

The 7 Steps - November



1. CONTEXT

Mindmap anything you know about the topic, including vocabulary. Do some research online to help.

Yelp

2. QUESTIONS

Read the listening questions to check your understanding. Look up any new vocabulary.

Listening Questions 1

1. What type of review site is Yelp?
_____.
2. When was Yelp founded? Who did the founders work for previously?
_____.
3. How much revenue did the company have by 2010?
_____.
4. Who writes reviews on Yelp? What style of review is it?
_____.
5. How many reviews has Yelp posted up until the first quarter of 2018?
_____.

Listening Questions 2

1. What is Yelp's algorithm used for?
_____.
2. How can online reviews affect a business?
_____.
3. What percentage of consumers in the US use Yelp to research a business?
_____.
4. What other industries have grown as a result of Yelp and other crowd-sourcing review sites?
_____.
5. What are two services offered by Yelp to help businesses?
_____.

3. LISTEN

Listen and answer the questions using full sentences. Circle the number of times and % you understood.

Listening 1				
1	2	3	4	5
%	%	%	%	%

Listening 2				
1	2	3	4	5
%	%	%	%	%

Discussion Questions

1. How often do you check online reviews when choosing a service? How much of an impact do they have on your choice?
2. How important is reputation management for a business?

TRANSCRIPT 1

4. CHECK ANSWERS



Read through the transcript and underline the answers. Check them against your own answers.

How do you decide which restaurant, service or business to use? If you are like an increasing number of people, you may use online reviews to help you decide. One of the most widely used sources for business reviews is Yelp, a **crowd-sourced** review site for a variety of businesses. Founded in 2004 by former PayPal employees Russel Simmons and Jeremy Stoppelman, the company quickly grew to \$US30 million in revenue by 2010, and the company went public in 2012.

Yelp operates by allowing users to write their own reviews of businesses and services that they have experienced. These reviews range from 1 to 5 stars, and can also include written descriptions of the products and services. In addition, business owners can **modify** and update information about their business such as business hours and special offerings. Businesses can purchase advertising from Yelp to help increase awareness of their products and services.

Originally designed to help people find reliable services such as dentists, mechanics and hairdressers, Yelp can now help people find any kind of business, ranging from legal advice, to nightclubs and pet services. Up until the first quarter of 2018, Yelp had an average of over 100 million unique users per month across its platforms, and had over 155 million reviews posted.

MATCH THE ANTONYMS BY DRAWING LINES BELOW:

Crowd-source

Maintain

Patent

Ignorance

Modify

Harmony

Recognition

Obscure

Controversy

In-house

Showcase

Unrestricted

5. CHECK VOCABULARY



Read the transcript and circle any new vocabulary you find. Look them up and add them to your list.

6. READ ALOUD



Read the transcript aloud at least 5 times, focusing on intonation and pronunciation.

TRANSCRIPT 2

Yelp uses a **patented** algorithm to sort reviews in order to avoid fake reviews. It keeps the exact nature of the sorting algorithm secret, which Yelp claims helps to prevent reviews from cheating the system. However this sorting algorithm has generated some **controversy** amongst users and business owners alike regarding how it sorts and places reviews.

Yelp and other crowd-sourced review sites have had a big impact on how businesses try to manage their image. Negative or positive reviews can have a major effect on the volume of customers a business receives. This is particularly true of small and new businesses which have less brand **recognition** in a particular market. According to a Nielsen survey, 44 percent of consumers in the United States use Yelp to help inform their consumption choices.

The importance of online reviews has helped promote the growth of another industry, online reputation management firms. These businesses such as Reputation.com and ReviewTrackers help businesses monitor online reviews and rapidly respond to them as needed.

Yelp also assists businesses with their own online marketing tools. One of these features is known as badges. Badges allow a business to **showcase** their Yelp reviews on their own website. Yelp also offers businesses free training guides and videos on how to respond to reviews posted on the site.

7. SHADOWING



Say the transcript aloud at the same time as the audio without reading it. Circle how many times below.

1	2	3	4	5
1	2	3	4	5

1	2	3	4	5
1	2	3	4	5