

# Motivation

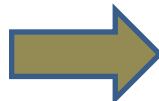
## How to infer aspect ratings?

### Hotel XYX

Reviewer 1: ★★★★★

*"Great location + spacious room = happy traveler"*

Stayed for a weekend in July. Walked everywhere, enjoyed the comfy bed and quiet hallways....



Value  
Rooms  
Location  
Service

Reviewer 2: ★★★★★

*"Terrific service and gorgeous facility"*

I stayed at the hotel with my young daughter for three nights June 17-20, 2010 and absolutely loved the hotel. The room was one of the nicest I've ever stayed in ...



Value  
Rooms  
Location  
Service

## How to infer aspect weights?

