

Application 3: User Rating Behavior Analysis

[Wang et al. 10]

	<i>Expensive Hotel</i>		<i>Cheap Hotel</i>	
	<i>5 Stars</i>	<i>3 Stars</i>	<i>5 Stars</i>	<i>1 Star</i>
Value	0.134	0.148	0.171	0.093
Room	0.098	0.162	0.126	0.121
Location	0.171	0.074	0.161	0.082
Cleanliness	0.081	0.163	0.116	0.294
Service	0.251	0.101	0.101	0.049

People like expensive hotels because of good service.

People like cheap hotels because of good value.