jointly	0.44%	0.07%	99.49%
	0.52%	0.10%	99.38%

Instances in either type of reviews constitute less than 1% of the total occurrences of the two words and most of those are in positive evaluations:

(138) Best authentic Italian restaurant in town I love this place and its genuine Italian feel. The checked table clothes to the cheeky Italian service all make for a fun night. Visited most recently for a friends birthday.

(139) The next problem was that there were no Italians in the place, the waiting staff were all youngish local girls and did their best to be "Italian" (big pepper pots etc) but all a bit fake really.

For example, (138), from the IRRC, praises the presence of entertaining Italian staff, while (139) laments the lack of ‘authentic’ (i.e. native Italian) waiters. Comparable examples can be found in the N-IRRC:

(140) Long delayed return visit Food continues to be excellent and very reasonably priced. staff seem to be former Miss Thailand candidates in excellent dresses/robes, and are very polite and helpful.

(141) Small and Traditional Chinese Excellent meal and friendly staff. This is a slightly old fashioned, traditional family run Chinese.

The words ‘service’ and ‘staff’ do not frequently hint at (in)authenticity in both corpora, especially in the IRRC. Nevertheless, those references are statistically significant, according to the chi-square test, and more likely to be found in the IRRC (p-value: 0.022). This suggests that references to (in)authenticity featuring ‘service’ have a higher probability to appear in the IRRC. Thus, RofIR are more likely to note or be concerned about (in)authenticity when they are evaluating the service as a whole.

The next section will compare how the reviews both types of restaurants in Lancaster deal with the topic of physical premises and atmosphere.

6.5. The macro-topic of ‘physical premises and atmosphere’: comparing the IRRC and the N-IRRC

‘Atmosphere’ is the second word in the frequency list of both corpora referring to an intangible component of the dining experience, after ‘service’. Therefore, such a word can provide additional insights into the components that reviewers deem relevant when it comes to evaluating their dining out experience. This is the most generic word

among the four whose occurrences have been analysed in my thesis. In fact, whilst ‘food’, ‘service’ and ‘staff’ are closely related to restaurants, ‘atmosphere’ can be employed in a much broader range of businesses and areas.

As shown in Table 72 (on p. 249), ‘atmosphere’ has an rf of 0.211 and 0.224 for the IRRC and N-IRRC, respectively. Compared to the other frequencies analysed in the previous sections of this chapter (see sections 6.3 and 6.4) ‘atmosphere’ is less frequent in both corpora, ranked 13th and 9th, respectively. Nevertheless, some IRRs clearly claim the important role that the atmosphere plays in their dining experience, as in the following excerpts:

(142) As we are generally all over, ahem, 40 this place offers lovely surroundings and great atmosphere both of which are important on a night out. Try it I bet you like it

(143) My wife and I stopped in for Saturday lunch whilst on a business trip and were not disappointed. as ever, atmosphere is something that cannot be built-in, and this place has it in spades.

Similarly to the occurrences of ‘food’, ‘service’ and ‘staff’, all concordance lines of ‘atmosphere’ have been categorised to inform the answers to the sub-RQs. In comparison with the former categorisations, only the labels regarding quality and consistency have been maintained. All labels are non-mutually exclusive. The following new meso-aspects and micro-details have been created to label the references made in the concordance lines of ‘atmosphere’ only:

- 1) Theme
- 2) Warmth
- 3) ‘Relaxing’, i.e. a quiet environment
- 4) Lighting
- 5) Décor and setting
- 6) Liveliness.

A similarity between the occurrences of ‘atmosphere’ and the other three analysed is that all of them can appear in the corpora to express a direct (or indirect) comparison with a competitor:

(144) I would certainly recommend a much better experience at Direct_competitor or Direct_competitor, if you want to try Italian food in Lancaster (Direct_competitor generally for it’s overall value and pleasant atmosphere and Direct_competitor for it’s traditional authenticity).

A difference between ‘atmosphere’ and all the other words analysed relates to how the references to (in)authenticity were split initially, to distinguish between positive and negative evaluations (occurrences of ‘atmosphere’ alluding to (in)authenticity represented 2.21% of those in the IRRC and 0.80% of the N-IRRC’), but were unified later. In fact, reviewers note a wider array of aspects and details when it comes to atmosphere, in comparison to food and service, which cannot be grouped under the same label. Aspects and details entail different senses, such as lighting and music. To avoid losing necessary information and distinctions about the data, whilst still keeping the categorisation practically applicable, references to (in)authenticity of both polarities have been grouped.

The percentages of ‘atmosphere’ occurrences which have been categorised under the aspect ‘quality’ (see Table 81) are mostly positive evaluations in both corpora (56.78% of the occurrences in the IRRC and 55.34% of those in the N-IRRC). Negative evaluations of quality, instead, are fewer in both corpora (4.28% and 5.22%, respectively).

Table 81 - Occurrences of ‘atmosphere’ referring to quality in both corpora

	Good quality	Bad quality	OK quality	Mixed quality	Other
IRRC	56.78%	4.28%	1.18%	0.15%	37.61%
N-IRRC	55.34%	5.22%	1.54%	0.31%	37.59%

According to the chi-square test (see Table 82), quality evaluations featuring ‘atmosphere’ are not statistically significant (p-value: 0.36). Therefore, the cuisine does not impact the evaluation of atmosphere quality.

Table 82 - Chi-square testing the evaluations of each component of the dining experiences featuring ‘atmosphere’ in both corpora

Blue: statistically significant values	
Atmosphere-related components tested	P-value
Quality	0.36
Theme	0.12
Warmth	0.07
Music	0.93
Lighting	0.06
Relax	0.14
Décor	4.73E ⁻⁰⁴
Liveliness	0.29
Consistency	0.5
Authenticity	0.005

Positive evaluations of quality featuring ‘atmosphere’ can point out the family-friendliness of restaurants, as well:

(145) Good choice of starters and mains. Very friendly atmosphere, especially appreciated as we arrived with four little ones under five. (we had booked in advance)

(146) Visited Restaurant_D when on a night away with two young granddaughters. It is very relaxed, a nice friendly atmosphere and just perfect for children. They both had pizza margarita and the child’s one was very generous.

Such an appreciation of the suitability of Italian restaurants for younger customers is put forward also in the previously examined occurrences of ‘food’, as in excerpt (54) and (55) in section 6.3 (p. 239), and ‘service’, as exemplified by excerpts (124-127) in section 6.4 (p. 255).

Another detail which is pointed out in the reviews as contributing to the quality of the atmosphere is the possibility for the customers in Italian restaurants to watch the food being prepared:

(147) Fresh ingredients and you can taste that it’s fresh. You can see your pizza begin cooked which adds to the atmosphere. Staff very friendly and attentive. Will visit again!

Such a detail implies freshness, which is discussed in the occurrences of ‘food’, as contributing to food quality.

Similarly to quality, occurrences of ‘atmosphere’ evaluating consistency (see Table 83) positively are more frequent in the IRRC (6.93%) than in the N-IRRC (6.20%).

Table 83 - Occurrences of ‘atmosphere’ referring to consistency in both corpora

	Positive consistency	Negative consistency	Other
IRRC	6.93%	0.15%	92.92%
N-IRRC	6.20%	0.06%	93.74%

Such results are not statistically significant (p-value: 0.50), either (see Table 82 on p. 269).

In terms of polarity, positive evaluations of both quality and consistency are higher than negative ones. For example, this reviewer praises the atmosphere at the restaurant:

(148) Had a lovely steak meal at Restaurant_Es. Great service and food as always. Really relaxed and welcoming atmosphere as always.

Looking at atmosphere-specific aspects and details, metaphorical ‘warmth’ is the most frequently discussed aspect in both corpora, in 10.77% of the ‘atmosphere’ occurrences in the IRRC and in 7.37% of those in the other corpus (see Table 84).

Table 84 - Additional aspects of ‘atmosphere’ in both corpora

	Reference to theme	Reference to warmth	Reference to music	Reference to lighting	Reference to relaxation	Reference to décor / setting	Reference to liveliness	Other
IRRC	0.15%	10.77%	1.03%	0.59%	7.67%	2.36%	5.31%	72.12%
N-IRRC	0%	7.37%	0.98%	0.68%	9.46%	5.65%	6.39%	69.47%

According to the chi-square test, none of these specific aspects and details is statistically significant. Hence, references to metaphorical warmth show a p-value of 0.07. For example, the author of the excerpt (149) praises the homely feeling of the restaurant, which the waiter contributes to creating:

(149) Our waiter `Name_of_staff_member` was so kind towards us and so welcoming it made the whole atmosphere inside the restaurant feel homelike. The food was delicious and you could tell that it was a

The key role of the staff member is highlighted by the presence of the name of the waiter (listed in the corpus as ‘`Name_of_staff_member`’), which suggests a closer rapport between staff and customers. When such a welcoming attitude is not shown by staff, reviewers are disappointed:

(150) The salad was limp and the sauce tasted like it had come straight out of a bottle, which doubtless it did. atmosphere was zero and we felt more like a hindrance than paying customers. I couldn’t wait to leave.

In fact, a friendly relationship with the members of staff is especially appreciated in IRRs:

(151) We frequently go here for lunch. You are always, greeted with a welcoming smile and the atmosphere is very warm and friendly. If they haven’t got what you want to eat on the menu they always, try to accommodate your personal choice.

(152) This was a delightful find. We’ve eaten in `Direct_competitor` before and the atmosphere in `Restaurant_D`’s was warmer and more intimate. Lovely staff: they seemed to be always ready, but never obtrusive or too jumpy and often had a nice personal comment on the food or other things.

(153) Service was very good and the meal was well presented. The atmosphere is one more of a cafe than a restaurant with plastic furniture. On my experience I would have no problem in recommending this as a good place to enjoy an evening meal.

The reviewer in (151) links the sensation of metaphorical warmth explicitly to the staff members and their smile. (S)he positively evaluates the friendliness of the staff and exemplifies their attitude with a clearly welcoming non-verbal cue they express, while the second reviewer, in (152), judges the atmosphere as good on the basis of a comparison with another restaurant, as previously found examining the occurrences of ‘food’. In (115), in section 6.4 (p. 258), the reviewer expresses a positive evaluation of the service because of the warm welcome received from a smiling waitress, while excerpts (61) and (62), in section 6.3 (p. 242), show how food quality can be

evaluated on the basis of a comparison with local competitors. In (87), in section 6.3 (p. 251), the comparison with the competitors is extended nationally. Less directly, the author of the review (153) refers to a physical element (i.e. “plastic chairs”), to qualify the reviewed establishment as “a café”.

From the percentages registered (see Table 84 on 270), references to relaxing ‘atmosphere’ (referred to by 7.67% of ‘atmosphere’ occurrences in the IRRC and 9.46% of the N-IRRC) and liveliness (5.31% and 6.39%, respectively) stand out as the second and third most frequent ones in both corpora, featuring the word ‘atmosphere’. Nonetheless, with a p-value of 0.14 and 0.29, respectively, none of the results are significant. According to the chi-square test, the type of restaurant does not impact the preference for, and perception of, atmosphere, neither in terms of liveliness nor of quietness. The preferences that reviewers express regarding these details vary greatly. For example,

(154) Even though it was a weekday lunch time there was still a few other tables in and there was a lovely cosy atmosphere

(155) I took my daughter and 4 of her friends there for her 13th birthday party. It was great choice and the atmosphere was lively but not too loud.

(156) It seemed rather busy there, which is good because as it creates a great atmosphere. We did have to wait a while for the food to come to the table, however, like I said it was a rather busy night.

(157) The restaurant was empty so lacking a bit of atmosphere but as I said it was early. Our pizzas arrived promptly and as everyone has said before me these are lovely thin based authentic pizzas, my daughter had the calzone which she said was lovely!

The reviewer in (154) praises the restaurant for being cosy, while the one in (155) points out the need for a balanced atmosphere. In (156), instead, the reviewer states s/he prefers dining at a busy restaurant. Similarly, the reviewer in (157) states that (s)he dislikes dining at an empty restaurant. Both (156) and (157) shed light on the impact that other customers can have on the evaluations expressed by reviewers. This is not the only instance in the IRRC, showing the importance of other customers in contributing to the atmosphere that the reviewers experience. In particular,

(158) Nice atmosphere with quite a mix of customers. Enjoyed it and happy to recommend as a place I would be happy to return to

(159) Nice to be served by a cheerful mature person with evident experience of service rather than a youngster chosen for looks over skill. Good atmosphere with a mixture of families, couples and small groups of friends. Recommended

In (158-159), the reviewers highlight the positive effect that consuming the meal with a wide variety of other diners has on them. Similarly, excerpt (160) shows that the absence of other diners within the premises can impede the evaluation of the restaurant's atmosphere:

(160) We ate on a Tuesday evening in early February, so it wasn't really possible to gauge the ambiance or atmosphere given how quiet it was. The staff were friendly and attentive, giving us plenty of time to browse the menu before taking our order.

Both fellow diners and other customers can impact the reviewers' enjoyment of the meal:

(161) Good atmosphere Always a great atmosphere especially if in a group. Good range of dishes to choose from. Not very attentive service.

To summarise, the examples in (154-161) highlight how differently the perceptions and evaluations of the reviewers could be impacted by the liveliness or quietness of the restaurants.

The atmosphere can also be evaluated as romantic:

(162) 15 minutes or so later a waiter collected our drinks and lead us to our table. We found we had ample room and the atmosphere with candles and soft music was spot on. Food was quick to arrive and presented well.

(163) Lovely food and romantic atmosphere Truly a lovely restaurant. The staff were very accommodating and even congratulatory on my pregnancy!

Other (potentially, intertwined) aspects that are also mentioned in the reviews with regards to the atmosphere included the presence or absence of background music, the lighting arrangements within the premises, the presence or absence of specific physical elements on the premises and any reference to a possible theme the restaurants are portraying. The percentages of these additional categories (see Table 84) show that these other references are found in less than 6% of the 'atmosphere' occurrences. According to the chi-square test (see Table 82 on p. 269), none of them shows a statistically significant p-value.

Table 85 - Comparison of the percentages for 'atmosphere' in both corpora

IRRC		N-IRRC	
Good quality	56.78%	Good quality	55.34%
Reference to warmth	10.77%	Reference to relaxation	9.46%
Reference to relaxation	7.67%	Reference to warmth	7.37%
Positive consistency	6.93%	Reference to liveliness	6.39%
Reference to liveliness	5.31%	Positive consistency	6.20%
Bad quality	4.28%	Reference to décor / setting	5.65%
Reference to décor / setting	2.36%	Bad quality	5.22%
References to authenticity	2.21%	OK quality	1.54%
OK quality	1.18%	Reference to music	0.98%
Reference to music	1.03%	References to authenticity	0.80%
Reference to lighting	0.59%	Reference to lighting	0.68%
No evaluation of atmosphere expressed	0.44%	Mixed quality	0.31%
Mixed quality	0.15%	Negative consistency	0.06%
Reference to theme	0.15%	Reference to theme	0%
Negative consistency	0.15%	No evaluation of atmosphere expressed	0%

Comparing the percentages for each category in the two corpora (see Table 85), décor only seems noticed or valued after the feeling of being welcomed and the quietness or liveliness of the place. Therefore, percentages suggest that physical elements are noted less often than such intangible characteristics of the restaurants, which are affected by humans, as they are determined by staff and, possibly, other customers. References to

the setting are linked primarily with the management or layout of physical spaces, such as seating arrangements.

From the perspective of my thesis, it is interesting to note that the allusions to (in)authenticity featuring ‘atmosphere’ are present in both corpora, accounting for 2.21% of the occurrences in the IRRC and 0.80% of those in the N-IRRC. Also, most occur as positive comments in the IRRC. Authenticity is the only statistically significant component of the dining experience, when it comes to the occurrences of ‘atmosphere’ (p-value: 0.005), and shows a higher correlation with the IRRC. (In)authenticity is pointed out more by RofIR, either because they expected the atmosphere to fulfil their ideal of ‘authenticity’ or because they evaluated the atmosphere as ‘authentic’ after dining there:

(164) Fantastic Excellent good quality food. Authentic and cosy atmosphere with attentive staff. Very Italian and romantic

The reviewer in (164), for example, defines the atmosphere both as authentic (“very Italian”) and as “romantic”, a previously discussed particularity.

Similarly, this other reviewer expresses appreciation for the rustic décor of the restaurant:

(165) Really interesting menu, will definitely be going back to try some other dishes! Loved the authentic feel of the decor and atmosphere

Even though this last excerpt features the word ‘authenticity’, neither of the previous two examples refers explicitly to Italian cuisine. Additional examples have been discussed while answering sub-RQ1 (see chapter 4), distinguishing the instances that clearly refer to authenticity and those that might have, such as the previous one.

In spite of their low percentages in both corpora, music, lighting and the potential presence of a restaurant theme are not completely disregarded by reviewers. Instead, a small percentage of the reviewers of all restaurants pay attention to these elements and value them as relevant components of their dining experiences. It is important to note that these aspects are clearly discussed in all reviews as impacting the atmosphere of the restaurants.

For instance, the excerpt below highlights how music can be a key component in creating a good quality atmosphere:

(166) Check table cloths and wine bottle candles with Italian music in the background created a perfect atmosphere. The food was simply lovely and such a bargain. The waiting staff were attentive and friendly but not overbearing.

Additional occurrences of ‘atmosphere’ point out that reviewers may expect Italian music to be playing in the background while eating at an Italian restaurant:

(167) Great lunchtime find Relaxing atmosphere with Italian music playing in the background. The service was prompt and we were ushered to a nice area.

(168) We also chose a very Sicilian wine, a bottle of Etna Rosso, one of my personal favourite wines. The atmosphere was lovely (we were sat upstairs), with classic Italian music in the background, and the service was cheerful and friendly, and efficient.

Similarly, this other reviewer laments the lack of Italian music as compromising the atmosphere:

(169) We were there quite early but I’d still expect Italian music playing, not pop. Just to create a bit more of an atmosphere. The lady who served us was polite and helpful.

The only reviewer explicitly referring to the existence of a theme which positively contributes to the atmosphere of the restaurant is not statistically significant either. Reviewers probably notice if the restaurant is themed but link that with the restaurant being a chain, rather than Italian. Having a theme is only once pointed out in the data and never connected with the national cuisine served by the restaurant but always with its management. Probably, the perception of the restaurant as a chain impacts the evaluation of the atmosphere and of the dining experience overall (see Ebster & Guist, 2005). This influence can ultimately negatively impact evaluation of the food quality. The occurrences of ‘chain’ in the IRRC show that the word is mostly employed either neutrally (in 57.97% of the concordance lines) or negatively (in 36.23% of them).

Reviewers may link this with authenticity, too:

(170) The best Italian lunch spot in Lancaster This is not a chain but a restaurant begun by one person whose traditions are being carried on. The pizzas are more tasty and have different toppings from the run of the mill restaurants.

For example, in (170) an independent restaurant is positively described as carrying on traditions and, possibly, being family-run as opposed to being part of a chain, which conversely would be evaluated as non-authentic.

The presence of references to a theme in both corpora is relevant to my thesis, as it recalls “an eating establishment which clothes itself in a complex of distinctive signs that are largely extraneous to the activity of eating itself” (Beardsworth & Bryman 1999, p. 228). Such a definition is supported by (171), from one of the RofIR, remarking how both the lighting and the presence of a theme contribute to creating a pleasant atmosphere at every visit:

(171) I personally leave completely full and very happy with my experience every single time. A brilliant atmosphere with an incredible ambience created by the spectacular lighting and industrial theme just makes each visit that little bit more special.

For instance, (171) sheds light on the potential of the theme to contribute to the final satisfaction of the reviewer. It also points out the wide variety of themes that can be portrayed by the restaurant management, as the “industrial theme” is not connected with the cuisine served in the establishment. Whilst the theme may recall the cuisine served at the restaurant, it might also be independent, as in this case.

In contrast to the other two macro-topics, allusions to authenticity regarding the atmosphere (see Table 86) are almost three times more frequent in the IRRC than in the N-IRRC.

Table 86 - Occurrences of ‘atmosphere’ allusions to authenticity in both corpora

	Allusions to authenticity
IRRC	2.21%
N-IRRC	0.80%

Being also statistically significant (p-value: 0.005), the atmosphere is more frequently noticed or defined as authentic in the IRRs. More specifically, the décor and the service or both are discussed to provide details regarding the atmosphere. One of the previously discussed excerpts, (166), mentions the décor, particularly, the tablecloths, the candlelight and the Italian music in the background as contributing to creating an enjoyable atmosphere. Other customers could also impact the atmosphere of the

restaurant, both if the place is almost empty, as in (157) on p. 272, or overcrowded, as in (38), in section 5.4 (p. 200). Finally, an informal and rustic atmosphere, where they can relax and feel at ease, is particularly appreciated by reviewers, as in (164).

In comparison to IRRs, the N-IRRs only evaluated the atmosphere of the restaurant as authentic if they had the impressions of being abroad, on the basis of previous experiences, as in (172) below, or based on impressions, as in (173):

(172) The food was very good with a comprehensive selection to choose from. The food and atmosphere took us back to a lunch in Madrid. The waiter was a very pleasant young man and brought me a cushion to support my aching back.

(173) We were a group of 4 people, didn't book in advance and it was quite busy but they found us a table and we didn't have to wait more than a couple minutes. Lovely and lively atmosphere, abundant and colorful decorations that truly transport you to Thailand, and the staff are very well mannered.

The IRRC had comparable instances, such as excerpts (22)-(23), in section 4.2.2 (p. 99).

The next section will summarise the main points made in this third analysis chapter.

6.6. Concluding remarks

Comparing the first 25 nouns in both corpora's frequency lists, the first half contains lexemes that are shared by both, while the second half is predominantly constituted by unique words. Both these distinctive nouns and most collocates are closely related to the macro-topic of food and drink. Therefore, food constitutes a primary focus for all reviewers.

The chi-square test has been used to compare all the occurrences of 'food', 'service', 'staff' and 'atmosphere' which refer to the same aspects and details of the dining experience and those that refer to different ones and find out which of them is statistically significant. Occurrences of 'food' are statistically significant for four components. VFM (p-value: $3.84E^{-14}$) is the only component of the dining experience which has a higher probability to be referred to in the IRRC when featuring the word 'food'. References to quantity (p-value: 0.04), consistency (p-value: 0.04) and (in)authenticity (p-value: 0.049), where 'food' occurs, have a higher probability to

appear in the N-IRRC. This suggests that these elements are more relevant for the reviewers of the respective restaurants.

Occurrences of ‘service’ are statistically significant for four components. Consistency (p-value: $1.40E^{-05}$) is the only component of the dining experience which has a higher probability to be referred to in the N-IRRC if featuring the word ‘service’. In contrast, references to speed (p-value: $9.17E^{-14}$) and (in)authenticity (p-value: $2.20E^{-02}$), where ‘service’ occurs, have a higher probability to appear in the IRRC. Arguably, speed and (in)authenticity are more relevant for RofIR, while consistency is for those of other restaurant types. The statistical significance of speed ($4.00E^{-04}$) is confirmed by the chi-square testing the occurrences of ‘staff’. Those discussing speed have a higher probability to feature in the IRRC, too.

Occurrences of ‘atmosphere’ have been classified for several topic-components, which could be perceived through senses (e.g. music, lighting) or emotionally felt (e.g. metaphorical warmth). Two of these components are statistically significant: décor ($4.73E^{-04}$) and (in)authenticity (p-value: 0.005). The former has a higher probability to be referred to in relation to ‘atmosphere’ in the N-IRRC, while the latter has a higher probability to appear in the IRRC. This shows that the décor of the physical premises is noted more in N-IRRs, while (in)authenticity is in IRRs.

The following chapter will discuss all the findings presented in the analysis chapters, from four to six, jointly.

7. Discussion

This chapter will discuss all the findings gathered from the analysis of the data, addressing each sub-RQ individually. Therefore section 7.1, 7.2 and 7.3 will deal with sub-RQ 1-3, respectively, while section 7.4 will discuss all results jointly, showing how they contribute to informing the model which identifies all the topics, aspects and details discussed in the analysed reviews.

7.1. Sub-RQ1: Element(s) of the Italian dining experiences perceived as important by reviewers

Results suggest that the food, the family-run management, the relaxed or informal atmosphere and the rusticity of the place or food are perceived as important by RofIR in Lancaster.

First, the results show a predominance of positive lexical items, with a stronger graduation value towards the top of the list. Second, several of these positive evaluative words express positive evaluations of food. Third, the nouns in the frequency list show opposite trends than the adjectives, increasing their specificity and decreasing their graduation value (i.e. their intensity), respectively, as their frequency decreases. In this sense, most reviews include positive evaluations, especially of food quality. Similar findings have been discussed in Chaves et al. (2014) and Hartline and Jones (1996).

At the same time, the number of reviews decreases in relation to their focus becoming narrower: most reviews focus on a broad macro-topic, fewer on a meso-aspect and even fewer on a micro-detail. This may happen because most reviewers are not interested in any specific component of the experience or feel that they lack the knowledge needed to evaluate it. The influence of the knowledge of the restaurant is supported, for instance, by Naderi et al. (2018), while the impact of the knowledge of the cuisine is shown in several studies, including Ebster and Guist (2008), Gaytán (2008), George (2000) and McGovern (2003). For Lu and Fine (1995), in particular, this is an important factor to determine their distinction between connoisseur- and customer-oriented restaurants.

Frequent tags in the corpus refer to space and time. These are employed to explain how the dining experience unfolds (e.g. Hou, 2012; Vázquez, 2012), according to the reviewers. In such narrations, boosters (e.g. ‘very’ and ‘really’) are especially frequent. These reinforce all evaluations in the corpus. At the same time, words related to frequency are often employed to express the willingness of the reviewers to revisit the restaurant, which adds to the overall positive evaluations expressed in these reviews. Therefore, I would claim that components of the dining experiences are evaluated more frequently in IRRs and that such evaluations are reinforced through the use of boosters. Additionally, dining experiences are frequently narrated in chronological order. Finally, if the experience has been judged positively, reviewers are likely to state their intention to revisit the restaurant soon, which will enhance the positive evaluation of the experience (see also Ha & Jang, 2010b; Han, Back & Barrett, 2009; Kivela, Inbakaran & Reece, 1999, 2000; Kivela, Reece, & Inbakaran, 1999; Namkung & Jang, 2007; Ryu, Han & Kim, 2008; Soriano Ribeiro, 2002; Tsai & Liu, 2012). None of these characteristics appears to be affected by the national cuisine served.

Overall, most of the IRRs analysed are positive. The predominance of positive reviews is supported by much of the literature (e.g. Chaves et al., 2014; Laurel, 2013; Pantedelis, 2010; Wu, 2013), which points out that the altruistic motivations of the reviewers can justify this predominance of positive ratings and evaluations. Customers who have had a satisfying dining experience may feel compelled to publicly share it to allow others to enjoy it, too, or to express public recognition and gratitude to the restaurant’s staff, as they might read reviews. Nevertheless, I would argue that the same altruistic motivations may also hold true for negative evaluations, which are likely to be intended to warn potential customers and inform them about disappointing and dissatisfying dining experiences (Vanhouche & Alba, 2009; Wetzer, Zeelenberg & Pieters, 2007). I would further argue that the predominance of positive reviews may be motivated by the fear of ‘losing face’ (see Brown & Levinson, 1987), especially in a relatively small city like Lancaster, where reviewers can be easily identified by restaurants’ owners and staff (see also Anderson, 1998; Cenni & Goethals, 2017). Considering the limited number of Italian restaurants in Lancaster, an additional explanation could be the “positive bias” (see Bridges & Vázquez, 2018) of RofIR,

who may be familiar with the restaurants and might have established a close rapport with the staff through repetitive visits.

Although reviewers' evaluations are more often positive than negative, not all the adjectives which appear either positive (e.g. 'amazing') or negative (e.g. 'poor') are confirmed as such after a closer analysis of the concordance lines where they appear. Therefore, the context where these adjectives are located impacts the polarity of the evaluations they are part of (cf. Whitelaw, Garg & Argamon, 2005; Wilson, Wiebe & Hoffmann, 2005 on "contextual polarity"). This insight highlights the possible strong influence that the context can have on the evaluations expressed in the reviews and emphasises further the benefits of a methodology that combines automated with manual text analysis (this view is supported, e.g., in Gunter, Koteyko & Atanasova, 2014; Kirilenko et al., 2018; Kumar & Sebastian, 2012; Vohra & Teraiya, 2013; Weismayer et al., 2018; see also Haddi, Liu, & Shi, 2013; Prabowo & Thelwall, 2009).

Hints at (in)authenticity in the IRRC regard both the topic of food and drink and the one of staff and service. A recurrent aspect under the first topic is rusticity: reviewers often express their appreciation for hearty, homemade or simple cooking. Interestingly, rusticity is appreciated both with regards to food and atmosphere. Therefore, rusticity also applies to the topic of the physical setting, which corroborates Bitner's (1992) and Reimer and Kuehn's (2009) claim about the importance of servicescapes, i.e. physical environments, in service industries, including restaurants, which are specifically considered in the latter work. Clearly, a rustic setting influences customers' perceptions of quality and is an essential component of the dining experience. In particular, rusticity can regard the aspect of the décor, which impacts the atmosphere experienced by the reviewers. A simple setting with a humble décor seems particularly appreciated by reviewers, either because they expect it or find it enjoyable.

The origins of specific ingredients, dishes and food items constitute another aspect regarding the topic of food and drinks that can refer to (in)authenticity. Therefore, the presence of original Italian products is often evaluated in the reviews as contributing to an 'authentic Italian experience'. Similarly, the national and regional

origins of the staff members are noticed by the reviewers and, possibly, highlighted as a testimony to the (in)authenticity of their experience.

Perhaps linked to origins, the presence or absence of the Italian language within the restaurant premises is another aspect that is noted by the reviewers. More specifically, the reviewers may point out that Italian is used by staff members to communicate with each other and is written on the physical elements within the restaurant, to prove that the staff and the décor are ‘authentically Italian’. Other reviewers instead mention that the staff interact with them in Italian, using widely known greetings or full sentences, depending on the customers’ proficiency. Therefore, the Italian language is discussed as an aspect both with regards to staff and service and to physical premises.

Moreover, RofIR frequently mention the family-run nature of the restaurants in Lancaster. The spread of Italian food businesses in the region is confirmed by Vignali, Robinson and Vignali, who discuss the “influx of Italian labour in Lancashire” (2010, p. 424), while Palmer refers to ‘Britalian entrepreneurs’, i.e. “Italians who are fully assimilated in the British environment” (1984, p. 241). Interestingly, this migration pattern can be interpreted as a sign of authenticity. For example, Kovács et al. (2014) support this interpretation by claiming that single-category and family-owned restaurants are usually perceived as more authentic in reviews than generalist and chain restaurants. O’Connor et al. (2017) suggest the same as they discuss ‘moral authenticity’, which concerns the values and choices behind the organisation.

Similarly, the family is likely to exemplify the values embedded with the organisation and the experience that this offers. Possibly connected with this is the informal atmosphere, praised when present or lamented as lacking by reviewers (e.g. Kurian & Muzumdar, 2017). Such an informal atmosphere can give customers the possibility to relax while eating their meal. Potentially, the relaxing environment is connected with a homely feel, which is highlighted in Lashey, Morrison and Randall (2004) as conveying an ‘authentic feel’ to customers, as they enjoy an environment where they trust they can express themselves freely, as they would do in their own homes, unthreatened and welcomed in a familiar place. The previously discussed rusticity could also be linked to this.

Overall, the data show that references to (in)authenticity are often expressed through a comparison of the meal experience with the reviewers' expectations of Italian dining experiences and past experiences they had in Italy. These comparisons recall Huang's (2017) claim that reviewers from another background than the cuisine they are evaluating have a different perception of the cultural experience of the meal and exhibit a different cultural proximity to the tradition and to the cultural destination (support has also been found in Nakayama, Kanayama, & Nasukawa, 2015; Thienhirun & Chung, 2017, through questionnaires; White & Kokotsaki, 2004, through interviews; see also Becker et al., 1999, on service evaluations). If the experience responds to the reviewers' expectations, whether realistic or not, it would satisfy them or, at least, become acceptable to them (see Cardello, 1994; Meiselman, 2003; Rozin & Tuorila, 1993). I would argue that both these views are supported by, or applicable to, the data I collected, too. In other words, these comparisons can be interpreted as expressing 'cultural closeness', e.g. awareness, knowledge or familiarity (see Lashey, Morrison & Randall, 2004; Marinkovic, Senic & Mimovic, 2015) with the cuisine under review. Pliner (1982), for example, shows that mere exposure to unfamiliar tastes can increase their acceptability. Huang (2017) finds that, although reviewers may evaluate the same type of eating experience according to the same dimensions, they do it with a different orientation and focus and have a different perception of VFM. I would argue that similar findings can be gathered from the IRRs I analysed and that authenticity may be one of the foci reviewers choose, albeit not the main one. I would add that, in the IRRs, comparing the experience of an Italian restaurant in the UK and one in Italy is a common way of expressing references to (in)authenticity, which focuses on the reviewers' expectations and, as such, may deal with any of the topics regarding the dining experience.

Linguistically, references to (in)authenticity in the IRRs are expressed using different words. More specifically, words employed for this function recall the concept of a (fixed) procedure and, possibly, a connection with the past and rusticity. The presence of different words that are used by the reviewers to allude to (in)authenticity recalls the same idea pointed out in Ariyasriwatana and Quiroga (2016), who find that reviewers can express the concept of 'deliciousness' in many different ways, and categorised them into sub-groups. I likewise grouped the expressions suggesting (in)authenticity.

Among the words hinting at (in)authenticity, those expressing a connection with the past recall James (1996), and his interpretation of authenticity as linked to traditions, and Hobsbawm and Ranger (2012), arguing that traditions, even though they may seem long-established, may have been recently invented. In this sense, the invention of traditions also evokes the concepts of ‘quasification’ and ‘reality engineering’, which Beardsworth and Bryman (1999) use to describe themed restaurants. Therefore, I would argue that the data show multiple ways (in)authenticity can be referred to, in terms of different expressions and words, and of the ideas these pinpoint. This suggests that dining experiences can recall stereotyped images of Italian restaurants held by customers, which they can, possibly, recognise as such, as opposed to realistic reproductions of an actual ‘Italian dining experience’.

According to the chi-square test, occurrences of ‘food’ have a higher probability to refer to (in)authenticity than ‘service’ and ‘staff’. The same can be stated for ‘atmosphere’, whose occurrences are more likely to refer to authenticity, positively or negatively, than ‘service’ and ‘staff’. Therefore, RofIR seem to notice and value authenticity more with regards to food and atmosphere, whilst giving relatively less importance to it when it comes to service. This result has been found for other types of restaurants in other contexts, such as Chinese restaurants in the US (e.g. Jang et al., 2011; Ryu et al., 2012) and Korean restaurants in the US (e.g. Ha & Jang 2010a). Accordingly, the reviewers appreciate and note if staff members of Italian restaurants in Lancaster are originally from Italy, even though they do not consider this as an essential component of authenticity of their Italian dining experience.

RofIR often discuss multiple topics together, especially when atmosphere is dealt with. Such aspects may be intertwined as, for example, staff can contribute to determining the atmosphere, by decorating the premises or arranging the furniture. This view is supported, for example, in Heung and Gu (2012), who include the ‘employee factor’ among the main atmospherics, and in Guéguen and Petr (2006), claiming the potential impact of odours on the time spent at the restaurant. Therefore, the interpretation of atmosphere can vary depending on the reviewer.

Through the analysis of the frequency and collocate lists of the IRRC, multiple levels of discussion have been found in the reviews. As Watz puts it, “food alone does

not create a meal” (2008, p. 96). As indicated in chapter 4, beneath such an overarching level, these three topics have been identified:

- 1) food and drink
- 2) staff and service
- 3) physical premises and atmosphere.

Each one of these topics comprises other aspects and details belonging to those. In terms of results, my study identifies the same cues as Wall and Berry (2007), discussed in section 2.1 (p. 20). Briefly, they both point out the stratification of dining experiences, where elements can be viewed on different levels of depth. In addition, my thesis details each element identified as important in the IRRs collected.

To conclude, the study of the frequency of collocates conducted in my research confirms the point made by one of the respondent in Paddock et al., who defines his usual Italian in Preston as a “dependable mid-week venue” (Paddock et al., 2017, p. 10). Similarly, the collocates of ‘lunch’ in the IRRC show a higher frequency with weekdays, as opposed to the N-IRRC, where Fridays and weekends occur more often. Such a finding is supported, for example, in Ritzer (2013), who discusses the progressive homogenisation and standardisation of contemporary food and drink experiences (e.g. McDonald’s and Starbuck’s) which guarantee familiar and reliable experiences and products. Customers’ general preference for familiar foods is confirmed by Ryu and Zhong (2012). More specifically, Yates and Warde (2015) explore Britons’ eating habits and find that younger respondents (20 - 40 years old) eat more pizza and pasta than other age groups, especially during the week. Accordingly, data show that reviewed visits to Italian restaurants in Lancaster are more likely to be reported as happening during the week, while those to other restaurant types are more often registered on weekends. Nevertheless, I would point out that eating the same food repeatedly will make its palatability decline (see Siegel & Pilgrim, 1958) and this may cause Italian food to be perceived as ordinary, perhaps even plain or less appetising, over time.

7.2. Sub-RQ2: Do positive and negative reviews highlight different components of the Italian dining experiences and how do these relate to authenticity and the other element(s) identified in sub-RQ1?

Positive and negative IRRs discussed the same macro-topics but focus on aspects and details regarding those differently. Food quality is most frequently discussed in positive IRRs, while service is dealt with more often in the negative IRRs, focusing on speed and staff efficiency. The restaurants' atmosphere is most frequently discussed, and discussed in more detail, in positive IRRs. References to (in)authenticity are most frequently found in positive IRRs.

First, analysing the top 25 most frequent words in both corpora, I found that the macro-topic of food and drink features in both lists, in general terms and with reference to one of the most popular Italian dishes, 'pizza'. Service is also mentioned in close proximity to food, as the words 'service' and 'staff' feature in both lists, too. Therefore, the macro-topics of food and service are discussed in IRRs of both polarities. Such a finding is supported in the literature regarding both critics' (e.g. Johnston & Baumann, 2007; Lanza-Abbott & Cruz, 2004) and customers' reviews (e.g. Kovács et al., 2014; Vásquez & Chik, 2015), although giving a different priority to these components of the meal experience. For example, Turner and Collison (1988) and Pantedelis (2010) consider food the main component of the meal, while for Saad Andaleeb and Conway (2006) satisfaction is primarily enhanced by staff responsiveness. For Voon et al. (2013), instead, both food and service quality can improve customer satisfaction and loyalty (as supported in Yan et al., 2015). This insight from the data I collected is not surprising since the two topics of food and service constitute two key components of the meal experiences.

Second, the word 'atmosphere' occurs more frequently in the positive IRRC than in the negative IRRC. Therefore, the atmosphere is more frequently discussed or noted in positive IRRs. This suggests that, although atmosphere is another key component of the dining experiences, as signalled by the high frequency with which it features in both corpora, reviewers do not consider it as important as food and drink or service. Similar results are discussed, for example, in Marinkovic et al. (2015), claiming that different groups of respondents give different importance to factors, and in Stierand and Wood (2012), showing that concrete components rather than

intangible ones influence dining out choices (this view is also supported in June & Smith, 1987) and preferences. Additional support to the key role of food and service, which is complemented by less important factors, has been found in research on different cuisines and countries (see Auty, 1992; Ha & Jang, 2010a; King et al., 2004; Soriano Ribeiro, 2002; Tsai & Liu, 2012; Walter, 2008). Since atmosphere is less relevant, it does not have the potential to change the overall polarity of the reviews but only complements or reinforces the appraisals regarding the other two topics. Accordingly, evaluations of the atmosphere would complement those of the other components in positive IRRs, but would probably be redundant in negative IRRs. If the food, the service or both were to be judged as unsatisfactory, while the atmosphere was to be evaluated positively, the overall score of the experience would still be negative. Therefore, it would be redundant and, possibly, confusing to add information on why the atmosphere was pleasant. This interpretation appears supported by the fact that ‘atmosphere’ is mentioned less frequently in the negative IRRs, mostly as part of a negative evaluation.

Analysing the semantic tags, food seems more frequently appreciated than criticised in the IRRs collected. Other than its different importance, a possible explanation could be that the quality of the food served at Italian restaurants in Lancaster is positively evaluated by most reviewers and, therefore, it is less mentioned in negative IRRs. Such an insight may be connected with the type of restaurants considered in the analysis, which is ultimately impacted by the purchasing power and the expectations of the average customer. As discussed in the introduction to this thesis, Lancaster is far from the cosmopolitanism of London and the average diner may primarily look for a dining experience suitable to the tastes of all family members, potentially including children, as suggested by Paddock et al. (2017), who compared the nearby city of Preston to London and Bristol. The insights these authors gain from their surveys are similar to the evidence gathered in this thesis. First, the role of the local Italian restaurants appears to respond to the necessity to find a convenient place to have a cheap meal without investing too much time or effort. Accordingly, Italian meals are conceived as and expected to be unsophisticated and practical.

Analysing collocates of words related to food and drinks, the origin or traditionalism of food may have been more noticeable, looked for by customers or stressed by providers, since reviewers discussed it more frequently with regards to food than to drink. Another difference is the stronger presence of boosters or graduation related-words as collocates of food-related words in both the positive and the negative IRRC. This gives the impression that descriptions and evaluations of beverages are less thorough, perhaps because drinks are deemed a less important component of the dining experience than food. Such an insight is supported by other elements that are also missing from the collocates of drink-related words, such as the time of the day or the day of the week when these are consumed, which feature among the food-related words instead.

Additionally, no words on these collocate lists hint at dietary preference or needs. This is especially surprising as beverage choices can be impacted by allergies and health conditions as much as food. For example, beer contains gluten and most regular soft beverages are sugary and can, thus, be dangerous for diabetics. Whilst it may be easier to avoid any possible issue by ordering water, it is still peculiar that none of the collocates recalls this aspect regarding drinks. Perhaps, drinks' contents can be easily checked beforehand, facilitating the choice for customers with special requirements and avoiding possible misunderstandings. Alternately, customers may consume drinks primarily in other types of businesses (e.g. breweries or pubs). Briefly, the drinking culture of consumers is likely to have an influence on this.

The lack of references to (in)authenticity when discussing drinks is equally surprising, given the importance that wines have within the Italian culinary traditions. Perhaps, the price range of the restaurants impacted this, making the presence of Italian wines and drinks less expected by the average reviewer. Nevertheless, references to authenticity in this regard may be more frequently implicit than for food and feature more frequently in the positive IRRC. Hence, specific Italian beverages are named in the positive IRRC, while the negative IRRC only includes widely known coffee types. Since references to authentic drinks are very limited and feature in the positive IRRC only, RofIR appear more interested in finding authentic food than drinks. Another reason behind this finding may be that the average customer is not familiar with Italian drinks (both alcoholic and non-alcoholic). At the same time, local

restaurants may offer a limited choice of Italian drinks, possibly because of their price range or because of low demand. Overall, references to (in)authenticity, both implicit and explicit, are more frequently made in terms of food than beverages.

Moreover, the frequency list and collocates examined show that the positive IRRs frequently deal with the topic of food and drink in more depth than negative IRRs (e.g. referring to dishes' names, prices and menu variety). Nevertheless, words featuring in the frequency lists and collocates of food- and drink-related words deal with food very broadly. In fact, the words not only refer to food and drinks, specifically or by categories, but they also feature people, places, moments and actions that share a link with food preparation or consumption. For example, staff-related words feature on the lists, too. Moreover, family members are mentioned to narrate the dining experiences and describe the people these meals were shared with. Additionally, the frequent references to family members support the idea that families are likely to prefer Italian restaurants and customers specifically expect or discuss child-friendliness in the IRRs. Therefore, the exploration of the topic of food highlights that all three topics are interdependent and intertwined within the dining experiences (this view is supported in Karaosmanoğlu, 2013; Lockyer, 2005).

Another insight, which confirms the interdependence between the topics, is the presence of collocates of food-related words which hint at rapidity, in both the positive and the negative IRRC. Finding these words in the food-related collocate lists represents an indication that the topics are often discussed in close proximity within the same reviews, in all IRRs, regardless of their polarity.

One aspect regarding food and drink which is frequently highlighted in the collocate lists of the IRRC of both polarities, especially in the positive one, is the possibility for customers to choose from a variety of options. The importance of having alternatives may be particularly salient in the positive IRRs, as this characteristic is especially appreciated. Variety can represent a very valuable particularity for families, who need to cater to the tastes of all their members. In fact, the frequent praise of the food options offered at Italian restaurants may stress not only the variety but also the adaptability of the dishes and ingredients to satisfy multiple groups of customers (e.g. of different ages). Accordingly, Olsen, Warde and Martens find that Italian restaurants are more likely to be chosen by people "having

kids under five in the household [...] likelihood decreases as age increases; and household income has a strong positive effect” (2000, p. 184-185). Nevertheless, Cavanaugh claims that “certain foods have become markers of [...] economic possibility” (2007, p. 149). Looking at the data, I would argue that the perception of the Italian restaurants in Lancaster and the food available at them does not represent a “sign of distinction” (see Bourdieu & Nice, 2010; see also Prieur & Savage, 2013) as do the foods Cavanaugh (2007) appears to refer to. In contrast, I would stress how income, age and locale impact where customers eat out and at what frequency. Thus, I would agree with Olsen, Warde and Martens (2000) that social class, income and occupation impact the choice of dining experiences.

Related to this, families are likely to be more conscientious of the cost of eating out, having to feed multiple people. Accordingly, the frequent presence of quantifiers among the collocates of food and drink-related words in the IRRC of both polarities is likely to signal that RofIR pay special attention to quantities and, in particular, to VFM.

Moreover, collocates of food and drink-related words in both the positive and negative IRRC include terms signalling the nationality of the cuisine served by the restaurants. The presence of the national origins, even though it does not necessarily constitute a reference to (in)authenticity, shows that reviewers take it into consideration. In other words, they explicitly state that they are evaluating an Italian restaurant (see also Rahman, 2010, who proposes a model for Italian restaurants based solely on the age of the establishment and competition). Therefore, even though reviews of different restaurant types may share certain characteristics, other foci or features may be cuisine-specific.

Another group of frequent collocates of food and drink-related words are boosters and graduation-related terms. The presence of evaluations reinforced through boosters and graduation characterises both the IRRC and the N-IRRC.

Moreover, the collocates of food and drink-related words are comparable in both positive and negative reviews, as they highlight the same aspects and details. Dishes and ingredients are widely known. Such a finding may recall the previously mentioned need to feed multiple members of the family, possibly of different ages

and, consequently, with different needs and preferences. As mentioned, menu variety may be also strongly impacted by the price range of the business and influence the expectations of its average customers. In my research, where all restaurants considered are lower-scale, the ingredients employed are likely to be cheap, thus common and easy to find. Additionally, the knowledge of customers can be limited to similar experiences, i.e. to restaurants offering similar food quality, price and overall value. Perhaps, the ideal of authenticity that these customers hold is based on these experiences, especially if they constitute the only previous experiences of this type of meal that they have or can recall.

In terms of language, the widespread of such dishes and ingredients is reflected in the data featuring only a few Italian words (e.g. ‘pollo’, ‘calzone,’ ‘focaccia’). This finding is supported in Meiselman and Bell’s experiment (1991). According to their results, the Italian-sounding names increase the perception of the food’s ‘nationality’, while changes to the recipes do not, even if the original recipe is replicated. I would claim that the lack of familiarity with recipes and specific ingredients (see Ebster & Guist, 2005) may limit most associations with the cuisine to Italian(-sounding) names. Since the range of dishes mentioned in the reviews is very popular in the UK, these are described entirely in English. Meanwhile, a few of the food-related terms have the British spelling (e.g. ‘linguini’).

Names of dishes and ingredients are also likely to be impacted by the price-scale of the restaurants reviewed. Such a finding recalls the idea of assimilation (see Bordi, 2006; Pilchner, 2014; Sukalakamala & Boyce, 2007, see also Buettner, 2008, on ‘cosmetic assimilation’) or blending (see Campbell, 2005; Canclini, 1995; Fonseca, 2005; Liu, 2009, 2010; Mudu, 2007; Turgeon & Pastinelli, 2002) of dishes or cuisines, which has been discussed in the literature review.

Connected to this, Italian dishes or ingredients are named both in the positive and negative IRRs and some of them have been translated, specifying the origins of the food. Interestingly, this same product features in its original Italian name. The co-existence of both these terms to indicate the well-known Italian product suggests that some reviewers prefer to call the products by their original name, while others use a translation instead. In both cases, though, the reviewers remark or signal the origins of

the food, either by using the national language and the product name, specifying some of its characteristics that may recall the country of origin or city of origin.

In terms of specificity, the collocates of food-related words include several dishes and specific ingredients which recall several aspects of the topic of food. This suggests that, whenever focusing on the topic of food, both negative and positive IRRs tend to discuss specific aspects and details of the meal, including finer particulars. Among the aspects regarding food, price can be found multiple times in the positive IRRC, but only once in the list of collocates of the negative IRRC. Affordability is most frequently discussed in positive IRRs. Similarly to the relation atmosphere/food or service, affordability might be important for the RofIR but less than food quality (see Han & Kim, 2009). Possibly, good food or service quality could positively impact price perceptions (see Ali et al., 2016, see also Gagić et al., 2013; Pavesic, 1989). Accordingly, RofIR in Lancaster would likely rate the overall dining experience as positive and include the evaluation of the prices, if relevant, only if the food quality was good for them. Otherwise, if its quality was deemed so unsatisfactory that the overall experience was negative, the price may not be explicitly mentioned and assumed to be contributing to the overall negative perception.

Comparing the collocates of the food-related words with those recalling drinks, though, the latter can be subdivided into fewer categories, probably as lexical items related to drinks are less frequent than food-related ones in either corpus. In addition, references to price are present.

Looking at the rf of the food-related words in both the positive and negative IRRC, results regarding the former are much higher. Therefore, all RofIR give importance to food, regardless of their final evaluation, although they discuss it more frequently if their overall judgement of the restaurant is positive. A reason why most IRRs focus on food quality may be that the writers feel this would be the most relevant component of the meal experience for the readers of their reviews. For example, both Hicks et al. (2012) and Parikh et al. (2015) support the altruistic purpose that can motivate online reviewers to write their contributions, trying to share value (see Gruen, Osmonbekov & Czaplewski, 2005). This especially applies to authors of negative reviews, who may find a purpose in warning others of potential disappointment and, perhaps, find relief from their frustration and dissatisfaction

(Richins, 1983). Nonetheless, I would claim that the same reason might motivate customers who have had a particularly positive experience to review the restaurant online, either as a sign of gratitude towards its staff members (as supported in Bridges & Vásquez, 2018; see also Cheung & Lee, 2012), hoping that they will benefit from the public recognition of their professionalism, or to allow fellow consumers to take advantage of their recommendation, trusting that they will enjoy their meal too (support is found in Chaves et al., 2014; Laurel, 2013; Pantedelis, 2010; Wu, 2013; see also Vanhouche & Alba, 2009; Wetzler, Zeelenberg & Pieters, 2007).

In fact, RofIR also frequently discuss attitude and professionalism, in IRRs of both polarities. The former is recalled by the frequent references to friendliness, informality, politeness and attentiveness. The latter includes professionalism and expertise, which implies the ability to accommodate different types of customers, on the basis of their age, preferences or allergies. Furthermore, the capacity of staff to answer questions is frequently evaluated by reviewers, both positively and negatively.

All service-related words hint at skills like accommodating customers, providing them with suggestions and help, taking care of them and serving them. Findings regarding both positive and negative IRRs support the previously mentioned insight, showing that reviewers often discuss and evaluate the skills of the staff members. Specifically, reviewers refer to staff members' politeness and, possibly, to their genuine willingness to satisfy or help customers, accommodating their needs and desires (see Bardzil & Lazski, 2003; Baum, 2006; Kong & Jogaratnam, 2007; Lyn, 2004, see also Ladhari et al., 2008 on perceived positive or negative emotions, and Wang et al., 2012 on emotions displayed by service staff). These may be considered as aspects that any restaurant's customers would look for and hope to find, although they may be especially relevant to families (see Koo, Tao & Yeung, 1999, where family features as a motivation for choosing a specific restaurant), as failing to accommodate the younger patrons may prevent whole families from enjoying their meals.

Other aspects regarding service which are discussed in the IRRs are rapidity and efficiency. These, though, are much more frequently discussed in negative IRRs. Service speed appears to be very relevant to RofIR and they notice when it is lacking. Whenever the service they receive leaves them unsatisfied, reviewers complain

extensively. This is another aspect that can be considered relevant to any customer, regardless of the restaurant type. For workers on their lunch-break and families, though, service speed may be especially important, if not essential. The fact that these findings are shared by all the IRRs, regardless of their polarity, seems to highlight their importance even more.

The capacity of the restaurant to cater to multiple needs and customer groups does not only benefit families and employees but also customers with specific dietary preferences (e.g. vegetarians or vegans) or needs (i.e. with allergies). Whilst the restaurant's ability to accommodate multiple groups of customers may appeal to all patrons, it may be deemed more important by reviewers, as signalled by the presence of related words in both corpora (e.g. 'vegan', 'coeliac' and 'vegetarian').

Regarding atmosphere, reviewers note and evaluate aspects and details, such as the location of the restaurant, its lighting (support regarding lighting impacting meal, specifically taste perceptions, has been found, for example, in Biswas et al., 2017; Oberfeld et al., 2009; Spence & Piqueras-Aszman, 2014), its liveliness and the presence of other customers (similar findings are presented in Arifin et al., 2012; Campbell, 2005). In addition, they point out some aspects and details which are impacted by the macro-topic of service: for example, having the possibility to relax can be facilitated by easy-going staff. Likewise, the conditions of the premises, in particular their cleanliness, the setting (i.e. seating arrangements) and the décor of the restaurants are determined by the staff and management.

As discussed in chapter 5, references to (in)authenticity have been found in both corpora and at all the levels of discussion, from the broadest overarching level, comprising the overall experience, to the more specific levels of aspects and details. In particular, data show that references are more frequent in the positive IRRs than in the negative IRRs (e.g. Kovács et al., 2014, state that restaurants perceived as more authentic in reviews are usually assigned higher ratings) and that most regard food or drinks. Findings suggest that RofIR whose experience responds to their understanding of an 'authentic Italian meal' are likely to evaluate their overall experience positively.

To summarise, most references may refer to food or drinks as these constitute one main component of any dining experience and, as such, most reviewers who

notice or express their evaluation of the dining experience in terms of authenticity deem this particular topic to be the key one to discuss. Another explanation could be that food and drinks are considered easier to evaluate in terms of authenticity than other topics. For example, evaluations of food and drinks can be based on the ingredients, which can be visible on the plate. Additionally, reviewers who have tried the food or drink they are referring to, in Italy or elsewhere, may recall their past experience, as a memorable event. The existence of a link between food and memory is supported, for instance, in Gibbs and Ritchie (2010), claiming that restaurateurs should create experiences as memorable as theatre performances, and in Holzman (2006), considering food as a symbol and as a medium capable of transmitting powerful mnemonic cues but also bodily experiences.

Accordingly, it is not surprising that references to authenticity regarding staff members are less frequent in both corpora. Distinguishing the national origins of workers may be very difficult unless the staff members openly state where they are from or speak Italian. Otherwise, recognising the nationality of the staff just from their physical appearance or their accent when speaking English is likely to be difficult for many RofIR.

Similarly, the atmosphere and the characteristics of the restaurants' premises can also be hard to evaluate in terms of their authenticity, even though less so than the nationality of the staff. For example, the language written on the elements of the décor is noted by some RofIR, although most may not feel confident judging the restaurants' (in)authenticity based on that, especially if they are not proficient. Alternatively, this aspect may go unnoticed by most RofIR. The same can happen with the background music, which the RofIR may recognise only if the song is especially popular in the UK. Therefore, references to the (in)authenticity of both the service and the atmosphere might be less than those referring to the food and drink because of one or several of these reasons.

Looking at the words occurring in both the positive and negative IRRC, it can be noticed that most references to (in)authenticity are concentrated in the positive IRRs. Possibly, it may be challenging for RofIR to spot aspects and details that are not authentically Italian. For example, it may be harder for reviewers who are not proficient in the language to recognise a Spanish song as not Italian. Similarly, they

may not know the exact recipe for a dish, or they may confuse some ingredients. Since references to inauthenticity are likely to impact the overall evaluation of the experience negatively and evaluating the lack of authenticity may be more difficult than noting its presence, references to authenticity are more likely to feature in positive IRRs, noticing the presence of authentic components and positively impacting the IRRs' polarity.

7.3. Sub-RQ3: Do the IRRC and the N-IRRC highlight different components of the dining experiences and how do these relate to authenticity and the other element(s) identified in sub-RQ1 and sub-RQ2?

The nationality of the cuisine served impacts the focus on aspects and details, not the topics discussed in the reviews. The frequent discussion of variety and presentation, rather than adaptability, distinguishes N-IRRs from IRRs. References to price and VFM as well as service are also more frequently discussed regarding Italian restaurants. Finally, the cuisine seems to impact the preferred day and time for visiting the restaurants, as lunches on week-days are more frequently mentioned in the IRRC, while dinners on weekends are more frequently referred to in the N-IRRC.

VFM is the only component of the dining experience which has a significantly higher probability to be referred to in the IRRC when featuring the word 'food'. Meanwhile, references to quantity, consistency and (in)authenticity, where 'food' occurs, have a higher probability to appear in the N-IRRC. Occurrences of 'service' are statistically significant for four components. Consistency has a significantly higher probability to be referred to in the N-IRRC featuring the word 'service'. Instead, references to speed and (in)authenticity in general have a significantly higher probability to appear in the IRRC. In particular, speed has a statically significant probability to be discussed in the IRRC containing the word 'staff'. Finally, décor has a higher probability to be referred to with regard to 'atmosphere' in the N-IRRC, while references to (in)authenticity have a higher probability to appear in the IRRC where 'atmosphere' occurs.

Comparing the first 25 nouns in both corpora's frequency list, the first half contains lexemes that are shared by both corpora while the second half is predominantly constituted by unique words. Briefly, the most frequent lexical terms

are shared by the corpora, while the others change on the basis of the nationality of the cuisine served at the restaurants. Therefore, reviewers discuss and evaluate dining experiences on general aspects and details, meaning those that characterise any restaurant, as a type of business.

Nevertheless, the particularities that are impacted by the type of cuisine served are not prominent in either corpus. Perhaps unexpectedly, aspects and details seem more relevant to reviewers than specific ones, as they are discussed more often. In spite of this, such general matters may be easier to note and to evaluate for reviewers, even for those who are less familiar with the cuisine.

This is particularly interesting from the perspective of my research as it highlights that these insights are not influenced by the type of cuisine served nor, possibly, by the reviewers' familiarity with it. Given the spread of the Italian restaurants in the UK and the relative affordability and easiness of journeys to Italy from the UK, one might expect reviewers to be, on average, more familiar with Italian cuisine and, consequently, capable of evaluating it according to specific parameters. Nonetheless, generic evaluation criteria are more common in both corpora, possibly pointing out that such non-specific features are those that are first noted by the reviewers and may be considered more important by them, too.

Both the distinctive nouns in the top frequency list and most collocates of these words are closely related to food and drink. Therefore, food constitutes a primary focus for all reviewers. Such a finding highlights that reviewers give priority to the topic of food and drink whenever they are evaluating their dining experience. Perhaps it is unsurprising that this topic is dealt with more frequently in both corpora. Briefly, all reviewers highlight more their evaluations regarding this specific topic, regardless of the cuisine served by the restaurant.

In both the IRRC and the N-IRRC, most reviews focus on the evaluation of food quality. Additionally, most are positive (as supported in Laurel, 2013). In comparison, quantity is discussed less frequently than quality in both corpora, although these two foci are often combined in the reviews. Therefore, reviewers appear to give priority to quality over quantity. Briefly, they prefer to be served big portions, as long as large quantities do not compromise the quality of the food.

Nevertheless, the interpretation of such quality is likely to differ on an individual basis.

Food variety is a matter of discussion in both corpora, too, highlighting that a wider menu is appreciated by all reviewers, even though it is not frequently mentioned. Additionally, very few reviewers criticise the lack of alternatives, in both corpora. Data suggest that reviewers discuss the variety on the menu, although they do not consider it particularly important, as they very rarely complain about limited food options. Another reason for the small amount of praise of variety in both corpora could be that none of the restaurants has a particularly extensive menu, which may also be impacted by the area and price range of the restaurants analysed.

Recalling part of the discussion in the first two chapters of this thesis, a brief digression on the historical and geographical diffusion of these businesses is needed to better understand the context where UK Italian restaurants operate and the influences this could have on their review and give a more thorough answer to sub-RQ3. Historically, UK customers are likely to have been exposed to a limited range of Italian dishes within their country, as “by 1998, about five thousand Italian restaurants were operating throughout Great Britain, though 60 per cent of them served only pasta and pizza [...] the owner might be Italian, but his cooks and waiters were usually British” (Mariani, 2011, p. 227). Moreover, the fact that the largest minority group residing in Lancaster identifies as Polish (Lancaster City Council, 2016) and not Italian may also have an impact on the presence of local Italian restaurants which do not necessarily have Italian staff. Other areas of the UK, where Italian migrants have been established for generations have exhibited different trends, as third-generation migrants usually work at the restaurant founded by their grandparents (see Guzzo, 2014, on the community in Bedford).

More recently, the number of full-service restaurants serving a European cuisine in the UK has been steadily decreasing from 2013 to 2018, going from 10,707 units to 9,700 outlets (approximately 12.99% of which are chains). As mentioned in the introduction (see section 1.1.1), this shrinkage has only been experienced since the EU referendum. Because of the increasing uncertainty deriving from the UK possibly leaving the EU, customers have been limiting their spending for dining out more than

in the past. At the same time, the number of restaurants has been decreasing, arguably threatened by potential inflation.

Nevertheless, pizza restaurants have been registering a slight increase in their diffusion throughout the UK, going from 1,795 establishments in 2013 to 1,894 in 2018. The great majority of these (93.29%) is part of a chain. Therefore, businesses serving pizza only and restaurants serving a European cuisine exhibit opposite trends, both in terms of growth and ownership. The restaurants considered in my thesis, though, belong to the first group, as they all serve both pizza and other dishes.

To summarise, Italian restaurants have experienced a wide diffusion in the UK with the first migratory trends from Italy, between the '50s and the '60s (see Panay, 2008; Scotto 2015; Tubito & King 1996). Such businesses, founded by Italian migrants and employing Italians for decades, have usually exposed locals to a limited menu (see Mariani, 2011; Mitchell, 2006; Thoms, 2011; Tricarico, 2007). The spread of the cuisine, perhaps because of its simple flavours and appeal to a wider audience, has continued throughout the decades, lately employing staff from different backgrounds (see Mariani, 2011; see also Guzzo, 2014). Since the EU Referendum in 2016, though, the long-established diffusion of Italian cuisine has shrunk, possibly because of the increasing uncertainty (Euromonitor International, 2018).

Geographically, these restaurants are likely not to need a wide variety of dishes to compete locally. Moreover, as lower-scale restaurants, they might keep their menus limited to cut costs and, consequently, prices.

Going back to the topic of food and how this is discussed in IRRs, in comparison with N-IRRs, the consistency of the experience is frequently evaluated in the IRRs, either positively or negatively. This insight emphasises the key role played by past experiences in the reviewers' expectations and their ultimate satisfaction. Nevertheless, expectations shaping the satisfaction of the reviewer are not always based on past experiences at the same restaurant, which are labelled in the analysis as 'positive consistency' or 'negative consistency'. In fact, these past experiences might also be at other restaurants. If that was the case, though, comparisons between experiences at different restaurants could be questioned (e.g. Lähteenmäki & Tuorila, 1995, claim that liking is unlikely to be consistent). In particular, one could argue that

not all Italian restaurants are comparable. According to the findings, reviewers discuss several topics, aspects and details of the dining experiences which characterise the restaurants, regardless of the cuisine served by the restaurant.

At the same time, negative consistency is less frequently expressed than positive consistency in both the IRRs and the N-IRRs, probably because customers who have had a disappointing experience are discouraged from visiting the restaurant again, as they do not expect it to improve. The high concentration of Italian restaurants in the area may discourage customers who have been left disappointed in the past from trying the same restaurant again, as switching costs to try a competitor are very low. Such a consideration may explain not only the low presence of consistently bad experiences in reviews but also the high frequency of positive consistency. This highlights that reviewers remember their past experiences, shape their future expectations accordingly and are more willing to visit repeatedly the restaurants where they had a positive experience in the past. Additionally, they tend to express their renewed enthusiasm for repeated positive experiences, through boosters and terms of graduation.

Another macro-aspect that is frequently discussed in the IRRC is service. For example, ‘waiter’ features among the 25 most frequent nouns but none in the other corpus relates to this macro-area. Therefore, service seems more important in the IRRs, perhaps because of the needs of the average customers. For example, data suggest that Italian restaurants are especially preferred by families. Therefore, it may be important for families to find staff members who are particularly patient and willing to please the younger customers, finding rapid solutions to respond to their needs and granting a pleasant experience to the whole family. In fact, another difference between the IRRC and the N-IRRC is that Italian restaurants are expected to be, or appreciated for being, family-focussed, both in terms of management (i.e. being family-run) and in terms of being a welcoming environment for children (i.e. accommodating their presence and tastes). Therefore, service gains a more prominent role in the IRRs.

A difference between the IRRs and the N-IRRs is how the reviewers discuss prices and value. In fact, the IRRC shows a closer focus on price and value, while the N-IRRC more frequently mentions and discusses aspects like food quality, variety and

presentation. Therefore, the average customers of Italian restaurants appear more conscious of their spending. Perhaps, they expect to eat more and pay less. It may be because many of the reviewers eat at Italian restaurants as a family and try to feed all the members while being on a budget. It may also be that the average reviewer expects Italian food to be cheaper than other cuisines, maybe because of the high numbers of competitors in the area. Another explanation may be that Italian food is expected to be more rustic, thus more simple, than other types of food, and, accordingly, cheap.

With regard to the appraisal type, ‘appreciation’ is the most frequently found type in all reviews (support is found in Laurel, 2013). Another similarity is that most appraisals in both the IRRC and the N-IRRC are inscribed. Thus, appraisals in all reviews are most likely to be explicit and to evaluate an object, especially with regards to the impact this has on the subjects. In fact, ‘reaction’ is the most frequent type of appreciation appraisals. Balance is suggested as the second most important focus in all reviews, as ‘composition’ is the second most frequent type of appreciation appraisals, although much less frequent.

‘Satisfaction’ and ‘happiness’ are the most frequently found ‘affect’ types. Therefore, satisfaction is marked as very relevant to all reviewers.

Moreover, the IRRC shows a predominance of the ‘social sanction’ type among the ‘judgement’ appraisals. Such a difference may indicate that RofIR have more precise terms of reference, with regard to how they believe their staff should perform (as suggested also in Laurel, 2013).

Another difference between the restaurant types lies in how ‘graduation’ is expressed in the reviews, as ‘medium intensity’ ones are more frequently employed in the IRRC, while ‘high intensity’ ones are predominant in the N-IRRC. Possibly, the highest graduation, which is more frequently employed in the N-IRRC, may be connected to reviewers’ perception of non-Italian restaurants as providing a less ordinary experience.

Objects of appraisals found in both the IRRC and the N-IRRC show a predominance of the topic of food and drink, especially concerning their general quality. The same happens with the topic of staff and service, which is referred to by a similar percentage of appraisals. Nonetheless, such a percentage is higher in the

IRRC, to show that RofIR pay more attention to service and staff than those of other establishments.

The physical premises and atmosphere are also referred to by a higher percentage of appraisals in the IRRC. Thus, they are most frequently evaluated by reviewers, especially the references to ‘other customers’, which are found in the IRRC only. This finding confirms the relevance given to the possibility to relax, which is particularly valued by reviewers of restaurants serving Italian cuisine. Finally, ‘value’ features as an object of the appraisals in the IRRC only. This finding highlights the importance of VFM in IRRs.

To conclude, references to (in)authenticity in both the IRRC and the N-IRRC regard all three topics of food, service and atmosphere. It is interesting to note that references can deal with each one of the topics identified. This suggests that (in)authenticity is referred to in all reviews, regardless of the cuisine the restaurant serves, and that the references may apply to a specific topic. Nonetheless, authenticity is more frequently mentioned or discussed in the N-IRRC. The idea that the authenticity or inauthenticity of the non-Italian experiences is more visible to reviewers does not seem particularly convincing, as travelling from the UK to Italy would be easier and cheaper than going, for example, to China or Thailand. Therefore, the average British customer is more likely to be familiar with Italian cuisine than with non-European cuisines and to perceive it as less out-of-the-ordinary or ‘foreign’. Moreover, ingredients made in Italy are easier to find in the UK, as they are cheaper to import, given the geographical proximity between Italy and the UK and – at the time of writing – the absence of tariffs between EU member states. Accordingly, ingredients and food made with them should correspond to their original version. Additionally, customers could be expected to be more familiar with Italian cuisine, considering that the Italian restaurants are long-established and well-spread in the UK, exposing customers to this national cuisine. If they do not expect to find a restaurant in Lancaster providing an authentic experience, reviewers may simply disregard evaluating their experiences in terms of authenticity.

In both the IRRC and the N-IRRC, positive references to authenticity outnumber negative ones to inauthenticity. In other words, all reviewers notice or

discuss the presence of authenticity rather than its lack. Perhaps, authenticity is easier to notice than inauthenticity. As previously suggested, it may be harder for reviewers to notice that an ingredient has been swapped with another one that tastes similar to it.

Focusing on the IRRs only, the references to (in)authenticity are associated with several components of the meal experience. First, the family-run management of the restaurant is pointed out by reviewers, as a sign of authenticity. Perhaps, the stereotypes that family is especially important for Italians may lead reviewers to consider family-run businesses as authentically Italian (see Girardelli, 2004, see also Tricarico, 2007, claiming that common British stereotypes on Italians are often outdated). Additionally, family-based management may convey the idea of traditions getting passed from generation to generation. Finally, this type of management might suggest a closer relationship between staff and customers (see Harris & West 1995; Yamanaka et al., 2003) that the latter may particularly appreciate and look for. Similarly, the family-run environment suggests a more intimate or, possibly, a less formal atmosphere that reviewers may also appreciate and hope to find when they eat out.

Second, the relaxed or informal atmosphere is often discussed in the IRRC, as if this distinguished the Italian restaurants. Considering that many reviewers write that they visit Italian restaurants with their children (see also Yates & Warde, 2015, claiming that educated Britons with children in the household are more likely to consume Italian-influenced food out), a quiet environment may also be particularly needed for the younger customers not to get stressed and, consequently, compromise the experience of their entire party, as already mentioned with regard to sub-RQ2. Additionally, the relaxed atmosphere could be particularly appreciated by couples on dates.

Such an informal and unsophisticated environment may also respond adequately to the expectation of Italian meals being rustic and simple, as suggested by the frequency list and collocates of food-related words in the IRRC. Indeed, rusticity is frequently praised in the IRRs, both in terms of décor and food. The former is intended mainly as simple décor, which contributes to making the atmosphere informal. Perhaps, if the décor is not too sophisticated, the customers might feel more at ease and more welcomed, as if invited into an Italian home. The latter refers mainly

to food that looks and tastes homemade. Possibly, this idea responds to the stereotypical image of Italian grandmothers and mothers feeding their children and grandchildren by cooking nutritious meals for them (see Girardelli, 2004). Moreover, such a concept of homemade food suggests that meals are healthy and that the customers can enjoy the passion transferred onto the food by the chef through its preparation and the time invested in the process.

The presence of the language is also frequently noted in the IRRs only, either on their décor or employed by their staff members to communicate with each other or with the customers. Accordingly, the regional origins of staff members, décor or food are often remarked about in the IRRs, too. For example, reviewers highlight that the products are imported or that the staff members are from Italy. Probably to make their claims more credible to the readers, reviewers specify if they interacted with the staff in Italian, while reviewers who are proficient in Italian write a few words in Italian, as to leave a message for the Italian management.

RofIR often compare their experiences with their expectations or past experiences they had in Italy, in other countries or at local competitors. Therefore, the terms of comparison change depending on the reviewers. In this respect, Warde et al. (1999) suggest the existence of a ‘repertoire of culinary experiences’, whilst Filiatrault and Ritchie (1988) include the type of cuisine among the factors determining restaurant choice. The same happens with non-Italian cuisines, whose restaurants are often evaluated pointing out that the reviewers have never visited the country of origin of the cuisine and, hence, are not sure if they can evaluate their experience as authentic or not.

Another type of comparison that features in the IRRC is an Italian experience in a place other than the UK and Italy. As for the previous example of the New Yorker pizza house (36), mentioned on p. 103, possible adaptations of the foreign cuisine to local tastes and habits may be implemented to make the food and the way this is consumed more familiar for locals. If that was the case, local and foreign flavours could potentially blend (see Fonseca, 2005; Gaytán, 2008). Additionally, other dynamics, such as the easiness to import or find foreign ingredients, may play a role in the blending process and its outcome. Migration trends may impact the establishment of a specific cuisine in a country (this view is supported in Gvion & Trostler, 2008),

which may be subjected to local stereotypes (support has been found in Girardelli, 2004; Wood, Lego & Muñoz, 2007), blended with local dishes and, throughout time, assimilated into a new cuisine (see Campbell, 2005; Mudu, 2007; Pilcher, 2014).

In terms of how references to (in)authenticity are expressed, words featuring in both the IRRC and the N-IRRC can be subdivided into core and peripheral terms. The former group includes words whose meaning is more closely related to the idea of authenticity:

- 1) 'pure'
- 2) 'genuinely'
- 3) 'genuine'
- 4) 'hearty'
- 5) 'proper'
- 6) 'traditional'.

The latter group, i.e. the more peripheral words employed in the corpora to refer to authenticity, can be clustered into four sub-categories:

- 1) quality-related, including 'delicious', 'pretentious' and 'unpretentious'
- 2) norm-related, such as 'unique' and 'unusual'
- 3) taste-related, like 'fare', 'style', 'ingredients' and 'flavours' (or synonyms)
- 4) replicability-related, such as 'original' and 'real'.

According to the chi-square results, occurrences of 'food' are statistically more likely to refer to (in)authenticity when featuring in the N-IRRC than in the IRRC. Likewise, occurrences of 'food' are also statistically more likely to refer to quantity and consistency in the N-IRRC than in the IRRC. In contrast, they are very likely to refer to VFM if they are IRRs. Therefore, N-IRRs are more likely than IRRs to discuss quantity, consistency and (in)authenticity when using the word 'food'.

Possibly, reviewers evaluate the food served at non-Italian restaurants in Lancaster as more authentic than that served at Italian ones. This may happen because the flavours of British and Italian cuisine are not as different as, for example, British and Japanese cuisine. In fact, Asian cuisines are more likely to use spices, which make flavours very different. Alternatively, reviewers may look for authentic food more

when they visit non-Italian restaurants. As previously mentioned, they may perceive Italian food as simple and appreciate it as feeding and pleasing more people for less, rather than providing an out-of-the-ordinary experience. This assumption is supported by the high p-value tested for VFM and its higher correlation with the IRRC. Additionally, this perception of Italian restaurants can explain why they are often chosen for family gatherings, as suggested by the frequent discussion of these restaurants' child-friendliness and their adaptability to individual preferences and needs of the food they serve.

I would argue that the special attention of the average local customer to their spending can be supported by these explanations. Indeed, VFM is more likely to be discussed when mentioning 'food' in the IRRC, while it is the quantity that has a higher probability to constitute a joint focus with food in the N-IRRC. This may be due to the perception of non-Italian food as less ordinary than Italian and, as such, worth a slightly higher price. Because of the limited purchasing power of the average customer in Lancaster, this willingness to pay needs to be counterbalanced with quantity and quality. Accordingly, quality and variety are equally significant in IRRs and N-IRRs, since all reviewers look for similar food quality and variety (as supported in Laurel, 2013). In this sense, non-Italian food seems to be perceived as less ordinary than Italian, without requiring the reviewers to make a distinction between them in terms of quality.

This comparability between Italian and non-Italian restaurants for reviews also applies to service, as shown by the chi-square test results regarding 'service' and 'staff' occurrences. Consistency is statistically significant also when it is discussed together with 'service' and has a higher probability to be referred to in the N-IRRC. Therefore, service consistency is appreciated or noticed more in N-IRRs than in IRRs. Perhaps, RofN-IR are looking for a higher value experience.

Since consistency is not significantly discussed with 'staff', none of the reviewers seems to notice if staff members are the same over time or do not mind being served by different waiters over multiple visits. Perhaps, they expect turnover to be quite high and, hence, do not mention it or pay attention to it.

Similarly, quality is not significant when discussed in close proximity with either ‘service’ or ‘staff’. Therefore, how service quality is evaluated is not affected by the cuisine, suggesting that all restaurant types are expected to provide a similar level of service quality.

Interestingly, though, Italian restaurant reviewers are significantly more likely to evaluate (in)authenticity when they mention the service. RofIR may not expect the nationality of the staff to match the cuisine served by the restaurant, but this may add extra value to the experience, if present. The concordance lines where ‘staff’ and ‘service’ occur in the IRRC highlight that the nationality of the waiters is rarely deemed an essential component of an Italian dining experience, although RofIR pay attention to it, as excerpts (138) and (139), in section 6.4 (p. 266), exemplify. Perhaps, restaurateurs should consider hiring Italian staff, to convey a more authentic feel. Nonetheless, references to (in)authenticity are most probably found in the IRRC featuring ‘service’ rather than ‘staff’, suggesting that the (stereotypical) attitude of Italians may be more appreciated than individual characteristics. Performing a recognisable role looks more valuable or noticeable for reviewers than being Italian. Particularly, informality and metaphorical warmth characterise evaluations of service in IRRs.

Additionally, the significance of service speed in the IRRC is marked by the fact that speed is more likely to be discussed by reviewers when they refer to both ‘service’ and ‘staff’. These results from the chi-square test confirm the previously discussed assumption that reviewers probably perceive Italian restaurants as places where they look for a non-sophisticated meal that will fill them up and allow them to have a pleasant time with their friends or family in a relaxing environment. As mentioned earlier, if they visit with children, they would likely appreciate a speedy service, so as not to upset their younger fellow diners.

When ‘atmosphere’ is mentioned, décor has a highly significant probability to appear in the N-IRRC. Therefore, decorative elements are regarded as more important or noticed in them. Perhaps, non-Italian restaurants have a more particular décor than Italian ones, which is noted more by reviewers. Alternatively, RofN-IR may expect a particular décor to match with their perception of the experience as out-of-the-ordinary.

In this sense, the results in my research seem comparable to the label provided by one of the respondents who says that he frequently eats at an Italian restaurant in Preston because he needs “just a main” (Paddock et al., 2017, p. 10). In fact, the aspects and details discussed under the topic of food confirm that dishes and ingredients are very popular and ordinary ones for locals. This view of Italian cuisine as popular, as opposed to exclusive or uncommon, is supported, for example, in Warde, Whillans and Paddock (2017). Similarly, several contributions discuss food as conveying pleasure (see Mennell, 1996) or “mere delightment” (see Bowden & Dagger, 2011). In contrast, Holzman (2006) points out that food not only conveys bodily sensations but also symbolic and collective meanings. Likewise, Edwards (2013) highlights that eating out is more than ‘just a meal’, as it embodies multiple components. I would argue that Italian meal experiences in Lancaster may represent an affordable solution to satisfy hunger and/or spend time with others, although its perception as unsophisticated does not necessarily mean that RofIR do not recognise the complexity of the dining experience in itself, as proven by the different levels discussed in their online evaluations. Interestingly, this same finding is supported in most recent market reports of the UK full-service industry, according to which “[d]ining out is increasingly seen as an experience by consumers, who want more than just a simple meal” (Euromonitor International, 2019, p. 1).

References to (in)authenticity have a highly significant probability to appear with ‘atmosphere’ in the IRRC. Since it is relatively affordable to travel to Italy from the UK, RofIR are likely to have eaten out in Italy before and to be able to compare their Italian dining experiences in the UK with those they may have had in Italy. Alternatively, they might expect the place to feel authentic and similar to experiences they had in Italy or to what they imagine these would be like.

Although other components are mentioned when ‘atmosphere’ occurs, none of them tested statistically significant. The quality of the restaurant atmosphere is likely to be equally as important for all reviewers, regardless of the cuisine. Given the low frequency with which ‘atmosphere’ features in both corpora, though, it may also be that reviewers in general pay less attention to the atmosphere than to the food and the service. Whilst all three macro-topics are extensively discussed in all reviews, the atmosphere does not receive as much space as the other two. As mentioned, the food

and the service are prioritised in comparison to the atmosphere. This implies that the atmosphere would be disregarded if neither the food nor the service satisfied the reviewers. Nonetheless, it would reinforce their positive or negative evaluation if food, service or both were to be judged as satisfactory or dissatisfactory, respectively. I would argue that this explains why the atmosphere is not significantly evaluated as consistent, either. If the atmosphere is not as important as the topics of food and service, evaluating its consistency is likely to be not as relevant as similar evaluations applying to those other topics.

The atmosphere of the restaurant can be evaluated on the basis of how welcome the reviewer feels. This perception may be determined by the attitude of the staff, the overall atmosphere of the place or both. Feeling welcome is more frequently pointed out by RofIR, although not significantly so. The same can be claimed regarding the relaxing feeling that IRRs appear to discuss more frequently, although again not significantly. I would argue that the family-run management of the restaurants can contribute to this. Additionally, the stereotypes regarding welcoming and large Italian families may create expectations in RofIR regarding informality or metaphorical warmth (see Girardelli, 2004).

Music and lighting are also discussed as contributing to the atmosphere of the restaurants, although not significantly. Perhaps these are noted by reviewers but do not play a key role in the final evaluation of the dining experiences. These may contribute to making the place feel more authentic, even if the cuisine does not impact results significantly. I would argue that reviewers may see the importance of these components as not essential and recognise how difficult it can be for them to evaluate them and if they contribute to authenticity. In fact, lighting is likely to constitute a personal preference, while music can be mistaken as Spanish by reviewers who are not proficient in the language. Nonetheless, these components are more frequently discussed in IRRs as they can contribute to making the place feel more romantic, possibly responding to another national stereotype. If that was the case, elements like, for example, dim lights or Italian music would meet expectations.

Similarly, the evaluation of a restaurant in terms of how lively it is, possibly influenced by other customers, is not significantly impacted by the cuisine. Nonetheless, this is arguably worth pointing out as one of the components regarding

the restaurant atmosphere that is frequently discussed in the reviews. Especially, I would claim that liveliness needs to be considered in comparison with the relaxing atmosphere that is particularly noted in IRRs, affecting their evaluations and, possibly, constituting an expectation for them.

7.4. Model derived from the analysis of the reviews

Considering all the points previously discussed, especially the insights from the analysis and the discussion of the results, I propose the model below, which visually represents the topics, aspects and details found in the reviews (see Figure 3 on p. 313, in light blue those shared by both corpora; in green those predominant in the IRRC).

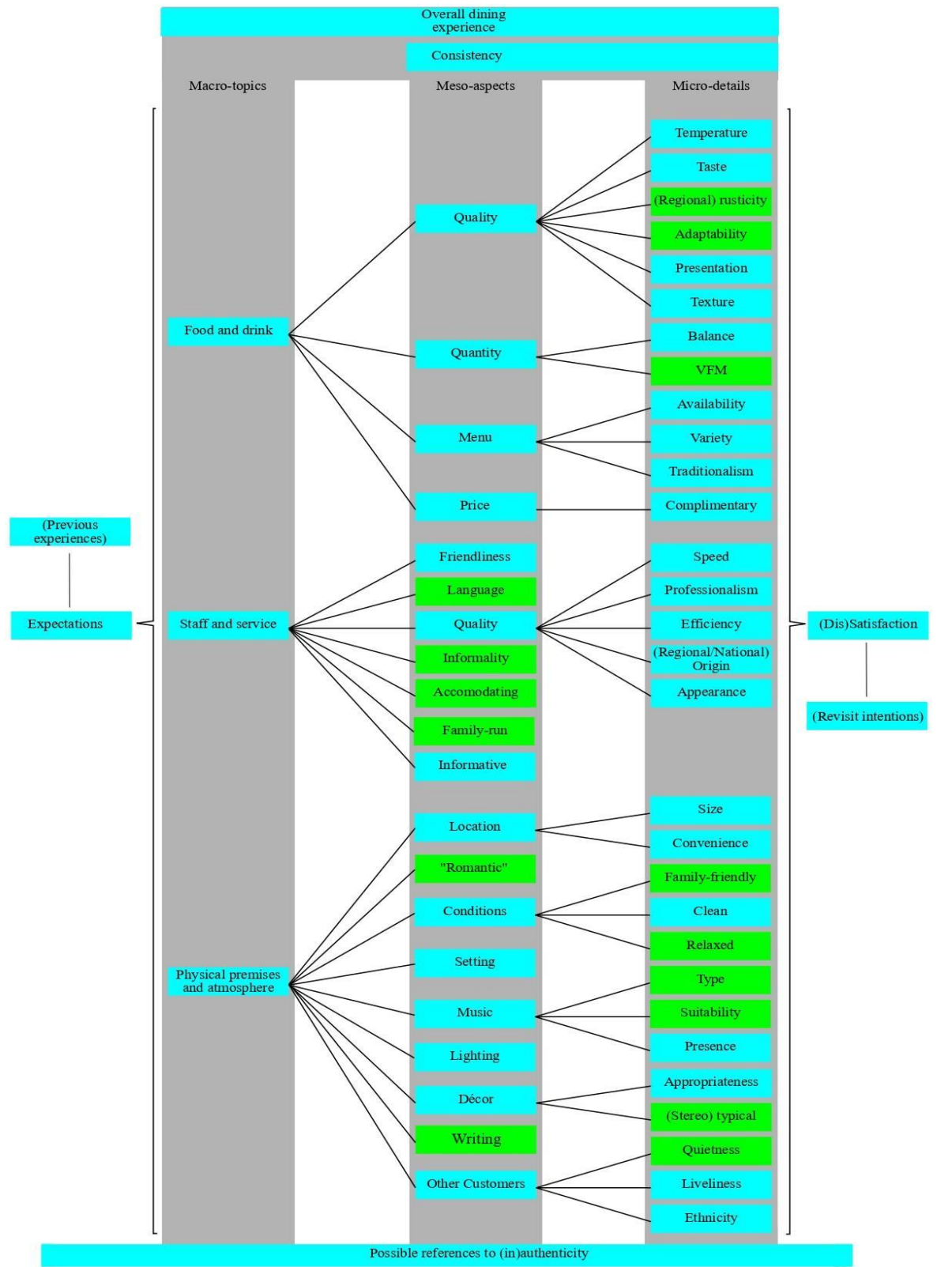


Figure 3 - Model representing the topics, aspects and details found in the reviews collected

Given that the primary focus of this thesis is Italian restaurants and that the N-IRRC comprises reviews of restaurants serving different cuisines, the model does not identify the topics, aspects and details which are specific to N-IRRs.

In particular, the model delineates the multiple levels that can be identified in the matters under discussion in the analysed reviews. First, the evaluations of the dining experiences as a whole or the references to consistency are located on the overarching level because they refer to the meal experience in its entirety. The former comprises evaluations which do not refer to any specific particularity of the meal out. The latter labels the considerations of the reviewers regarding consistently positive or negative evaluations of meal components. To express these, reviewers clearly recall and compare the experience under review with past ones. On the lower levels, the macro-topics include the meso-aspects, which in turn comprise the micro-details.

More specifically, three macro-topics can be identified:

- 1) food and drink
- 2) staff and service
- 3) physical premises and atmosphere.

The first one includes all references to food and drink, which constitute the core elements within the dining experiences reviewed. The second list labels both the evaluations of the service in general terms and the references to specific members of the staff. Briefly, this topic labels human interactions. The last topic deals with objects within the restaurant premises and the atmosphere. Thus, the third topic includes both concrete elements and intangible ones.

The meso-aspects regarding food and drink have been labelled as follows:

- 1) quality
- 2) quantity
- 3) menu
- 4) price.

The first aspect listed includes reviewers' evaluations of the taste of the food or drink, their temperature, their visual presentation when they are brought to the table or their texture. Additionally, this aspect may also be linked to rusticity or adaptability. These

two details are more often discussed in IRRs, suggesting that reviewers evaluate Italian cuisine as simple and easily adaptable to different needs or preferences. Hence, ‘rusticity’ labels all those instances where Italian cuisine served at a restaurant is evaluated as not over-sophisticated, but simple and genuine, possibly homemade. Additionally, ‘rusticity’, is mentioned in the IRRC as referring both to the national and the regional Italian cuisine. ‘Adaptability’ refers to the possibility to modify ingredients in a dish, which is discussed as especially valuable by RofIR. For example, customers may request to add or swap the toppings on a pizza. Alternatively, they may ask for a special version of a dish (e.g. gluten-free, vegetarian or vegan), or to adapt a dish to their tastes or their children’s.

Interestingly, ‘rusticity’ recalls the stereotypical image of Italy, according to which Italian food is homemade (see Girardelli, 2004). The Mediterranean flavour of the cuisine, though, may be evaluated as less sophisticated than the spices that are common in other cuisines, for example the Indian and Thai. Similarly, although ‘adaptability’ might be appreciated in all cuisines, coeliac customers are likely to expect their experience dining at an Italian restaurant to be especially challenging, as many Italian staples (e.g. bread or pasta) contain gluten, and RofIR point out that they are surprised to find gluten-free alternatives. Therefore, the differences in the staples of the cuisines may explain this finding. For instance, rice is a staple (i.e. on its own and, for example, in rice noodles) in more than one of the non-Italian cuisines considered (e.g. Indian, Thai or Chinese) and is gluten-free. Similarly, traditional Italian dishes may often contain meat and, therefore, RofIR may be surprised to find vegetarian or vegan versions of popular dishes, such as lasagne or cannelloni.

Food quantity includes ‘balance’ and ‘VFM’. The former is shared all reviews and labels the evaluations where quantity is judged as balanced or not. The latter, instead, characterises the IRRs, where the focus of reviewers is closer on the relationship between quality, quantity and price. Whilst the focus on VFM can be linked to the price range of the restaurants analysed (see Muller & Woods, 1994), the presence of families dining at Italian restaurants may imply the need to feed more people. Additionally, previously mentioned ‘rusticity’ suggests that Italian cuisine is perceived as less sophisticated than other cuisines, explaining the closer focus on VFM for IRRs.

The details regarding the menu characterise all reviewers, regardless of the cuisine. These include ‘availability’, ‘variety’ and ‘traditionalism’. The first detail deals with the possibility for customers to order specific dishes or make requests. ‘Variety’ refers to the evaluations of the menu options and how reviewers evaluate those. Among them, ‘traditionalism’ regards how reviewers view the dishes served, in relation to their recipe. Interestingly, this detail is impacted by the reviewers’ awareness (or lack thereof) of the national cuisine.

‘Price’ is discussed often in all reviews, including mentions that specific items are complimentary. Thus, ‘complimentary’ is the only detail under the price of ‘food and drink’.

The aspects pointed out in the reviews with respect to service include the ‘friendliness’ of the staff and the ability to be ‘informative’, providing suggestions and answering customers’ questions. Both of these are common to all corpora, highlighting their relevance for reviewers regardless of the cuisine. Similarly, ‘quality’ comprises:

- 1) speed
- 2) efficiency
- 3) origin
- 4) appearance
- 5) professionalism.

All of these details are found in the corpora. Hence, the ‘speed’ and ‘efficiency’ of the staff members are evaluated in all reviews. The former narrowly concerns service rapidity, while the latter deals with the service organisation and the coordination of staff members. ‘Origin’ labels the evaluations of the service based on the staff’s national and regional origins. For example, RofIR can report that staff members are originally from Italy. Similarly, ‘appearance’ identifies the evaluations of staff members on the basis of how they look, giving impressions of their age or potential geographical origins. Finally, ‘professionalism’ refers to the evaluations of the ability of the staff to perform the job, for example showing knowledge of the dishes and ingredients or being polite.

In addition, these four other aspects of service are predominant in IRRs:

- 1) language
- 2) informality
- 3) accommodating
- 4) family-run.

First, RofIR note if Italian is used by staff members to communicate with each other and with customers, according to the latter's proficiency. This is frequently interpreted as a sign of their origins and, sometimes, of authenticity. Second, the informal attitude of the staff is pointed out in IRRs, highlighting their warmth, beyond their politeness and friendliness. Hence, reviewers expect or hope to be particularly welcomed when they are dining at an Italian restaurant. Perhaps, reviewers are influenced by the stereotypical image of large convivial Italian families (see Girardelli, 2004). Such expectations or desires may also be motivated by the loyalty of customers visiting Italian restaurants in the area (as supported in Clark and Wood, 1999). If families are frequent visitors, they may appreciate an attitude that goes beyond politeness and professionalism and makes them feel at ease, as if they were dining at a friend's house.

Similarly, the willingness to accommodate customers is another salient detail in IRRs. As just mentioned, flexibility may make family outings more relaxing for the entire unit, pleasing children. Additionally, staff's willingness to respond to individual needs and preferences may benefit people with allergies and, as discussed earlier, it could be emphasised in the IRRC, as Italian cuisine is expected to be less adaptable to special dietary needs and wants. Finally, the family-run management is especially noted in IRRs, as if it made the experience 'more Italian'. Perhaps, the stereotype of the Italian family as a closely-tied network may influence this and may be considered as a sign of authenticity. In this respect, the family-run management can be interpreted as both traditional and metaphorically warm.

Regarding the 'physical premises and atmosphere', several aspects are shared by all corpora:

- 1) location
- 2) conditions

- 3) music
- 4) lighting
- 5) décor
- 6) other customers.

First, the ‘location’ of the restaurants is often discussed, evaluating the ‘convenience’ and ‘size’. Similarly, the ‘conditions’ of the premises are often reviewed, considering how clean they are (see Barber et al., 2011, according to whom cleanliness also plays a role in satisfying customers, on the basis of their expectations). This detail is also shared by all corpora, while two additional details are predominant in the IRRC. First, reviewers evaluate the restaurants in terms of their suitability for families. Family-friendliness is remarked in the other topics, as well, suggesting that Italian restaurants were expected to be especially welcoming for children. Possibly, because of the type of flavours that characterise Italian cuisine, families with young children may choose these restaurants for family outings. Moreover, the comparison of the frequency lists of both corpora shows that ‘lunch’ is frequently occurring in the IRRC only. Hence, if Italian restaurants are preferred for lunch, they could be more convenient for workers’ lunch breaks in addition to family gatherings.

Another aspect contributing to the topic of ‘physical premises and atmosphere’ is the background music (see North & Hargreaves, 1996; Wilson 2003), whenever present. Hence, the presence of music playing while dining is noted in both corpora, but judged in terms of its ‘type’ and the ‘suitability’ for Italian restaurants only. Similar findings have been discussed in the literature on different types of restaurants. For example, Caldwell and Hibbert (2002) claim that slower music tempo invites customers to spend more time within the premises, but Harrington et al. (2015) state that faster tempo may increase spending and motivate returning intentions. Meanwhile, Milliman (1986) shows that background music can help customers relax and, possibly, induce them to consume more alcohol. According to the data, RofIR in Lancaster who notice the background music will expect it to match the location (e.g. being soft, not to disturb diners) and, possibly, the nationality of the cuisine. Therefore, music could indicate authenticity.

The ‘appropriateness’ of the ‘décor’ is a detail discussed in both corpora, although the stereotypes are particularly highlighted in IRRs. In fact, the images and

decorative elements within the restaurants' premises correspond to the stereotypical images of Italians held in the UK or to the most popular cultural images (e.g. photos of famous places, décor clearly recalling Italy). Some reviewers may identify those as stereotypical and, possibly, inauthentic. Interestingly, the currently increasing relevance of restaurants' décor is also supported in most recent reports on the UK full-service restaurant industry, stating the potential impact that it can have on providing memorable dining experiences and, consequently, guarantee restaurants' growth or, at least, their survival on the market in challenging times. Accordingly, "[t]he décor of outlets, with temporary or permanent installations, as well as the creation of aesthetically pleasing spaces, is another key point" (Euromonitor International, 2019, p. 1).

'Other customers' are also often mentioned in all reviews, as an aspect of the topic of 'physical premises and atmosphere'. Details regarding it deal with the 'ethnicity' of the customers and the 'liveliness' of the restaurant. 'Ethnicity' includes all the instances where the physical appearance of the diners is considered by the reviewers as an indicator of their geographical origins or cultural background. Possibly, these are interpreted as a sign of the authenticity of the dining experience delivered by the restaurant, because the customers look as if they are from the same background as the cuisine served. Because of their assumed background, these customers are considered experts or, at least, aware of the original cuisine and, as such, able to evaluate (and choose) an authentic dining experience. For example, East Asian-looking customers dining at Chinese restaurants may be seen by reviewers as a guarantee of the authentic food served there. Similarly, Italian-speaking or looking diners can be deemed a sign of authenticity in an Italian restaurant.

Although understandable, this reasoning is particularly surprising because of the multiple assumptions it is based on. In fact, languages may be mistakenly identified by reviewers who are not proficient (e.g. Italian may be mistaken for Spanish), not to mention that physical appearance may be confused or may not represent an actual indicator of the knowledge of the cultural background (e.g. East Asian countries are very different from each other). In spite of all the possible fallacies, such references to (in)authenticity are relevant for my research, as they mark the importance of this parameter for reviewers. References to this, have been found in

all reviews, regardless of the cuisine served by the restaurant (see sections 4.2 and 6.2). Briefly, not having been able to test the authenticity of a dining experience may be difficult for these reviewers, who base their evaluations on a series of assumptions, disregarding their reliability.

Possibly impacted by the presence of ‘other customers’ within the premises, references to the ‘liveliness’ or ‘quietness’ of the place also constitute two potential components of the dining experience, according to the analysis of the data. These labels have been considered as individual components of the dining experience, as they are interdependent but do not necessarily correspond. For example, they may be influenced by additional elements characterising the restaurants’ atmosphere, such as the ‘music’.

‘Liveliness’ covers all the evaluations of the restaurants as busy or noisy, on the basis of the presence of other customers within the premises. According to the reviewers’ preferences, their dining experience could be impacted by this factor and result in an increased or decreased satisfaction with the meal. In this respect, the presence of other patrons is evaluated as having a strong influence on the final enjoyment of the experience. In fact, reviewers have contrasting views: some feel embarrassed in a quiet restaurant, while others find a busy place annoying (different perception of crowdedness are also supported in Hanks et al., 2017; Kim et al., 2009). Such a wide variety of evaluations is found in all reviews, regardless of the cuisine served by the restaurants.

Meanwhile, ‘quietness’ is especially looked for by reviewers. Potentially, Italian restaurants are expected to be quieter than others. Overall, reviewers express appreciation for quiet environments and complain when they cannot find them. Perhaps, dining at a place that is not too crowded is especially appealing for families, whose children may otherwise get stressed. Similarly, customers on a date may prefer a quiet restaurant where they can calmly converse and enjoy their meal and each other’s company. Finally, workers on their lunch break might also prefer a quiet restaurant, where they can relax, enjoy their food and, maybe, chat with their colleagues.

In fact, the ‘romantic’ feel of the restaurant is another aspect of the atmosphere that features in IRRs, in particular. Possibly because of the stereotypes about Italian charm, reviewers might explicitly appreciate such an ambience in a restaurant and express disappointment when it is absent, failing their expectations. Additionally, Italian restaurants seem especially popular for dates, other than for family gatherings and lunch breaks at work, as the frequency list of the IRRC suggests, especially in comparison with the N-IRRC. Potentially linked with this aspect is the one of ‘lighting’, which sometimes features as impacting the romantic feel of the place. Nonetheless, since ‘lighting’ is discussed in both sets of reviews, the two aspects are to be kept separate, as only the discussion of the romantic atmosphere is distinctive of IRRs, while lighting is discussed in all reviews.

Finally, ‘writing’ is listed in the model as another aspect characterising the premises and atmosphere of Italian restaurants. This label refers to the written language that is visible to diners, either as part of the décor or other physical elements. Indeed, data show that reviewers note the language they are exposed to while they are having their meal. Therefore, this is considered as another meaningful component of the dining experience which is noted by the reviewers and may impact their evaluation of the restaurants. Since the language of the writing is mentioned, this may represent a sign of authenticity for those reviewers looking for cues. Interestingly, though, this aspect seems similar to the cues provided by other customers’ appearance, as the language could be misunderstood and it does not prove the nationality of the staff and customers in any way, not to mention the authenticity of the food served. Nevertheless, it is one of the most easily noticeable signs that hint at authenticity, without requiring too deep a knowledge of the Italian culture or country. Therefore, it emphasises the relevance given to (in)authenticity by the RofIR, even though this could be based on unfounded assumptions.

To conclude, the present model is intended to represent all the diverse levels of discussion that are found in the data, distinguishing between those that are predominant in the IRRC and shared ones. Reviewers can either discuss those four levels progressively or they stop at one level and do not go any deeper. All reviews, though, are characterised by the presence of three key elements that can be explicitly expressed in, or implicitly derived from, the reviewers' comments:

- 1) expectations
- 2) evaluation of the overall dining experience
- 3) (dis)satisfaction.

First, reviewers hold some expectations on the dining experience. These are not necessarily preliminary only, as reviewers might revise or change them during or after the experience itself. If reviewers have already visited the restaurant they are reviewing, or any restaurant they deem comparable to it, their expectations will be influenced by these past experiences, too. On the basis of these expectations, all reviewers evaluate their dining experience, to a variable extent, on the basis of the levels identified in the model (i.e. exploring all levels or stopping at one of those topics, aspects and details). The topics, aspects and details that are discussed and evaluated can vary, too. Reviewers choose if they want to deal with multiple components of their experience or focus on just one, depending on what they deem more meaningful to discuss. In the model I propose, these three levels are represented in brackets, as their presence is not guaranteed or essential. I would claim that the reviewers determine both the depth and the breadth of the discussion in their reviews, not to mention their length and the way ideas are expressed.

In particular, some of these topics, aspects and details receive more attention in IRRs, as signalled by the colours in the model. At the same time, authenticity is represented as an across-the-board element, as it can be present at any level of the discussion, in both sets of reviews. Therefore, it features as a non-essential element, as only some reviewers expect it, look for it and are not satisfied unless they find it. Additionally, authenticity, when it is present, can be viewed as complementary to the other components of the model. Ultimately, the evaluations of the elements composing the dining experiences determine the final satisfaction or dissatisfaction of the reviewers. If they are satisfied with their dining experience, reviewers may decide

to express their intention to revisit the restaurant in the near future, hoping to repeat the positive meal they reviewed.

According to the findings, I would equate the concept of authenticity to a continuum, i.e. a series of gradients comprised between two extremes, one of which accounts for the total absence of it and the other implying the maximum degree of authenticity conceivable or available. I would additionally claim that the ‘illusion of authenticity’ could apply to any of these degrees. Customers can be partly or fully aware of such an illusion (as arguably supported in, for example, Gaytán, 2008; Karaosmanoğlu, 2013; Lu & Fine, 1995; Mudu, 2007), depending on whether they know that the degree of authenticity they have been offered is part of a performance (this view is supported in Beer, 2008; Lu & Fine, 1995; Mkono, 2013; see also Finkelstein, 1999), where every element contributes to the overall experience. This conceptualisation implies that ‘congruency’ is not only needed as part of the same motif for themed businesses (as supported in, e.g., Lin & Mattila, 2010) but also as contributing to ‘brand consistency’ (see, e.g., Bengtsson, Bardhi & Venkatraman, 2010), which ultimately reinforces the ‘brand identity’ (see, e.g., Ghodeswar, 2008). Referring back to the literature reviewed in my thesis, branding can be viewed as a semiotic system (Koller, 2007), whose elements should all align within the shared corporate discourse.

The continuum of authenticity that I am proposing is intended to complement the model of the components of a dining experience. As said, each one of these elements could be discussed with regard to its (in)authenticity. Such authenticity could additionally be evaluated in terms of how strongly the nationality of the cuisine is exhibited, thus possibly fostering the stereotypical national images that are held by consumers (see, e.g., Girardelli, 2004; Mkono, 2013; Wood & Lego Muñoz, 2007). Such gradients apply to individual factors of the model and include components ‘made in Italy’ and ‘originally from Italy’, blendings, local adaptations and localised elements. On the basis of the principle of ‘enoughness’, such a continuum implicitly functions as a non-fixed benchmarking tool to review dining experiences as (in)authentic (as supported in Blommaert & Varis, 2013; Gundlach & Neville, 2011).

In a nutshell, the experiences are evaluated either in conjunction with (in)authenticity or on their own. Whenever dining experiences are not evaluated as a

whole, factors are pinpointed and discussed. These mainly include the three macro-topics identified in my thesis, i.e. food and drink, service and staff, and physical premises and atmosphere, comprising distinct meso-aspects that in turn include specific micro-details. Therefore, data show that authenticity has an important role in the evaluation of Italian dining experiences in Lancaster, at least for some reviewers. Thus, authenticity is a parameter of evaluation which can be applied to any of the elements in the model proposed in my thesis and is not deemed essential by all RofIR. Authenticity has a complementary role in the reviews analysed. Simultaneously, the nationality of the cuisine served by the restaurants has a greater impact on the level of specificity than on which topics are discussed.

8. Conclusion

This chapter will conclude this thesis by summarising its main contribution, limitations and potential developments. Therefore, section 8.1 will express the original contribution to the knowledge which I made. Additionally, section 8.2 will discuss the limitations of my research, i.e. the issues encountered while completing it, to facilitate its reproduction and further development. Finally, section 8.3 will suggest future developments of my thesis and how its research can be extended to provide additional contributions to knowledge.

8.1. Contributions

My original contribution to knowledge is the model I presented and explained in section 7.4, which pinpoints the multiple levels of discussion found in the linguistically analysed reviews. Thus, I focussed on the language used to evaluate Italian cuisine in the UK, specifically in Lancaster. By analysing the language employed in the IRRs, individually and in comparison with N-IRRs, I have been able to distinguish between the levels and foci of discussion shared by all reviews and those characterising IRRs only. Therefore, I could identify which topics, aspects and details are commonly mentioned or discussed by all *TripAdvisor* reviewers and which ones are primarily dealt with by the RofIR. Whilst the former ones are relevant to all reviewers, regardless of the cuisine served by the restaurant they are evaluating, the latter ones are impacted by the nationality of the cuisine.

From the perspective of the methodology, the contribution provided by my research lies in its combination of multiple approaches to restaurant reviews, i.e. qualitative manual text analysis and a corpus-based approach. With regard to the former, I analysed randomly selected reviews (see section 4.3 and Appendix – Part II) from the perspective of appraisal theory (Martin & White, 2005). Randomisation was chosen because of the wide variability of reviews included in the corpora, to ensure that the sample was representative of those individual characteristics of reviews. With regard to the latter, I created different corpora and examined the most frequent lexemes in the frequency list, their most frequent collocates and semantic tags, with

the aid of the corpus-query system *Wmatrix* (Rayson, 2003) to address the three sub-RQs of my thesis.

From the perspective of the analysis, I have drawn on several models contributed by different authors (e.g. Bilgihan et al., 2018; Edwards & Gustafsson, 2008; Johns et al., 1996; Jönsson & Kutson, 2009; Kivits et al., 2011; Steven, Knutson & Patton, 1995), none of which, to my knowledge, pinpoints the existence of and the interdependence between the levels of discussion. My linguistic analysis, instead, suggests the existence of multiple elements, which impact the specificity of the discussion and are evaluated in the reviews, to different extents. Thus, I represented all the different components of the dining experience, which I found in the reviews, and I distributed them on the different levels of discussion (see Figure 3, p. 313), from the overarching level, evaluating the meal as a whole, to the three macro-topics of food and drink, service and staff, and physical premises and atmosphere. Within each of these topics, I defined all the possible meso-aspects, and the micro-details under each of those, which I found in the data.

Previous studies focus on the broader components of restaurant experiences that impact customer satisfaction and behavioural intentions (e.g. Ryu & Han, 2010), or on the parameters according to which dining out is evaluated (e.g. Wall & Berry, 2007). Nevertheless, none of the literature I am aware of defines them in detail, although part of it stresses the existence of product-specific aspects in online reviews (e.g. McAvley, Leskovec & Jurafsky, 2012; Tran, Duangsuwan, & Wettayaprasit, 2018). To fill this gap, the model I propose points out all the elements affecting the restaurant online reviews, from the expectations customers may hold from previous visits or impressions, to their final (dis)satisfaction, possibly expressing their intentions to dine at the same place in the future or not (as suggested in Ramya & Jain, 1999). To summarise, my contribution includes a model, which takes into consideration all the components of an online restaurant review, distinguishing essential ones from optional ones. Such a model portrays the multiple levels of discussion and the components of the dining experiences which reviewers may choose to evaluate.

By doing this, my research provides insights into the elements which are most valued and looked for by diners in Lancaster and comparable areas, as far as socio-

demographics. The input my research and similar studies can provide is likely to benefit restaurants, even financially, since online communities have the potential to impact customers' purchase decisions (see De Valck et al., 2009). Moreover, positive word-of-mouth can help to increase the value of local restaurants (see Zukin et al., 2015). Similarly, my research could provide directions to restaurateurs: by informing them about the components of the meal which are paid attention to in reviews, my thesis could assist them in providing an experience that better responds to their customers' needs and desires. If successful, they could increase the satisfaction and returning rate of current customers and, possibly, motivate them to produce positive word-of-mouth on them. Such recommendations could increase their customer base, as suggested by Shea et al. (2004).

This effort to provide a dining experience that better pleases customers could address the nationality of the cuisine offered, specifically. According to my analysis, the food and drink available at Italian restaurants in Lancaster are more appreciated for their rusticity, adaptability and VFM. Therefore, restaurateurs may want to consider presenting their food as simple and, possibly, as homemade.

Additionally, they should provide the option to adapt their dishes to different tastes and needs. This flexibility would allow them to target groups of diverse people, such as families and friends, including children, people with allergies and dietary preferences. Briefly, their menus should accommodate a wide variety of diners. Perhaps, owners and managers of Italian restaurants in the area may also want to consider having a children's menu and a menu for adults, specifying ingredients of the dishes and alternatives available for vegetarians, vegans or customers with allergies.

Managers and owners of Italian restaurants in Lancaster might also take into consideration that VFM is particularly valued by their average customer. The reviews analysed in my project show that prices are often evaluated in relation to the quantity of the food. Arguably, special deals could be offered to make portions slightly bigger. Similarly, deals could be dedicated to children, families and groups. These would allow customers to feed more people for a discounted price, as they seem to be hoping, but it may help cut costs for restaurants, which would be able to benefit from economies of scale. If they offered set menus for specific groups of customers, preparation times are likely to be shortened, too, pleasing diners even more.

Speed of service has been found to be appreciated by all reviewers, regardless of the restaurant type. RofIR, though, seem to notice the language used by the staff to communicate among them and with customers and not to expect but to appreciate the use of Italian as a positive sign of authenticity. Therefore, staff members who are proficient in Italian should employ it with their colleagues and with customers. Perhaps, staff could be trained or advised to use a few brief expressions to welcome the customers at the beginning of their visit, or as they leave the establishment. If diners are not familiar with these words, they could translate them into English right after.

According to results, the presence of written Italian within the premises is noted in the reviews, as a sign of authenticity and as indicating the type of cuisine. Given its positive effect on the reviewers' evaluations, managers could consider using Italian on signs and decorative elements within the premises of their restaurants. Keeping in mind that locals are unlikely to be proficient, the words could be either well-known (e.g. popular Italian cities or dishes) or bilingual if they needed to be understood by the public (e.g. signs indicating the main areas of the restaurants).

Moreover, RofIR in Lancaster particularly appreciate an informal interaction with the staff. Perhaps, members of the staff could consider introducing themselves to the customers, when they enter the establishment. Jokes and brief chats may be equally appreciated.

Family-run management is frequently reported in reviews as a sign of authenticity for Italian restaurants. Because of this, family-run establishments may want to stress their nature and capitalise on it, if they are not already. For instance, they could include a brief narration of their history at the beginning of the menu for customers to read and they could display pictures of the family members involved in the foundation of the restaurant within its premises. This could give a more informal feel to the restaurant, further increasing its relaxing atmosphere.

Indeed, RofIR in Lancaster praise a relaxing environment when they find it and lament its absence. Thus, the management of these restaurants may want to be especially attentive in ensuring a stress-free experience to their customers, for example by limiting the number of patrons dining at the same time and offering

discounted rates to encourage early-bird and late visits. Even though this might be appreciated in all restaurants, regardless of the cuisine they serve, my analysis shows that this particularity is especially valued by RofIR. Thus, it may be helpful for staff members to consider that their average customers praise a place that is neither too loud nor too quiet.

Perhaps, they could choose popular Italian songs, with a slower pace, which could contribute to both peaceful surroundings and reflect the nationality of the cuisine. To further reinforce this, the décor could also be chosen to match what local customers recognise as 'Italian'. Thus, the management should consider the knowledge of their average diners and decorate the premises of the restaurants with elements that will be perceived as Italian. Arguably, such elements of décor do not necessarily need to be from Italy to realistically portray the image of an 'Italian experience', but only to be perceived as such.

Possibly linked to the stereotypical image of Italian restaurants, a romantic feel is also distinctively noted in the reviews of this type of restaurants. Therefore, the environment could be conceived to cater to couples on romantic dates and families, the two main customer segments choosing Italian restaurants according to the data, perhaps on different days or at different times, with dedicated offerings. Couples could be targeted with soft Italian music and giving the option to set the table up for a candle-lit dinner, as RofIR mention. Families could be accommodated with dedicated play-areas, maybe separated from the tables. Meanwhile, the service could be mindful of the targeted customers, being especially discreet to a more intimate environment in the first case and particularly patient and understanding of the needs of younger customers in the second situation.

In terms of authenticity, my data show that references to it or to its lack are made at all levels and with regard to any of the topics, aspects and details identified in the model. Therefore, authenticity looks relevant to some reviewers, regardless of the cuisine served by the restaurant. My research contributes to the literature highlighting the role of authenticity as important for part of the reviewers and as potentially contributing to the evaluation of any of the elements identified in my model. Thus, the present study questions the literature proposing authenticity as essential to (restaurant) businesses' success (e.g. Bordi, 2006; Gilmore & Pine, 2007; Long, 2006; Mkono,

2013; see also Abarca, 2004; Beardsworth & Bryman, 2009; Ebster & Guist, 2005; Grayson & Martinec, 2004; Jang et al., 2012; Liu 2009; Lu & Fine, 1995; Lego Muñoz, & Wood, 2009).

In addition, my linguistic analysis suggests that authenticity is a continuum, i.e. a gradient which can imply the ‘illusion of authenticity’ that customers may or may not be aware of (arguably supported in, for example, Gaytán, 2008; Karaosmanoğlu, 2013; Lu & Fine, 1995; Mudu, 2007). Considering the continuum of authenticity that I am proposing, I would like to point out that the definition of a restaurant serving foreign cuisine as ‘themed’ could be intended as one extreme of the continuum where the nationality of the cuisine offered is exhibited more strongly, thus possibly perceived as fostering the stereotypical national images that are held by consumers and that are pinpointed in part of the literature (e.g. Blommaert & Varis, 2013; Girardelli, 2004; Mkono, 2013; Wood & Lego Muñoz, 2007). Alternatively, the experience could recall a meal customers had in Italy (or, potentially, elsewhere) which is deemed as ideal in the comparative evaluation of the dining experience. Hence, this could be intended as another extreme of this continuum. Gradients in-between the extremes could include a mixture of elements that are ‘made in Italy’ and ‘originally from Italy’, such as Italian staff and products, blendings, local adaptations and localised elements (e.g. garlic bread). Such a combination between British and Italian (or another national cuisine) could relate to any of the meal components identified in my model, at any level of specificity (e.g. menu variety or staff’s origins).

Briefly, the originality and novelty of my study can be summarised as follows:

- It focuses on an under-researched type of restaurants (i.e. lower-scale).
- It focuses on a less cosmopolitan city.
- It uses a combined method, including corpus linguistics and appraisal theory.
- It reviews and bridges literature across disciplines (broadly, linguistics and business studies).

At the same time, it contributes to the literature by pinpointing key elements of the dining experience in restaurant reviews, such as the food, the service and the atmosphere (e.g. Heide & Grønhaug, 2006) or particular aspects and details regarding

those, such as music (e.g. Caldwell & Hibbert, 2002; Harrington, Ottenbacher & Treuter, 2015; Milliman, 1986; Wilson, 2003), lighting (e.g. Biswas et al., 2017; Oberfeld et al., 2009; Spence & Piqueras-Aszman, 2014), odours (e.g. Guéguen & Petr, 2006) or the presence of other customers (e.g. Hanks et al., 2017; Kim, Wen & Doh, 2010).

Furthermore, my thesis highlights the interplay of different factors within restaurant reviews (as supported in, for example, Bitner, 1992; Lanza-Abbott & Cruz, 2004; Lin, 2004; Pantelidis, 2010; Reimer & Kuehn, 2005; Ryu & Jang, 2008; Williamson et al., 2009), detailing all those found in the sample collected and articulating three main claims:

- Not all meal components are essential and dealt with at the same level of depth in the reviews.
- The degree of authenticity can be evaluated in relation to each one of the topics, aspects and details identified in my model.
- The cuisine served by the restaurants impacts the foci of the reviews.

The next section will focus on the shortcomings of my research to suggest how it could have been developed more easily and efficiently.

8.2. Limitations of the study

With regard to methodological issues, the main possible problem of the present study regards the parameters guiding the classifications of the most frequent words in the corpora, which sometimes may not seem to be strict enough to allow their objective classification. Additionally, the allocation of an occurrence to a specific label rather than another has often been less than straightforward, as the meaning of the concordance lines is fuzzy rather than clear-cut. This difficulty has been partially overcome through non-mutually exclusive categories to select all the labels that apply to each concordance line.

Another challenge is connected to the great variability of the reviews' style, meaning that the concordance lines could be very different in terms of their information density. As explained in section 3.4 and 3.6, the concordance span in

Wmatrix can only be selected in terms of character width; therefore, I chose a span of 200 characters to gather enough information about the discussion from the co-text.²¹ Since descriptions of the dining experiences are frequently lengthy and detailed, in all reviews, a wider span has facilitated finding both the actual evaluations and their objects. Another option could have been, for example, to manually consider all the text from the word occurrence to the next full stop but that would have required to filter the entire corpora manually. Even if the corpus investigation tool allowed setting a word-span rather than a character-span, the same issue could persist, as the style of the reviews is not fixed. Moreover, this process would have been highly time-consuming.

Finally, the labels of appraisal theory have been limited to those described in the methodology (in section 3.3), for practical reasons. This implies that not all instances of appraisals have been analysed to the same level of specificity. Similarly to the occurrences categorised, the interpretation of appraisal items was not always completely clear-cut. Because of this, in the next section, I will suggest that future developments of similar studies adopt a different combination of methodological approaches, which would make it possible to ask reviewers for clarification whenever the meaning of their evaluations is not completely clear (e.g. through follow-up interviews). As mentioned in section 3.3, to reduce the impact of the limitations involved in the annotation of the appraisals, an in-depth record of the methodological choices made was kept, justifying them, testing and refining the annotation process, progressively monitoring the reliability of the decisions implemented, as suggested in the literature (see Fuoli, 2018). Additionally, the methodological choices were guided by the type of data analysed (this approach is supported, e.g., in Fuoli, 2018; see also Kirk & Miller, 1986). Such strategies were intended to grant flexibility, which was deemed essential because of the wide variability of the reviews (e.g. in terms of content, length and style).

Another limitation of my research is that it does not consider the possible impact that the personal characteristics of the reviewers could have on the content of the reviews they wrote and their evaluation parameters. In fact, the potential influence

²¹ I included the single review where the examined words occurred only, whilst completing all sentences in the concordance lines demonstrating a point.

that the cultural backgrounds of the reviewers can have on their perceptions, ratings and the components of the meal they prioritise is supported in much of the literature (e.g. Beatty, 1982; Laroche et al. 2004; Liu et al., 2001; Mattila & Patterson, 2004; Meinel, 2013; Nakayama, 2015; Thienhirun & Chung, 2017; White & Kokotsaki, 2004; Winsted, 1999), most of which has been discussed in the literature review. As previously argued, this is another issue whose impact could be limited with a different or additional methodological approach (e.g. interviews, surveys or questionnaires), which would allow collecting more information on the background of the reviewers (e.g. age, gender, income or ethnic origins).

Another issue regarding the contents and evaluations in the reviews is the likely lack of expertise of their authors to evaluate their dining experience critically. Part of the literature discussed in my thesis, thus, argues that online reviews are (supposedly or relatively) ‘democratic’ (i.e. open to anyone who has access to the online platform) but not instances of expert writing (e.g. Mellet et al., 2014). To avoid this issue participants have sometimes been trained to rate the restaurants (e.g. Liu et al., 2004), which may be considered as a possibility for future studies on the same topic. Finally, customer knowledge is likely to impact their evaluations (as supported in, for example, Naderi et al., 2018). Considering this, a follow-up interview or a dedicated part in a survey or questionnaire, addressing reviewers’ awareness of the national cuisine, for instance, could provide insights on key factors in their evaluations. This may be especially relevant to examine the role of authenticity in their online contributions and how they view the cuisine as ‘authentic’.

Clarifying with the reviewers why they evaluate some elements of the dining experience as they do could shed light on the potential impact of the intended audience on the content and style of the reviews, especially with regard to negative evaluations (e.g. Vásquez, 2011), as the authors may fear to ‘lose face’ or that their criticisms would be read by the management. They may hedge more frequently or criticise specific elements. Moreover, the possible impact of intertextuality (e.g. Vásquez, 2015b) and metadiscourse (e.g. Vásquez, 2015a) on the content of the reviews have not been addressed in my research and could constitute a potential further development of the project.

Finally, the potential manipulation of the reviews is another possible limitation of my research which has not been considered. This could represent a challenge especially if my research project was to be extended to larger and more prestigious areas, where competition is fiercer (e.g. Hu et al., 2012; see also Wirtz & Chew, 2002, claiming that incentives can generate positive word-of-mouth, especially in a small city).

In the next section, I will proceed to some reflections concerning open questions and propose some possible future venues for research.

8.3. Future directions

The present study has shown the existence of multiple levels of discussion in online restaurant reviews, which focus on the components of the dining experiences and evaluate them to different extents. The principle which lies at the basis of my research is that the prevalence of the concept of (in)authenticity as the main factor in customers' evaluations of a dining experience is not to be taken for granted (as suggested in Gilmore & Pine, 2007). Instead, the notion of 'quasification' (Beardsworth & Bryman, 1999, p. 248) could represent a good candidate to explain one of the extremes of authenticity intended as a continuum, which gives customers an 'illusion of authenticity' (see Lu & Fine, 1995) they may or may not be aware of.

In the current trend of exchanging goods and services for money as an 'experience' (see Baum, 2006; Beer, 2008; Gibbs & Ritchie, 2010; Gilmore & Pine, 2002; Kim & Jang, 2016; Neelamegham & Jain, 1999; Pine & Gilmore, 1998), the analysis of how (in)authenticity is dealt with in *TripAdvisor* restaurant reviews enabled me to account for the tendencies noticed in the analysis of the selected dataset, where authenticity or the lack thereof is noted by only part of the reviewers. This has brought me to conclude that authenticity does not have the same importance for all reviewers. Thus, it would be interesting to explore further any additional link between such an interest in authenticity and personal characteristics of the reviewers to see if customers who value authenticity and/or look for it in their dining experience are more likely to belong to a specific age group or gender or have a higher purchasing power that may impact their evaluations.

Adopting a different combination of methodological approaches, which allowed to ask for further information on the reviewers' background and personal characteristics could provide further insights on how (in)authenticity is regarded in online restaurant reviews and, more broadly, how other components of the meal are evaluated in those. For example, interviews, questionnaires or surveys, addressing this, could be helpful to profile reviewers and integrate the results discussed in my research. Furthermore, including follow-up interviews with the reviewers could allow clarification of what they referred to in their reviews, whenever their evaluations are not completely clear, as mentioned in the previous section.

Collecting personal information on the reviewers could be complemented by pointing out the occasion of the dining experience, providing a better understanding of the motivations bringing reviewers to evaluate specific components according to certain parameters (as supported, for example, in Yüksel and Yüksel, 2002, claiming that tourists require cross-segmentation to analyse what they are looking for in a dining experience in terms of satisfaction). This could be especially helpful in a university city like Lancaster, where the student population is transient.

Following my analysis, authenticity can be viewed as a continuum, comprising various degrees. On the basis of the principle of 'enoughness' such a continuum will implicitly function as a non-fixed benchmarking tool to identify how (in)authentic experiences are (see also Blommaert & Varis, 2013; Girardelli, 2004; Gundlach & Neville, 2011; Wood & Lego Muñoz, 2007), according to the reviewers' expectations and perceptions. In this sense, a different methodological approach, allowing a direct interaction (e.g. interviews or focus groups) with the reviewers could also point out what they expected from their experience beforehand and if and how their expectations have changed in light of their recent visit to the restaurant.

Especially if consistency was to be pointed out as disappointing or if previous experiences were mentioned, establishing a dialogue between the researcher and the reviewers could promise developments in understanding the impact of familiarity or knowledge of the national cuisine and/or the restaurant reviewed (as supported in, for instance, Ebster & Guist, 2005). Briefly, developing my research further with different methodological approaches could considerably enrich its contribution to knowledge.

To summarise, all the possibilities previously discussed in this section could have interesting implications, filling additional gaps in the relevant literature. At the same time, though, further developments of my research could have more practical repercussions in shedding light on the differences between locations and restaurant types. A few ideas will be given in the last paragraphs of this section.

First, intertextuality and metadiscourse could be analysed, focusing on references to other reviewers or reviews. This could offer interesting insights on if and how reading other contributions can impact the evaluations expressed (as suggested in, e.g., Vásquez, 2015a; Vásquez, 2015b).

Moreover, the model proposed in this thesis seems to have interesting, far-reaching consequences for the development of a comprehensive framework, which delineates the diversity in the perceptions of (in)authenticity, especially with regard to restaurants serving national cuisines. Thus, the applicability of my model could be tested further, taking into consideration different geographical areas and national cuisines, and possibly a different online platform (e.g. Google reviews or Yelp).

According to the existing literature, food quality is of key importance for customers, regardless of the cuisine served and the location of the restaurants (e.g. Ha & Jang, 2010, and Ryu et al., 2012, for Korean restaurants in the US and Chinese restaurants in the US, respectively). Similarly, Jang et al. (2011) show that authentic Chinese atmospherics significantly impact the behavioural intentions of patrons in the US, through their emotional responses. Ryu et al. (2012) additionally claim that the physical environment of Chinese restaurants in the US is a significant predictor of the customers' perceived value, which determines satisfaction. Nonetheless, the country where the restaurants are located and the nationality of the cuisine they serve may impact this. In contrast with my findings, service has been shown to positively and significantly affect the satisfaction and loyalty of customers dining at Korean restaurants in the US. Such similarities and differences in the literature point out the influence of the cuisine served by the restaurants and the market where these are located, highlighting possible future implementations of my research. In particular, it would be interesting to see if food quality always has a significant impact on patrons' satisfaction, as suggested by the studies previously mentioned. Additionally, cuisines and national markets to explore could be selected on the basis of macro-areas (e.g.

Europe). Alternatively, cuisines could be selected on the basis of migration trends in the country or long-established versus recently-established national restaurants, to examine if the history of the cuisine in the country impacts the significance of the meal components. As found in my analysis, I would expect some components of my model (i.e. all macro-topics and some of the meso-aspects and micro-details) to apply to many other cuisines and geographical contexts.

Finally, my model could be tested to analyse reviews of restaurants within another price range. I would expect such a development to require other elements, (e.g. the presence of specific staff roles, as the sommelier) to be added to my model, portraying the more expensive dining experiences.

8.4. Final remarks

My thesis contributes to understanding the current customers' perceptions of Italian restaurants in the UK, with particular reference to Lancaster. The model proposed pinpoints the key elements of reviews and the different levels of the dining experience discussed in the reviews analysed. Since (in)authenticity was found at all levels and for all the topics, aspects and details identified, it was described as a continuum, where the extremes of strong presence and complete lack of authenticity comprise the gradients to which authenticity is perceived as part of the dining experience, to different extents.

My thesis anticipates interesting further developments, focusing especially on comparable geographical areas. My model could be adopted and, possibly, extended to further analyse the spread and perception of non-British cuisines in the UK. With particular reference to the Italian cuisine, results suggest its perceptions in the Lancaster as ordinary and familiar, questioning its image as 'foreign'.

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Appendix - Part I: complete tables

Table 87 - Frequency of the words labelled under the semantic tag F1 (food) in both positive and negative IRRC (complete table)

Positive IRRC			Negative IRRC		
Word	Frequency	Rf	Word	Frequency	Rf
food	1673	1.36	food	487	0.957
restaurant	687	0.559	restaurant	211	0.415
pizza	599	0.487	pizza	171	0.336
meal	522	0.424	meal	170	0.334
menu	410	0.333	menu	81	0.159
lunch	288	0.234	garlic	69	0.136
pizzas	241	0.196	pasta	67	0.132
pasta	226	0.184	bread	62	0.122
eat	193	0.157	pizzas	55	0.108
garlic	152	0.124	eat	53	0.104
cooked	129	0.105	lunch	47	0.092
meals	127	0.103	meals	46	0.09
bread	126	0.102	starters	42	0.083
starters	110	0.089	starter	42	0.083
starter	94	0.076	eating	37	0.073
restaurants	77	0.063	chef	32	0.063
cheese	70	0.057	cheese	29	0.057
dessert	68	0.055	restaurants	29	0.057
eaten	60	0.049	cooked	26	0.051
desserts	60	0.049	main_course	25	0.049
salad	59	0.048	sauce	25	0.049
lasagne	56	0.046	eaten	23	0.045
ate	54	0.044	kitchen	22	0.043
chef	45	0.037	overcooked	22	0.043
dinner	45	0.037	lasagne	21	0.041
dining	44	0.036	dessert	20	0.039
eating	42	0.034	spaghetti	19	0.037
carbonara	39	0.032	ate	19	0.037
toppings	39	0.032	salad	19	0.037
dough	39	0.032	meat	18	0.035
steak	35	0.028	lunchtime	17	0.033
kitchen	33	0.027	chips	16	0.031
tiramisu	30	0.024	menus	16	0.031
chips	29	0.024	cutlery	15	0.029
menus	29	0.024	dinner	14	0.028
seafood	29	0.024	breakfast	14	0.028

Positive IRRC			Negative IRRC		
Word	Frequency	Rf	Word	Frequency	Rf
sauce	28	0.023	ice_cream	14	0.028
lunchtime	27	0.022	steak	14	0.028
ice_cream	26	0.021	bacon	14	0.028
tomato	26	0.021	carbonara	13	0.026
cannelloni	26	0.021	dough	13	0.026
chilli	23	0.019	hungry	13	0.026
main_course	23	0.019	onion	11	0.022
vegetarian	22	0.018	mozzarella	11	0.022
spaghetti	22	0.018	desserts	10	0.02
salmon	22	0.018	tomato	10	0.02
main_courses	21	0.017	main_courses	10	0.02
cake	21	0.017	bruschetta	9	0.018
chocolate	20	0.016	dining	9	0.018
breakfast	19	0.015	tomato_sauce	9	0.018
meat	19	0.015	seafood	9	0.018
evening_meal	18	0.015	topping	8	0.016
pudding	18	0.015	olives	8	0.016
pastas	17	0.014	prawns	8	0.016
cheesecake	16	0.013	toppings	8	0.016
olives	16	0.013	raw	8	0.016
topping	16	0.013	cook	7	0.014
cakes	16	0.013	chilli	7	0.014
prawns	15	0.012	cream	7	0.014
mozzarella	15	0.012	cannelloni	7	0.014
salads	15	0.012	beef	7	0.014
spinach	15	0.012	café	7	0.014
server	14	0.011	pepperoni	6	0.012
puddings	14	0.011	tomatoes	6	0.012
bacon	14	0.011	cooking	6	0.012
diners	14	0.011	burger	6	0.012
burger	14	0.011	vegetarian	6	0.012
café	14	0.011	salmon	6	0.012
ham	13	0.011	prawn	5	0.01
chefs	13	0.011	uncooked	5	0.01
pizzeria	13	0.011	ravioli	5	0.01
hungry	14	0.011	veg	5	0.01
vegan	12	0.01	chocolate	5	0.01
dine	12	0.01	fried	5	0.01
soup	12	0.01	tagliatelle	5	0.01
prawn	11	0.009	chefs	5	0.01
eat_out	11	0.009	dined	5	0.01
side_salad	11	0.009	rice	5	0.01

Positive IRRC			Negative IRRC		
Word	Frequency	Rf	Word	Frequency	Rf
dined	11	0.009	soup	5	0.01
lemon	10	0.008	side_salad	4	0.008
ricotta	10	0.008	sauces	4	0.008
baked	10	0.008	diners	4	0.008
tomato_sauce	9	0.007	sausage	4	0.008
beef	9	0.007	diet	4	0.008
pepperoni	9	0.007	sirloin	4	0.008
cuisine	9	0.007	evening_meal	4	0.008
takeaway	9	0.007	cake	4	0.008
butter	9	0.007	saturday_lunch	4	0.008
dietary	8	0.007	pepper	4	0.008
parmesan	8	0.007	flour	4	0.008
cream	8	0.007	pate	4	0.008
lasagna	8	0.007	butter	4	0.008
steaks	8	0.007	baked	4	0.008
appetite	7	0.006	spinach	4	0.008
Saturday_lunch	7	0.006	tiramisu	4	0.008
sausage	7	0.006	server	3	0.006
eatery	7	0.006	ready_meal	3	0.006
vegetable	7	0.006	spaghetti_bolognese	3	0.006
tortellini	7	0.006	pudding	3	0.006
toffee	7	0.006	onions	3	0.006
bbq	7	0.006	mayonnaise	3	0.006
vegetarians	7	0.006	peppers	3	0.006
macaroni	7	0.006	toasted	3	0.006
cook	6	0.005	peas	3	0.006
veg	6	0.005	microwaved	3	0.006
salami	6	0.005	edible	3	0.006
bread	6	0.005	seasoning	3	0.006
scrambled	6	0.005	sundaes	3	0.006
tomatoes	6	0.005	crackers	3	0.006
burgers	6	0.005	tuna	3	0.006
eating_out	6	0.005	garnish	2	0.004
onion	6	0.005	chip	2	0.004
fries	6	0.005	breakfasts	2	0.004
fed	6	0.005	Sunday_lunch	2	0.004
cooking	6	0.005	stodge	2	0.004
vegetables	6	0.005	pancakes	2	0.004
ravioli	5	0.004	gravy	2	0.004
diner	5	0.004	basil	2	0.004
platter	5	0.004	mouthful	2	0.004
bruschetta	5	0.004	ham	2	0.004

Positive IRRC			Negative IRRC		
Word	Frequency	Rf	Word	Frequency	Rf
Penne	5	0.004	gourmet_club	2	0.004
black_pepper	5	0.004	black_pepper	2	0.004
birthday_cake	5	0.004	parmesan_cheese	2	0.004
sundae	5	0.004	stew	2	0.004
torte	5	0.004	rosemary	2	0.004
lunches	5	0.004	casserole	2	0.004
tapas	5	0.004	orange	2	0.004
deli	5	0.004	salads	2	0.004
fruit	5	0.004	bruschettas	2	0.004
anchovies	5	0.004	toast	2	0.004
rice	5	0.004	vegetable	2	0.004
pork	5	0.004	mayo	2	0.004
tagliatelle	5	0.004	fries	2	0.004
pavlova	5	0.004	lemon	2	0.004
diet	4	0.003	diner	2	0.004
pepper	4	0.003	salt	2	0.004
Sunday_lunch	4	0.003	fillet_steak	2	0.004
cream_sauce	4	0.003	canteen	2	0.004
trattoria	4	0.003	trattoria	2	0.004
veal	4	0.003	pastry	2	0.004
fillet_steak	4	0.003	jalapenos	2	0.004
profiteroles	4	0.003	foods	2	0.004
herbs	4	0.003	microwave_meals	2	0.004
fudge_cake	4	0.003	eat_out	2	0.004
crisp	4	0.003	waitress	2	0.004
coleslaw	4	0.003	pasta_sauce	2	0.004
waitress	3	0.002	pastas	2	0.004
sweets	3	0.002	pork	2	0.004
dinners	3	0.002	pesto	2	0.004
veggie	3	0.002	tomato_soup	2	0.004
overcooked	3	0.002	dine	2	0.004
appetizer	3	0.002	balsamic_vinegar	2	0.004
artichoke	3	0.002	merlot	2	0.004
sirloin	3	0.002	toffee_sauce	2	0.004
pancakes	3	0.002	banana	2	0.004
cutlery	3	0.002	breadsticks	2	0.004
Merlot	3	0.002	prawn_cocktail	2	0.004
ice-cream	3	0.002	penne	1	0.002
spaghetti_bolognese	3	0.002	veggie	1	0.002
brie	3	0.002	two-course	1	0.002
peppers	3	0.002	mushroom_soup	1	0.002
tuna	3	0.002	appetizer	1	0.002

Positive IRRC			Negative IRRC		
Word	Frequency	Rf	Word	Frequency	Rf
snack	3	0.002	bolognaise	1	0.002
pie	3	0.002	waitresses	1	0.002
toasted	3	0.002	leeks	1	0.002
choc	3	0.002	fryer	1	0.002
fennel	3	0.002	Saturday_dinner	1	0.002
eater	3	0.002	scrambled	1	0.002
foods	3	0.002	breadcrumbs	1	0.002
recipe	3	0.002	mash	1	0.002
Parma_ham	3	0.002	beans	1	0.002
smoked_salmon	3	0.002	left_overs	1	0.002
grub	3	0.002	gourmet_society	1	0.002
a_la_carte	3	0.002	ice_creams	1	0.002
waitresses	3	0.002	crockery	1	0.002
sandwich	3	0.002	burgers	1	0.002
cheese_tart	3	0.002	gourmet	1	0.002
mousse	3	0.002	bread_crums	1	0.002
marmalade	3	0.002	roasted	1	0.002
pizza_place	3	0.002	eateries	1	0.002
bake	3	0.002	carbonara_sauce	1	0.002
piazza	3	0.002	chicken_sandwich	1	0.002
pizzerias	3	0.002	sandwiches	1	0.002
side_salads	3	0.002	soups	1	0.002
devoured	3	0.002	leek	1	0.002
black_pudding	3	0.002	cakes	1	0.002
feed	2	0.002	scone	1	0.002
eats	2	0.002	curry	1	0.002
cheese_cake	2	0.002	vegetables	1	0.002
cookie	2	0.002	salami	1	0.002
pesto	2	0.002	spice	1	0.002
eateries	2	0.002	parmesan	1	0.002
vegans	2	0.002	rice_pudding	1	0.002
cherry	2	0.002	spices	1	0.002
produce	2	0.002	blancmange	1	0.002
minestrone_soup	2	0.002	peppercorn_sauce	1	0.002
soups	2	0.002	marinated	1	0.002
cafes	2	0.002	porterhouse	1	0.002
butties	2	0.002	kebabs	1	0.002
broccoli	2	0.002	steaks	1	0.002
mint	2	0.002	coleslaw	1	0.002
roasted	2	0.002	bun	1	0.002
cream_cheese	2	0.002	blue_cheese	1	0.002
eaters	2	0.002	ricotta	1	0.002

Positive IRRC			Negative IRRC		
Word	Frequency	Rf	Word	Frequency	Rf
pancake	2	0.002	sweets	1	0.002
cutlets	2	0.002	pasta_lover	1	0.002
carafe	2	0.002	sweet	1	0.002
lunchtimes	2	0.002	cuisine	1	0.002
fillet	2	0.002	lemons	1	0.002
balsamic_vinegar	2	0.002	sage	1	0.002
basil	2	0.002	mint	1	0.002
meringue_pie	2	0.002	over-cooked	1	0.002
potato_chips	2	0.002	frying	1	0.002
sauces	2	0.002	sundae	1	0.002
meaty	2	0.002	wafer	1	0.002
melon	2	0.002	trimmings	1	0.002
mouthful	2	0.002	cooks	1	0.002
nut	2	0.002	linguine	1	0.002
linguini	2	0.002	sugar	1	0.002
chillis	2	0.002	lasagnes	1	0.002
pizza_lovers	2	0.002	Parma_ham	1	0.002
supper	2	0.002	turkey	1	0.002
fruity	2	0.002	pavlova	1	0.002
anchovy	2	0.002	bread	1	0.002
meringue	2	0.002	marshmallows	1	0.002
linguine	2	0.002	eating_environment	1	0.002
nibbles	2	0.002	Chardonnay	1	0.002
cinnamon	2	0.002	feast	1	0.002
leftovers	2	0.002	vegetarians	1	0.002
peppercorn	2	0.002	looked_raw	1	0.002
hummus	2	0.002	fish_and_chips	1	0.002
peppercorns	2	0.002	marinara	1	0.002
pate	2	0.002	cod	1	0.002
blue_cheese	2	0.002	spare_ribs	1	0.002
fast_food	2	0.002	cheesecake	1	0.002
banoffee_pie	2	0.002	fudge_cake	1	0.002
carrots	2	0.002	anchovies	1	0.002
cooks	2	0.002	lettuce	1	0.002
gyro	2	0.002	cucumber	1	0.002
starving	3	0.002	eater	1	0.002
lentil	1	0.001	sandwich	1	0.002
sweet_tooth	1	0.001	famished	1	0.002
pasta_thing	1	0.001	tomato_puree	1	0.002
spice	1	0.001	meringue	1	0.002
crab_cakes	1	0.001	antipasto	1	0.002
raw	1	0.001	bake	1	0.002

Positive IRRC			Negative IRRC		
Word	Frequency	Rf	Word	Frequency	Rf
afters	1	0.001	moussaka	1	0.002
peeling	1	0.001	fillet	1	0.002
dessert_cake	1	0.001	anchovy	1	0.002
beans	1	0.001	eatery.	1	0.002
spicy-	1	0.001	cheese_sauce	1	0.002
doughnuts	1	0.001	prosciutto	1	0.002
tomato_free	1	0.001	wheat	1	0.002
mashed_potatoes	1	0.001	Zinfandel	1	0.002
ball_sandwich	1	0.001	eaters	1	0.002
wholemeal	1	0.001	pie	1	0.002
parsley	1	0.001	chewing_gum	1	0.002
diets	1	0.001	restaurant_manager	1	0.002
Ristorante	1	0.001	tomatoe_sauce	1	0.002
hazelnut	1	0.001	hunger	1	0.002
cod	1	0.001			
digest	1	0.001			
fudge	1	0.001			
lave_cake	1	0.001			
butternut_soup	1	0.001			
rosemary	1	0.001			
sugar	1	0.001			
biscuit	1	0.001			
bean	1	0.001			
bun	1	0.001			
sausages	1	0.001			
pasta_pie	1	0.001			
strawberries	1	0.001			
butty	1	0.001			
chilli_sauce	1	0.001			
pizza_pie	1	0.001			
picnic	1	0.001			
egg_on_toast	1	0.001			
bean_soup	1	0.001			
chocolates	1	0.001			
marshmallows	1	0.001			
teacakes	1	0.001			
bagel	1	0.001			
grapes	1	0.001			
cannelloni.	1	0.001			
breadcrumbs	1	0.001			
nuts	1	0.001			
sultanas	1	0.001			

Positive IRRC			Negative IRRC		
Word	Frequency	Rf	Word	Frequency	Rf
stuffing	1	0.001			
marinara	1	0.001			
pasty	1	0.001			
peas	1	0.001			
stew	1	0.001			
microwaved	1	0.001			
bistro	1	0.001			
chasseur	1	0.001			
minestrone	1	0.001			
carafes	1	0.001			
grilled	1	0.001			
prawn_cocktail	1	0.001			
pear	1	0.001			
vegetable_soup	1	0.001			
lime	1	0.001			
veggies	1	0.001			
rump_steak	1	0.001			
pud	1	0.001			
head_chef	1	0.001			
gnocchi	1	0.001			
lunch-time	1	0.001			
fettuccini	1	0.001			
chardonnay	1	0.001			
marinated	1	0.001			
dining_companions	1	0.001			
gastronomic	1	0.001			
roast	1	0.001			
roast_tomato	1	0.001			
eaten_out	1	0.001			
deep_fried	1	0.001			
peppercorn_sauce	1	0.001			
peppered	1	0.001			
meats	1	0.001			
pinot	1	0.001			
fishcakes	1	0.001			
fried	1	0.001			
nachos	1	0.001			
chicken_sauce	1	0.001			
lollys	1	0.001			
fish_and_chips	1	0.001			
cheesecakes	1	0.001			
maitre	1	0.001			

Positive IRRC			Negative IRRC		
Word	Frequency	Rf	Word	Frequency	Rf
sweet	1	0.001			
scampi	1	0.001			
raspberry	1	0.001			
food_wise	1	0.001			
Tuesday_lunch	1	0.001			
salt	1	0.001			
meat_courses	1	0.001			
tomato_based	1	0.001			
onions	1	0.001			
sit_down_meal	1	0.001			
Saturday_tea	1	0.001			
tiramisus	1	0.001			
chew	1	0.001			
restaurant_lover	1	0.001			
mash	1	0.001			
gravy	1	0.001			
feast	1	0.001			
dish	1	0.001			
lolly	1	0.001			
scoffed	1	0.001			
spare_ribs	1	0.001			
crackers	1	0.001			
jalapenos	1	0.001			
pickled	1	0.001			
barbecue	1	0.001			
banana	1	0.001			
cuisine_sector	1	0.001			
dished_up	1	0.001			
sauce_based	1	0.001			
salted	1	0.001			
caramel	1	0.001			
jelly	1	0.001			
appetites	1	0.001			
pizza_fan	1	0.001			
strawberry	1	0.001			
crisp_based	1	0.001			
crunch_pie	1	0.001			
tomato_puree	1	0.001			
dinner_time	1	0.001			
spread	1	0.001			
spinach_sauce	1	0.001			
feeding	1	0.001			

Positive IRRC			Negative IRRC		
Word	Frequency	Rf	Word	Frequency	Rf
lemon_sauce	1	0.001			
chocolate_sauce	1	0.001			
lettuce	1	0.001			
SOYA	1	0.001			
wolfed	1	0.001			
edible	1	0.001			
dishing_up	1	0.001			
puds	1	0.001			
feta	1	0.001			
grape	1	0.001			
nutritional	1	0.001			
dished	1	0.001			
rose_sauce	1	0.001			
creamed	1	0.001			
masala_sauce	1	0.001			
Zinfandel	1	0.001			
caramel_apple	1	0.001			
slaw	1	0.001			
wafer	1	0.001			
orange	1	0.001			
lunched	1	0.001			
sandwiches	1	0.001			
jacket_potato	1	0.001			
garlic_sauce	1	0.001			
roast_potatoes	1	0.001			
parmesan_cheese	1	0.001			
uncooked	1	0.001			
pies	1	0.001			
takeout	1	0.001			
hunger	1	0.001			
hungrier	1	0.001			

Table 88 – Frequency list of the words labelled under the semantic tag F2 (drinks and alcohol) in both positive and negative IRRC (complete table)

Positive IRRC			Negative IRRC		
Word	Frequency	Rf	Word	Frequency	Rf
drinks	175	0.142	drinks	115	0.226
wine	161	0.131	drink	57	0.112
bar	70	0.057	bar	50	0.098
drink	61	0.05	wine	33	0.065

Positive IRRC			Negative IRRC		
Word	Frequency	Rf	Word	Frequency	Rf
coffee	56	0.046	coffee	14	0.028
cocktails	47	0.038	beer	10	0.02
tea	34	0.028	coke	10	0.02
wines	32	0.026	bottle_of_wine	6	0.012
beer	22	0.018	barman	6	0.012
bottle_of_wine	12	0.01	cocktails	5	0.01
cocktail	10	0.008	tea	5	0.01
glass_of_wine	8	0.007	milk	4	0.008
coffees	8	0.007	beers	4	0.008
cocktail_bar	8	0.007	soft_drinks	3	0.006
soft_drink	6	0.005	drinking	3	0.006
drinking	6	0.005	lemonade	3	0.006
glasses_of_wine	6	0.005	glass_of_wine	3	0.006
pub	6	0.005	lager	3	0.006
cider	5	0.004	margarita	2	0.004
milk	5	0.004	wines	2	0.004
espresso	4	0.003	soft_drink	2	0.004
coke	4	0.003	alcohol	2	0.004
margarita	4	0.003	can_of_limonata	1	0.002
alcoholic	4	0.003	drinks_free	1	0.002
juice	3	0.002	liqueurs	1	0.002
pubs	3	0.002	barmen	1	0.002
cappuccino	3	0.002	double	1	0.002
plonk	3	0.002	coffee_houses	1	0.002
soft_drinks	3	0.002	orange_juice	1	0.002
bars	3	0.002	juice	1	0.002
cokes	3	0.002	milkshake	1	0.002
wine_bar	3	0.002	coffees	1	0.002
orange_juice	2	0.002	cappuccino	1	0.002
lager	2	0.002	cup_of_coffee	1	0.002
cup_of_coffee	2	0.002	Sunday_tea	1	0.002
bird_tea	2	0.002	lagers	1	0.002
cuppa	2	0.002	tequila	1	0.002
Americano	2	0.002	brew	1	0.002
leaf_tea	2	0.002	bartender	1	0.002
grappa	2	0.002	country_pub	1	0.002
vino	2	0.002	cocktail	1	0.002
alcohol	2	0.002	sip	1	0.002
Amaretto	2	0.002	bar_manager	1	0.002
family_tea	2	0.002	teetotal	1	0.002
non-alcoholic	2	0.002	bottles_of_wine	1	0.002
beers	2	0.002	Americano	1	0.002

Positive IRRC			Negative IRRC		
Word	Frequency	Rf	Word	Frequency	Rf
real_ale	2	0.002	espresso	1	0.002
draught_beer	1	0.001	coffee_cup	1	0.002
shandys	1	0.001	drank	1	0.002
cola	1	0.001			
cuppa_tea	1	0.001			
milkshakes	1	0.001			
teas	1	0.001			
milkshake.	1	0.001			
soya_milk	1	0.001			
charring	1	0.001			
liquor	1	0.001			
cup_of_tea	1	0.001			
ale	1	0.001			
ales	1	0.001			
vodka	1	0.001			
gin	1	0.001			
iced_tea	1	0.001			
latte	1	0.001			
birthday_tea	1	0.001			
lemonade	1	0.001			
liqueur_coffees	1	0.001			
drink_free	1	0.001			
ciders	1	0.001			
sipping	1	0.001			
bottles_of_wine	1	0.001			
teapot	1	0.001			
decaf	1	0.001			

Appendix - Part II: appraisal analysis of the 21 randomly selected N-IRRs

BRITISH CUISINE

221 Friendly and efficient			
Just down from the Local_place so very convenient after visiting the castle, the little house and the lodging. Lunchtime visit. No bubbly wine by the glass but the bottle of Prosecco was reasonably priced. Linen table cloths and napkins. Tasty reasonably priced menu served by friendly helpful young staff. As well as main menu there is a lunch menu served until, I think, 17.00 hrs including all day breakfast. Would go again			
Number	Appraising item	Appraisal type	Object of appraisal
221a	Friendly	Attitude> inscribed Attitude> appreciation> reaction> +quality	Overall dining experience> staff and service> quality> attitude
221b	Efficient	Attitude> inscribed Attitude> appreciation> reaction> quality> +effectiveness	Overall dining experience> staff and service> quality> efficiency
221c	very convenient	Attitude> inscribed Attitude> appreciation> reaction> quality> +convenience Graduation> force> medium intensity	Overall dining experience> physical premises and atmosphere> location
221d	no bubbly wine by the glass	Attitude> invoked Attitude> appreciation> composition> -details	Overall dining experience> food and drink> menu> availability
221e	reasonably priced	Attitude> inscribed Attitude> appreciation> reaction> quality> +appropriateness	Overall dining experience> food and drink> price
221f	Tasty [menu]	Attitude> inscribed Attitude> appreciation> reaction> +impact	Overall dining experience> food and drink> quality> taste
221g	reasonably priced menu	Attitude> inscribed Attitude> appreciation> reaction> quality> +appropriateness	Overall dining experience> food and drink> price
221h	friendly helpful [staff]	Attitude> inscribed Attitude> judgement> social esteem> +capacity	Overall dining experience> staff and service> quality> attitude
221i	Would go again	Attitude> inscribed Attitude> affect> +satisfaction	Overall dining experience> (dis)satisfaction

342 Nice roast dinner			
Went here Sunday for lunch we ordered roast beef food was excellent beer could be colder pork roast looked nice tried some off the crackling which was nice and crispy will be back			
Number	Appraising item	Appraisal type	Object of appraisal
342a	Nice roast dinner	Attitude> inscribed Attitude> appreciation> reaction> +quality	Overall dining experience> (dis)satisfaction
342b	food was excellent	Attitude> inscribed Attitude> appreciation> reaction> +quality	Overall dining experience> food and drink> quality
342c	pork roast looked nice	Attitude> inscribed Attitude> appreciation> reaction> quality> +aesthetics	Overall dining experience> food and drink> quality> presentation
342d	[pork roast] was nice	Attitude> inscribed Attitude> appreciation> reaction> +quality	Overall dining experience> food and drink> quality> taste
342e	[pork roast was] crispy	Attitude> inscribed Attitude> appreciation> reaction> +impact	Overall dining experience> food and drink> quality> texture
342f	will be back	Attitude> inscribed Attitude> affect> +satisfaction	Overall dining experience> (dis)satisfaction

408 Great meal great restuarant			
Very good sorry not good great Lovey meal friendly staff Restaurant_I sauce a new favourite. Meat melts in the mouth even for a rump steak which is sometimes a leathery cut of meat had friend had the lamb rack which was tasty nice shollots dressing which added to the flavour the place has had mixed reviews we enjoyed our evening on sunday just gone and will return you carn't please everyone put we were more than pleased with the meals and service will be returning to try the t bone steak			
Number	Appraising item	Appraisal type	Object of appraisal
408a	Great meal	Attitude> inscribed Attitude> appreciation> reaction> +quality	Overall dining experience> (dis)satisfaction
408b	Great restaurant	Attitude> inscribed Attitude> appreciation> reaction> +quality	Overall dining experience

<p>408 Great meal great restaurant Very good sorry not good great Lovey meal friendly staff Restaurant_I sauce a new favourite. Meat melts in the mouth even for a rump steak which is sometimes a leathery cut of meat had friend had the lamb rack which was tasty nice shallots dressing which added to the flavour the place has had mixed reviews we enjoyed our evening on sunday just gone and will return you can't please everyone put we were more than pleased with the meals and service will be returning to try the t bone steak</p>			
Number	Appraising item	Appraisal type	Object of appraisal
408c	Very good [dining experience]	Attitude> inscribed Attitude> appreciation> reaction> +quality Graduation> force> medium intensity	Overall dining experience> (dis)satisfaction
408d	Great [dining experience]	Attitude> inscribed Attitude> appreciation> reaction> +quality Graduation> force> high intensity	Overall dining experience> (dis)satisfaction
408e	Lovey meal	Attitude> inscribed Attitude> appreciation> reaction> +quality	Overall dining experience> (dis)satisfaction
408f	friendly staff	Attitude> inscribed Attitude> judgement> social esteem> +capacity	Overall dining experience> staff and service> quality> attitude
408g	sauce a new favourite.	Attitude> inscribed Attitude> appreciation> reaction> +impact	Overall dining experience> food and drink> quality
408h	Meat melts in the mouth	Attitude> invoked Attitude> appreciation> reaction> +impact	Overall dining experience> food and drink> quality> texture
408i	even for a rump steak which is sometimes a leathery cut of meat	Attitude> invoked Attitude> appreciation> reaction> +quality	Overall dining experience> food and drink> quality> texture
408j	tasty	Attitude> inscribed Attitude> appreciation> reaction> +impact	Overall dining experience> food and drink> quality> taste
408k	nice shallots dressing	Attitude> inscribed Attitude> appreciation> reaction> +quality	Overall dining experience> food and drink> quality

<p>408 Great meal great restaurant Very good sorry not good great Lovey meal friendly staff Restaurant_I sauce a new favourite. Meat melts in the mouth even for a rump steak which is sometimes a leathery cut of meat had friend had the lamb rack which was tasty nice shallots dressing which added to the flavour the place has had mixed reviews we enjoyed our evening on sunday just gone and will return you can't please everyone put we were more than pleased with the meals and service will be returning to try the t bone steak</p>			
Number	Appraising item	Appraisal type	Object of appraisal
408l	which added to the flavour	Attitude> inscribed Attitude> appreciation> composition> +balance	Overall dining experience> food and drink> quality> taste
408m	we enjoyed our evening	Attitude> inscribed Attitude> affect> +satisfaction	Overall dining experience> (dis)satisfaction
408n	will return	Attitude> inscribed Attitude> affect> +satisfaction	Overall dining experience> (dis)satisfaction
408o	more than pleased with the meals and service	Attitude> inscribed Attitude> affect> +satisfaction Graduation> force> medium intensity	Overall dining experience> (dis)satisfaction
408p	will be returning to try the t bone steak	Attitude> inscribed Attitude> affect> +satisfaction	Overall dining experience> (dis)satisfaction

CHINESE CUISINE

503 Amazing service and good food!			
Been to the Restaurant_J three times now on separate occasions, the lady who appears to be the owner is always very welcoming and so polite. Quite shocked to see so many bad reviews! The food is good and served in large portions. The staff are very polite and always check that you are satisfied with your meal.			
Number	Appraising item	Appraisal type	Object of appraisal
503a	Amazing service	Attitude> inscribed Attitude> appreciation> reaction> +quality	Overall dining experience> staff and service> quality
503b	good food!	Attitude> inscribed Attitude> appreciation> reaction> +quality	Overall dining experience> food and drink> quality
503c	the lady who appears to be the owner is always very welcoming	Attitude> inscribed Attitude> judgement> social esteem> +capacity Graduation> force> medium intensity	Overall dining experience> staff and service> quality> attitude
503d	[the lady who appears to be the owner is] so polite.	Attitude> inscribed Attitude> judgement> social esteem> +capacity Graduation> force> medium intensity	Overall dining experience> staff and service> quality> attitude
503e	Quite shocked	Attitude> inscribed Attitude> affect> -security Graduation> force> high intensity	Overall dining experience> (dis)satisfaction
503f	[The food is] good	Attitude> inscribed Attitude> appreciation> reaction> +quality	Overall dining experience> food and drink> quality
503g	[The food is] served in large portions.	Attitude> inscribed Attitude> appreciation> reaction> +quality	Overall dining experience> food and drink> quantity

503 Amazing service and good food!			
Been to the Restaurant_J three times now on separate occasions, the lady who appears to be the owner is always very welcoming and so polite. Quite shocked to see so many bad reviews! The food is good and served in large portions. The staff are very polite and always check that you are satisfied with your meal.			
Number	Appraising item	Appraisal type	Object of appraisal
503h	The staff are very polite	Attitude> inscribed Attitude> judgement> social esteem> +capacity Graduation> force> medium intensity	Overall dining experience> staff and service> quality> attitude

871 Best Chinese food in lancaster!			
We ordered delivery from them tonight. The staff were very nice over the phone. Everything is well priced and tastes amazing. We ordered the salt and pepper squid, the roast pork in black pepper sauce, and egg fried rice and all of it was absolutely delicious. They even included a nice chinese knot as a thank you gift with the meal. Will definitely be coming back (especially to try the bubble tea)!			
Number	Appraising item	Appraisal type	Object of appraisal
871a	Best Chinese food in Lancaster!	Attitude> inscribed Attitude> appreciation> reaction> +quality Graduation> force> high intensity	Overall dining experience> food and drink> quality
871b	The staff were very nice over the phone	Attitude> inscribed Attitude> judgement> social esteem> +capacity Graduation> force> medium intensity	Overall dining experience> staff and service> quality> attitude
871c	Everything is well priced	Attitude> inscribed Attitude> appreciation> reaction> quality> +appropriateness	Overall dining experience> food and drink> price
871d	[Everything] tastes amazing	Attitude> inscribed Attitude> appreciation> reaction> +impact	Overall dining experience> food and drink> quality

871 Best Chinese food in lancaster!			
We ordered delivery from them tonight. The staff were very nice over the phone. Everything is well priced and tastes amazing. We ordered the salt and pepper squid, the roast pork in black pepper sauce, and egg fried rice and all of it was absolutely delicious. They even included a nice chinese knot as a thank you gift with the meal. Will definitely be coming back (especially to try the bubble tea)!			
Number	Appraising item	Appraisal type	Object of appraisal
871e	[the salt and pepper squid, the roast pork in black pepper sauce, and egg fried rice] was absolutely delicious	Attitude> inscribed Attitude> appreciation> reaction> +quality Graduation> force> high intensity	Overall dining experience> food and drink> quality> taste
871f	They even included a nice chinese knot as a thank you gift with the meal	Attitude > inscribed Attitude> judgement> social esteem> +capacity Graduation> force> high intensity	Overall dining experience> staff and service> quality> attitude
871g	Will definitely be coming back (especially to try the bubble tea)!	Attitude> inscribed Attitude> affect> +satisfaction Graduation> force> high intensity	Overall dining experience> (dis)satisfaction

901 Belated birthday Meal			
Omg, do not even think of going any where else for buffet in Lancaster. The waitress was attentive and helpful, the starters alone for the 4 of us 2 adults and 2 teenagers were more than enough, then we had our mains over 50 dishes to choose from all cooked to order. Please do not over order as the portions are so large it is very wasteful and you can always order more if you are still hungry. I went off the back of these reviews and was delighted to have such a lovely meal. Can't wait to go back.			
Number	Appraising item	Appraisal type	Object of appraisal
901a	The waitress was attentive and helpful	Attitude> inscribed Attitude> judgement> social esteem> +capacity	Overall dining experience> staff and service> quality> attitude

901 Belated birthday Meal			
Omg, do not even think of going any where else for buffet in Lancaster. The waitress was attentive and helpful, the starters alone for the 4 of us 2 adults and 2 teenagers were more than enough, then we had our mains over 50 dishes to choose from all cooked to order. Please do not over order as the portions are so large it is very wasteful and you can always order more if you are still hungry. I went off the back of these reviews and was delighted to have such a lovely meal. Can't wait to go back.			
Number	Appraising item	Appraisal type	Object of appraisal
901b	the starters alone [for the 4 of us 2 adults and 2 teenagers] were more than enough	Attitude> inscribed Attitude> appreciation> reaction> quality> +appropriateness Graduation> force> medium intensity	Overall dining experience> food and drink> quantity
901c	the portions are so large	Attitude> inscribed Attitude> appreciation> reaction> +quality Graduation> force> medium intensity	Overall dining experience> food and drink> quantity
901d	[I] was delighted to have such a lovely meal	Attitude> inscribed Attitude> affect> +satisfaction Graduation> force> high intensity	Overall dining experience> (dis)satisfaction
901e	Can't wait to go back	Attitude> inscribed Attitude> affect> +desire	Overall dining experience> (dis)satisfaction

FRENCH CUISINE

986 Friendly atmosphere Excellent meal, friendly staff, good service, easy booking system on line, all round enjoyable experience.			
Number	Appraising item	Appraisal type	Object of appraisal
986a	Friendly atmosphere	Attitude> inscribed Attitude> appreciation> reaction> +quality	Overall dining experience> physical premises and atmosphere
986b	Excellent meal	Attitude> inscribed Attitude> appreciation> reaction> +quality	Overall dining experience> (dis)satisfaction
986c	friendly staff	Attitude> inscribed Attitude> judgement> social esteem> +capacity	Overall dining experience> staff and service> quality> attitude
986d	good service	Attitude> inscribed Attitude> appreciation> reaction> +quality	Overall dining experience> staff and service> quality
986e	easy booking system on line	Attitude> inscribed Attitude> appreciation> reaction> +impact	Overall dining experience> staff and service> quality
986f	all round enjoyable experience	Attitude> inscribed Attitude> affect> +satisfaction	Overall dining experience> (dis)satisfaction

1519 Poor for what you pay...won't be going again sorry If you pay £20 for a rib eye you should reasonably expect it to be a good steak and cooked as you asked....not gristly, chewy and tough, nor uncooked in the middle when requesting it to be rare. Poorly cooked and lacking seasoning and flavour. £25 for a Rioja...really? Well it better be good which it was but for that price it should be blooming fabulous. Save your money and go to Sainsburys to get yourself a decent rib eye and bottle of Crianza for under £12 in total.			
Number	Appraising item	Appraisal type	Object of appraisal
1519a	Poor for what you pay	Attitude> inscribed Attitude> appreciation> reaction> quality> - appropriateness	Overall dining experience> (dis)satisfaction

<p>1519 Poor for what you pay...won't be going again sorry</p> <p>If you pay £20 for a rib eye you should reasonably expect it to be a good steak and cooked as you asked....not gristly, chewy and tough, nor uncooked in the middle when requesting it to be rare. Poorly cooked and lacking seasoning and flavour.</p> <p>£25 for a Rioja...really? Well it better be good which it was but for that price it should be blooming fabulous.</p> <p>Save your money and go to Sainsburys to get yourself a decent rib eye and bottle of Crianza for under £12 in total.</p>			
Number	Appraising item	Appraisal type	Object of appraisal
1519b	won't be going again sorry	Attitude> inscribed Attitude> affect> -satisfaction	Overall dining experience> (dis)satisfaction
1519c	not gristly, chewy and tough	Attitude> inscribed Attitude> appreciation> reaction> -quality	Overall dining experience> food and drink> quality> texture
1519d	nor uncooked in the middle when requesting it to be rare	Attitude> inscribed Attitude> appreciation> reaction> -quality	Overall dining experience> food and drink> quality> taste
1519e	Poorly cooked and lacking seasoning and flavour	Attitude> inscribed Attitude> appreciation> reaction> -impact	Overall dining experience> food and drink> quality> taste
1519f	£25 for a Rioja...really? Well it better be good which it was but for that price it should be blooming fabulous	Attitude> inscribed Attitude> affect> -satisfaction Graduation> force> high intensity	Overall dining experience> (dis)satisfaction
1519g	Save your money and go to Sainsburys to get yourself a decent rib eye and bottle of Crianza for under £12 in total	Attitude> inscribed Attitude> affect> -satisfaction	Overall dining experience> (dis)satisfaction

1884 Steak with Interesting Accompaniments			
We love this place. Having lived in Lancaster for eight years, me and my partner came back for a return trip last weekend and both went for the fillet steak. It was absolutely fantastic-and the service was impeccable. A stuffed tomato with shredded baby corn and truffle oil was a fantastic accompaniment, and the béarnaise sauce was amazing. My boyfriend loved his meal just as much as me and the staff really made us feel welcome. We will be certain to return for the Restaurant_P meal next time we are up. Excellent food. (Also, thank you to the lovely lady for filling up the bread basket for us automatically-a nice touch)			
Number	Appraising item	Appraisal type	Object of appraisal
1884a	Steak with Interesting Accompaniments	Attitude> inscribed Attitude> appreciation> reaction> +impact	Overall dining experience> food and drink> menu> variety
1884b	We love this place	Attitude> inscribed Attitude> affect> +satisfaction	Overall dining experience> (dis)satisfaction
1884c	[the fillet steak] was absolutely fantastic-	Attitude> inscribed Attitude> appreciation> reaction> +quality Graduation> force> high intensity	Overall dining experience> food and drink> quality> taste
1884d	the service was impeccable.	Attitude> inscribed Attitude> appreciation> reaction> +quality	Overall dining experience> staff and service> quality
1884e	A stuffed tomato with shredded baby corn and truffle oil was a fantastic accompaniment	Attitude> inscribed Attitude> appreciation> reaction> +quality	Overall dining experience> food and drink> quality> taste
1884f	the béarnaise sauce was amazing	Attitude> inscribed Attitude> appreciation> reaction> +quality	Overall dining experience> food and drink> quality> taste
1884g	My boyfriend loved his meal just as much as me	Attitude> inscribed Attitude> affect> +satisfaction	Overall dining experience> (dis)satisfaction
1884h	the staff really made us feel welcome	Attitude> inscribed Attitude> judgement> social esteem> +capacity Graduation> force> medium intensity	Overall dining experience> staff and service> quality> attitude

1884 Steak with Interesting Accompaniments			
<p>We love this place. Having lived in Lancaster for eight years, me and my partner came back for a return trip last weekend and both went for the fillet steak. It was absolutely fantastic-and the service was impeccable. A stuffed tomato with shredded baby corn and truffle oil was a fantastic accompaniment, and the béarnaise sauce was amazing. My boyfriend loved his meal just as much as me and the staff really made us feel welcome. We will be certain to return for the Restaurant_P meal next time we are up. Excellent food. (Also, thank you to the lovely lady for filling up the bread basket for us automatically-a nice touch)</p>			
Number	Appraising item	Appraisal type	Object of appraisal
1884i	We will be certain to return	Attitude> inscribed Attitude> appreciation> reaction> +quality	Overall dining experience> (dis)satisfaction
1884j	Excellent food	Attitude> inscribed Attitude> appreciation> reaction> +quality	Overall dining experience> food and drink> quality
1884k	[filling up the bread basket for us automatically]-a nice touch)	Attitude> inscribed Attitude> judgement> social esteem> +capacity	Overall dining experience> staff and service> quality> efficiency

INDIAN CUISINE

<p>2072 Amazing as Always Came for a Friday night 'date night' with my husband. As usual the staff are so very attentive, nothing is to much trouble. Food is amazing, we nearly rolled out we ate so much but the food is to delicious to leave! Always enjoy coming here and no doubt we'll be back soon.</p>			
Number	Appraising item	Appraisal type	Object of appraisal
2072a	Amazing as always	Attitude> inscribed Attitude> appreciation> reaction> +quality Graduation> force> high intensity	Overall dining experience> (dis)satisfaction
2072b	As usual the staff are so very attentive, nothing is to much trouble	Attitude> inscribed Attitude> judgement> social esteem> +capacity Graduation> force> high intensity	Overall dining experience> staff and service> quality> attitude
2072c	Food is amazing	Attitude> inscribed Attitude> appreciation> reaction> +quality	Overall dining experience> food and drink> quality
2072d	the food is to delicious to leave!	Attitude> inscribed Attitude> appreciation> reaction> +quality Graduation> force> high intensity	Overall dining experience> food and drink> quality> taste
2072e	Always enjoy coming here	Attitude> inscribed Attitude> affect> +satisfaction Graduation> force> high intensity	Overall dining experience> (dis)satisfaction
2072f	no doubt we'll be back soon	Attitude> inscribed Attitude> affect> +satisfaction Graduation> force> high intensity	Overall dining experience> (dis)satisfaction

3223 Review for my dad			
My dad's Christmas party was here and he loved it he could not fault it at all and for price it was very good value he even ended up on the vodka witch is not like him and didn't leave for hours due to the excellent service and food, I have also been myself and was also impressed this place does not fail to impress they even show you to the room upstairs to look at with it not only beautiful but amazing for large parties as not many place can accommodate big parties! Definitely worth a visit for a curry best place in Lancaster and best place for nice staff who actually have time for you :)			
Number	Appraising item	Appraisal type	Object of appraisal
3223a	[My dad] loved it	Engagement> non-authorial Attitude> inscribed Attitude> affect> +satisfaction	Overall dining experience> (dis)satisfaction
3223b	he could not fault it at all	Engagement> non-authorial Attitude> inscribed Attitude> affect> +satisfaction Graduation> force> high intensity	Overall dining experience> (dis)satisfaction
3223c	for price it was very good value	Attitude> inscribed Attitude> appreciation> reaction> +quality Graduation> force> medium intensity	Overall dining experience> (dis)satisfaction
3223d	the excellent service	Attitude> inscribed Attitude> appreciation> reaction> +quality	Overall dining experience> staff and service> quality
3223e	[excellent] food	Attitude> inscribed Attitude> appreciation> reaction> +quality	Overall dining experience> food and drink> quality
3223f	[I] was also impressed	Attitude> inscribed Attitude> affect> +happiness Graduation> force> medium intensity	Overall dining experience> (dis)satisfaction

3223 Review for my dad			
My dad's Christmas party was here and he loved it he could not fault it at all and for price it was very good value he even ended up on the vodka witch is not like him and didn't leave for hours due to the excellent service and food, I have also been myself and was also impressed this place does not fail to impress they even show you to the room upstairs to look at with it not only beautiful but amazing for large parties as not many place can accommodate big parties! Definitely worth a visit for a curry best place in Lancaster and best place for nice staff who actually have time for you :)			
Number	Appraising item	Appraisal type	Object of appraisal
3223g	this place does not fail to impress	Attitude> inscribed Attitude> appreciation> reaction> +impact	Overall dining experience> (dis)satisfaction + expectations
3223h	[the room upstairs] not only beautiful	Attitude> inscribed Attitude> appreciation> reaction> quality> + aesthetics	Overall dining experience> physical premises and atmosphere> conditions
3223i	but amazing for large parties	Attitude> inscribed Attitude> appreciation> reaction> quality> + convenient Graduation> force> high intensity	Overall dining experience> physical premises and atmosphere> location> size
3223j	Definitely [worth a visit for] a curry best place in Lancaster	Attitude> inscribed Attitude> appreciation> reaction> +quality Graduation> force> high intensity	Overall dining experience> (dis)satisfaction
3223k	best place for nice staff who actually have time for you :)	Attitude> inscribed Attitude> judgement> social esteem> +capacity Graduation> force> high intensity	Overall dining experience> staff and service> quality> attitude

3675 Excellent			
Although most of Lancaster’s Indian restaurants are good, Restaurant_T is in the top three. Great servise combined with excellent food you can’t go wrong here. Get before 7:30pm for the early bird menu for a bargain. Although you are limited to the more usual starters and main meals, there are at least seven choices of each. £8.95 for two courses, and they’re not small portions, superb.			
Number	Appraising item	Appraisal type	Object of appraisal
3675a	Excellent	Attitude> inscribed Attitude > appreciation> reaction> +quality	Overall dining experience
3675b	Although most of Lancaster’s Indian restaurants are good	Attitude> invoked Attitude> appreciation> reaction> +quality Graduation> force> low intensity	Overall dining experience> expectations
3675c	Restaurant_T is in the top three	Attitude> inscribed Attitude> appreciation> reaction> +quality	Overall dining experience> (dis)satisfaction
3675d	Great servise	Attitude> inscribed Attitude> appreciation> reaction> +quality	Overall dining experience> staff and service> quality
3675e	excellent food	Attitude> inscribed Attitude> appreciation> reaction> +quality	Overall dining experience> food and drink> quality
3675f	you can’t go wrong here.	Attitude> inscribed Attitude> affect> +satisfaction	Overall dining experience> (dis)satisfaction + expectations
3675g	Get before 7:30pm for the early bird menu for a bargain	Attitude> inscribed Attitude> appreciation> reaction> +quality	Overall dining experience> (dis)satisfaction
3675h	they’re not small portions	Attitude > inscribed Attitude> appreciation> reaction> quality> +appropriateness	Overall dining experience> food and drink> quantity
3675i	Superb	Attitude > inscribed Attitude> appreciation> reaction> +quality	Overall dining experience

JAPANESE CUISINE

<p>3865 Good for sushi, not for the hot food</p> <p>Went here with friends, I'm not a sushi fan but love japanese hot food. I ordered the vegetable tempura which I have had in other places and usually love, I got 5 or 6 small bits of hard vegetables in a soggy batter, and had to pay over £6 for it. I also had the chicken teriyaki rice bowl, again which I usually really like, but the chicken was gristly and tasted odd, the rice was very mushy, and the whole thing was bland and unappetising. My friends had some sushi off the belt which they said was of good quality and was tasty, so maybe go if you like sushi, but not if you want a hot dish. Service was good and the restaurant was very nicely done up inside, but I was so disappointed in the food. If they can improve their hot dishes it would make this a great addition to Lancaster.</p>			
Number	Appraising item	Appraisal type	Object of appraisal
3865a	Good for sushi	Attitude> inscribed Attitude > appreciation> reaction> quality> +appropriateness	Overall dining experience> food and drink> quality
3865b	not [good] for the hot food	Attitude> inscribed Attitude> appreciation> reaction> quality> - appropriateness	Overall dining experience> food and drink> quality
3865c	small bits [of vegetables]	Attitude> inscribed Attitude> appreciation> reaction> quality> - appropriateness	Overall dining experience> food and drink> quantity
3865d	[bits] of hard vegetables	Attitude> inscribed Attitude> appreciation> reaction> -quality	Overall dining experience> food and drink> quality> texture
3865e	[vegetables] in a soggy batter	Attitude> inscribed Attitude> appreciation> reaction> -quality	Overall dining experience> food and drink> quality> texture
3865f	the chicken was gristly	Attitude> inscribed Attitude> appreciation> reaction> -quality	Overall dining experience> food and drink> quality> texture
3865g	[the chicken] tasted odd	Attitude> inscribed Attitude> appreciation> reaction> quality> - appropriateness	Overall dining experience> food and drink> quality> taste
3865h	the rice was very mushy	Attitude> inscribed Attitude> appreciation> reaction> -quality	Overall dining experience> food and drink> quality> texture

3865 Good for sushi, not for the hot food			
Went here with friends, I'm not a sushi fan but love japanese hot food. I ordered the vegetable tempura which I have had in other places and usually love, I got 5 or 6 small bits of hard vegetables in a soggy batter, and had to pay over £6 for it. I also had the chicken teriyaki rice bowl, again which I usually really like, but the chicken was gristly and tasted odd, the rice was very mushy, and the whole thing was bland and unappetising. My friends had some sushi off the belt which they said was of good quality and was tasty, so maybe go if you like sushi, but not if you want a hot dish. Service was good and the restaurant was very nicely done up inside, but I was so disappointed in the food. If they can improve their hot dishes it would make this a great addition to Lancaster.			
Number	Appraising item	Appraisal type	Object of appraisal
3865i	the whole thing was bland	Attitude> inscribed Attitude> appreciation> reaction> -quality	Overall dining experience> food and drink> quality> taste
3865j	[the whole thing was] unappetising	Attitude> inscribed Attitude> appreciation> reaction> -impact	Overall dining experience> food and drink> quality> presentation
3865k	[sushi off the belt] was of good quality	Attitude> inscribed Attitude> appreciation> reaction> +quality	Overall dining experience> food and drink> quality
3865l	[sushi off the belt] was tasty	Attitude> inscribed Attitude> appreciation> reaction> +quality	Overall dining experience> food and drink> quality> taste
3865m	maybe go if you like sushi	Attitude> invoked> Attitude> affect> +satisfaction Graduation> force> low intensity	Overall dining experience> food and drink> quality
3865n	not [go] if you want a hot dish	Attitude> invoked> Attitude> affect> - satisfaction	Overall dining experience> food and drink> quality
3865o	Service was good	Attitude> inscribed Attitude> appreciation> reaction> +quality	Overall dining experience> staff and service> quality
3865p	the restaurant was very nicely done up inside,	Attitude> inscribed Attitude> appreciation> reaction> quality> +aesthetics Graduation> force> medium intensity	Overall dining experience> physical premises and atmosphere> conditions

3865 Good for sushi, not for the hot food			
<p>Went here with friends, I'm not a sushi fan but love Japanese hot food. I ordered the vegetable tempura which I have had in other places and usually love, I got 5 or 6 small bits of hard vegetables in a soggy batter, and had to pay over £6 for it. I also had the chicken teriyaki rice bowl, again which I usually really like, but the chicken was gristly and tasted odd, the rice was very mushy, and the whole thing was bland and unappetising. My friends had some sushi off the belt which they said was of good quality and was tasty, so maybe go if you like sushi, but not if you want a hot dish. Service was good and the restaurant was very nicely done up inside, but I was so disappointed in the food. If they can improve their hot dishes it would make this a great addition to Lancaster.</p>			
Number	Appraising item	Appraisal type	Object of appraisal
3865q	I was so disappointed in the food	Attitude> inscribed Attitude> affect> -satisfaction Graduation> force> medium intensity	Overall dining experience> food and drink> quality
3865r	If they can improve their hot dishes it would make this a great addition to Lancaster	Attitude> inscribed Attitude> appreciation> +valuation Graduation> force> high intensity	Overall dining experience

3882 Love this place!			
<p>Fast becoming one of my favourite places to eat. Lots of choice on the menu, great value for money and a lovely atmosphere.</p>			
Number	Appraising item	Appraisal type	Object of appraisal
3882a	Love this place!	Attitude> inscribed Attitude> affect> +satisfaction	Overall dining experience> (dis)satisfaction
3882b	one of my favourite places to eat.	Attitude> inscribed Attitude> affect> +satisfaction	Overall dining experience> (dis)satisfaction
3882c	great value for money	Attitude> inscribed Attitude> appreciation> reaction> +quality Graduation> force> high intensity	Overall dining experience> (dis)satisfaction

3882 Love this place! Fast becoming one of my favourite places to eat. Lots of choice on the menu, great value for money and a lovely atmosphere.			
3882d	a lovely atmosphere.	Attitude> inscribed Attitude> appreciation> reaction> +quality	Overall dining experience> physical premises and atmosphere

3903 Nice place for lunch Good atmosphere and welcoming staff. A place like this should do well in Lancaster. The lunchtime offer on food from the belt is good (£2 a dish) but we were a bit disappointed by the quality - not much variety and too much reliance on crab sticks! The hot dish we tried was good though, and I look forward to giving the place another try.			
Number	Appraising item	Appraisal type	Object of appraisal
3903a	Nice place for lunch	Attitude> inscribed Attitude> appreciation> reaction> +quality	Overall dining experience> (dis)satisfaction
3903b	Good atmosphere	Attitude> inscribed Attitude> appreciation> reaction> +quality	Overall dining experience> physical premises and atmosphere
3903c	welcoming staff.	Attitude> inscribed Attitude> judgement> social esteem> +capacity	Overall dining experience> staff and service> quality> attitude
3903d	A place like this should do well in Lancaster	Attitude> inscribed Attitude> affect> -security	Overall dining experience> expectations
3903e	The lunchtime offer on food from the belt is good	Attitude> inscribed Attitude> appreciation> reaction> quality> +appropriateness	Overall dining experience> food and drink> quality> price
3903f	we were a bit disappointed by the quality	Attitude> inscribed Attitude> appreciation> reaction> -quality Graduation> force> low intensity	Overall dining experience> food and drink> quality

3903 Nice place for lunch Good atmosphere and welcoming staff. A place like this should do well in Lancaster. The lunchtime offer on food from the belt is good (£2 a dish) but we were a bit disappointed by the quality - not much variety and too much reliance on crab sticks! The hot dish we tried was good though, and I look forward to giving the place another try.			
Number	Appraising item	Appraisal type	Object of appraisal
3903g	too much reliance on crab sticks!	Attitude> inscribed Attitude> appreciation> composition> -balance Graduation> force> high intensity	Overall dining experience> food and drink> menu> variety
3903h	The hot dish we tried was good though	Attitude> inscribed Attitude> appreciation> reaction> +quality Graduation> force> low intensity	Overall dining experience> food and drink> quality> taste
3903i	I look forward to giving the place another try	Attitude> inscribed Attitude> affect> +desire	Overall dining experience> (dis)satisfaction

SPANISH CUISINE

4030 Put off 1st visit			
Recently visited on passing to get a drink and look about and check menu. Restaurant itself seemed quite quirky deco wise and also the menu was very varied. 4 staff member stood around bar area doing not much but giggling and gossiping which I expect in a playground not this establishment. The major issue for me was the state of the loos. I felt like I was in a dirty back Street club toilet not a restaurant one. I feel a toilets cleanliness and surrounding is a huge part of any place and does not paint a good picture of the hygiene standards.			
Number	Appraising item	Appraisal type	Object of appraisal
4030a	Put off 1st visit	Attitude> inscribed Attitude> appreciation> reaction> -quality	Overall dining experience> (dis)satisfaction
4030b	Restaurant itself seemed quite quirky deco wise	Attitude> inscribed Attitude> appreciation> reaction> quality> - aesthetics Graduation> force> high intensity	Overall dining experience> physical premises and atmosphere> conditions
4030c	the menu was very varied	Attitude> inscribed Attitude> appreciation> composition> +details Graduation> force> medium intensity	Overall dining experience> food and drink> menu> variety
4030d	4 staff member stood around bar area doing not much but giggling and gossiping which I expect in a playground not this establishment.	Attitude> inscribed Attitude> judgement> social sanction> - propriety	Overall dining experience> staff and service> quality> attitude
4030e	The major issue for me was the state of the loos. I felt like I was in a dirty back Street club toilet not a restaurant one	Attitude> inscribed Attitude> appreciation> reaction> quality> - appropriateness	Overall dining experience> physical premises and atmosphere> conditions

<p style="text-align: center;">4265 Perfect setting for our anniversary dinner</p> <p>We booked a table to celebrate our wedding anniversary, hoping to find a relaxed, elegant, romantic atmosphere - and we weren't disappointed!</p> <p>Warm welcome on arrival and special thought towards where to seat us as we were after something cosy. The service was seamless, waiting times almost non existent and always with a smile. The only wait we did have was a slight delay on the cocktails, but me and my husband remarked they were so worth the wait, and we supposed since they were well made of course they should take a little longer. The food was delicious, the menu varied and great value for money too- (Restaurant_V wednesdays 2 for 1)</p> <p style="text-align: center;">We left feeling very satisfied with our experience and fully intend to go again. Definitely one of Lancaster's best restaurants, friendly service, great food and wonderful surroundings - v impressed.</p> <p style="text-align: center;">Special thanks to everyone who served us that night and made it so enjoyable, especially Name_of_staff_member who went out of her way to make us comfortable. Great night :)</p>			
Number	Appraising item	Appraisal type	Object of appraisal
4265a	Perfect setting for our anniversary dinner	Attitude> invoked Attitude> appreciation> reaction> quality> +appropriateness Graduation> force> high intensity	Overall dining experience> physical premises and atmosphere> conditions
4265b	- and we weren't disappointed!	Attitude> inscribed Attitude> affect> +satisfaction	Overall dining experience> (dis)satisfaction + expectations
4265c	Warm welcome on arrival	Attitude> inscribed Attitude> appreciation> reaction> +quality	Overall dining experience> staff and service> quality> attitude
4265d	special thought [towards where to seat us as we were after something cosy]	Attitude> inscribed Attitude> appreciation> reaction> +quality	Overall dining experience> staff and service> quality> attitude
4265e	The service was seamless	Attitude> inscribed Attitude> appreciation> reaction> +quality	Overall dining experience> staff and service> quality
4265f	waiting times almost non existent	Attitude> inscribed Attitude> appreciation> reaction> +quality Graduation> force> low intensity	Overall dining experience> staff and service> quality> speed
4265g	[service] always with a smile.	Attitude> invoked Attitude> judgement> social esteem> +capacity Graduation> force> high intensity	Overall dining experience> staff and service> quality> attitude
4265h	[cocktails] were so worth the wait	Attitude> inscribed Attitude> appreciation> reaction> +quality Graduation> force> medium intensity	Overall dining experience> food and drink> quality> taste
4265i	The food was delicious	Attitude> inscribed Attitude> appreciation> reaction> +quality	Overall dining experience> food and drink> quality> taste

<p style="text-align: center;">4265 Perfect setting for our anniversary dinner</p> <p>We booked a table to celebrate our wedding anniversary, hoping to find a relaxed, elegant, romantic atmosphere - and we weren't disappointed!</p> <p>Warm welcome on arrival and special thought towards where to seat us as we were after something cosy. The service was seamless, waiting times almost non existent and always with a smile. The only wait we did have was a slight delay on the cocktails, but me and my husband remarked they were so worth the wait, and we supposed since they were well made of course they should take a little longer. The food was delicious, the menu varied and great value for money too- (Restaurant_V wednesdays 2 for 1)</p> <p style="text-align: center;">We left feeling very satisfied with our experience and fully intend to go again.</p> <p>Definitely one of Lancaster's best restaurants, friendly service, great food and wonderful surroundings - v impressed.</p> <p style="text-align: center;">Special thanks to everyone who served us that night and made it so enjoyable, especially Name_of_staff_member who went out of her way to make us comfortable. Great night :)</p>			
Number	Appraising item	Appraisal type	Object of appraisal
4265j	the menu varied	Attitude> inscribed Attitude> appreciation> composition> +details	Overall dining experience> food and drink> menu> variety
4265k	great value for money	Attitude> inscribed Attitude> appreciation> reaction> +quality Graduation> force> high intensity	Overall dining experience> (dis)satisfaction
4265l	We left feeling very satisfied with our experience	Attitude> inscribed Attitude> affect> +satisfaction Graduation> force> medium intensity	Overall dining experience> (dis)satisfaction
4265m	fully intend to go again	Attitude> inscribed Attitude> affect> +satisfaction Graduation> force> high intensity	Overall dining experience> (dis)satisfaction
4265n	Definitely one of Lancaster's best restaurants	Attitude> inscribed Attitude> appreciation> reaction> +quality Graduation> force> high intensity	Overall dining experience> (dis)satisfaction
4265o	friendly service	Attitude> inscribed Attitude> appreciation> reaction> +quality	Overall dining experience> staff and service> quality> attitude
4265p	great food	Attitude> inscribed Attitude> appreciation> reaction> +quality	Overall dining experience> food and drink> quality
4265q	wonderful surroundings	Attitude> inscribed Attitude> appreciation> reaction> quality> +aesthetics	Overall dining experience> physical premises and atmosphere> location
4265r	- v impressed	Attitude> inscribed Attitude> affect> +happiness Graduation> force> medium intensity	Overall dining experience> (dis)satisfaction + expectations

<p style="text-align: center;">4265 Perfect setting for our anniversary dinner</p> <p>We booked a table to celebrate our wedding anniversary, hoping to find a relaxed, elegant, romantic atmosphere - and we weren't disappointed!</p> <p>Warm welcome on arrival and special thought towards where to seat us as we were after something cosy. The service was seamless, waiting times almost non existent and always with a smile. The only wait we did have was a slight delay on the cocktails, but me and my husband remarked they were so worth the wait, and we supposed since they were well made of course they should take a little longer. The food was delicious, the menu varied and great value for money too- (Restaurant_V wednesdays 2 for 1)</p> <p>We left feeling very satisfied with our experience and fully intend to go again. Definitely one of Lancaster's best restaurants, friendly service, great food and wonderful surroundings - v impressed.</p> <p>Special thanks to everyone who served us that night and made it so enjoyable, especially Name_of_staff_member who went out of her way to make us comfortable. Great night :)</p>			
Number	Appraising item	Appraisal type	Object of appraisal
4265s	everyone who served us that night and made it so enjoyable	Attitude> inscribed Attitude> judgement> social esteem> +capacity Graduation> force> medium intensity	Overall dining experience> staff and service> quality> attitude
4265t	especially Name_of_staff_member who went out of her way to make us comfortable.	Attitude> inscribed Attitude> judgement> social esteem> +capacity	Overall dining experience> staff and service> quality> attitude
4265u	Great night :)	Attitude> inscribed Attitude> appreciation> reaction> +quality Graduation> force> high intensity	Overall dining experience> (dis)satisfaction

<p style="text-align: center;">4422 Well worth a visit.</p> <p>Excellant food, atmosphere and service. Strongly recommend a visit.</p>			
Number	Appraising item	Appraisal type	Object of appraisal
4422a	Well worth a visit.	Attitude> inscribed Attitude> affect> +satisfaction Graduation> force> medium intensity	Overall dining experience> (dis)satisfaction
4422b	Excellant food	Attitude> inscribed Attitude> appreciation> reaction> +quality	Overall dining experience> food and drink> quality

4422 Well worth a visit. Excellant food, atmosphere and service. Strongly recommend a visit.			
Number	Appraising item	Appraisal type	Object of appraisal
4422c	[excellent] atmosphere	Attitude> inscribed Attitude> appreciation> reaction> +quality	Overall dining experience> physical premises and atmosphere
4422d	[excellent] service	Attitude> inscribed Attitude> appreciation> reaction> +quality	Overall dining experience> staff and service> quality
4422e	Strongly recommend a visit	Attitude> inscribed Attitude> affect> +satisfaction Graduation> force> high intensity	Overall dining experience> (dis)satisfaction

THAI CUISINE

4760 Father's Day treat			
<p>My son had searched tripadvisor for a Thai restaurant in Lancaster as we were up there for a wedding and he knew I love Asian food. This was a Fathers' Day treat. Immediately on entering we were made welcome despite having no reservation. We opted for two courses for £7.95 with no real expectations. The food arrived quickly and, wow, the starters were fantastic. We had also ordered a bottle of Sauvignon blanc which was absolutely delicious. The main courses were outstanding: tasty, spicy and with great textures. My son and daughter in law live in London and we live in Northampton; none of us have tasted a Thai meal in this country which bettered the one at the Restaurant_W. Not only was the pricing astonishing but the quality was stellar! Shame we no longer live in the north!</p>			
Number	Appraising item	Appraisal type	Object of appraisal
4760a	we were made welcome	Attitude> inscribed Attitude> affect> +happiness	Overall dining experience> staff and service> quality
4760b	the starters were fantastic	Attitude> inscribed Attitude> appreciation> reaction> +quality	Overall dining experience> food and drink> quality> taste
4760c	a bottle of Sauvignon blanc which was absolutely delicious.	Attitude> inscribed Attitude> appreciation> reaction> +quality Graduation> force> high intensity	Overall dining experience> food and drink> quality> taste
4760d	The main courses were outstanding	Attitude> inscribed Attitude> appreciation> reaction> +quality	Overall dining experience> food and drink> quality
4760e	[the main courses were] tasty, spicy	Attitude> inscribed Attitude> appreciation> reaction> +quality	Overall dining experience> food and drink> quality> taste
4760f	[the main courses were] with great textures	Attitude> inscribed Attitude> appreciation> reaction> +quality Graduation> force> high intensity	Overall dining experience> food and drink> quality> texture
4760g	none of us have tasted a Thai meal in this country which bettered the one at the Restaurant_W.	Attitude> inscribed Attitude> affect> +satisfaction	Overall dining experience> food and drink> quality> taste

<p>4760 Father's Day treat</p> <p>My son had searched tripadvisor for a Thai restaurant in Lancaster as we were up there for a wedding and he knew I love Asian food. This was a Fathers' Day treat.</p> <p>Immediately on entering we were made welcome despite having no reservation. We opted for two courses for £7.95 with no real expectations. The food arrived quickly and, wow, the starters were fantastic. We had also ordered a bottle of Sauvignon blanc which was absolutely delicious.</p> <p>The main courses were outstanding: tasty, spicy and with great textures.</p> <p>My son and daughter in law live in London and we live in Northampton; none of us have tasted a Thai meal in this country which bettered the one at the Restaurant_W. Not only was the pricing astonishing but the quality was stellar! Shame we no longer live in the north!</p>			
Number	Appraising item	Appraisal type	Object of appraisal
4760h	Not only was the pricing astonishing	Attitude> inscribed Attitude> appreciation> reaction> +quality	Overall dining experience> food and drink> quality> price
4760i	the quality was stellar!	Attitude> inscribed Attitude> appreciation> reaction> +quality	Overall dining experience> food and drink> quality

<p>5151 Disappointing</p> <p>I must admit that we did not eat at the restaurant but we had a take away.</p> <p>We used to eat at this restaurant quite often before it changed hands and loved it.</p> <p>We now usually order from Direct_competitor down the road, but wanted to give this a try.</p> <p>I had a vegetarian green curry and spring rolls. My husband had spare ribs and red curry.</p> <p>Positives: ribs, well cooked and juicy</p> <p>Negatives: soggy spring rolls and limited variety of vegetables in the actual green curry. Also tofy was missing despite having specifically asked for it.</p> <p>It isn't cheap either, having spent roughly £28 for two mains and two starters.</p> <p>Wouldn't order from here again. Sorry!</p>			
Number	Appraising item	Appraisal type	Object of appraisal
5151a	Disappointing	Attitude> inscribed Attitude> affect> - satisfaction	Overall dining experience> (dis)satisfaction + expectations
5151b	loved [this restaurant]	Attitude> inscribed Attitude> affect> +satisfaction	Overall dining experience> (dis)satisfaction
5151c	ribs, well cooked and juicy	Attitude> inscribed Attitude> appreciation> reaction> +quality	Overall dining experience> food and drink> quality> texture
5151d	soggy spring rolls	Attitude> inscribed Attitude> appreciation> reaction> -quality	Overall dining experience> food and drink> quality> texture
5151e	limited variety of vegetables in the actual green curry	Attitude> inscribed Attitude> appreciation> composition> -balance	Overall dining experience> food and drink> menu> variety
5151f	tofy was missing	Attitude> invoked Attitude> appreciation> reaction,> -quality	Overall dining experience> food and drink> menu> variety

<p>5151Disappointing</p> <p>I must admit that we did not eat at the restaurant but we had a take away. We used to eat at this restaurant quite often before it changed hands and loved it. We now usually order from Direct_competitor down the road, but wanted to give this a try. I had a vegetarian green curry and spring rolls. My husband had spare ribs and red curry. Positives: ribs, well cooked and juicy Negatives: soggy spring rolls and limited variety of vegetables in the actual green curry. Also tofy was missing despite having specifically asked for it. It isn't cheap either, having spent roughly £28 for two mains and two starters. Wouldn't order from here again. Sorry!</p>			
5151g	It isn't cheap	Attitude> inscribed Attitude> appreciation> reaction> -quality	Overall dining experience> food and drink> quality> price
5151h	Wouldn't order from here again	Attitude> inscribed Attitude> affect> - satisfaction	Overall dining experience> (dis)satisfaction

<p>5387Paradise in lancaster</p> <p>Having decided to go out to our local Thai restaurant,it was closed we did a quick google search and came across Restaurant_Y,which we decided to go and have a look,we drove past it looked very bright.so we decided to drive around and park at lancaster castle,,parking wardens finish at 6pm!! Anyway once inside we had drinks and starters,which arrived prompt.. Mains chosen were, Thai green curry and chicken and tiger prawn pad Thai.. And also a chicken and egg fried rice.. The bowl of curry was actually overflowing.. And tasted beautiful.. The pad Thai was sweet and delicious,all in all great food and excellent service.. 3 meals and drinks under 40 pounds,well worth a visit..oh and check out the artwork that goes into the salad!! Only thing I would change is the lighting which could be dimmed a little.. 10/10 from me</p>			
Number	Appraising item	Appraisal type	Object of appraisal
5387a	Paradise in lancaster	Attitude> inscribed Attitude> appreciation> reaction> +quality	Overall dining experience> (dis)satisfaction
5387b	[Restaurant_Y] looked very bright	Attitude> inscribed Attitude> appreciation> reaction> quality>+ aesthetics Graduation> force> medium intensity	Overall dining experience> physical premises and atmosphere> conditions
5387c	The bowl of curry was actually overflowing	Attitude> inscribed Attitude> appreciation> reaction> +quality Graduation> force> medium intensity	Overall dining experience> food and drink> quantity

5387Paradise in lancaster			
Having decided to go out to our local Thai restaurant,it was closed we did a quick google search and came across Restaurant_Y,which we decided to go and have a look,we drove past it looked very bright.so we decided to drive around and park at lancaster castle,,parking wardens finish at 6pm!! Anyway once inside we had drinks and starters,which arrived prompt.. Mains chosen were, Thai green curry and chicken and tiger prawn pad Thai.. And also a chicken and egg fried rice.. The bowl of curry was actually overflowing.. And tasted beautiful.. The pad Thai was sweet and delicious,all in all great food and excellent service.. 3 meals and drinks under 40 pounds,well worth a visit..oh and check out the artwork that goes into the salad!! Only thing I would change is the lighting which could be dimmed a little.. 10/10 from me			
Number	Appraising item	Appraisal type	Object of appraisal
5387d	[The bowl of curry] tasted beautiful	Attitude> inscribed Attitude> appreciation> reaction> +quality	Overall dining experience> food and drink> quality> taste
5387e	The pad Thai was sweet and delicious,	Attitude> inscribed Attitude> appreciation> reaction> +quality	Overall dining experience> food and drink> quality> taste
5387f	great food	Attitude> inscribed Attitude> appreciation> reaction> +quality	Overall dining experience> food and drink> quality
5387g	excellent service	Attitude> inscribed Attitude> appreciation> reaction> +quality	Overall dining experience> staff and service> quality
5387h	[3 meals and drinks under 40 pounds,] well worth a visit..	Attitude> inscribed Attitude> appreciation> reaction> +quality Graduation> force> medium intensity	Overall dining experience> food and drink> quality> price
5387i	the artwork that goes into the salad!!	Attitude> inscribed Attitude> appreciation> reaction> quality> + aesthetics	Overall dining experience> food and drink> quality> presentation
5387j	10/10 from me	Attitude> inscribed Attitude> affect> +satisfaction	Overall dining experience> (dis)satisfaction

Appendix - Part III: list of the files with analysed data on Google Drive

The files can be accessed at the following link:
https://drive.google.com/open?id=1hR1o8b4Nfd_jOtGL4mNdG45BAG6ul5f6.

The 'Italian restaurants in Lancaster' folder contains:

- 1) the joint IRRC (in txt and docx format)
- 2) the appraisal analysis, subdivided per restaurant and jointly
- 3) the categorisation of the occurrences 'amazing', 'attentive', 'average', 'bad', 'disappointed', 'fresh', 'helpful', 'perfect', 'pleasant', 'poor', 'reasonable' and 'slow', according to the polarity of the evaluation they express in context and to their object
- 4) the joint corpus of positive IRRs collected (in txt and docx format)
- 5) the joint corpus of negative IRRs collected (in txt and docx format)
- 6) the categorisation of the occurrences 'food', 'service', 'staff', and 'atmosphere', in the joint IRRC, according to the topic, aspect or detail they discuss
- 7) a folder for each of the eight Italian restaurants selected, with the individual review corpus (in txt and docx format), the individual positive IRRC (in txt and docx format) and the individual negative IRRC (in txt and docx format).

The 'non-Italian restaurants in Lancaster' folder contains:

- 1) the joint N-IRRC (in txt and docx format)
- 2) the breakdown of the N-IRRs count, subdivided per restaurant and cuisine
- 3) the appraisal analysis of the randomly selected N-IRRs
- 4) the categorisation of the occurrences 'food', 'service', 'staff', and 'atmosphere', in the joint N-IRRC, according to the topic, aspect or detail they discuss
- 5) the allusions to (in)authenticity found in the joint IRRC.

The 'comparison positive/negative' folder contains:

- 1) allusions to (in)authenticity found in the positive and negative IRRC
- 2) foci of allusions to (in)authenticity found in the positive and negative IRRC

- 3) breakdown of the H-tagged words' occurrences in the positive and negative IRRs
- 4) H-tagged words' occurrences in the positive IRRC (in the 'positive' folder)
- 5) H-tagged words' occurrences in the negative IRRC (in the 'negative' folder)
- 6) categorisation of the 'atmosphere' occurrences, according to their meaning, in the negative IRRC (in the 'negative' folder).

The 'comparison Italian/non-Italian' folder contains the allusions to (in)authenticity found in the IRRC and N-IRRC.