



# City Research Online

## City St George's, University of London

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# What Happens in Vegas Stays on TripAdvisor?

## Highlights of our research

We...

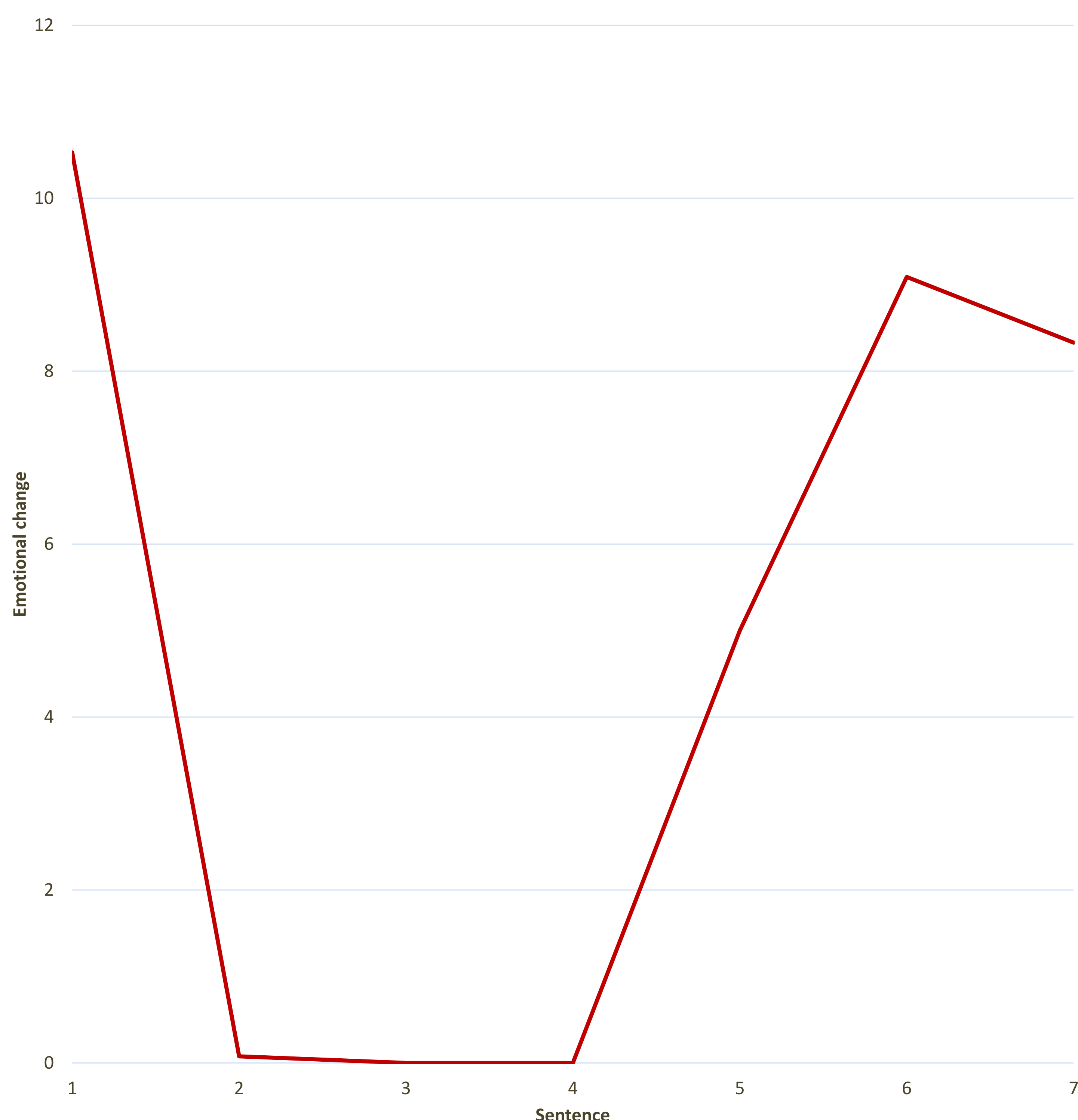
**...automate** the text analysis of narrativity:

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

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

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

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



**WhyWasteTimeWorking**  
San Diego, California  
Level 3 Contributor  
11 reviews  
13 helpful votes

**“Great Fun..for a Puzzle Person”**  
Reviewed 29 May 2011

This is definitely an unusual thing to do in Las Vegas, but can be a wonderful change of pace. If you are into CSI and like solving mysteries, this is for you. If you'd rather just kick back and enjoy the show, this might be a bit much. Max seemed nervous at first with lots of 'uhhh's and ummmms, but warmed up quickly. The mystery started out slow..which might be natural, but picked up pace and excitement as the night went on. And it did go on...from 7pm to well past 10pm. Very exciting and worth the effort we put into it.

Visited May 2011

Helpful?  2 Thank WhyWasteTimeWorking  Report

[Ask WhyWasteTimeWorking about Mystery Adventures](#)

This review is the subjective opinion of a TripAdvisor member and not of TripAdvisor LLC

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

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