
题目：互联网背景下青年旅舍住客体验评价研究

摘 要

本文选取青年旅舍作为此次研究的对象，通过携程网截取住客的在线评价作为研究的数据文本，使用数理统计和内容挖掘等方法对数据文本进行深度分析。利用集搜客内容挖掘软件得到相关高频词统计表，再进行社会网络分析和情感分析，能够得到较为全面的住客体验情况，进行东中西部的对比分析。结果显示我国青年旅舍在住客体验中还是值得肯定的。同时，我国各地区青年旅舍的积极情绪占比徘徊在 73%-75%，中国中部青年旅舍的积极情绪最高，东部地区最低；消极情绪东部最高，中部最低。

关键词：青年旅舍，在线评论，住客体验

ABSTRACT

This paper selects youth hostel as the object of this study, through Ctrip network to intercept the online evaluation of passengers as the research data text, using mathematical statistics and content mining methods to conduct in-depth analysis of the data text. The statistical table of high frequency words can be obtained by using the software of customer content mining, and then the social network analysis and emotional analysis can be carried out to get a more comprehensive living experience and make a comparative analysis of the East, the middle and the West. The results show that the experience of youth hostels in China is still worthy of affirmation. At the same time, the proportion of positive emotions of youth hostels in all regions of China is around 73% - 75%. The positive emotions of youth hostels in Central China are the highest, the lowest in eastern China; the negative emotions in eastern China are the highest, and the lowest in Central China.

Key words: Youth Hostel, online review, guest experience

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