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Facebook Users' Feedback of Restaurants: Does it affect other users?

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Facebook Users' Feedback of Restaurants:

Does it affect other users?

by

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A thesis submitted in partial fulfillment
of the requirements for the degree of
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ABSTRACT

Due to the popularity of social media and an increase in the engagement of social care, traditional word-of-mouth communications has been replaced by electronic word-of-mouth (e-WOM). Facebook, the most popular website in the United States, is home to nearly 18 million brand or business pages and may be accessed by social media-users aiming to engage in social care, which is customer service via social media. Extending existing research, this study employed in-depth interviews to determine whether or not social media-users are affected by the feedback of other users on restaurants' Facebook pages. The results of this study suggest that Facebook is being used as a tool to attain user feedback regarding restaurants and is perceived as a credible tool. The results also suggest that social media-users are mainly affected by others' user feedback when they are researching a restaurant they have not yet experienced. Finally, the findings of this study suggest that restaurants using Facebook should respond to all types of user feedback, since this practice may result in providing social media-users with a more positive perception of the restaurant.

CHAPTER 1: INTRODUCTION

Background of the Study

Due to the global connectivity and vastly accelerated accessibility of the Internet, consumers now have a more powerful voice than ever before—a voice that displays immense reach within seconds. A great deal of the strength consumers possess is due to social networking sites (SNS) which generate communities of consumers from across the globe. SNS are “virtual places that cater to a specific population in which people of similar interest gather to communicate, share, and discuss ideas” (Raacke, J. & Boone-Raacke, 2008, p. 169). PC Magazine, operated by Ziff Davis Corporation, describes a social networking site as a website “that provides a virtual community for people to share their daily or even moment-to-moment activities with family and friends, or to share their interest in a particular topic, or to increase their circle of acquaintances. There are dating sites, friendship sites, sites with a business purpose and hybrids that offer a combination of these. Facebook is the leading personal site, and LinkedIn is the leading business site” (pcmag.com, NP, 2013).

In early October 2012, chairman, co-founder and chief executive of Facebook Mark Zuckerberg took to the SNS to report that Facebook had more than one billion active users per month (Figure 1, Appendix.) This meant that, at that time, one in every seven people in the world actively used Facebook every month. Facebook is no longer only accessed if a user has the chance to sit in front of a computer screen. Instead, consumers may remain constantly updated by being logged in to Facebook 24 hours a day with their smart phones or tablets. Having such a

dense concentration of consumers, many of whom are connected almost every minute of the day, Facebook is an inexpensive and desirable community for marketers.

Statement of the Problem

This research paper examines whether or not Facebook users are affected by other users' feedback on the Facebook page of a restaurant that uses the site as a marketing tool. More specifically, this research aims to discover whether users increase or decrease their willingness to visit a restaurant based on their exposure to positive or negative feedback from other Facebook users.

Importance of the Study

This research is important because SNS continues to diversify and skyrocket at an incredible rate, leaving businesses and brands eager to engage with their consumers through this medium. However, as consumers around the world increasingly use Facebook as a means of communication, interactions have not only gained a public reach, but also a global reach. This leaves social media practitioners curious as to whether or not consumers have begun to use the public consumer-to-business and consumer-to-consumer interactions on Facebook as a way to research or review consumer feedback of restaurants.

Facebook is different from websites like Yelp.com or Urbanspoon.com that exist solely for business reviews and ratings. On these sites, users read reviews from others and are also prompted to provide their own reviews of businesses by being asked questions such as, "Would you recommend this business?" and "What are your likes/dislikes?" Facebook, on the other hand, provides user feedback and, since the page is managed by someone working within or for

the business, a presentation of two-way communication between the business and the consumer. Review sites like Yelp.com rarely, if ever, receive input from a restaurant. If a restaurant does respond, it is usually from the owner or an employee's personal Yelp account. Furthermore, restaurants using Facebook as a marketing tool should consider the impact that user feedback has on fellow Facebook users.

Because social media is consistently mutable, there is much left to be discovered in this field. In fact, because of the youth of SNS, specifically Facebook, previously conducted research is sparse. Though there is a moderate amount of research examining online reviews and e-WOM, there is not a single study examining consumer feedback posted specifically through Facebook as opposed to conventional consumer-review websites. There is also no research analyzing food-related brands or businesses in particular and their respective consumer feedback on Facebook. Therefore, the author believes that exploratory research conducted that is based on this proposal may yield new insights that may be applied to the work of communication professionals in the food industry who use Facebook as a marketing tool.

CHAPTER 2: LITERATURE REVIEW

This chapter provides a comprehensive review of the literature and statistical data that exists for several topics within this study. The topics are as follows: Facebook being used as a way for businesses to communicate with consumers; electronic WOM communications being accessed and utilized by consumers; consumers who use Facebook as a tool to provide feedback on restaurants; and the uncertainty reduction theory.

Facebook for Business-to-Consumer Communications

According to Nielsen's 2012 U.S. Consumer Usage Report, there are 278 million Internet users each month, 212 million of whom are active, as of September 2012. Ninety four percent of consumers use a computer and 46 percent use a mobile phone to access social media (Nielsen, 2012). More specifically, 164 million Internet users per month access social media via the computer, 85 million via a smart-phone app, and 81 million via a mobile web browser (Nielsen, 2012). This report also provides the top ten activities, by category, that Internet users participate in. The number one activity, accounting for 20.1 percent of time spent online, is accessing social media outlets (Nielsen, 2012). The amount of time spent on social media sites is more than double the second-highest rated activity, online games, which only accounts for 8.1percent (Nielsen, 2012).

The amount of time spent accessing social media on a mobile phone is also extremely common-- in fact, at 10.2 percent of time spent, this function is only second to texting, which

accounts for 14.1 percent of time (Nielsen, 2012). Additionally, with 22.6 million unique viewers accessing the site via a computer, Facebook also broke into the top five online video destinations (Nielsen, 2012). This report suggests consumers access social media sites like Facebook in different ways and for reasons other than simply updating their personal profiles pages or communicating with friends and family.

In Nielsen's 2012 Social Media report, Deirdre Bannan, social media practice lead, specifically noted that social media and SNS are impacting the field of marketing by removing the limitation of WOM communications amongst only those who are in a consumer's daily life (Nielsen, 2012). In fact, this report also notes that 47 percent of social media users engage in social care, which is customer service via social media (Nielsen, 2012). Of this group of social media users, 70 percent engage in social care on a monthly basis, 21 percent on a weekly basis, and 9 percent on a daily basis (Nielsen, 2012). Additionally, consumers engaging in social care are most likely to do so via Facebook more than any other social media outlet. Twenty-nine percent of users engaging in social care prefer to comment or ask questions concerning a company's product or service via the company's Facebook page and 28 percent of users will do this via his/her personal Facebook page (Nielsen, 2012).

In order to reach an expansive market of consumers, many brands and services have joined the world of Facebook, the most popular web-brand in the United States (Nielsen, 2012). In fact, on July 24, 2013, Facebook Chief Operating Officer Sheryl Sandberg announced that Facebook was home to nearly 18 million business pages (McGee, 2013). Hosting an online presence through Facebook allows a business to interact, engage and connect with its consumers in a more convenient and effective manner. However, a business must remember that the majority of interactions, like posts, on Facebook are visible to consumers around the world the

instant an exchange takes place. (The exception is a consumer-business exchange through “Messages” on Facebook, which is private and seen only by each end of the email exchange.)

If a consumer is pleased with a product or business and he/she leaves a gushing comment on the page’s public “Wall,” this positive review could provide the business with public endorsement. However, if a consumer is displeased with a business and leaves a negative review or complaint on the page’s “Wall,” this dissatisfaction can instantly be viewed by billions of consumers on Facebook who otherwise could have been very unlikely to gain information about this unfavorable experience.

e-WOM Communications Amongst Consumers

The rapid emergence of social media in the daily lives of billions of users has created an around-the-clock tool for two-way communication between a business and its consumers and between consumers and other consumers. The reach and accessibility of the Internet has given consumers a voice that has the ability to reach billions of other consumers within seconds. Social media has also aided in creating curious consumers with an acquired knack for smart-shopping. Today’s consumers conduct extensive research before they invest in a brand, whether the investment is financial or personal (Godes et al., 2005). This research includes price comparison, retail comparison, background on the quality of the product and reviews from other consumers who have experienced the service or product already.

As marketing professionals know, word-of-mouth (WOM) communication is a highly impressionable tool that can reap both benefits and consequences for a business (Godes et. al, 2005). Prior research has suggested that the main motivations for engaging in WOM communication are to share expertise (Arndt, 1967) and to vent dissatisfaction (Jung, 1959).

Before the Internet and social media existed, WOM reviews of a business could primarily impact a consumer's immediate group of friends, family and acquaintances. However, electronic communication, including via consumer review websites, allows an “immediate information flow to a much wider audience as a single message can affect all site visitors” (Chen et al., p. 86).

Because of social media and social care, traditional word of mouth communication, which can be defined as “oral, person-to-person communication between a receiver and a communicator whom the receiver perceives as noncommercial, regarding a brand, a product, a service or a provider” (Arndt, 1967, p. 5) has increasingly transformed into e-WOM (electronic word of mouth) or online word of mouth communication (Godes et al., 2005). Consumers often use the Internet to research a brand, product, or service by reading and comparing the reviews of other consumers who have already interacted with the business in question.

The growing trend of Internet-users accessing online reviews has created a demand in the market, resulting in numerous websites solely dedicated to user-generated reviews, such as Urbanspoon, RottenTomatoes, Yelp!, and Angie’s List. This development is in addition to retail outlets and businesses hosting a “review” section on their respective websites. Through social media alone, 70 percent of users participate in hearing others' experiences at least once per month (Nielsen, 2012). Additionally, 65 percent learn more about brands and services, 53 percent compliment brands, and 50 percent express concerns or complaints about a brand or service (Nielsen, 2012).

A study questioning whether or not consumers use online reviews found, “The underlying benefit consumers derive from availability of other consumers’ evaluations in online virtual communities is the scale advantages they experience in going through their purchase

decision making. Word of mouth information on the Internet exists in various forms that differ in accessibility, scope and source” (Chatterjee, 2001, p. 5). In a study regarding online reviews and product sales, the authors claimed that “online product reviews have become a major informational source for consumers due to the fast spread of WOM communication through the Internet,” and therefore, “online product reviews have fundamental implications for management activities such as reputation building and customer acquisition” (Hu, Liu & Zhang, 2008, p. 201).

Hu, Liu and Zhang (2008) attribute growing importance to online word of mouth because it is swiftly becoming “a popular informational source for consumers and marketers. As researchers focus on the impact of average online review ratings on consumer relationship management and product success, there is a need to understand how consumers use online reviews, whether they understand the information embedded in reviews, whether they rely on online reviews to make purchase decisions, and under what circumstances a review is likely to impact sales” (Hu, Liu & Zhang, 2008, p. 212).

Reviewing businesses or products through social media is an idea that is gaining the attention of marketing professionals and Internet-usage research firms alike. In their discussion of the evolution of online consumer reviews in their textbook, *Social Media Marketing*, Tuten and Soloman address the 2011 Social Shopper Study conducted by the research teams at PowerReviews, a provider of social commerce software and the e-tailing group, an e-commerce consultancy (Tuten & Soloman, 2012). The 2011 Social Shopping Study reveals that online reviews and ratings remain the most “critical product information desired by shoppers” (see Figure 3, Appendix) and these online reviews “wield the greatest influence on buying behavior” (Freedman, Brief I, p. 5).

The Social Shopper Study questioned more than 1,000 consumers who spend at least \$250 via online shopping per year. This study, which has been conducted annually since 2006, began when PowerReviewers and the e-tailing group noted the power of online consumer reviews. The study suggests that “Retailers, of course, are interested in where consumer research is being conducted but more importantly they need to know what tools and techniques impact buying behavior. Here, customer reviews come out strongly on top and their perseverance is a testament to the value consumers receive” (Freedman, Brief I, p. 8).

Unlike previous years, 2011’s Shopper Study introduced the concept of using social sites as a tool to review products and businesses because of the dense concentration and amount of time spent in these communities. The results of the first half of the study, released in June 2011, indicate that 29 percent of participants take advantage of social sites for consumer reviews “sometimes” or more (see Figure 4, Appendix). The author of the study notes the intention to monitor this trend as the population and consumer-business involvement continues to grow (Freedman, 2011). This is most likely due to the fact that, although there is not yet a large percentage of consumers who use Facebook to review brands (according to the results of this study) those who do use this SNS to review brands choose to participate extensively by “liking” a business and “sharing” its content—actions that are both specific to Facebook (see Figure 5, Appendix). For reasons unknown to the author, PowerReviews and the e-tailing group have not yet conducted an updated Social Shopper Study since 2011.

Facebook as a Forum for Consumer Feedback

SNS, like Facebook, have not only created a constant two-way communication stream between business and consumer, but it has also opened new doors for consumer-to-consumer

communication. An exploratory study conducted by Urista, Dong and Day (2009) aimed at discovering why young adults use MySpace and Facebook. Through focus group discussions, the researchers proposed that young adults use SNS to “experience selective, efficient, and immediate connection with others for their (mediated) interpersonal communication satisfaction and as an ongoing way to seek the approval and support of other people” (Urista, Dong & Day, 2009, p. 216). One of the two key factors that emerged from the focus group results in this study was that consumers were able to manage their communications through SNS use. The authors conclude that “it appears that SNS empower individuals to communicate with others at a rate and manner that he or she desires” (Urista, Dong & Day, 2009, p. 222). These results can also imply that Facebook users may also seek immediate approval and support of other people in reviewing user feedback on restaurant’s Facebook pages.

The results in this study also suggest that “participants also shared that they use SNS to acquire information that will help them judge what a person is like. Many participants noted that they used SNS to examine the profile of a person in whom they were interested in to form an opinion about that person” (Urista, Dong & Day, 2009, p. 223). As previously stated, Facebook has grown immensely in the past few years, gaining millions of new active users and thousands of business and brand pages. If participants in 2009 said that they used Facebook to gain information to determine a person’s characteristics and to form an opinion of that person, it is logical to suggest that users would also use Facebook to form an opinion of a brand or business.

In an article published in *Business Horizons*, social media is argued to be a “hybrid element of the promotion mix” due to the fact that it “enables customers to talk to their customers” while it also “enables customers to talk directly to one another” (Mangold & Faulds, p. 357). Further elaborating this point, the article explains: “The first role of social media is

consistent with the use of traditional IMC tools. That is, companies can use social media to talk to their customers through such platforms as blogs, as well as Facebook and MySpace groups. These media may either be company-sponsored or sponsored by other individuals or organizations. The second promotion-related role of social media is unique: customers can use it to communicate with one another” (Mangold & Faulds, p. 359). The book *The New Influencers* (Gillin, 2007) notes the newfound power of the dissatisfied customer: “Conventional marketing wisdom has long held that a dissatisfied customer tells ten people. But that is out of date. In the new age of social media, he or she has the tools to tell 10 million consumers virtually overnight” (Gillin, 2007, p. 4).

Gillin (2007) describes the first decade of the Internet (beginning with its first year of public use) as being less about publishing and more about reading. During this time, businesses were able to “build affinity groups that hadn’t existed before and by delivering information at a velocity that was impossible in print” (Gillin, 2007, p. 4). Websites were not easily built or edited in the “read-only” decade of the Internet. Due to the difficulty of creating and maintaining a website in this first decade, “the people who created them were mostly organizations, who saw the Web as a billboard or a way to take orders from customers. The ‘read/write’ Internet wouldn’t emerge until just a few years ago” (Gillin, 2007, p. 5). Fast forward to 2013, and we now not only have a “read/write/create” era of consumers, but they also have an extremely high likelihood of being connected to the most popular SNS in the world: Facebook.

Online consumer reviews may act as an informant that offers consumer-orientated information, as opposed to online information posted by sellers, who focus mainly on product-orientated information like product attributes, technical specifications and performance ratings based upon technical standards (Lee et al., 2008). Because online consumer reviews are

interpersonal in nature, they may influence consumers' attitudes (Lee et al., 2008). This idea is also related to that of conformity, which has been defined as the process of multiple opinions constructing a group norm, which individuals then have a tendency to comply with (Burnkrant & Consineau, 1975).

Relating specifically to consumer research, conformity is defined as the tendency for a consumer to alter his/her product evaluation, purchase behavior, or purchase intention as a result of being exposed to other consumers' evaluations and/or purchase intentions (Lascu & Zinkhan, 1999). Research suggests that as the amount of people who share an opinion increases, so will the level of conformity (Lee et al., 2008). From a consumer's perspective, “an increase of just one negative online consumer review increases the riskiness of the product and decreases the desire for the product” (Lee et al., p. 343). This is due to the perception of other consumers making the same decision reducing the risk of regret following a purchase or engagement with a service (Lee et al., 2008).

An article by Mangold and Faulds (2009) provides an example of just how widespread negative feedback can be when consumers are using social media. Mangold and Faulds describe an instance in which Vincent Ferrari, a blogger and, at the time, an AOL user, posted an audio recording of his conversation with an AOL representative who repeatedly tried to convince Ferrari not to cancel his service, although he reported immense dissatisfaction. The audio file was downloaded more than 300,000 times and the file went viral online, being picked up by numerous other blogs and publications on the Internet. The recording received so much attention that it was eventually picked up by widely recognized publications in mainstream media as well, including The New York Times and NBC. Needless to say, AOL received negative feedback

from other consumers who claimed dissatisfaction with AOL's poor customer service (Mangold & Faulds, 2009).

Noting the impact of consumer-to-consumer interactions through social media, Mangold and Faulds draw from outside sources to make the following points: 1) Consumers are turning more frequently to various types of social media to conduct their information searches and to make their purchasing decisions (Lempert, 2006; Vollmer & Precourt, 2008); and 2) Social media is perceived by consumers as a more trustworthy source of information regarding products and services than corporate-sponsored communications transmitted via the traditional elements of the promotion mix (Foux, 2006). Acknowledging the importance, therefore, of using social media as a promotional tool by engaging consumers, the authors claim that “people are more likely to communicate through both WOM and social media when they are engaged with the product, service, or idea” (Mangold & Faulds, 2009, p. 362).

In an article titled, “Introducing COBRAs: Exploring motivations for brand-related social media use” Muntinga, Moorman, & Smit (2011) introduce a new acronym to explain behavior on the World Wide Web: consumer’s online brand-related activities (COBRA). This article describes three Internet-user typologies: consuming, contributing, and creating. Each typology has different activities regarding brand-related social media use (see Figure 6, Appendix). Muntinga, Moorman, and Smit (2011) use McQuail’s (1983) categories of motivations for use of the Internet (entertainment, integration and social interaction, personal identity and information) and add two additional categories: remuneration, social media use in order to gain some sort of future reward; and empowerment, using social media in order for a consumer to exert his or her influence on other people or companies (Muntinga, Moorman, & Smit, 2011). Introducing these typologies of consumers with various motivations to engage with a brand through social media

suggests an increased likelihood that consumers on Facebook will use the SNS as a tool to review brands.

The second portion of the Social Shopper Study, released October 2011, focuses solely on Facebook as a forum for consumer feedback. The reason behind this focus is explained in the study's introduction: "The ability to compare and contrast retail community behavior to that seen via Facebook sheds light on opportunities for retailers, with a watchful eye on bottom line performance. We encourage merchants to move beyond their preliminary, low levels of participation as this 'social' audience likely represents the future of online shopping behavior. Today's voyeur is tomorrow's customer so understanding the shifting embrace of both community and Facebook will be time well spent" (Freedman, Brief II, Introduction).

Overall, the results presented in the second brief of the Social Shopper Study suggest that "Involvement across onsite retail and Facebook fan pages is also consistent across the board where one in three consumers partakes of community offerings. While participation numbers may be limited, we believe their influence is significant as this consumer's knowledge and passion for a particular category make them a force to be reckoned with among retailers. The power of their pocketbook is highly coveted and can be a direct result of that passion" (Freedman, p. 5).

The results in this brief showcase an increase in users seeking consumer feedback on Facebook, only four months after the first brief of the study was conducted (see Figure 7, Appendix). As the author indicated in the first brief of the Social Shopper Study, it is to be expected that as more consumers join Facebook, the likelihood of Facebook being used as a tool for business feedback increases. The first brief in the Social Shopper Study was released in June 2011. As of May 2011, Facebook hosted 700 million active users (Bazilian, 2011). The second

brief was released October 2011. At this time, Facebook had more than 800 million active users (Solis, 2011).

Compared to 2010, there was an increase in the number of study participants in 2011 using social media to retrieve feedback about products or brands in several categories (see Figure 8, Appendix). The research in Brief II of the Social Shopping Study indicates that “people ‘want something’ from a retailer’s community – a question answered, access to promotions or even a reward. Questions asked range from product information to those related to service concerns” (Freedman, Brief II, p. 8). Although these results already indicate that Facebook is emerging as a tool for consumer feedback, the author references a separate research project, the Annual Merchant Survey, which concludes that “the message is loud and clear as beyond reviews, the social media tools that most merchants employ/plan to employ are Facebook-related” (Freedman, p. 11) (see Figure 9, Appendix).

The results in Brief II of the Social Shopping Study revealed that sharing customer service sentiments, whether positive or negative, is the connection between consumer-business that Facebook users desire the most after “liking” a brand. Forty-two percent of consumers on Facebook desire to have a conversation with the company or other fans (see Figure 10, Appendix). After considering the results found in both briefs of the Social Shopper Study, the author predicts that “Facebook will become a more important shopping conduit tool to connect and share with retailers or friends, sparking greater interest and a reason for retailers to continue to invest here and in other community channels” (Freedman, p. 19).

In their 2012 article, Mangold and Smith note Millennials’ influence of social media evolving into an important source of product information (Mangold & Smith, 2012). The article, which specifies Facebook as a common outlet for product recommendations, notes that product

information is now based on the experiences of others and is being generated within the marketplace (Mangold & Smith, 2012). In other words, social media is a resource for consumers to give and receive information and impact the decision-making process (Mangold & Smith, 2012). In fact, viral e-WOM is one of the fastest growing behaviors on the Internet (Armstrong & Hagel, 1996).

Mangold and Smith specify that businesses and brands that do not maintain a presence on social media outlets will be disadvantaged when it comes to gaining a consumer's attention (Mangold & Smith, 2012). Furthermore, businesses and brands that have a positive presence on social media and various review sites will maintain an advantage over those that do not based on the exposure effect (Mangold & Smith, 2012). In other words, consumers favor a product, business, or brand that they have previously been exposed to (Mangold & Smith, 2012). This article also explains that businesses that are receptive to user feedback and respond quickly and honestly to users may build strong relationships with current and potential customers (Mangold & Smith, 2012). Finally, this article specifies that positive and negative reviews are the most influential for consumers in the early stages of review, when consumers maintain little, if any, knowledge of the product or business (Mangold & Smith, 2012). Therefore, the authors provide the implication that marketers should carefully monitor both positive and negative user feedback (Mangold & Smith, 2012).

In 2013, Facebook revealed a new feature of business and brands' pages: a "reviews" section that prompts Facebook-users to go beyond mere feedback and actually rate the business from one to five stars. This section also offers users the chance to post their narrative review of the business as well, although they are not prompted by any questions. This section is showcased on the right-hand side of a business's Facebook page at the top of the page's "Timeline," or

“Wall,” and is therefore clearly visible to all other users automatically, without the need for users to search for reviews from others. This new feature clearly represents the gradual transition of brands and businesses using Facebook as a marketing tool and allowing users to publicize their e-WOM without having to do so elsewhere. An example of this feature can be seen under Figure 2 in the Appendix.

Uncertainty Reduction Theory

This study is informed by the Uncertainty Reduction Theory (URT) to help examine Facebook users' behavior in how they use online reviews and responses from restaurants. Constructed by Berger and Calabrese, URT explains how communication amongst humans is utilized to create understanding by gaining knowledge (Berger & Calabrese, 1975). This theory suggests that individuals (known as “information seekers”) gather relevant information that allows them to predict an attitude or behavior. During the process of reducing uncertainty, information seekers create mental notes or models that assist in forming clear ideas about other individuals and their intentions, emotions, and/or behaviors (Berger & Calabrese, 1975). The act of seeking information stems from the determination of needing information combined with the acknowledgment of insufficient knowledge required to address that need. In the field of information science, uncertainty is viewed as a concept that is fundamental in understanding human behavior (Brumfield, 2008).

The feeling of uncertainty is one behavior often experienced when individuals are faced with a lack of information. Feeling uncertainty is typically accompanied by negative feelings of anxiety, apprehension, worry and frustration. Depending on an individual's specific information need, these feelings may vary in intensity (Brumfield, 2008). In an attempt to reduce

uncertainty, individuals make proactive and retroactive ascriptions about their own and others' behaviors (Berger & Bradac, 1982). As suggested by communications researchers, one of the methods used to help alleviate uncertainty is accessing environments that are familiar, formal, and structured (Hofstede, 1984). This is applicable to seeking information and communicating via online environments (Brumfield, 2008).

Hu, Liu and Zhang's 2008 study employs URT to explain that "whenever consumers lack knowledge of a product or of the outcomes of consuming that product, they will engage in uncertainty reduction efforts to mitigate and eliminate the risk associated with the uncertainty and to maximize the outcome value" (Hu, Liu & Zhang, p. 204). This theory further suggests that, apart from eliminating uncertainty by researching a product or business's price, quality, return policy and warranty information, consumers "will actively seek other information, such as online reviews written by previous customers. Overall uncertainty reduction theory provides a framework through which we can understand how individuals use different online information, such as online reviews, to: (1) infer product quality; (2) reduce product uncertainty; and (3) make a final purchase decision" (Hu, Liu & Zhang, p. 204).

Antheunis et al. (2010) conducted a study that aimed to identify the most common uncertainty reduction strategies (passive, active and interactive) that individuals utilize on SNS. Through their research, the authors determined that 98.9 percent of users employ passive strategies, 83.9 percent of users employed interactive strategies and 19.7 percent of users employed active strategies (Antheunis et al., 2010). These results can be applied to the potential significance and frequency of using Facebook as a tool to review restaurants, a passive strategy, in order to decrease uncertainty. This behavior is passive because it allows Facebook users to unobtrusively observe the target (i.e., a restaurant) and how it interacts with others (i.e.,

consumers) (Antheunis et al., 2010). The results can also suggest the significance of the interactive environment that Facebook hosts.

CHAPTER 3: METHODOLOGY

An analysis of the presented literature and previously conducted research in the field suggests the increasing frequency of Internet-users accessing Facebook as a way to engage in social care and to reduce uncertainty about new restaurants by using the site as a feedback tool.

Research Questions

This research led the author of this paper to the following research questions:

RQ1: How is Facebook being to provide consumer feedback of restaurants and it is perceived as a credible source?

RQ2: What effect, if any, does user feedback have on an individual viewing a restaurant's Facebook page?

RQ3: What effect, if any, does a restaurant's response to user feedback have on an individual viewing that restaurant's Facebook page?

In order to discover potential answers to these research questions, this study employed qualitative methods, specifically, in-depth, semi-structured interviews with a quasi-experimental design. Qualitative research is a process of understanding a social or human problem by employing methodological traditions of inquiry (Creswell, 1997). In this method of study, the researcher builds a complex picture, analyzes words, presents detailed views of informants, and conducts research in a natural setting (Creswell, 1997). Qualitative research is conducted by extensively collecting data from numerous sources (Creswell, 1997). However, each interviewee

conducted his/her in-depth interview under specific, controlled conditions that varied per interviewee.

Participant Recruitment

Participants were recruited through an electronic message that the author posted on various Facebook pages of popular, local restaurants and on the author's personal Facebook account. Additionally, this message was printed and posted in several areas of University of South Florida. The message can be seen in the Appendix. Individuals must have engaged with a restaurant page on Facebook within the past six months by “liking,” commenting on, or “sharing” a restaurant's content. This qualifier was used to identify participants who are active in following and interacting with restaurants that use Facebook as a marketing tool. Study participants were briefed before his/her interview regarding the focus of this research.

Interview Process

Participants were told in advance that the interview questions will sound redundant and that there is a possibility that their answers for some of the questions would be the same. This was to help the participants avoid answering each question with the same response solely as a habitual reaction. Participants were also told that, depending on his/her answers, he/she would be asked to elaborate more upon the given topic, depending on his/her response to the initial question, which is standard in a semi-structured interview. All in-depth interviews were recorded using a digital audio recorder to allow for transcription at a later time.

Participants were questioned regarding their use of Facebook as an online-feedback tool for restaurants. The author asked interviewees their perceived credibility of Facebook as a

feedback tool, what type of content they seek when examining a restaurant on Facebook, what other review websites, if any, that the interviewees use to research restaurants, and how they believe these other websites compare to Facebook. Interview participants were also asked about their opinions regarding user feedback on restaurants' Facebook pages, and whether or not the participant engages with restaurants on Facebook by posting his/her own comments, concerns, opinions, or feedback on these pages.

Research Design

Because this area has not been research extensively to date, quasi-experimental techniques were used to help evoke responses and discussion. Specifically, each interviewee was prompted with examples of Facebook restaurant pages and related visuals. During the process of scheduling an interview date and time, each interviewee was asked to provide the author with a list of three of his/her favorite restaurants. Throughout the interview, the participants were presented with twelve visuals. These visuals consisted of six created Facebook posts with various types of user feedback for a fabricated restaurant's Facebook page, called Lu's Pizza Place, and six genuine posts with user feedback from the Facebook page of one of the interviewee's favorite restaurants that was identified by the interviewee. If an interviewee noted favoring a restaurant that was already identified by a different interviewee, the author specifically featured that particular restaurant and utilized the same visuals. This helped decrease the potential variance and subjectivity of the situational content that interviewees were presented with.

The six visuals used in the interviews for both the fabricated and authentic, favored restaurants presented interviewees with the following content:

- 1) Positive user feedback with response from the restaurant;
- 2) Positive user feedback without response from the restaurant;
- 3) Neutral user feedback with response from the restaurant;
- 4) Neutral user feedback without response from the restaurant;
- 5) Negative user feedback with response from the restaurant;
- 6) Negative user feedback without response from the restaurant.

When producing fabricated content with positive user feedback for the Lu's Pizza Place, the author created comments that were complimentary of the restaurant's characteristics, including the service and menu items. Negative content was created by focusing on bad experiences that could seem realistic for the food industry-- waiting too long to receive food, receiving bad service, being denied a special or promotion, and finding a hair in one's food. Neutral user feedback was created by posing a question to the restaurant or stating something that was factual (i.e., "I visit Lu's three times per week" is simply factual since there is no point of reference for the frequency of this customer visiting other restaurants throughout the week and no explanation of whether or not this for convenience, such as ordering lunch while at work, etc.) The author then dispersed the fabricated user feedback to several friends and family members and asked them to use their personal Facebook accounts to post the various comments on Lu's Pizza Place's page. This helped the content for the fabricated restaurant appear realistic. For

visuals representing an authentic restaurant, the author attempted to find content that was as similar as the fabricated content as possible regarding the expression of complaints and compliments toward the restaurant.

The author of this study conducted 11 in-depth interviews, all of which were conducted in-person. The interviews, on average, lasted 34 minutes. Interviewees ranged in age from 19 to 41 years old, and the majority of the interviewees were female. A brief description of the interviewees is listed below:

- 1) Sh: a 20-year-old Caucasian female college student;
- 2) Mi: a 24-year-old Caucasian male working in broadcast news;
- 3) Fr: a 24-year-old Caucasian female medical assistant;
- 4) Tr: a 42-year-old Hispanic/Caucasian female college student and mother;
- 5) Th: a 24-year-old Caucasian female college student;
- 6) Li: a 21-year-old Hispanic female college student;
- 7) Ar: a 21-year-old Hispanic male college student;
- 8) Ja: a 20-year-old African-American female college student;
- 9) Co: a 19-year-old Caucasian male college student;
- 10) La: a 23-year-old Caucasian female college student;
- 11) Ka: a 21-year-old Hispanic female college student

Data Analysis

The author transcribed each interview upon its completion and analyzed each transcription to look for themes among the responses to various questions. Emerging themes were then summarized and compiled into tables according to similarity of topics. Finally, the

author analyzed the tables she created to identify common patterns amongst interviewees' responses.

Interviewees' anonymity was maintained during the interview process by only identifying himself/herself by first name. As each interview was transcribed, the author made an additional step in maintaining anonymity by coded each interviewee by only the first two letters of his/her name. Before each interview took place, the author briefed the participant on the topic of the study. Each interviewee then signed a consent form that was approved by the Institutional Review Board (IRB). The author's semi-structured interview schedule is included in the Appendix.

CHAPTER 4: RESULTS AND DISCUSSION

This chapter is organized by the four major themes that emerged through the analysis of the results and a discussion of each of the themes. It should be noted that these themes are exploratory in nature and are not representative of all social media-users, especially considering the amount of in-depth interviews conducted. The common themes that emerged from participants are as follows: Facebook is being used by consumers as a way to attain user feedback of restaurants; Facebook is perceived as a credible feedback tool concerning restaurants; consumers' perceptions of a new restaurant is molded in part by user feedback on Facebook; and it is important for restaurants to respond to all types of user feedback on Facebook, not just negative user feedback. The themes and supporting results are discussed in detail below.

Theme 1: Facebook is Being Used by Consumers as a Way to Review User Feedback

The majority of interviewees who participated in this research claimed to use Facebook as a way to review restaurants, including to influence their decision as to whether or not they should dine at a new restaurant that they have not yet experienced. The only interviewee who said that she did not use Facebook as a feedback review tool contradicted herself in saying that she did use Facebook as a way to influence her decision-making process regarding new restaurants. The two interviewees who did not use Facebook as a way to influence their decisions about a new restaurant responded with reasons that did not lessen the quality of Facebook as a

feedback review tool. For instance, one of these two interviewees used a resource on her phone that she claimed was more convenient, and the other claimed to pay little attention to user reviews in general, not just via Facebook, because she preferred to generate her own opinions about restaurants.

Some of the interviewee responses are highlighted below:

“I’ll do that, um, if-- because I’m a vegetarian, if my friends want to do to a restaurant, I’ll look at its Facebook page or Yelp reviews or something, to see if they have vegetarian options. Um, but, yeah that’s pretty much how I use it. Or, you know, to see their hours of operation or to see any events going on.”

[Interviewee: Sh]

“Umm... probably about the same amount as I use it to just look at the restaurants. I mean, that’s what I go there for-- to see what other people have said about the restaurant, to see if there are any deals being advertised. So, same thing-- probably once a month.” [Interviewee: Mi]

“When I’m looking to find a new restaurant, I’ll usually check their Facebook page to see the reviews.” [Interviewee: Th]

Regarding the use of Facebook as a tool to look up a restaurant they had not experienced yet as a way to influence their decision of whether or not they should dine there, most interviewees said that they did use Facebook for this purpose. Samples of responses from interviewees who use Facebook to influence their decisions are highlighted below:

“Absolutely, yes. Because that’s where I get my reviews, photographs of the food, and kind of get an idea of the kind of place that it is before going.” [Interviewee: Th]

“Yes-- that’s mainly what I look up restaurants on Facebook for. I check to see if other people like the restaurant, to see if there’s a menu, to see if there are pictures of the food... all of that really helps with me when it comes to deciding if I want to go someplace or not.” [Interviewee: Mi]

“That’s my main reason why I would look at restaurants on Facebook. Because I want to make sure that I’m spending my money wisely because I don’t have a lot of money to be spending on a restaurant without having a good experience.”[Interviewee: Fr]

One interviewee who did not use Facebook as a way to influence her decision about whether or not to go to a new restaurant said that she did not do this because she uses other sources that are conveniently located on her phone. The other interviewee who did not use Facebook for this purpose said:

“No, unless I see something that's really bad, then I won't go to that restaurant. But if I just see a few bad comments here and there then I'm still gonna go to that restaurant because, you know, everyone has a different tastes and I'd rather find out for myself.” [Interviewee: Ka]

Interviewees claimed to look for a variety of information when reviewing a restaurant via Facebook, including menu items and reviews of these items, feedback (positive and negative) of the restaurant from others, and characteristics of the restaurant, including photos of menu items, cleanliness, service, hours of operation, and specials/promotions. Some of the interviewees' answers are presented below:

“Um, probably the best meals... to find out what I should order. Like, I'm a food person-- I really love getting really, really good food, but I'm also the most indecisive person ever, so if I go to a restaurant and their menu is huge, I'll get on my phone in the restaurant and go to the restaurant's Facebook page to see what other people have recommended.” [Interviewee: Sh]

“I want to make sure that they have a good menu, good service... [trails off]”
[Interviewee: Fr]

“Yeah, I'm just seeing if they got the same experience as me. Or, if there's any bad experiences that people had, I'll look into it.” [Interviewee: Li]

Regarding how often the interviewees review a restaurant by posting their own opinion, either positive or negative, the majority of interviewees said they did not often post their own feedback about a restaurant, and chose to simply access restaurants' Facebook pages as an observer. Some of the interviewee responses are highlighted below:

“If I really, really love something, or if I hate it-- if it's an extreme, I'll review it. If I just like something, I won't say anything about it.” [Interviewee: Li]

“I don't necessarily post comments unless I notice that there's a question, like, 'Hey how is this?' and if I have an answer, I'll post it really quick, but I don't like, go on restaurants' Facebook pages to go and post comments. So, once every few months.” [Interviewee: Ka]

“Rarely, if ever. I kind of just take other people's words in and don't really join in the conversation. I've probably only commented on a restaurant's page maybe four times since I've had Facebook. So, maybe once a year.” [Interviewee: Mi]

A summary of the frequency of using Facebook to review restaurants, what interviewees are looking for when reviewing restaurants on Facebook, whether or not interviewees use Facebook to influence their decision about a new restaurant, and how often interviewees post their own reviews on Facebook can be seen in Table 1 in the Appendix.

Theme 2: Facebook is Perceived as a Credible Feedback Tool Concerning Restaurants

The majority of interviewees described Facebook as a credible source to review restaurants. However, it is important to note that the interviewees who did not label Facebook as a fully credible feedback review tool still described the site as 50 percent credible. Two of these interviewees noted that the credibility depends on the integrity or trustworthiness of the restaurant. Both of these interviewees explained that this perception depended on whether or not a restaurant deleted negative feedback. One of these two interviewees also specified that she felt that all online review sources were 50 percent credible, not just Facebook.

Finally, the third interviewee who described Facebook as being 50 percent credible also specified that she was referring to all online reviews and noted that she held this opinion because she believes that each individual has different tastes or preferences, so she does not use online reviews as a way to fully mold her opinion about a business or brand. These results, in combination with existing literary research and statistical information regarding social care and

the increase of Facebook being used as a feedback review tool, suggest the significance of maintaining a strong, thorough presence on this social networking site.

Some responses are highlighted below:

“I think it's pretty credible...because I mean, they make their own pages... Yelp.com is different because the restaurants don't actually make those pages-- Yelp does. So...if you want more credible information, I think the Facebook page is the best way to go, second to the restaurant's own website.” [Interviewee: Sh]

“I think it's very credible. I think the opinions of other people are very important. And their experiences are likely going to be similar to your experience.” [Interviewee: Th]

“I think it's pretty credible, because, I mean... people aren't going to go on there just to lie, so I think it's like, the best way to get the mass opinion of a place, since pretty much everyone I know-- young, old, male, female, whatever-- has a Facebook. I mean, sometimes I see negative comments from other people, but, I do think people are giving their honest opinions.” [Interviewee: Ja]

The responses from the three interviewees who felt that Facebook was 50 percent credible as a tool for reviewing restaurants are highlighted below:

“I would say it's about halfway credible. I think there are less trolls on Facebook. I think that Urbanspoon has no real content editing--so, a restaurant can't come in and change information or edit anything. Facebook is controlled by the actual restaurant itself, so I guess, you know, it depends on how trustworthy a restaurant is because they can delete bad comments, for instance, on Facebook and they can't on Urbanspoon.” [Interviewee: Mi]

“I think I just heard the other day that about 50 percent of online reviews are bought, so, now that I know that fact, maybe it's 50 percent credible. Plus, you can delete comments on Facebook, so I guess it really depends on the integrity of the restaurant.” [Interviewee: Fr]

“I would say maybe 50 percent just because everyone has different tastes. Someone may like something that someone else won't. And people exaggerate their experiences. I'll take Facebook feedback into consideration, though.” [Interviewee: Ka]

Interviewees were also asked what other websites, if any, they use to review restaurants and how those websites compared to Facebook. Responses for other review websites included

Yelp.com, Urbanspoon.com, Foursquare.com, Twitter.com, Google Reviews, and Google Plus.

One interviewee said she only uses Facebook as a way to review restaurants and does not use any other sources. Regarding the comparison of review websites and Facebook, select responses are highlighted below:

“Well, they're very similar. Facebook provides a much better visual of the restaurant to customers. Since restaurants can choose their cover photo, choose a profile picture, post personal messages and stuff... Facebook is more of a personal experience and a more intimate representation of the restaurant. Urbanspoon is just... kind of statistical only. I mean, yeah, there are the reviews too... but the reviews on Urbanspoon aren't really different from Facebook. And I think more people use Facebook to review restaurants simply because everyone is already on Facebook all the time anyways. I think Facebook gives you better-- or more-- characteristics of a restaurant whereas Urbanspoon is just going to give you the straight facts. So, Facebook is where I'll jump to once I use Urbanspoon to determine which restaurants are worthy of looking into further. If I go to Urbanspoon and see that it has a good rating, then I'll just go on Facebook and look up the restaurant more, and then decide whether or not I want to go based on what I see on the restaurant's Facebook page.” [Interviewee: Mi]

“Yelp is less interactive-- there's less sharing capability. I think more people feel free to write a review on Yelp because it isn't run by restaurants and the restaurants don't always see those reviews unless they go out of their way to.” [Interviewee: Fr]

“I would say Yelp was more... not credible, but more serious because... the person had to actually go out of their way to post a review. People have Facebook on their phones and stuff and are already on it anyways for fun, so they can easily and quickly post something bad if a restaurant pops up in their News Feed.” [Interviewee: Ja]

A summary of interviewees' responses regarding the credibility of Facebook being used as a review website, other review websites they employ, and how they believe Facebook compares to these other review websites can be seen in Table 2 in the Appendix.

Theme 3: Consumers' Perceptions of a New Restaurant is Molded in Part by User

Feedback on Facebook

In the second phase of the in-depth interviews, participants were shown six visuals that presented positive user feedback with and without a response from the restaurant, neutral user feedback with and without a response from the restaurant, and negative user feedback with and without a response from the restaurant. These visuals were provided for both the fabricated restaurant and authentic restaurant that the interviewees claimed as one of their favorites. The neutral content was used as a control in the interview process, both to make sure that the interviewees did not provide thoughtless responses and to help maintain ambiguity of the type of content that the interviewees were being presented with. Therefore, the neutral content will not be examined or elaborated upon, due to the insignificance this content provided. The only valuable lesson generated from interviewees viewing the neutral visuals was the importance of a restaurant responding to its customers on Facebook, despite the type of user feedback. However, this theme is elaborated upon in the next section of this study.

Positive user feedback with a response from the restaurant

When presented with Facebook content that contained positive user feedback with a response from the restaurant-- for both the fabricated (Lu's Pizza Place) and authentic, favored restaurant—just over half of the interviewees first noticed the status content in the visual for the fabricated restaurant. A couple of interviewees first noticed the positive user feedback; a couple of interviewees first noticed the response from the restaurant; and one interviewee said that nothing about the visual stood out. In the case of the authentic restaurant, several interviewees first noticed the status content by itself; one interviewee solely noticed the positive user

feedback; a couple of interviewees solely noticed the response from the restaurant; and a few interviewees first noticed a combination of characteristics of the visual.

When asked what their opinion of the fabricated restaurant was after viewing this content, nearly all of the interviewees described the restaurant in a positive manner. One interviewee responded in a neutral manner, by noting that her opinion of the restaurant was that it seemed like an adult establishment. Some of the responses included:

“I think it's a great... after reading this comment, I think it's a great restaurant. I think it's going to keep doing really good and will continue to strive.”
[Interviewee: Li]

“It's good because there's a positive review here-- this lady enjoyed herself.”
[Interviewee: Ar]

“That they care about their customers...” [Interviewee: Ka]

When asked what their opinion of the authentic, favored restaurant was after viewing this content, most interviewees described the restaurant in a positive manner. One interviewee said that she did not have much of an opinion either way. Some of the responses included:

“That they're a caring restaurant... they took the time out to respond to this customer.” [Interviewee: Sh]

“I still think they're trying to make as many people as possible as happy as they can.” [Interviewee: Li]

“It's good. It seems like a good place.” [Interviewee: La]

After viewing this type of content, most interviewees said that they would dine at the fabricated restaurant. One interviewee did not provide a straight-forward answer, but rather, she noted that the restaurant seems like it has good service and provided a customer with a good experience. One interviewee said that she would dine at the fabricated restaurant, but specified that she would because of the fact that the restaurant responded to a customer. In the case of the

authentic, favored restaurant, most interviewees said that they would dine at the restaurant. One interviewee responded that she might dine there.

A summary of interviewees' responses regarding positive user feedback with a response from the restaurant can be seen in Table 3 in the Appendix.

Positive user feedback without a response from the restaurant

When presented with Facebook content that contained positive user feedback without a response from the fabricated restaurant, most interviewees first noticed status content; one interviewee first noticed the positive user feedback; and one interviewee first noticed a combination of both the status content and positive user feedback simultaneously. In the case of the authentic restaurant, most interviewees first noticed the status content and one interviewee noticed a combination of the status content and positive user feedback simultaneously.

When asked what their opinion of the fabricated restaurant was after viewing this content, most interviewees described the restaurant in a positive manner. One interviewee replied that there was not enough user feedback to form an opinion of the restaurant. Responses included:

"Favorable-- the pizza looks like it would be good, and this specific dish looks like it was reviewed well by the two people who commented here." [Interviewee: Th]

"From this... it looks like it's good. I mean, yeah, there's positive feedback and stuff, so, yeah." [Interviewee: Co]

When asked what their opinion of the authentic, favored restaurant was after viewing this content, some interviewees described the restaurant in a positive manner. The majority of interviewees described the restaurant in a neutral manner. Responses included:

"Good, very good, because someone commented here and took the time out to compliment the staff on their "1905 Day" and I think that is a big deal-- to go that far and go out of your way to compliment the staff and say you had excellent service." [Interviewee: Fr]

“Well, I think that they're trying to sell more burritos. I understand the marketing concept here-- I know what they're trying to do. It's smart.” [Interviewee: Li]

“I feel like it's more upscale... less “sports-bar” and more fine dining. You know, have a nice experience without being around people who are trashed.”
[Interviewee: La]

After viewing this type of content, nearly half of interviewees said they would dine at the fabricated restaurant; a few said they “might” or would “probably” dine at the restaurant; and a couple of interviewees said they would not dine at the restaurant. Of these two responses, one interviewee noted that she would not go because she did not like the image of the food in the restaurant’s status. The other interviewee noted that nothing in this visual pushed her to want to visit the restaurant. In the case of the authentic, favored restaurant, most interviewees said that they would dine at the restaurant. Two of these interviewees specified that they would visit the restaurant based on their past experiences. One interviewee responded that he would not dine at the restaurant because he did not feel any urgency or push to do so and he did not like the image in the restaurant’s status. One interviewee said that she might dine at the restaurant.

A summary of interviewees’ responses regarding positive user feedback without a response from the restaurant can be seen in Table 4 in the Appendix.

Negative user feedback with a response from the restaurant

When presented with Facebook content that contained negative user feedback with a response from the fabricated restaurant, a couple of interviewees first noticed the restaurant's status content; a few interviewees first noticed the negative user feedback; and a few interviewees first noticed the restaurant’s response. The final three interviewees first noticed a combination of characteristics of the visual. In the case of the authentic restaurant, a majority of interviewees first noticed the status posted by the restaurant; a couple of interviewees first

noticed the negative user feedback; and a couple of interviewees first noticed the restaurant's response.

When asked what their opinion of the fabricated restaurant was after viewing this content, nearly half of the interviewees described the restaurant in a positive manner; a few interviewees described the restaurant in a neutral manner; and a few interviewees described the restaurant in both a positive and a negative manner. Some of the interviewees' responses are highlighted below:

“That customer service is important to this restaurant and that they're responding to their customers and doing so in a timely fashion.” [Interviewee: Tr]

“Just based on this post, it's hard to say... Like, the customer says something negative, but then the restaurant responded like they care for the customer and what happened, so maybe it [the negative incident] was just one employee's fault, so... I feel positive for the restaurant, but negative for the employee who served them.” [Interviewee: Ar]

“Um, I like that it's casual and that they can be funny with their posts. The whole “hair-in-the-pizza” thing... that's a little... uninviting [laughs] but I do like that they tried to rectify the situation and said that they were going to get back to this person, so... at least they responded.” [Interviewee: La]

When asked what their opinion of the authentic restaurant was after viewing this content, a majority of interviewees described the restaurant in a positive manner. A few interviewees described the restaurant in a neutral manner. Some responses are highlighted below:

“It's good because the restaurant responded.” [Interviewee: Th]

“Again that they're credible and caring-- they're responding to customers, telling them that they can fix any problems that happen while in the restaurant and that they're going out and doing community work. This event was with students, too, so they're obviously big on education.” [Interviewee: Sh]

“It's a little so-so. I feel like the way that they responded could have been better. This lady complained and they invited her to email them directly, so... I feel like, yeah, they responded, but they just gave her more work that she has to do in order to have a situation fixed that they messed up on in the first place. I think they should have sent her a private message and gave her something-- maybe a 25

percent off comment, or something. They should have responded publicly, yes, but then said, "Oh we're sending you a private message now, check your inbox."
[Interviewee: Fr]

When asked whether or not they would dine at the fabricated restaurant after viewing this content, a few interviewees said that they would. One of these interviewees specified that she would dine at this restaurant, but with caution. Nearly half of the interviewees said that they would not, probably would not, or they do not think that they would, dine at the restaurant. A couple of interviewees said that they would not be deterred from or inclined to dine at this restaurant, and one interviewee said that he might dine at this restaurant. In the case of the authentic, favored restaurant, most of the interviewees said that they would dine at this restaurant. Out of these responses, two interviewees specified that they would dine at the restaurant because it responded to a customer's complaint, and two interviewees specified that they would dine at the restaurant based on prior experience. One interviewee said that she would not dine at this restaurant based on this content, and one interviewee responded, "I guess."

A summary of interviewees' responses regarding negative user feedback with a response from the restaurant can be seen in Table 5 in the Appendix.

Negative user feedback without a response from the restaurant

When presented with Facebook content that contained negative user feedback without a response from the fabricated and authentic restaurants, all interviewees first noticed the negative user feedback. One of the interviewees specified that she noticed the negative user feedback combined with the fact that there was no response from the restaurant. In the case of the authentic, favored restaurant, a majority of interviewees said that they first noticed the status content (including the amount of "likes" and shares). Several interviewees first noticed a combination of characteristics within the visual, including: the comments are "ridiculous" and

the video (in the status) would be fun to see; the image in the status first, then the negative user feedback; the video in the status first, then the negative user feedback; the fact that the status content is good and the comments are bad.

When asked what their opinion of the fabricated restaurant was after viewing this content, one interviewee had a positive opinion. Nearly half of the interviewees had a negative opinion of the restaurant; a few interviewees had a combination of a positive and negative opinion; and a couple of interviewees had a neutral opinion of the restaurant. Some responses are highlighted below:

“It looks like the restaurant has a good deal going on, but the lady didn't have a good experience, so who knows... it might not be worth it to go.” [Interviewee: Mi]

“Um, it's negative. I mean, for one, I think the pizza in the post is gross and I wouldn't want to eat that. But then, just based off the interaction here-- or lack of interaction-- it just sounds like a bad situation altogether, and again, the restaurant didn't respond. It sounds like, you know, at the time it was a bad experience because they waited a long time and then were still treated poorly... and then the restaurant didn't do anything to make up for that [bad experience] so, yeah, I wouldn't-- I don't-- like that.” [Interviewee: Tr]

“I think, after reading this, I can now tell a lot of people go to this restaurant because they run out of products. So I would think to go during a time that wasn't busy. It wouldn't sway me from going there, but I would just think carefully about when I would go.” [Interviewee: Li]

“Umm... it hasn't really changed-- yet-- because I know that, once in a while, people will have a bad experience, you know... it happens. And I've seen two positive comments and one bad one, so, you know... it happens. So right now my opinion is still good.” [Interviewee: Co]

When asked what their opinion of the authentic restaurant was after viewing this content, several interviewees held positive opinions of the restaurant. One of these interviewees specified that she embraced a positive opinion due to prior experiences with the restaurant. A few interviewees had a negative opinion about the restaurant. A couple of interviewees had a neutral

opinion of the restaurant and one interviewee had a combination of a positive and negative opinion of the restaurant. Some responses are highlighted below:

“Um, negative. I mean, people are saying that they have stingy burritos and, they run out of burritos when the restaurant's main staple is... burritos, so I mean, that's pretty bad.” [Interviewee: Co]

“Well, the picture makes me want to go there now, because I'm hungry [laughs] but then after the comments... I mean, it leaves me on a negative note. I mean, because I like the place, I would still go.” [Interviewee: La]

“It's favorable... because it's obviously a nice restaurant and they're showing the area before customers get there, but... the comments at the bottom say that they're showing the best of their locations here, so they're showcasing their various locations.” [Interviewee: Th]

When asked if they would dine at the fabricated restaurant after viewing this type of content, a few interviewees said that they would, but included some sort of stipulation. A few interviewees said that they would not dine at the restaurant; a couple of interviewees said that they would dine at the restaurant; a couple of interviewees said that they would not be deterred or inclined to dine at the restaurant; and one interviewee specified that if he only saw this content, he would not, but if he saw this content in combination with the content from the other visuals, he would.

In the case of the authentic restaurant, a majority of interviewees said that they would dine at the restaurant. One interviewee specified that he would dine at the restaurant to see whether the negative feedback was true or not. Another interviewee specified that she would dine at the restaurant because the negative user feedback took place at a restaurant branch in New Jersey, and since she lives in Florida, she was unaffected by the comment. Two interviewees specified that they would dine at the restaurant only based on their past experiences with the restaurant. A few interviewees said that they would not dine at the restaurant after

seeing this content. One interviewee specified that this was his opinion without considering his prior experiences at the restaurant.

A summary of interviewees' responses regarding negative user feedback without a response from the restaurant can be seen in Table 6 in the Appendix.

Overall opinion of restaurants after viewing all visuals

It was important for the author to ask interviewees what their overall opinion of each restaurant was after seeing all six of the visuals. Asking for an interviewee's overall opinion was more representative of viewing user feedback on Facebook in order to generate a comprehensive opinion. It is unlikely that a consumer would review a restaurant's Facebook page and form an opinion based on a singular set of user feedback. In the case of the authentic, favored restaurant, all of the interviewees had an overall positive opinion of his/her self-identified restaurant.

In the case of the fabricated restaurant, several interviewees had an overall positive opinion of the restaurant, one interviewee had an overall negative opinion, nearly half of the interviewees had an opinion that was mixed with both positive and negative components, and one interviewee had a neutral opinion. A summary of the interviewees' overall opinions of both restaurants can be seen in Table 7 in the Appendix. Some of the interviewees' overall opinions of the fabricated restaurant are highlighted below:

"Overall, it seems like a great place that I would definitely want to go to. I think it seems like they have good food and good customer service, so... yeah, I'd definitely want to try it out."[Interviewee: Li]

"They have... music after ten, their management seems pretty good, but maybe they have one bad employee who doesn't attend to customers very well, and then they have a decent happy hour special." [Interviewee: Ar]

"I mean, I keep thinking of the hair in the pizza... I mean, there was some good stuff, but it seemed like there was actually more bad stuff."[Interviewee: La]

“It seems like a casual place... it's probably new, considering some of the mistakes they've made... you know, service mistakes, running out of a promoted item and stuff.” [Interviewee: Th]

Some of the interviewees' overall opinions of the fabricated restaurant are highlighted below:

“I mean, I just love Chipotle [laughs] so, yeah... my opinion is still the same. It's a great restaurant.” [Interviewee: Ka]

“It's overall positive. I know it's a good place based on my experiences and I think all of this positivity that I just saw reinforced that.” [Interviewee: Fr]

Although interviewees were presented with the same amount of positive, neutral and negative feedback, both with and without a response from the restaurant, for both the fabricated and authentic, favored restaurant, all interviewees had an overall positive opinion of his/her favored restaurant. On the other hand, this was not the case for the fabricated restaurant. Only four interviewees had a solely positive overall opinion of Lu's Pizza Place. Nearly half of interviewees had an opinion that included both positive and negative components, one interviewee had an overall negative opinion, and one interviewee had a neutral opinion. This suggests that the first impression that Facebook users conceive about a restaurant by reviewing the user feedback on its Facebook page matters. The most important aspect for marketers or restaurant owners who use Facebook as a marketing tool is to remember that there is no way to indicate who is conceiving his/her first impression about a restaurant.

After viewing negative user feedback without a response from her self-identified favorite restaurant, the interviewee who possessed an overall negative opinion of the fabricated restaurant (and, on the other hand, maintained an overall positive opinion of her favorite restaurant) elaborated on the matter when she discussed her opinion of the favored restaurant:

“That it could have just been a super busy night, or a holiday. So... I guess I'm more lenient because I've been there before and I know that they're good... it

makes me want to overlook the negative comments. Whereas... the new place-- I've never been there, I've never tried it, I saw the negative comments and... I have nothing good to base my opinion off of but that, so that makes me not want to even try that restaurant [Lu's Pizza Place]... honest answer."

[Interviewee: La]

The aforementioned quote is a perfect representation of the findings regarding the comparison of generated perceptions of a restaurant that is new versus one that is favored. The interviewee acknowledged the fact that she is willing to ignore negative user feedback for a restaurant she favors but will not do so for one she has not experienced yet. As previously stated, since a restaurant cannot identify who its new customers are online, it should not risk losing potential business by failing to maintain a thorough, interactive and responsive presence on Facebook.

This idea is also represented in the comparison of Ja's reactions to negative user feedback. In the fabricated visuals, a fake customer described a negative experience in which she found hair in her food. In the visuals that were specific to Ja's interview, which were retrieved from Bahama Breeze's Facebook page, the author was able to find a customer who complained about the same issue. The comparison of Ja's reaction to each of the visuals can be seen below.

After viewing a complaint about a hair in the customer's food at Lu's Pizza Place, she was asked if she would dine in the restaurant:

"Um, honestly I mean... I don't think so, because finding hair in your food is really gross, so, I mean... yes, they apologized and that's good but... I mean, I don't think I would go there. I'd have to be like, really broke or desperate or something [laughs] to want to go there."

After viewing a similar complaint for Bahama Breeze, she was asked her opinion of the restaurant:

"Um, that they have a lot of variety and different foods at the restaurant, so maybe, you know, that they have something for everything. But, you know, there's a comment here at the bottom saying that there was hair in the customer's food

and for me... I live in Florida, this person lives in New Jersey, so, I wouldn't take that comment into consideration. So..."

When asked if she would dine at Bahama Breeze after seeing this content, she replied:

"Um, yes... because, I love their rice and their shrimp and... yeah... I love their food, so yes."

Theme 4: Responding to All Types of User Feedback Matters

One of the most significant findings of this study was the variance of perceptions of a restaurant based on whether or not that restaurant responded to user feedback, both good and bad. Presenting interviewees with negative user feedback with a response from the restaurant yielded the strongest implication of the importance of a restaurant responding to consumers on Facebook. This can be seen especially in the case of negative user feedback with a response from the fabricated restaurant, Lu's Pizza Place, which was new to all interview participants, therefore eliminating their chance of forming an opinion of the restaurant based on prior experiences. When presented with said content, nearly half the interviewees formulated positive perceptions of the restaurant; a few of the interviewees formulated neutral perceptions; and a few of the interviewees formulated a perception of the restaurant that contained both positive and negative components. However, it is important to note that not a single interviewee formulated a negative perception of the restaurant, although they were presented with a negative experience from a previous customer.

As seen in Table 5, the three perceptions that included a both positive and negative component all attributed some sort of positive opinion toward the restaurant, including: "good restaurant, lacking service," "positive for the restaurant, negative for the employee," and "the response is good, but the situation is gross." When viewing the same type of content for the interviewees' favored restaurant, a majority of interviewees possessed a positive opinion, despite

the negative feedback that they were presented with. The remaining three individuals expressed a neutral opinion, but none of the interviewees expressed a negative opinion.

When interviewees were presented with negative user feedback that did not have a response from the restaurant, only one interviewee maintained that he still had a “good” opinion of the restaurant. However, this interviewee revealed in his interview that he used to work for an advertising agency that monitored a restaurant’s Facebook content, and expressed his belief that negative feedback is more prevalent online, whereas positive feedback is infrequent. Furthermore, five interviewees had a negative opinion of the restaurant; three interviewees had a combination of a positive and negative opinion; and two interviewees had a neutral opinion of the restaurant.

Regarding the same content for the favored restaurant, several interviewees held positive opinions of the restaurant; a few interviewees had a negative opinion about the restaurant; a couple of interviewees had a neutral opinion of the restaurant; and one interviewee had a combination of a positive and negative opinion of the restaurant. However, one of the interviewees who possessed a positive opinion of the restaurant after viewing this type of content specified that this was due to her existing opinion of the restaurant. The comparison of variances of opinion for negative feedback that is responded to versus negative feedback without a response indicates the importance of two-way interaction between a business and an unsatisfied consumer on Facebook. This importance is also supported by the previously reviewed statistical data regarding social care.

Although the importance of a restaurant responding to positive user feedback on Facebook was not as strong as the importance of responding to negative user feedback, interviewees’ opinions of the restaurants focused more on the restaurant itself when it provided a

response to a customer. When the restaurant did not respond to a customer, interviewees focused more on describing the restaurants' products. For example, when presented with positive user feedback with a response from both the fabricated and authentic restaurants, interviewees' opinions described the restaurant itself as "caring about its customers." When the restaurant did not respond, interviewees' opinions were still generally positive, but they were focused more on the products that the restaurant was offering, i.e., "the food looks good" and "they have a lot of menu options."

Although the neutral user feedback with and without a response from the restaurant was used as a control in this study, and it did not provide significant findings, the majority of interviewees focused on the response from the restaurant when one was provided. Although this may be because there was not much else within the content that would have stood out to interviewees, several interviewees described the restaurant as being "caring" or "having good customer service" when a two-way interaction was presented. In the case of customers asking a neutral question and not receiving a response from the restaurant, many interviewees specifically noted the desire for a response. This suggests the importance of a restaurant responding to all types of user feedback on Facebook, not just complaints.

CHAPTER 5: IMPLICATIONS, LIMITATIONS, FUTURE RESEARCH

This chapter is organized into three sections: the implications of this study, the limitations that this study entails, and the author's suggestions for any individual who may attempt to reproduce this study in the future.

Implications

The findings in this study, combined with the presented literary research and data, suggest the importance of restaurants maintaining an involved presence on Facebook in which they engage with consumers and respond to user feedback. This is due to the gradual increase of Facebook being used as a tool to gauge restaurants, and the perceived credibility of Facebook as a feedback review tool. Facebook, the most popular social networking site in America, continues to attract new and maintain current users, most of whom are able to access the site around-the-clock through their mobile devices. Although it is a possibility that Facebook may not always exist (consider the once-popular status of MySpace.com) it is hard to argue that social media and SNS will cease to exist completely. With that in mind, marketers should constantly consider the importance of maintaining a presence in the world of social media.

The author was able to provide thorough, exploratory answers to her three research questions. The results of this study indicate that a consumer will maintain a positive opinion for a restaurant that he/she has already experienced, but is more likely to consider negative feedback

while formulating his/her opinion about a new restaurant that he/she has not yet experienced. As previously discussed, it is impossible to tell which customers are accessing Facebook to form a first impression, and the results of this study suggest that user feedback is in fact taken into consideration when a social media users is formulating his/her opinion of an unknown restaurant. Therefore, the author stresses the importance of restaurants maintaining an engaging, interactive Facebook page. The topic and approach of this study have not been analyzed or executed in previous research, therefore, the findings of this study contributions new, significant data to the field of social media management and marketing.

Uncertainty reduction theory played a role in this study during the interviewees' formulation of perceptions of the new restaurant that the author fabricated. When interviewees were presented with content from a restaurant that they were already familiar with, they did not focus as much on the user feedback, but rather, more on the content of the restaurant's post or a combination of the post and the user feedback. In most cases of being presented with content from an unfamiliar restaurant, Lu's Pizza Place, the interviewees focused heavily on the user feedback within the visual as a way to aid in forming an opinion of the restaurant. For instance, as discussed previously in the results, when presented with negative content without a response from the restaurant, 100 percent of interviewees focused on the negative user feedback for Lu's Pizza Place. However, in the case of the interviewees' favored restaurant, not one interviewee focused solely on the negative user feedback. If the interviewee did notice the negative user feedback, it was in combination with the restaurant's status content.

Limitations and Future Research

Although the findings of this exploratory research may be significant in a practical, applicable and theoretical sense, there are limitations of this study that should be considered. First, the results of this study were developed from a small sample of Facebook users, and therefore, the findings are not largely applicable or representative of all persons using Facebook as a feedback tool regarding restaurants. Next, in order to compare the potential effects of users viewing a Facebook page for a restaurant that they have not yet experienced, the author of this study created content that showcased positive, negative and neutral feedback with and without a response from a fabricated restaurant. The author also reviewed the Facebook pages of interviewees' favorite restaurants and selected content that she considered to be positive, negative, and neutral to create visuals that were used to aid the in-depth interview process. This may have resulted in biased content, since the consideration of what is positive versus negative versus neutral content is subjective and varies per person. Finally, the fabricated content used by the author did not present as much feedback, as many "likes," or as many shares as the content extracted from authentic restaurants' Facebook pages. Therefore, the comparison of the fabricated versus authentic content may have generated skewed responses.

Furthermore, three of the study participants revealed in their interviews that they have previously or currently worked in the restaurant industry. This may have provided a biased opinion from these particular interviewees, who understand how a restaurant works in the back of the house. For instance, in the case of using a fabricated complaint of hair in a customer's meal as an example of negative feedback, some of the interviewees who work or have worked in the restaurant industry explained that they understood that kind of situation could happen without it being the fault of the restaurant, and therefore, they would not be affected by seeing that type of complaint. On the other hand, interviewees who have not worked in a restaurant were

distraught at the idea of finding hair in their food and, therefore, that particular example of negative feedback had a greater impact on some interview participants than others.

One participant also revealed that he had an internship at an advertising agency and one of the agency's clients was a restaurant. During this internship, he maintained social media content for the restaurant and used Facebook to compare the user feedback on the pages of the restaurant's competitors. This may have also provided skewed results, considering the knowledge that this interviewee held regarding social media maintenance and user feedback on Facebook. If this study were to be expanded or conducted in the future, the author would employ a restriction against interview participants who work or have worked in the restaurant industry and those who have experience in social media maintenance or management. This was not a restriction that the author considered utilizing at the time of interviewee selection.

If this study was repeated or expanded upon in the future, the author also suggests generating a much greater amount of "likes" and comments within fabricated posts. This would help to eliminate favorable perceptions of a restaurant solely based on the popularity of a restaurant's post. If there is availability of funding for this study to be expanded in the future, the author suggests using a team of research assistants to retrieve content samples from as many restaurants on Facebook as possible. Considering the subjectivity of this topic, a team of researchers would also be available to interview a larger amount of participants, thereby increasing the applicability of the study's results and generating data that is more representative of the average Facebook user reviewing restaurants.

Conducting a quantitative study should also be a consideration. If researchers in the future could repeat this study, participants could be given a quantitative survey in order to yield statistical and numerical results. The preliminary questions within the interview schedule could

be transformed to facilitate answer options that suited a Likert scale. For example, “How often do you use Facebook as a tool to review restaurants?” could be accompanied by the following answer options: “Very often,” “Often,” “Sometimes,” “Not often,” or “Never.” The second portion of the interview, in which researchers would use samples of Facebook content as visuals, could also be transformed into survey questions with answer options that suit a Likert scale. For example, the following question “After viewing the content in this visual, is your opinion of the restaurant...” could be accompanied by the following answer options: “Very positive,” “Positive,” “Neither positive nor negative,” “Negative,” or “Very negative.”

It is important to note that because the practice of using Facebook as a way to review user feedback of restaurants has been employed only for a brief amount of time, it is difficult to conduct a quantitative survey without being able to identify appropriate, applicable variables. It is also difficult to conduct experimental research with a lack of existing literature. There are no known theories that examine how social media-users process user feedback of restaurants on Facebook. Therefore, this study could not employ quantitative measures to test a theory. However, the findings of this study provide future researchers with a breadth of rich data that will allow the research questions within this study to be re-examined with quantitative methodology.

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APPENDICES

Appendix 1: Participant Recruitment

 Post  Photo / Video

PARTICIPANTS NEEDED FOR STUDY!

Have you interacted with a restaurant on Facebook within the last six months by sharing a post or commenting on its page or status update? Then I'd like to hear from you!

My name is Lauren Webber and I am a graduate student at the University of South Florida, Tampa conducting research in social media management for restaurants using Facebook ("Restaurants on Facebook: User-feedback" USF IRB #13866). The study will consist of in-depth interviews that use visual aides to prompt discussion.

No training or experience is needed to participate. Interviews will take place in a private meeting room in the Communication and Information Sciences (CIS) building at USF, Tampa. Scheduling will be Monday-Friday, 8 a.m.-8 p.m. Time allotted for each interview will be 60 minutes maximum.

You must be willing to be audio-recorded and you must sign a consent form. Participants' names will be entered in a drawing for a \$25 Walmart gift card. If you or anyone you know is interested, please contact Lauren at lwebber@mail.usf.edu

   Post

Appendix 2: IRB Approval



RESEARCH INTEGRITY AND COMPLIANCE
Institutional Review Boards, FWA No. 00001669
12901 Bruce B. Downs Blvd., MDC035 • Tampa, FL 33612-4799
(813) 974-5638 • FAX (813) 974-7091

July 29, 2013

Lauren Webber
Mass Communication
Land o Lakes, FL 34639

RE: **Expedited Approval for Initial Review**
IRB#: Pro00013866
Title: Restaurants on Facebook: User-feedback

Study Approval Period: 7/26/2013 to 7/26/2014

Dear Ms. Webber:

On 7/26/2013, the Institutional Review Board (IRB) reviewed and **APPROVED** the above application and all documents outlined below.

Approved Item(s):

Protocol Document(s):

[Restaurants on Facebook: User-feedback](#)

Consent/Assent Document(s)*:

[Informed Consent Form Ver. 1_7-19-13.pdf](#)

*Please use only the official IRB stamped informed consent/assent document(s) found under the "Attachments" tab. Please note, these consent/assent document(s) are only valid during the approval period indicated at the top of the form(s).

It was the determination of the IRB that your study qualified for expedited review which includes activities that (1) present no more than minimal risk to human subjects, and (2) involve only procedures listed in one or more of the categories outlined below. The IRB may review research through the expedited review procedure authorized by 45CFR46.110 and 21 CFR 56.110. The research proposed in this study is categorized under the following expedited review category:

(6) Collection of data from voice, video, digital, or image recordings made for research purposes.

(7) Research on individual or group characteristics or behavior (including, but not limited to, research on perception, cognition, motivation, identity, language, communication, cultural beliefs or practices, and social behavior) or research employing survey, interview, oral history, focus group, program evaluation, human factors evaluation, or quality assurance methodologies.

As the principal investigator of this study, it is your responsibility to conduct this study in accordance with IRB policies and procedures and as approved by the IRB. Any changes to the approved research must be submitted to the IRB for review and approval by an amendment.

We appreciate your dedication to the ethical conduct of human subject research at the University of South Florida and your continued commitment to human research protections. If you have any questions regarding this matter, please call 813-974-5638.

Sincerely,

A handwritten signature in cursive script that reads "John A. Schinka, Ph.D.".

John Schinka, Ph.D., Chairperson
USF Institutional Review Board

Appendix 3: Informed Consent

Informed Consent to Participate in Research¹ Information to Consider Before Taking Part in this Research Study IRB Study #13866

You are being asked to take part in a research study. Research studies include only people who choose to take part. This document is called an informed consent form. Please read this information carefully and take your time making your decision. This interview involves minimal to no risk research regarding perceived accessibility, friendliness, and credibility of home shopping channels involving television and/or Internet methods.

We are asking you to take part in a research study called:

Restaurants on Facebook: User feedback

The person who is in charge of this research study is Lauren Webber. This person is called the Principal Investigator. However, other research staff may be involved and can act on behalf of the person in charge. She is being guided in this research by Dr. Justin Brown.

The research will be conducted at The University of South Florida

Purpose of the study

The purpose of this study is to determine the effects, if any, of user feedback on Facebook users viewing a restaurant's Facebook page.

Study Procedures

If you take part in this study, you will be interviewed regarding the subject described. Interviews will take place at an appropriate indoor venue that is agreeable for both subject and researcher. The interviews will be recorded using a digital audio recorder. The interviews will last 30 to 60 minutes.

Total Number of Participants

About 12 individuals will take part in this study.

Alternatives

You do not have to participate in this research study.

¹ Webber_Informed Consent Form Ver. 1_7-19-13

Benefits

We are unsure if you will receive any benefits by taking part in this research study.

Risks or Discomfort

This research is considered to be minimal risk. That means that the risks associated with this study are the same as what you face every day. There are no known additional risks to those who take part in this study.

Compensation

You will receive no payment or other compensation for taking part in this study. However, your name will be entered into a drawing to receive a \$25 Walmart gift card at the end of the study. One (1) winner will be notified via email.

Privacy and Confidentiality

We will keep your study records private and confidential. Certain people may need to see your study records. By law, anyone who looks at your records must keep them completely confidential. The only people who will be allowed to see these records are:

The research team, including the Principal Investigator, and all other research staff.

Certain government and university people who need to know more about the study. For example, individuals who provide oversight on this study may need to look at your records. This is done to make sure that we are doing the study in the right way. They also need to make sure that we are protecting your rights and your safety.

Any agency of the federal, state, or local government that regulates this research. This includes the Department of Health and Human Services (DHHS) and the Office for Human Research Protection (OHRP).

The USF Institutional Review Board (IRB) and its related staff who have oversight responsibilities for this study, staff in the USF Office of Research and Innovation, USF Division of Research Integrity and Compliance, and other USF offices who oversee this research.

We may publish what we learn from this study. If we do, we will not include your name. We will not publish anything that would let people know who you are.

Voluntary Participation / Withdrawal

You should only take part in this study if you want to volunteer. You should not feel that there is any pressure to take part in the study. You are free to participate in this research or

withdraw at any time. There will be no penalty or loss of benefits you are entitled to receive if you stop taking part in this study. Decision to participate or not to participate will not affect your student status (course grade) or job status.

You can get the answers to your questions, concerns, or complaints

If you have any questions, concerns or complaints about this study, or experience an adverse event or unanticipated problem, call Lauren Webber at (813) 574-9062.

If you have questions about your rights as a participant in this study, general questions, or have complaints, concerns or issues you want to discuss with someone outside the research, call the USF IRB at (813) 974-5638.

Consent to Take Part in this Research Study

It is up to you to decide whether you want to take part in this study. If you want to take part, please sign the form, if the following statements are true.

I freely give my consent to take part in this. I understand that by signing this form I am agreeing to take part in research. I have received a copy of this form to take with me.

Signature of Person Taking Part in Study

Date

Printed Name of Person Taking Part in Study

Statement of Person Obtaining Informed Consent

I have carefully explained to the person taking part in the study what he or she can expect from their participation. I hereby certify that when this person signs this form, to the best of my knowledge, he/ she understands:

What the study is about;

What procedures will be used;

What the potential benefits might be; and

What the known risks might be.

I can confirm that this research subject speaks the language that was used to explain this research and is receiving an informed consent form in the appropriate language. Additionally, this subject reads well enough to understand this document or, if not, this person is able to hear and understand when the form is read to him or her. This subject does not have a medical/psychological problem that would compromise comprehension and therefore makes it hard to understand what is being explained and can, therefore, give legally effective informed

consent. This subject is not under any type of anesthesia or analgesic that may cloud their judgment or make it hard to understand what is being explained and, therefore, can be considered competent to give informed consent.

Signature of Person Obtaining Informed Consent

Date

Printed Name of Person Obtaining Informed Consent

Appendix 4: Tables

Table 1: Using Facebook as a tool to review restaurants

How often do you use Facebook as a way to review restaurants?	What are you looking for, in particular, when using Facebook to review restaurants?	Do you ever use Facebook as a way to influence your decision of going to a new restaurant or not?	How often do you post your own opinions about a restaurant, good or bad, On Facebook?
Often	Best meals/menu items	Yes	Only posted "stars" through "ratings" feature, never a comment
Once per month	Articulate feedback	Yes	Rarely, maybe once per year
Not really at all	Status of restaurant, feedback from others, whether or not the restaurant responds to negative feedback	Yes	Never
Not often	Feedback from others, specials, hours	Yes	I've only done that once
When researching new restaurants	Reviews about specific menu items or service	Yes	A couple of times per year
Sometimes	Feedback from others, bad experiences	Yes	If I have an "extreme" feeling about a restaurant (good or bad)
Once per month	Cleanliness and customer service	Yes	About twice per month
Sometimes	Feedback from others, menu items, price	Yes	About once every three months
Pretty often	Reviews of food, service reviews	Yes	In total, twice
Not often	Bad experiences more-so than good experiences	No	Once every couple of months
Often	Different or popular menu items	No	Once every few months

Table 2: Perceived credibility of Facebook as a feedback review tool and comparison to other review sites

What other websites, if any, do you use to review restaurants online?	Regarding reviewing restaurants online, how credible is Facebook?	How is Facebook different from other online review websites?
Yelp.com; Urbanspoon.com	Pretty credible	Other sites give more of a variety of information; Facebook has greater amount of reviews
Yelp.com; Urbanspoon.com; Google Plus	Depends on the trustworthiness of the restaurant	Other sites are more statistical; Facebook is a more personal representation of the restaurant
Yelp.com	50 percent credible-- depends on the integrity of the restaurant	Facebook is more credible, confrontational than other review sites
Yelp.com	Credible	Other sites are better to review local restaurants; Facebook is not as developed as other sites
Yelp.com	Very credible	Other sites are more structured and dedicated; Facebook has more casual reviews
Google reviews	Credible	People are more likely to review restaurants on Facebook because they're likely already on the site; You have to go out of your way to review on other sites
Yelp.com	Pretty credible	Facebook is more convenient than other review sites
Yelp.com; Google reviews	Pretty credible	Other review sites have more "serious" reviews because consumers have to go out of their way to access the site
Foursquare.com; Google reviews; Urbanspoon.com; Twitter.com	Pretty credible	Other sites have more in-depth feedback; Facebook has higher quantity of feedback
Yelp.com; Google reviews	Credible	Other sites have shorter, to-the-point reviews; Facebook has higher quantity of reviews
No review sites other than Facebook	50 percent credible (all review sites)	Other sites have less personal reviews; Facebook has higher quantity of reviews

Table 3: Positive user feedback with a response from the restaurant

Lu's Pizza Place first noticed:	Lu's Pizza Place opinion:	Lu's Pizza Place dine there?	Favorite restaurant first noticed:	Favorite restaurant opinion:	Favorite restaurant dine there?
Response from restaurant	More of an adult restaurant	Yes	Feedback from customer and response from restaurant	Caring restaurant, took time to respond	It would make me want to go immediately because it's sweet
Question posed by restaurant in status	People have had a great time here	I would give it a try	The image in the status	Good, the food looks really good	I would automatically go
Interaction between restaurant and customer, the restaurant's response	Good, positive	Seems like customer had a good experience, restaurant has good service	The image in the status	Inventive	Yes
Nothing stands out	Somewhat positive, I like that they have strong drinks	Yes	Positive feedback	Not much of an opinion either way	Maybe
Question posed by restaurant in status	It's good	Yes, because of response to customer	Response from restaurant	Good-- they have options	Yes, because the food looks delicious
Positive feedback	Great restaurant, great service	Yes	Status content, then feedback	They try to make people happy	Yes
Positive feedback	Good, because of feedback	Yes	The word "free"	Positive; they're trying to get more customers	Yes
Status content	"Mom and pop" restaurant; they care about their customers	Yes	Status content	They have vegetarian options and are trying to better themselves	Yes, definitely
Question posed by restaurant in status	Want people to come back, make memories	Yes	Status content—music	I like it more now	Yes
Status is about your experience, not food	You can go there and have a good time	Yes	Positive feedback and response from restaurant	Seems like a good place	Yes
Question posed by restaurant in status	They care about their customers	Yes	Response from restaurant	They're caring	Yes

Table 4: Positive user feedback without a response from the restaurant

Lu's Pizza Place first noticed:	Lu's Pizza Place opinion:	Lu's Pizza Place dine there?	Favorite restaurant first noticed:	Favorite restaurant opinion:	Favorite restaurant dine there?
Image in status and feedback from customers	Maybe I'd want to try the food, seems good	Maybe, but not a strong push to go	The deal advertised in the status	They're relevant and have deals	Yes
The image in the status	The food looks good, people said they liked it	Maybe, would look into it more	The image in the status	Indifferent	No—no urgency or push to go, do not like image
Image in the status	Looks really good	Yes	"1905 Day"	Very good, excellent service	Yes
Image in status	Food is good, two people liked the food	Maybe	Image in status	If I enjoyed this food, since it's limited offer, I'd rush there	Maybe
Punctuation in status	Favorable, food looks good, people liked the food	Yes	Gratitude towards customers in status	Very good—community-building	Yes
Image in the status	Everyone loved the food	Yes	Image in status	They're trying to increase sales	Yes
Image in status	They have really cheesy pizza	Yes	Image in status	Two good menu options shown in status	Yes—twice, one for each menu option
Image in status	No opinion because not much feedback	No, because I do not like the food item in image	Image in status	They have good variety of menu items	Yes
Positive feedback	It looks good	Probably	The deal and positive feedback	Shouldn't give away too many deals	Yes
Image in status	It's got to be good	Nothing here pushes me to go	"Wine Wednesdays"	More upscale of a place, less casual	Yes, based off of past experiences
The word "mushrooms"	Feedback says food is good, so I would like to try it	Yes	Status content	Advertisement looks like one for Taco Bell	Yes, based off of past experiences

Table 5: Negative user feedback with a response from the restaurant

Lu's Pizza Place first noticed:	Lu's Pizza Place opinion:	Lu's Pizza Place dine there?	Favorite restaurant first noticed:	Favorite restaurant opinion:	Favorite restaurant dine there?
Response from restaurant	Good restaurant, lacking service	Yes	Response from restaurant	Credible and caring	Yes
Status content	Learning positive	No	Status content	Looks good	Yes
Negative feedback	Positive	Probably not	Negative feedback	So-so	Based off this content, no
First status, then negative feedback, then response	Customer service is important to the restaurant	Wouldn't be deterred	Image in status	Positive	I guess
Response from restaurant	Good	Not inclined or deterred	Negative feedback	Good because restaurant responded	Yes, because of response from restaurant
Negative feedback, then response	Accidents happen	Yes	Status content	In love with restaurant	Yes, because of response from restaurant
Length of restaurant's response	Positive for restaurant, negative for employee	I don't think so	Restaurant's response is split, which is odd	Cares about customers because of response	Yes
First negative feedback, then response	The restaurant cares	I don't think so	Status content	Restaurant wants to resolve issue with customer	Yes
Negative feedback	On the fence	Maybe	Restaurant involved with community	I like it more	Yes
Status content	Casual restaurant that tried to rectify a bad situation	No	Status content	They care by trying to rectify a bad situation	Yes, based off of prior experience
Negative feedback	Response is good, situation is gross	Yes, with caution	Status content	They reach out to different people	Yes, based off of prior experience

Table 6: Negative user feedback without a response from the restaurant

Lu's Pizza Place first noticed:	Lu's Pizza Place opinion:	Lu's Pizza Place dine there?	Favorite restaurant first noticed:	Favorite restaurant opinion:	Favorite restaurant dine there?
Negative feedback	Bad service, couldn't handle special	Probably, yeah, but not every day.	Comments are "ridiculous," video would be fun to see	Without prior experience, I'd think they rip customers off	Probably not, because of negative feedback.
Negative feedback	It has a good deal, but might not be worth it to go	Yes, for deal, but would think twice before going	The image in status and 900 people "liked" it	If they have a special, they need to make sure they don't run out of it	Yes
Negative feedback	Disorganized, might be new	Yes, only when it's not busy	The image in status, then the negative feedback	Good overall	Yes
Negative feedback with no response from restaurant	Negative—bad experience, no resolution	No	Image in status, number of shares, good price	If I went there for a special and they were out, it'd be a problem	No
Negative feedback	Wouldn't go during busy hours	Not inclined or deterred	Image in status	Favorable; it's a nice restaurant	Yes
Negative feedback	A lot of people go, since they ran out of products	Wouldn't be deterred, but would think twice	Video in status first, then negative feedback	I still love it	Yes
Negative feedback	Bad customer service	No	Status has a lot of "likes"	Negative—false advertising	Yes, to see if negative feedback was true
Negative feedback	Seems like a shady place	I still would, mistakes happen	Images in status	I still love it	Negative comment from someone in NJ, I live in FL, so it doesn't affect me
Negative feedback	Opinion is still good	Solely off of this, no. Combined with other content, yes.	Status content is good, comments are bad	Negative	Without having prior experiences, no.
Negative feedback	Not eager to keep customers happy	No	Image in status	Image makes me hungry, feedback leaves negative note	Yes, based off of my bias of going there before
Negative feedback	Not as positive as before seeing complaint	Yes, still would want to form my own opinion	Status content	My opinion is good, but based off of past experiences	Yes, based off of past experiences

Table 7: Overall opinion of restaurant after viewing all six visuals

After viewing all content for Lu's Pizza Place, what is your overall opinion of this restaurant?	After viewing all content for [favored restaurant], what is your overall opinion of this restaurant?
Seems good. Moments that weren't good, but tried to fix by talking to customer. Overall, good.	Still like it. Surprised to see some of the negative feedback, but overall good opinion.
Overall good. Some bad experiences, but I'd still try it out.	It looks good. Some content was better than others. I'd definitely go there.
Not as positive as [favored restaurant] but I'd try it.	Overall positive. I know it's good based off of my prior experiences.
It's alright. Seems decent. Combination of positive and negative content.	It's good. I love it.
Seems like it's a casual place. Might be new, considering the mistakes that customers complained about.	Good place, upscale, good food.
Overall, great place. Good food, good customer service. I'd definitely want to try it.	I love it. One of my favorite places. I think it's great.
It offers music, has good management, at least one bad employee, and has a happy hour special.	Pretty good restaurant. Only had one negative review, which they responded to.
Pretty good overall. Negative complaints were extensive. Negative experience stuck in my head. Wouldn't have an urge to go, but wouldn't be deterred.	Overall good. Fun place to eat with good food.
Good overall. They have their mistakes, but I understand that.	Good overall.
Keep thinking of customer's negative experience. More bad than good.	Love it.
Overall good, and would try the restaurant, but would consider negative feedback in the back of my head during my first visit.	Love it, great restaurant. Opinion hasn't changed.

Appendix 5: Figures



Figure 1: Mark Zuckerberg announces 1 billion Facebook users

Retrieved from <www.facebook.com/zuck>

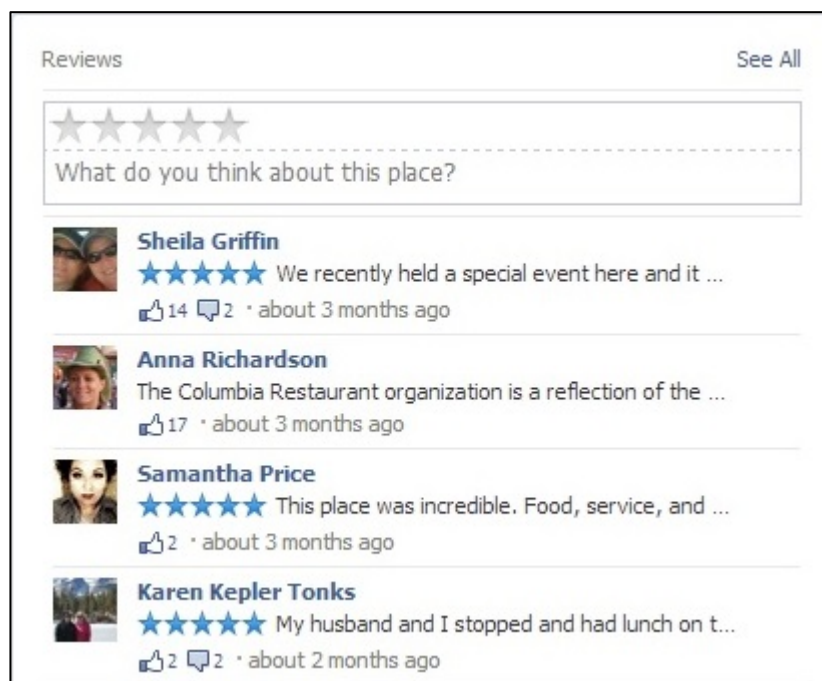


Figure 2: Ratings feature on Facebook

Retrieved from <www.facebook.com/ColumbiaRestaurantGroup?rf=169367833082820>

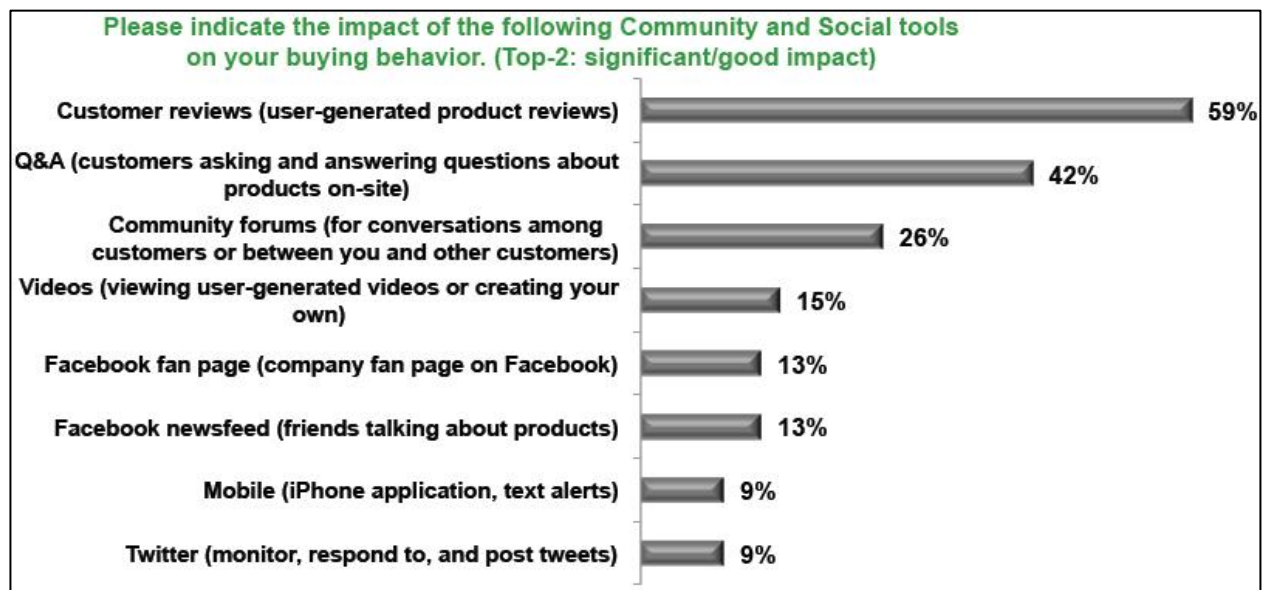


Figure 3: Impact of social tools on buying behavior

Figure from Brief I of The 2011 Social Shopper Study, conducted by PowerReviews and the e-tailing group.
Retrieved from <http://www.powerreviews.com/assets/download/Social_Shopping_2011_Brief1.pdf>

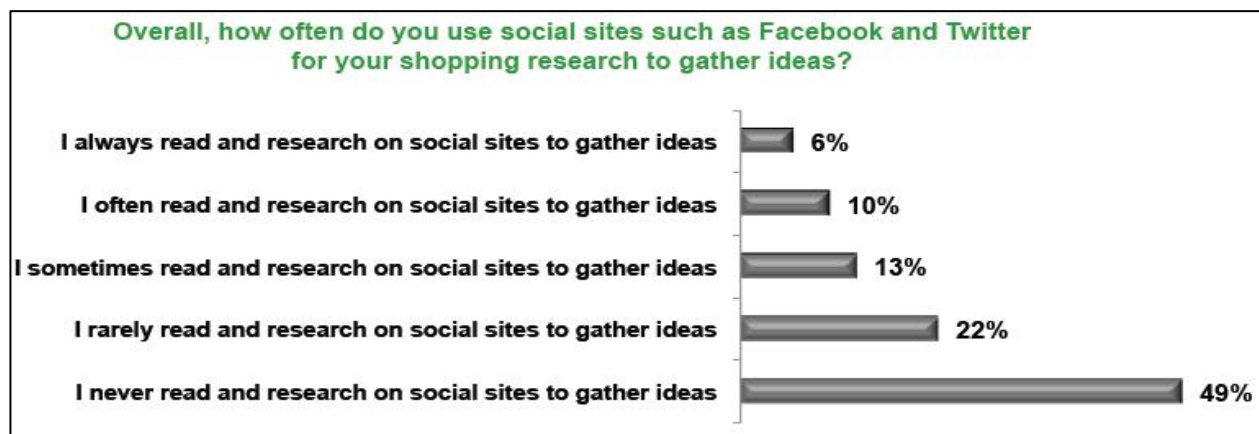


Figure 4: Using social sites for shopping research

Figure from Brief I of The 2011 Social Shopper Study, conducted by PowerReviews and the e-tailing group.
Retrieved from <http://www.powerreviews.com/assets/download/Social_Shopping_2011_Brief1.pdf>



Figure 5: Social behaviors regarding products or brands

Figure from Brief I of The 2011 Social Shopper Study, conducted by PowerReviews and the e-tailing group. Retrieved from <http://www.powerreviews.com/assets/download/Social_Shopping_2011_Brief1.pdf>

Table 1: COBRA typology as a continuum of three usage types – consuming, contributing and creating

COBRA type	Examples of brand-related social media use
Consuming	<ul style="list-style-type: none"> • Viewing brand-related video • Listening to brand-related audio • Watching brand-related pictures • Following threads on online brand community forums • Reading comments on brand profiles on social network sites • Reading product reviews • Playing branded online videogames • Downloading branded widgets • Sending branded virtual gifts/cards
Contributing	<ul style="list-style-type: none"> • Rating products and/or brands • Joining a brand profile on a social network site • Engaging in branded conversations, e.g. on online brand community forums or social network sites • Commenting on brand-related weblogs, video, audio, pictures, etc.
Creating	<ul style="list-style-type: none"> • Publishing a brand-related weblog • Uploading brand-related video, audio, pictures or images • Writing brand-related articles • Writing product reviews

Note: this list of examples of brand-related social media use is not exhaustive – COBRAs come in countless forms. The examples mentioned are both literature (e.g. Li & Bernoff 2008) and author generated.

Figure 6: COBRA types and brand-related activities

Figure retrieved from Muntinga, D. G., Moorman, M., & Smit, E. G. (2011). Introducing COBRAs: Exploring motivations for brand-related social media use. *International Journal of Advertising*, 30(1). 13–46.

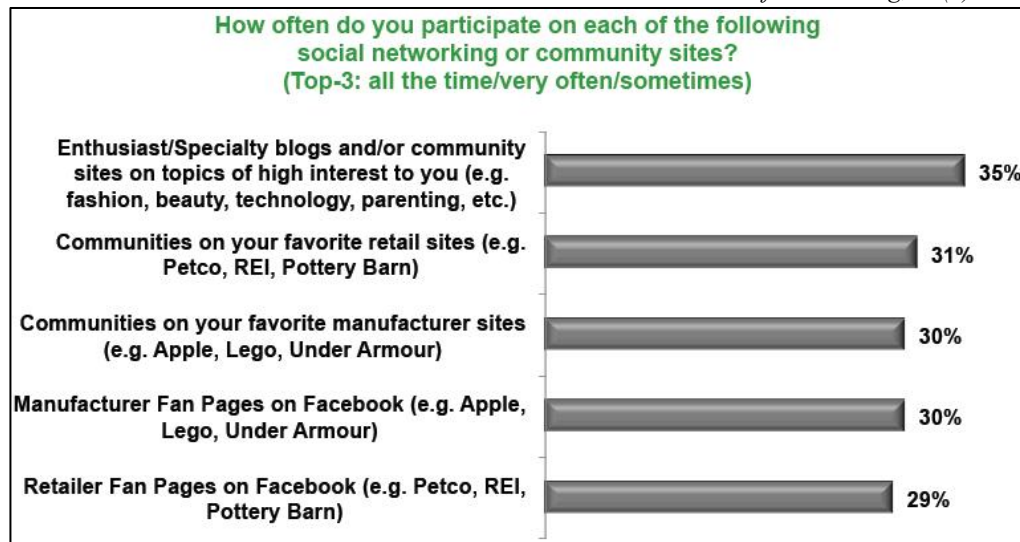


Figure 7: Participation of social networking sites

Figure from Brief II of The 2011 Social Shopper Study, conducted by PowerReviews and the e-tailing group. Retrieved from <http://www.e-tailing.com/content/wp-content/uploads/2011/08/powerreviews_research_socialstudy2011p2.pdf>

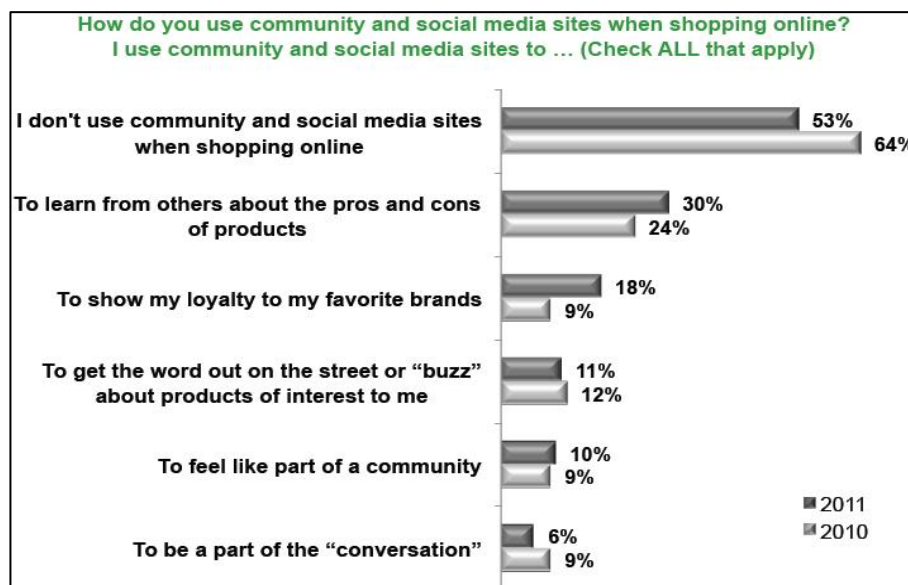


Figure 8: Social media sites and online shopping

Figure from Brief II of The 2011 Social Shopper Study, conducted by PowerReviews and the e-tailing group. Retrieved from <http://www.e-tailing.com/content/wp-content/uploads/2011/08/powerreviews_research_socialstudy2011p2.pdf>

Which Community and Social Media tools does your company employ today or plan to employ?	Employ Today	Plan to Employ in the Next 12 Months	Considering for Future, Beyond 1 Year	No Plans to Employ
Facebook page (company fan page on Facebook)	82%	8%	5%	5%
Customer reviews (user-generated product reviews)	66%	20%	12%	2%
Twitter publishing (monitor, respond to and post tweets)	53%	22%	13%	12%
"Like" buttons on product pages (allows friends to view other friends interests)	52%	30%	10%	8%
Blogs (periodic blog postings to your customers)	48%	22%	12%	18%
Social listening tools (tracking the sentiment of online conversations about your company)	37%	26%	22%	15%
Viral videos (distributing user-generated videos or creating your own)	34%	20%	23%	23%
Facebook connect (allows users to post content about my company to their friends)	34%	29%	25%	12%
Questions and answers (customers asking and answering questions about your products onsite)	26%	22%	26%	26%
Community forums (for conversations among customers & between you and customers)	22%	20%	24%	34%
Product suggestion box (forum for customer to share ideas/ suggestions for product improvements)	20%	26%	23%	31%
Facebook Shop (allows shopping without leaving the Facebook interface)	15%	32%	35%	18%

Figure 9: Social media tools companies plan to employ

Figure from Brief II of The 2011 Social Shopper Study, conducted by PowerReviews and the e-tailing group.

Retrieved from <http://www.e-tailing.com/content/wp-content/uploads/2011/08/powerreviews_research_socialstudy2011p2.pdf>



Figure 10: Connecting with businesses on Facebook

Figure from Brief II of The 2011 Social Shopper Study, conducted by PowerReviews and the e-tailing group.
Retrieved from <http://www.e-tailing.com/content/wp-content/uploads/2011/08/powerreviews_research_socialstudy2011p2.pdf>

Appendix 6: Interview Visuals

Fabricated visuals, used for all interviews:

Lu's Pizza Place, Positive user feedback with a response from the restaurant



Lu's Pizza Place, Positive user feedback without a response from the restaurant

**Lu's Pizza Place**
August 16

Hey Lu-lovers! Come out and try our new pizza: sliced ribeye, asparagus tips, mushrooms, blue cheese crumbles, and six different types of cheeses on a crusty garlic and olive-oil crust! YUM!



Like · Comment · Share 1 1

Carelyn Jordan likes this.



Press Enter to post.

**Carelyn Jordan** I tried it, it's sooo good! My new fave!! 😊
Like · Reply · August 20 at 1:33pm via mobile

**Rashad Lewis** Yeah it was really good. I am glad you talked me into going. Wanna go back this weekend we can split this one again and maybe try a different one
Like · August 20 at 2:40pm

Lu's Pizza Place, Neutral user feedback with a response from the restaurant

**Lu's Pizza Place**
August 20 

Have you tried our pesto and chicken pie yet? Happy hour special: any slice for \$2, every day from 3-7 p.m.!

Like · Comment · Share  2

Top Comments ▾

 
Press Enter to post.

**Lu's Pizza Place** That's great to hear, we love our loyal customers and we appreciate your business! Debbie Ann Neumann
Like · Reply · August 25 at 11:28am

**Debbie Ann Neumann** I visit Lu's three times a week for this happy hour special.
Like · Reply · August 25 at 11:27am · Edited

Lu's Pizza Place, Neutral user feedback without a response from the restaurant

**Lu's Pizza Place**
September 3 

Live music tonight at Lu's starting at 10 p.m. Don't miss out!

Like · Comment · Share  2

Top Comments ▾

 
Press Enter to post.

**Debbie Ann Neumann** Me too... what kind of music?
Like · Reply · September 3 at 9:18pm

**Angelo Ilarraza** Sounds good I'll be there
Like · Reply · September 3 at 9:16pm

Lu's Pizza Place, Negative user feedback with a response from the restaurant

**Lu's Pizza Place**
September 4

Happy Hump Day!
What kind of pizza are YOU hungry for?

Like · Comment · Share 1


Press Enter to post.

**Kory Dobbs** Not Lu's Pizza... last time I went there I found a hair in my pie and when I complained about it to the server, she apologized but didn't offer any refund or new pizza! Not going back.
Like · Reply · September 4 at 2:36pm

**Lu's Pizza Place** Kory Dobbs, we are so sorry and disheartened to hear about your unfortunate dining experience. We would love to earn your business back if you will let us. A manager from Lu's will be in touch with you within 24 hours to resolve this situation appropriately. Again, we apologize, and we hope to see you soon!
Like · September 4 at 4:10pm

Lu's Pizza Place, Negative user feedback without a response from the restaurant

**Lu's Pizza Place**
August 22

Tonight's special: \$5 for a personal pizza! Choose from buffalo chicken, meatball madness, or veggie supreme!

Like · Comment · Share 1


Press Enter to post.

**Camilla Davis** I came in on the 22nd for this deal and you guys were out of three pizzas on special. i was told that new pizzas would come out in 30 minutes, so i decided to wait and grab a drink. But then an hour went by and still nothing! I asked if i could have a different type of personal pizza for the special and thought that because I waited so long it would be honored, but i was told no! This was really disappointing--not great service if you ask me. I love Lu's Pizza, so I expected better!
Like · Reply · August 25 at 11:54am

Chipotle Mexican Grill visuals, used in the following interviews: Sh, Li, Co, Ka

Chipotle Mexican Grill, Positive user feedback with a response from the restaurant



Chipotle Mexican Grill shared a link.
August 31

Need some tunes for tonight? Check out our #SpinninginStores playlist on Rdio: <http://chip.tl/1fqsvCi> - Joe



Spinning in Stores
chip.tl

By Chipotle Mexican Grill (363 tracks)

Like · Comment · Share

55 people like this.

Image retrieved from <www.facebook.com/chipotle>



Geoffrey Miller Most Special Request!: My 23 year old son worked during his college years at 2 chipotles in Maryland. During that time he became addicted to your food in a big way. Since that time he has become a Lieutenant in the Marines and was recently deployed to Afghanistan to work with a combat logistics battalion of 46 Marines in Helmand. I am curious if there is any way to get a order of burritos to his battalion. I am hoping that since he served your firm for several years you would help if possible. I will be honored to pay for the food and shipping. I pray that you will be on board with this and look forward to hearing back from you soon.

Take Care
Geoff

September 5 at 1:42pm · Like · 3



Chipotle Mexican Grill Hey Geoffrey, that's a heck of a cool story and request, and we wish we could help out with that one. The unfortunate part is that we don't ship our food like that, as we'd be afraid of making people sick. But we do appreciate your son's love for our food and our restaurants, and we hope we can see him when he gets back. In the meantime, we do very much appreciate his and his battalion's service in the line of duty for our country. We hope he and all of his fellow Marines get home safe too, when all is said and done. - Joe

September 6 at 11:35am · Like

Chipotle Mexican Grill, Positive user feedback without a response from the restaurant

**Chipotle Mexican Grill**
January 21

Try our Burritos By The Box ordering option for your Big Game gathering.

Place an order for 6 OR MORE BURRITOS for Sunday, February 3rd, then bring your receipt back on your next visit through the end of February, and you'll score a FREE burrito. More details here: <http://chip.tl/13AGjAH> - Joe



Like · Comment · Share 596 38 114

595 people like this.

**Dede Burns-Whitaker** Yum!!!
January 21 at 3:04pm via mobile · Like

**Misha Kieren** Felix that is the best suggestion I've ever heard.
January 21 at 3:04pm via mobile · Like · 2

**Julieanne Nusly Scott** I live right next to Waterford, there's one in West Bloomfield!
January 21 at 3:08pm · Like

**Jahsai Green** just had it last night it was awesome
January 21 at 3:10pm · Like · 1

**Sonya Kinds** dinner 4 me tonite!

Image retrieved from <www.facebook.com/chipotle>

Chipotle Mexican Grill, Neutral user feedback with a response from the restaurant

Chipotle Mexican Grill shared a link.
February 21

Cool compliments for our new Sofritas™ - shredded organic tofu, braised with chipotle and poblano peppers, and a blend of aromatic spices: <http://chip.tl/15yPFxJ>

We're currently testing it at 7 restaurants in the SF area. - Joe



Taste Testing Chipotle's New Hodo Soy Tofu Burrito
chip.tl

Chef Tyson Cole of Austin's Uchi & Uchiko makes a good point naming Chipotle as one of the most...

Like · Comment · Share 980 274 232

980 people like this.

View previous comments 50 of 274

Stacey Miller Please bring Sofritas to Las Vegas/Henderson NV!
February 25 at 1:46am · Like

Isabel Crabtree Good god, Soy is so bad for people-no one needs that. Is it GMO free? Being pushed on you by the soy commodities brokers?
February 25 at 3:49pm · Like

Chipotle Mexican Grill Isabel "Organic" is by definition GMO free. - Joe
February 25 at 10:05pm · Like · 6

Image retrieved from <www.facebook.com/chipotle>

Chipotle Mexican Grill, Neutral user feedback without a response from the restaurant

 **Chipotle Mexican Grill**
May 2 · 🌐

Hey teachers! Bring your school ID to any Chipotle on National Teacher Day, Tuesday, May 7th, from 4pm to close, and you'll get schooled with BUY ONE/GET ONE BURRITOS, BOWLS, SALADS or ORDERS OF TACOS. - Joe

*Limit one free menu item per ... [See More](#)

TEACHER APPRECIATION



(WERE YOU EXPECTING AN APPLE?)

Like · Comment · Share 👍 4,788 💬 838 📄 18,378

👍 4,788 people like this.

 **Oscar Saenz** why 4-close?
May 7 at 11:09pm · [Like](#)

 **Angela Almanza** What about nurses?!!
May 7 at 11:13pm via mobile · [Like](#) · 🍷 2

 **Angela Almanza** It's national nurses week!!!
May 7 at 11:13pm via mobile · [Like](#) · 🍷 5

Image retrieved from <www.facebook.com/chipotle>

Chipotle Mexican Grill, Negative user feedback with a response from the restaurant



Image retrieved from <www.facebook.com/chipotle>

Chipotle Mexican Grill, Negative user feedback without a response from the restaurant

**Chipotle Mexican Grill** shared a link.
June 5

Remember kids, don't try this at home. - Joe

**How To Roll a Burrito**
vimeo.com
Chipotle's Amber Engebretson shows you how to stuff and roll a burrito like a pro.

Like · Comment · Share

737 125 121

737 people like this.

View previous comments 50 of 125

**Ryan Davila** that's a stingy burrito
June 5 at 9:14pm · Like

**Brian Hoshabekian** ok???

**Nicole Mabbott** If only my chipotle in liberty mo gave full spoon servings we would be in business... I always have to order a bowl because that's the only way I can make guacamole work... Cause it cost to much to not get the full serving and the only way to do that there is to order it on the side... Unrolling the burrito to add the side of guacamole and rolling it again never works out well... Very disappointing
June 5 at 9:39pm via mobile · Like

**Asha Trotter** You should definitely try this at home. That is the only way to gain the experience.
June 5 at 9:40pm · Like

**Marcy Woronoff Wasserman** What if the Chipotle you go to is out of burritos? I ordered online tonight and pre-paid, only to find out when I got there that they were out of burritos. Needless to say I was very disappointed.

Image retrieved from <www.facebook.com/chipotle>

The Columbia visuals, used in the following interviews: Fr, Th

The Columbia, Positive user feedback with a response from the restaurant

**Columbia Restaurant Group**
April 10

We see Coca de Langosta in your future....Click LIKE if you agree!

Coca, the Catalanian flatbread, is brushed with our 1905 sauce, topped with Spanish chorizo, diced vine-ripe tomatoes, Maine lobster meat and Manchego cheese. Baked until crisp, drizzled with Piquillo pepper alioli.



Like · Comment · Share 183 17 56

183 people like this.

**Christine Sharrio** I so wish you'd find a good gluten free bakery and offer that GF for us who cant eat that...looks great
April 10 at 6:12pm · Like

**Mary Lou Weden** See you next week!
April 10 at 11:59pm via mobile · Like

**Maria Gomez** Fabulous!
April 11 at 1:31am · Like

**Columbia Restaurant Group** Christine Sharrio We do have a gluten free menu, you can click here to see it:
http://www.columbiarestaurant.com/gluten_free.asp
While our Coca de Langosta is not gluten free, you will find several other delicious choices. Enjoy!

**Columbia Restaurant - Columbia Menu**
www.columbiarestaurant.com
The Columbia Restaurant Group corporate home page, entry point to information about The Columbia Restaurant.

April 11 at 9:08am · Like

Image retrieved from <<https://www.facebook.com/ColumbiaRestaurantGroup?rf=169367833082820>>

The Columbia, Positive user feedback without a response from the restaurant

**Columbia Restaurant Group**
September 23 

Thank you to everyone who joined us yesterday at one of our five Columbia Restaurants for "1905" Day!
Thank you also to all of you who have supported us these past 108 years. We look forward to serving you for another 100 years!

Like · Comment · Share  1

 108 people like this.

**Susan Reyes** i had an awesome lunch yesterday at the sand key location food and service good as always
September 23 at 12:29pm · Edited · Like ·  1

**Simo Ben** It was fantastic we had great time thank u Coloumbia.
September 23 at 12:31pm via mobile · Like

**Daniella Chiaramonte** Give thanks to your staff!! I have been to 1905 day a couple of times and I always marvel at your staff as they are so insanely busy that day.
September 23 at 12:35pm · Like ·  1

Image retrieved from <<https://www.facebook.com/ColumbiaRestaurantGroup?rf=169367833082820>>

The Columbia, Neutral user feedback with a response from the restaurant

**Columbia Restaurant Group**
July 29

For those times that you aren't able to enjoy a pitcher of our Sangre de Toro Sangria at one of our 7 Columbia locations, now you can make it at home, using Columbia's recipe!
Click here: <http://www.columbiarestaurant.com/recipe.asp?FeaturedItemID=33>



Like · Comment · Share 208 20 125

208 people like this.

**Cindy Wilson** You changed the recipe?
July 29 at 4:19pm · Like

**Columbia Restaurant Group** Cindy Wilson We serve two different red wine sangrias, this is our Imported Sangria, our Sangre de Toro. Enjoy!
July 29 at 4:24pm · Like

Image retrieved from <<https://www.facebook.com/ColumbiaRestaurantGroup?rf=169367833082820>>

The Columbia, Neutral user feedback without a response from the restaurant

**Columbia Restaurant Group**
July 2

Click LIKE if you are thinking about dinner! We recommend Columbia's Grouper "Bilbao."

Traditional Basque preparation of fillet of red grouper, baked in a clay casserole layered with sliced tomatoes, potatoes, onions, extra virgin olive oil, garlic, and lemon. Served with fresh vegetables.



Like · Comment · Share 159 18 29

159 people like this.

**Susan Krauss** Could this be made with chicken instead of the grouper, at the restaurant??
July 2 at 4:27pm · Like

Image retrieved from <<https://www.facebook.com/ColumbiaRestaurantGroup?rf=169367833082820>>

The Columbia, Negative user feedback with a response from the restaurant

**Columbia Restaurant Group**
September 27

Celebrate the weekend with Columbia's Original Cuban Sandwich!



Like · Comment · Share 51

273 people like this.


**Maryjayne K Murphy** I hope it's a lot better than the shrimp n chicken dinners we had, third time we ate w u and it was AWFUL...DO NOT LIKE THE NEW MENU....NEW PEOPLE ATE IN ST AUGUSTINE RESTAURANT ATE THERE FOR MANY YEARS AND THREE TIMES LATELY WERE A "strike out" terrible very DISAPPOINTED BUT WAS WAS SPECTACULAR WAS THE FLAN AND THE SANGRIA, EVEN THE 1905 salad was terrible overly sweet for some reason?????? Spanish paprika on my husbands dinner was over spiced he's Cuban and could not eat it...HORRIBLE..
September 27 at 4:32pm via mobile · Like

**Kevin J Clark** I have driven 4 hours for 2... 1 there and 1 to go!! Best Cuban ever!!!
September 27 at 4:57pm via mobile · Like


**Columbia Restaurant Group** Maryjayne K Murphy I did share the comments that you shared with me on Sept. 19 with our General Manager at Columbia St. Augustine. I will also give them your comments that you left here. We are sorry to hear that you had such a disappointing visit with us. I invite you to email us at comments@columbiarestaurant.com so that we can have someone get in touch with you directly.
September 27 at 5:06pm · Edited · Like · 3

Image retrieved from <<https://www.facebook.com/ColumbiaRestaurantGroup?rf=169367833082820>>


The Columbia, Negative user feedback without a response from the restaurant


**Columbia Restaurant Group**
April 26

It's a beautiful day for outdoor dining! Join us for lunch or dinner at Columbia on St. Armands Circle in Sarasota.



Like · Comment · Share 👍 245 💬 24 📄 32

 244 people like this.

**Carey Livingston** Been there...Everybody goes cause its good.. crowded but food is eccellente
April 26 at 11:40am · Like


**Robin Santana** The best of all Columbia Restaurants! The service is attentive and fast, food is superb. Wish all Columbia's would follow their example, had lousy experience at Tampa and Celebration locations(cold food, poor quality and service!) worth the drive to St Armands
April 26 at 11:46am · Like · 📄 1

Image retrieved from <<https://www.facebook.com/ColumbiaRestaurantGroup?rf=169367833082820>>

Longhorn Steakhouse visuals, used in the following interview: Ar

Positive user feedback with response from the restaurant



Image retrieved from <www.facebook.com/longhornsteakhouse>

Positive user feedback without response from the restaurant

 **LongHorn Steakhouse**
October 1 · Edited

It's time for our Chef's Showcase Showdown! Which one would you like to try? Cast your vote here: <http://bit.ly/1K8v8v8>



Chef's Showcase SHOWDOWN

NEW PORCINI PORTOBELLO RIBEYE

Like · Comment · Share

373 people like this.

 Write a comment...

 **Lisa Studley** The pork is incredible!!! Keep it on the menu
Like · Reply · 3 · October 1 at 6:02pm via mobile

 **Glenda May Myers** They were both delicious but my favorite was the Osso Buco!
Like · Reply · 2 · October 1 at 5:25pm

Image retrieved from <www.facebook.com/longhornsteakhouse>

Neutral user feedback with response from the restaurant

 **LongHorn Steakhouse**
September 13

Our 3-Course Steak Dinner is BACK, baby! Starting at just \$12.99... Click here to RSVP and SHARE the excitement with your friends: <http://on.fb.me/16nnYJk>



The advertisement graphic features a dark wood background. At the top, it says '3-COURSE STEAK DINNER' in large white letters. Below this, it says 'BRING YOUR APPETITE!' in white. The graphic is divided into three numbered sections: 1. A bowl of hand-chopped salad. 2. A large piece of Renegade Sirloin being cut with a knife. 3. Cinnamon sugar dough bites. To the right of these sections, it says 'ALL FOR ONLY \$12.99' in large yellow letters. Below the price, it lists the three choices: 1. CHOICE OF HAND-CHOPPED SALAD, 2. RENEGADE SIRLOIN, and 3. CHOICE OF 1 OF 2.

Like · Comment · Share 162

 804 people like this. Top Comments ▾

 **Stacy O'Neill** For how long?
Like · Reply · September 13 at 10:24pm

 **LongHorn Steakhouse** Stacy - Our 3 course dinner will be available through October 20.
Like ·  3 · September 14 at 12:04pm

Image retrieved from <www.facebook.com/longhornsteakhouse>

Neutral user feedback without a response from the restaurant



Image retrieved from <www.facebook.com/longhornsteakhouse>

Negative user feedback with response from the restaurant



Image retrieved from <www.facebook.com/longhornsteakhouse>

Negative user feedback without a response from the restaurant

 **LongHorn Steakhouse**
September 30

Mama always said to eat your veggies. She won't have to tell you twice with our new Brussels Sprouts Au Gratin. Cheese, bacon and parmesan bread crumbs – need we say more?



Like · Comment · Share 63

746 people like this. Top Comments

 **Ray Combs** not very good, hard as rocks
Like · Reply · 4 · September 30 at 2:15pm

 **Gail Kuehn Francazi Klocke** Thanks for sharing this info. If I try it I will ask them to make sure the Brussels sprouts are done.
Like · 1 · September 30 at 4:20pm

 **Wilma Jean Arnold** Thank you, Ray Combs, for telling us. I had their string beans and they were hard as rocks, were not even cooked, I had to send them back and order something else. They were very nice about making a change if you get something you don't like, but I would like to try the Brussels sprouts but cooked soft.
Like · September 30 at 4:43pm

Image retrieved from <www.facebook.com/longhornsteakhouse>

Carrabba's Italian Grill visuals, used in the following interview: La

Positive user feedback with a response from the restaurant



The screenshot shows a Facebook interface. At the top, a post by 'Jamie Beard Burns' is dated 'September 6'. The post text reads: 'We had dinner tonite at the Greenville, SC location. The Chicken Marsala was wonderful! Service was great too... Thank you!'. Below the post, there is a 'Like · Comment' button. A notification states 'Carrabba's Italian Grill likes this.' followed by a comment input field with the placeholder text 'Write a comment...'. Below this, a response from 'Carrabba's Italian Grill' is shown, dated 'September 8 at 6:09pm'. The response text says: 'Happy to hear you enjoyed yourself, Jamie! Come see us again soon!'. The response includes 'Like · Reply' options.

Image retrieved from <www.facebook.com/Carrabbas>

Positive user feedback without a response from the restaurant



Image retrieved from <www.facebook.com/Carrabbas>

Neutral user feedback with a response from the restaurant



Image retrieved from <www.facebook.com/Carrabbas>



Neutral user feedback without a response from the restaurant

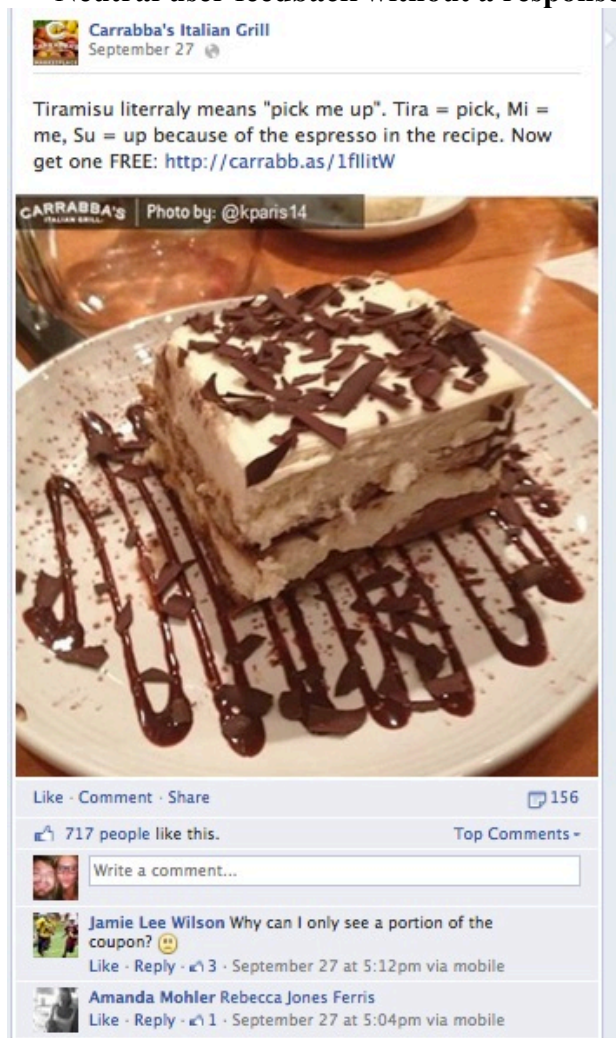


Image retrieved from <www.facebook.com/Carrabbas>

Carrabba's Italian Grill
September 9

Amore Monday: When one course just isn't enough:
www.carrabbas.com/AmoreMondays

CARRABBA'S ITALIAN GRILL

Join us for
AMORE MONDAYS
3 Courses Starting at \$12

Make Monday night Carrabba's right.
Enjoy the best of Carrabba's with your choice of
three great courses for one price.
There's never been more to love about Mondays!

SOUP or SALAD

CHOICE of ENTRÉE

APPETIZER or DESSERT

Like · Comment · Share

307 people like this.

Top Comments

Jennie- Jay Gnojek First timers yesterday for a Birthday Lunch hubby ..wasn't impressed 😞 waiting 15 minutes for waitress to take our order ...then hoped it would get better ..tried to keep it positive - but when ordering bread pudding for dessert with coffee waited 20 minutes !! We ended up saying forget the dessert - left ...sorry Carrabas - loved the food but we will save the gas next time and go to Pasquales

Like · Reply · September 9 at 4:20pm via mobile

Carrabba's Italian Grill We apologize about your experience, Jennie-. Please message us the location you dined at as well as your email address and/or phone number so we can make it right.

Like · September 11 at 11:09am

102

Negative user feedback without a response from the restaurant

**Carrabba's Italian Grill**
June 18

We bring out the best that summer squash and zucchini have to offer <http://carrabb.as/128Occ6> — with Santiago Erazo.



Like · Comment · Share 360 17 22

**Joeseeph Schmoe** They actually just took away one of the sides of all the meals. This is after they shrunk the size if the chicken. I'm looking for a new favorite restaurant.
Like · Reply · June 24 at 7:13pm

**Gerrie Valentino** Love the scamp as an appetizers but it was tough the last time on Mother's Day. Also had the Steak Marsala, one of my favorites but it also was tough. Hoping it was just due to the large crowds. It was take out and the bill was \$144 for the family and none of us were happy. We ordered it a half hour before we went to get it as they said that is when it would be ready. It wasn't and we had to sit in the parking lot another 20 minutes. Not fun when you have little ones with you.
Like · Reply · June 23 at 7:07am

Image retrieved from <www.facebook.com/Carrabbas>

Bahama Breeze visuals, used in the following interview: Ja

Positive user feedback with a response from the restaurant



Image retrieved from <www.facebook.com/BahamaBreeze>

Positive user feedback without a response from the restaurant



Image retrieved from <www.facebook.com/BahamaBreeze>

Neutral user feedback with a response from the restaurant



Image retrieved from <www.facebook.com/BahamaBreeze>

Neutral user feedback without a response from the restaurant



Image retrieved from <www.facebook.com/BahamaBreeze>

Negative user feedback with a response from the restaurant

 **Bahama Breeze Island Grille**
August 30

Are you thinking Happy thoughts? Join us for #HappyHour tonight.

View the menu: <http://bit.ly/1c9e3t9>



Like · Comment · Share 40

469 people like this. Top Comments ▾

 Write a comment... 

 **Nancy McWilliams Bernard** It's the second time we have eaten here and it's only ok . Seafood chowder is like soup . Not thick enough . On the burgers the roll isn't even crunchy . It was soggy .
Like · Reply · August 30 at 6:38pm via mobile

 **Bahama Breeze Island Grille** We are sorry to hear that, Nancy. Do you have time to contact us at https://www.bahamabreeze.com/secure/company/contact_us.asp?
Like · September 5 at 10:10pm

Image retrieved from <www.facebook.com/BahamaBreeze>

Negative user feedback without a response from the restaurant

**Bahama Breeze Island Grille**
September 11

With so many different #island flavors and #Rice Bowls to choose from, who says you have to pick just one?
<http://bit.ly/13LTKfF>



Like · Comment · Share 17

 274 people like this. Top Comments ▾



**Carole Horsburgh** Ate there lat night, very good:)
Like · Reply · September 12 at 5:24pm

**Carol Chandler-Eicherl** See you this weekend!
Like · Reply · September 11 at 10:13pm

**Blanche Rand** Just be sure to check that there is no hair in your food.....happened to me in Woodbridge NJ Saturday night
Like · Reply · September 11 at 7:44pm

Image retrieved from <www.facebook.com/BahamaBreeze>

Bonefish Grill visuals, used in the following interview: Tr, Mi

Positive user feedback with a response from the restaurant:



Image retrieved from <www.facebook.com/bonefishgrill>

Positive user feedback without a response from the restaurant:

**Bonefish Grill**
September 3 at 1:30pm 

Our Fresh Apple Martini has returned!
We're celebrating the return of our Fresh Apple Martini with an "Apple a Day." Watch in amazement as vicious piranhas take on Fall's favorite cocktail. #AppleADay



Like · Comment · Share 👍 97 💬 7 📄 26

👍 97 people like this. Top Comments ▾

**Dee Helbig** Teacher discount??
Like · Reply · 👍 3 · September 3 at 1:35pm via mobile

**Debbie Kappler** Love your martinis and will give it a try next time I'm in!
Like · Reply · 👍 1 · September 3 at 1:34pm

**Pam Patteson** yummy
Like · Reply · 👍 1 · September 3 at 1:37pm

Image retrieved from <www.facebook.com/bonefishgrill>

Neutral user feedback with a response from the restaurant

**Bonefish Grill**
July 24 

\$5 Bang Bang Shrimp tonight is a royally big deal:
<http://bonefi.sh/Bang-Wednesday>



Like · Comment · Share  1,860  108  200

 1,860 people like this. Top Comments ▾

**Karen M. Reed** When is the Orland Park location going to open??
Like · Reply ·  2 · July 24 at 4:43pm via mobile

**Bonefish Grill** Karen, it is currently scheduled for September 16th.
Like · July 24 at 5:08pm

Image retrieved from <www.facebook.com/bonefishgrill>

Neutral user feedback without a response from the restaurant



Image retrieved from <www.facebook.com/bonefishgrill>

Negative user feedback with a response from the restaurant

**Bonefish Grill**
April 11 

A larger bottle sharing beer + Baja Fish Tacos = the perfect combo to share tonight with a friend, a date, or anyone who loves a perfect brew as much as you.



Like · Comment · Share 414 16 47

 414 people like this. Top Comments ▾

**Joan Schleter Kueny** why can't you have a shot of whiskey with your beer? I always did and I also eat but the last time I was in they said no more you can't have 2 drinks at once? stupid...bonefish isn't a go out and get drunk bar it is a restaurant and some of us like to have a shot with our beer.....bonefish people please answer
Like · Reply ·  1 · April 11 at 3:40pm

**Bonefish Grill** We are checking on this for you...
Like · April 11 at 4:08pm

Image retrieved from <www.facebook.com/bonefishgrill>

Negative user feedback without a response from the restaurant

**Bonefish Grill**
July 12

Just a few days left to catch a lobster tail, shrimp and scallops, a salad, seasonal veggie and choice of side for just \$19.9.
<http://bonefi.sh/SummerCatch>



Like · Comment · Share 879 52 153

879 people like this. Top Comments ▾

**Sonja Derkits** My husband and I visited the BFG in Whitehall Pa on Tuesday Night and we were told they Did Not have this special. Now I see it advertised ??
Like · Reply · July 12 at 9:34pm

**Val Sullivan** What is the final day?
Like · Reply · July 12 at 9:01pm via mobile

**Yolanda Washington** bummer, tried to get it last night but they were sold out..
Like · Reply · July 12 at 8:45pm

Image retrieved from <www.facebook.com/bonefishgrill>

Appendix 7: Semi-structured Interview Schedule

- 1) How often do you use Facebook to connect with restaurants?
- 2) In what ways have you engaged with restaurants on Facebook?
- 3) How often do you use Facebook to review restaurants?
- 4) How often do you review a restaurant on its Facebook page, via posting your opinion (good or bad) or commenting on a post within the page?
- 5) How often do you read what others say on a restaurant's Facebook page?
- 6) Is there anything in particular that you are looking for when you review a restaurant's Facebook page?
- 7) Do you ever use Facebook to look up a restaurant you have not experienced yet, as a way to influence your decision? Why (or why not?)
- 8) What websites do you use, if any, to review restaurants online?
- 9) Regarding the activity of reviewing restaurants online, how credible of a source is Facebook?

Questions asked for each visual shown to the interviewee:

- 1) What do you notice the most within this visual?
- 2) What is your opinion about this restaurant after viewing this visual?
- 3) Would you want to dine in or at this restaurant after viewing this visual? Why (or why not?)
- 4) How does the content within this visual make you feel?
- 5) How would you describe this restaurant after viewing this visual?
- 6) What do you like about the content within this visual, if anything?
- 7) What do you not like about the content within this visual, if anything?