

Appendix A: The Content of the Firm-highlighted Review in Study 1 (English Translation)

This restaurant has a great location and is quite accessible from many places. I often went there to eat with my friends. It was always very packed.

The more impressive dishes were Sautéed Bullfrog in Chili Sauce and Catfish in Hot Chili Oil. The bullfrogs were really big and the skin was delicious. The fish was tender and fresh. These two were their signature dishes and very spicy!

The Steamed Pumpkin Stuffed with Glutinous Rice was also a good one. The presentation was quite cute. The pumpkin was filled with glutinous rice and marmalade coated with sweet juices. I liked it.

Many friends also liked the mashed potatoes. The taste was good and like ice-cream dessert.

The price was generally reasonable. Maybe that's why this restaurant was so popular.

Appendix B: Screenshots of Experimental Webpages of Study 1

1. Firm-highlighted Review Condition

新派川菜坊 ← Restaurant name

☆☆☆☆ ← Address

地址：中关村大街19号
电话：+010 88486337 ← Telephone

网友推荐菜：水煮鲶鱼 馋嘴牛蛙 酸梅汤 钵钵鸡 糯米南瓜 麻婆油麦菜 口味猪蹄 土豆泥 飘香肥牛 川北凉粉
上上签 盆盆蟹肉虾 毛血旺 干锅茶树菇 口水鲶鱼 ← Featured dishes

水煮鲶鱼 馋嘴牛蛙 酸梅汤 钵钵鸡 糯米南瓜
麻婆油麦菜 口味猪蹄 土豆泥 飘香肥牛 川北凉粉

点评

coolcci ← Reviewer **赞** 此条为商家付费置顶的点评 **Sponsored: The restaurant paid to highlight this review on top.**

2017-08-14 23:39

地段很好，从哪边过去都很方便的，所以经常和朋友去吃~~~ 每次去人气都是蛮足滴~~~
比较难忘的还是里面的馋嘴牛蛙，水煮鲶鱼的说~牛蛙么总是肉那么大块，皮那么好吃~ 鱼肉很嫩，味道也刚好~ 真的很招牌啊，辣得恰到好处！
还有那个糯米南瓜也不错的，造型也很可爱，南瓜泥的糊子里塞了糯米和蜜饯什么的还滴了甜甜的果汁~~ 喜欢的说~
还有很多朋友会喜欢土豆泥，呵呵，那个也蛮好吃的~~ 像冰激凌甜品什么的不像传统的~
价格也很实惠~~~ 所以每天生意都很火爆的说~~~

← Review content

公主Sissi ← Other reviews start from here.

2017-08-12 16:21

今天和同事到这家吃午饭，提前庆祝我生日。早就做好了功课，可是还没点完，姐就说太多了，吃不下的，只好作罢，事实证明她是明智的，的确是吃不下，菜的分量挺足的。
牛蛙不错，油麦菜也有特色。不过，水煮鲶鱼一般，没什么特点，感觉特油，配菜好像还不太新鲜。口味猪蹄也不怎么样，最后还是打包回家的。口水鸡，这个点得比较后悔，貌似刚从冰柜里拿出来的，表面还有冻过的痕迹，不知道放多久了。

2. Plain Highlighted Review Condition

The image shows a screenshot of a restaurant's online presence, likely from a Chinese food delivery or review platform. The page is annotated with several callout boxes and arrows pointing to specific elements:

- Restaurant name:** 新派川菜坊 (New Style Sichuan Cuisine).
- Address:** 地址: 中关村大街19号 (Address: Zhongguancun Dajie 19 No.).
- Telephone:** 电话: +010 88486337 (Phone: +010 88486337).
- Featured dishes:** A list of recommended dishes including 水煮鲶鱼 (Water-boiled Catfish), 馋嘴牛蛙 (Crispy Frog), 酸梅汤 (Sour Plum Soup), 钵钵鸡 (Bibibi Chicken), 糯米南瓜 (Glutinous Rice Pumpkin), 麻酱油麦菜 (Sesame Sauce Oilseed Rape), 口味猪蹄 (Spicy Pig Trotter), 土豆泥 (Mashed Potatoes), 飘香肥牛 (Fragrant Beef), 川北凉粉 (Sichuan Cold Noodles), 上上签 (Shang Shang Qian), 盆盆基围虾 (Basin Baseline Shrimp), 毛血旺 (Mao Xue Wang), 干锅茶树菇 (Dry Pot Tea Tree Mushroom), and 口水鲶鱼 (Saliva Catfish).
- Top-placed Review:** A review by user 'coolcci' dated 2017-08-14 23:39, marked as '置顶点评' (Top-placed Review). The review content describes the restaurant's location, food quality, and service.
- Other reviews start from here:** A review by user '公主Sissi' dated 2017-08-12 16:21, which is the first review below the top-placed one.

The page also features a chef's hat icon, a star rating (4 stars), and a grid of 10 food images corresponding to the featured dishes.

3. Baseline Condition



新派川菜坊

Restaurant name



Address

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Telephone

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上上签 益益基围虾 毛血旺 干锅茶树菇 口水鲶鱼

Featured dishes



点评



coolcci

Reviewer

★★★★★ 2017-08-14 23:39

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价格也很实惠~~~ 所以每天生意都很火爆的说~~~

All reviews start from here.

Review content



公主Sissi

★★★★☆ 2017-08-12 16:21

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Appendix C: Firm Introductions in Study 3 (English Translation)

Higher Reputation:

WSM English was established over 40 years ago and is a leader in global English training market. The company currently has more than 400 training centres globally and has over 2 million trainees in total. Since the company entered China about 15 years ago, it has provided excellent language training services for large events such as the 2008 Beijing Summer Olympics and the 2010 Shanghai World Expo.

WSM English has passed ISO 9001 Quality Management Systems Certification in global English training in 2010 and has been named “Top Ten Most Valuable Foreign Language Training Brand in China” with its innovative and diversified teaching systems and standard management. At the current stage, WSM English’s mission is not only to disseminate knowledge of English language, but also to provide and promote effective solutions in English language training.

Lower Reputation:

WSM English was established in 2008 and is a relatively young company in the English language training market with its main focus in Beijing, China. Currently the company has about 80 employees and nearly 5000 graduated trainees in total. In the next three years, WSM English hopes to achieve sustained and rapid growth in the number of trainees while accelerating the expansion of its business beyond Beijing.

WSM English advocates a combination of different learning methods, and its training course system is being constantly revised and improved. The purpose is to provide trainees with real English environment and atmosphere as much as possible. At the current stage, WSM English is focusing on improving the company's internal control management system to enhance service standardization and price transparency in order to accelerate brand building.