Analyzing the Discourse of Online Reviews

Dr. Camilla Vasquez

Abstract: Over the last decade, online consumer reviews found on sites such as TripAdvisor, Yelp, and Amazon have impacted consumer decision-making in unprecedented ways. Because of online reviews, expertise today is highly distributed, and consumers have instant access to thousands of user-generated opinions about a variety of goods and services. In this talk, I share some ways of viewing these online review texts as discourse analytic data. Specifically, I will discuss my findings related to the discursive construction of reviewer identities as well as related features such as narrativity, evaluation, intertextuality, and involvement in these texts.