

APPENDIX TO

## Clean room, uncomfortable bed

### A corpus analysis of evaluation devices in hotel reviews

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#### Appendix

Table 7. Evaluation devices of the appreciation dimension (the subcategory of comfort) and their frequency in the corpus

Nº	Word	Freq.	Example
Positive			
1.	comfortable	1587	<i>Clean and <b>comfortable</b> apartments...</i>
2.	comfy	610	<i>A super <b>comfy</b> stay!</i>
3.	good	439	<i>...<b>nice</b> bed and a very <b>good</b> shower.</i>
4.	quiet	390	<i>Our room was on the back of the hotel and it was very <b>quiet</b>.</i>
5.	warm	313	<i>The room was clean <b>warm</b>, and comfortably furnished.</i>
6.	spacious	306	<i>A beautiful, <b>spacious</b> apartment in a lovely part of the city.</i>
7.	pleasant	294	<i><b>Pleasant</b> and quite room.</i>
8.	nice	269	<i>Excellent breakfast, <b>comfy</b> bed, <b>nice</b> pillows.</i>
9.	well	153	<i><b>Well</b> furnished, everything provided for a short stay.</i>
10.	properly	150	<i>Some lights didn't work and the shower didn't drain <b>properly</b>.</i>
11.	modern	148	<i>Friendly staff, clean <b>modern</b> room made a great start to my holiday.</i>
12.	enough	129	<i>Room was big <b>enough</b> for three.</i>
13.	relaxing	125	<i>Would stay again: comfortable, warm and <b>relaxing</b>.</i>
14.	excellent	120	<i>...a good size, <b>excellent</b> facilities...</i>
15.	comfort	96	<i><b>Comfort</b> at a reasonable price.</i>

Table 7. (continued)

16.	great	65	<i>Lovely spacious room and <b>great</b> bathroom.</i>
17.	powerful	41	<i>Bed very comfortable. <b>Powerful</b> shower.</i>
18.	lovely	38	<i>Clean room, <b>lovely</b> bed, great location.</i>
19.	bonus	30	<i>Lovely views and 2 bathrooms a huge <b>bonus</b> with 3 kids.</i>
20.	secure	29	<i>Very comfortable beds and <b>secure</b> rooms.</i>
21.	perfect	23	<i>...the bed was <b>perfect</b>; aircon worked a dream.</i>
22.	sufficient	22	<i>room layout was compact but made really good use of the space and was more than <b>sufficient</b> for our needs.</i>
23.	best	21	<i><b>Best</b> beds in the world.</i>
24.	fantastic	19	<i><b>Fantastic</b> comfortable beds.</i>
25.	amazing	18	<i>Shower was <b>amazing</b></i>
26.	decent	18	<i>The executive room had a <b>decent</b> size bed but lacking in décor.</i>
27.	ok	16	<i>...the bathrooms were <b>OK</b> but quite small...</i>
28.	appropriate	16	<i><b>Appropriate</b> for those who won't be spending much time in the hotel.</i>
29.	airy	16	<i>The room was spacious, and <b>airy</b>.</i>
30.	adequate	19	<i>Proper styling nozzle on hairdryer. <b>Adequate</b> lighting.</i>
31.	calm	13	<i>A <b>calm</b> oasis before the terminal storm.</i>
32.	proper	11	<i><b>Proper</b> soap dispensers in shower.</i>
33.	fine	10	<i><b>Fine</b> for one person, but I think it would be a bit uncomfortable for two.</i>
34.	comfortably	10	<i>TV big enough to view <b>comfortably</b> from the bed.</i>
35.	brilliant	9	<i><b>Brilliant</b> but tiny bathroom.</i>
36.	amazingly	8	<i>The bed was just <b>amazingly</b> comfortable and huge</i>
37.	restful	7	<i>Enjoyable and <b>restful</b> after busy holiday.</i>
38.	benefit (n.)	7	<i>The leisure facilities are tired/dates but the sauna was still a nice <b>benefit</b>.</i>
39.	fluffy	7	<i>The towels were large and <b>fluffy</b>.</i>
40.	generous	6	<i>Really nice hotel; <b>generous</b> sized room</i>
41.	effective	6	<i>I had a large, comfortable room with <b>effective</b> blackout curtains.</i>

Table 7. (continued)

42.	correctly	6	<i>Heating wasn't working correctly.</i>
43.	spaciousness	5	<i>We liked the overall <b>spaciousness</b> of the downstairs area and the attentive staff.</i>
44.	awesome	4	<i>...we had a very large what seemed to be <b>awesome</b> double bed...</i>
45.	wonderful	4	<i><b>Wonderful</b>, spacious, comfy room.</i>
46.	wonderfully	4	<i>The bedroom was very nice and the bed was <b>wonderfully</b> comfortable.</i>
47.	comforts	4	<i>Nice home <b>comforts</b>; felt very comfortable straight away.</i>
48.	efficiently	3	<i>The temperature control worked <b>efficiently</b>.</i>
49.	warmth	3	<i>Shower, <b>warmth</b>. Pleased with everything</i>
50.	fab	2	<i>The room was a good size, bed was very comfortable &amp; bathroom lovely. The pool was <b>fab</b>.</i>
51.	exceptional	2	<i>The situation of the hotel and comfort was <b>exceptional</b>.</i>
52.	incredible	2	<i>Clean comfortable room <b>incredible</b> use of tiniest space!</i>
53.	flexible	2	<i>Shower not too <b>flexible</b> on temperature.</i>
54.	tranquil	2	<i>A great, <b>tranquil</b> stay at a beautiful location.</i>
55.	superb	1	<i>The bed was extremely comfortable, the wet room was <b>superb</b>...</i>
56.	marvellous	1	<i>A <b>marvellous</b> hotel to relax in.</i>
57.	superbly	1	<i>This cliff top hotel has outstanding views, <b>superbly</b> comfortable rooms...</i>

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**Negative**

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1.	noisy	530	<i>Cramped and <b>noisy</b> room</i>
2.	noise	407	<i>No view. <b>Noise</b> from outside the room in the hotel.</i>
3.	old	233	<i>Hard mattress. <b>Old</b> TV with broken remote.</i>
4.	broken	231	<i>The bathroom lock was <b>broken</b> and my son was locked in for almost one hour.</i>
5.	uncomfortable	226	<i>Room was dirty. Noisy. Bed <b>uncomfortable</b>.</i>
6.	poor	196	<i>...nice clean room, <b>poor</b> soundproofing to the next room...</i>
7.	hard	177	<i>Colleague had a very restless night on <b>hard</b> bed</i>
8.	problem(s)	131	<i>Enjoyable except for the bed <b>problem</b>.</i>

Table 7. (continued)

9.	cramped	101	<i>Shower room small and cramped.</i>
10.	loud	77	<i>The radiator was too <b>loud</b> and I had to turn it off.</i>
11.	tight	58	<i>...bathroom very small and <b>tight</b>...</i>
12.	freezing	55	<i>Room <b>freezing</b> cold...</i>
13.	damp	49	<i>There was a horrible <b>damp</b> smell.</i>
14.	lack (n.)	44	<i><b>Lack</b> of wardrobe space (no drawers and only one head height shelf).</i>
15.	chilly	37	<i>Whole hotel including room very <b>chilly</b>.</i>
16.	narrow	37	<i>The single bed seemed quite <b>narrow</b>.</i>
17.	stuffy	33	<i>Noisy road, overheated <b>stuffy</b> room and erratic shower.</i>
18.	lumpy	31	<i>Extremely <b>lumpy</b> and uncomfortable pillow.</i>
19.	bad	30	<i>The mattress was squeaky. <b>Bad</b> bathroom.</i>
20.	dangerous	30	<i>The shower above the bath was very difficult indeed <b>dangerous</b> for a person with a recent arm injury.</i>
21.	limited	30	<i>The gym facilities were very <b>limited</b> for anyone with a serious exercise routine.</i>
22.	awkward	26	<i>Only a handheld shower attached to the bath, very <b>awkward</b> to have a decent shower.</i>
23.	faulty	23	<i>Bedside light had a <b>faulty</b> connection.</i>
24.	terrible	23	<i>The bed was <b>terrible</b>, it sank in the middle &amp; had no spring to it &amp; bedding was poor.</i>
25.	awful	20	<i>Great location. Shower <b>awful</b>.</i>
26.	damaged	20	<i>Many cupboards were misaligned or slightly <b>damaged</b>...</i>
27.	inadequate	20	<i>Ventilation and temperature control in bedroom <b>inadequate</b>, or non-existent...</i>
28.	rubbish	18	<i>Very basic, very noisy road, windows <b>rubbish</b> and blew a gale through them.</i>
29.	compact	17	<i>Room small, very <b>compact</b> bathroom.</i>
30.	horrible	19	<i>Mattress <b>horrible</b> and soft... Very uncomfortable</i>
31.	ridiculously	17	<i>Our room 47 was <b>ridiculously</b> small and too tight.</i>
32.	weak	16	<i>Shower was <b>weak</b> and hard to control temperature.</i>
33.	average	15	<i>We had twin beds which were <b>average</b> for comfort...</i>

Table 7. (continued)

34.	erratic	15	<i>Water flow and temperature <b>erratic</b> in the bathroom facility.</i>
35.	intermittent	15	<i>Hot water <b>intermittent</b>.</i>
36.	silly	14	<i>Bedside tables were small and <b>silly</b>, couldn't open tiny little drawers anyway.</i>
37.	creaky	13	<i>Bed was <b>creaky</b> and far from extra comfy as advertised.</i>
38.	horrendous	12	<i>They was some <b>horrendous</b> noise periodically through the night.</i>
39.	irritating	12	<i>Running toilet all night very <b>irritating</b>.</i>
40.	rough	12	<i>Bed linen was <b>rough</b> and bed was uncomfortable.</i>
41.	desperate	11	<i>Shabby, run down, not clean in <b>desperate</b> need of repairs and upgrading.</i>
42.	unavailable	11	<i>Room service menu was very limited. Facilities <b>unavailable</b>.</i>
43.	wrong	11	<i>Room was <b>wrong</b> – missing an entire bed and the Ac didn't work.</i>
44.	annoying	10	<i>...the only thing I could honestly say I needed, was a hairdryer with nozzle. The one in our room unfortunately was missing. Which was a little <b>annoying</b> at not being able to use it.</i>
45.	drafty	10	<i>Air Con was very <b>drafty</b>, I did not like this at all.</i>
46.	odd	10	<i>TV didn't work and was at a very <b>odd</b> angle in a little alcove</i>
47.	strange	10	<i>Beds felt <b>strange</b>. We had two in our room and one of the felt like there was a major dip in the middle (as if the mattress was sinking).</i>
48.	temperamental	10	<i>Electric shower is very weak and <b>temperamental</b>.</i>
49.	unusable	10	<i>Unfortunately there was a bad leak from the shower, which made the room virtually <b>unusable</b>.</i>
50.	useless	10	<i>No heating they bought us a small electric radiator which was <b>useless</b>.</i>
51.	claustrophobic	9	<i>Great location but <b>claustrophobic</b> hot rooms.</i>
52.	dodgy	9	<i>Heaters don't work, gave us a <b>dodgy</b> broken heater.</i>
53.	missing	9	<i>Large crack in wash basin, lots of grout <b>missing</b> on bathroom floor also dirty.</i>
54.	pokey	11	<i>Size of room, small and <b>pokey</b> with sloping floor.</i>
55.	crammed	8	<i>Small <b>crammed</b> rooms, noise from underground trains.</i>

Table 7. (continued)

56.	grotty	8 Gym pretty <b>grotty</b> .
57.	overheated	8 Noisy road, <b>overheated</b> stuffy room and erratic shower.
58.	poorly	8 Rear car park felt a little isolated and was <b>poorly</b> lit.
59.	quibble (n.)	8 It would have been nice to have an armchair in my room instead of two otherwise adequate and upholstered upright chairs but this is a very minor <b>quibble</b> .
60.	unsafe	8 ...staff very unhelpful, <b>unsafe</b> , smelly, rooms in all houses just the same.
61.	dilapidated	7 Tired and <b>dilapidated</b> room with damages and grubby furniture.
62.	disappointing	7 Very <b>disappointing</b> to sleep in a cold room.
63.	discomfort	7 Bed mattresses are very soft and can cause <b>discomfort</b> , not back friendly.
64.	insufficient	7 <b>Insufficient</b> heating in the room, channels didn't work on the TV.
65.	sparse	7 <b>Sparse</b> room, hard bed, terrible water drainage...
66.	uncomfy	7 <b>Uncomfy</b> mattress and the pillows were awful.
67.	uneven	7 Mattress was <b>uneven</b> and very uncomfortable.
68.	diabolical	6 The TV picture was <b>diabolical</b> apart from a couple of channels.
69.	flimsy	5 The linen was so <b>flimsy</b> it was ridiculous.
70.	hopeless	5 Proper soap dispensers in shower. Too little comes out. <b>Hopeless</b> .
71.	overcrowded	5 <b>Overcrowded</b> and loud hotel with poor cleanliness.
72.	poky	5 We then had to climb 2 flights of steep stairs to get to our <b>poky</b> room.
73.	ridiculous	5 The hotel was like a maze and the distance from our room to the main facilities was <b>ridiculous</b> .
74.	spoil	5 We were disappointed with the size of the room and the noisy pipes really <b>spoil</b> it for us
75.	unsuitable	5 The washbasin taps were an <b>unsuitable</b> (hydraulically timed) design that gave a choice between off and full pressure.

Table 7. (continued)

76.	dangerously	4 ... likewise the underside of bathroom radiator which was also <b>dangerously</b> hot.
77.	nasty	4 ...slow internet, dated rooms, aircon had a <b>nasty</b> toilet like smell.
78.	shallow	4 The shower basin too <b>shallow</b> water flows out of it making the whole bathroom wet.
79.	shocking	4 To top it all the bed was <b>shocking!!</b> I had springs in the mattress digging me in the back all night!
80.	uncomfortably	4 Bedclothes were <b>uncomfortably</b> rough.
81.	uninspiring	4 Room very small and <b>uninspiring</b> .
82.	wobbly	4 <b>Wobbly</b> toilet.
83.	annoyance	3 By 7.30am they had builders fixing a broken door in the corridor with hammers and drills for over an hour. When mentioning this <b>annoyance</b> on checkout...
84.	diabolical	3 The TV picture was <b>diabolical</b> apart from a couple of channels.
85.	disaster	3 Wifi a <b>disaster</b> i.e. unusable.
86.	disgustingly	3 The windows need sorting out, the noise that came from them was <b>disgustingly</b> loud.
87.	ineffective	3 The air con was <b>ineffective</b> making the room unbearably hot so a poor nights sleep had.
88.	insecure	3 Offering free WiFi is pointless if the network is <b>insecure</b> – which the ocean apartments is.
89.	ruin	3 ...pillows horrible, totally <b>ruined</b> our stay in Edinburgh...
90.	scratchy	3 The bed was very uncomfortable (hard mattress and pillows, <b>scratchy</b> sheets)...
91.	aggressively	2 The jacuzzi was lovely to have the use of but the pumps made the water erupt a little too <b>aggressively</b> ...
92.	annoyingly	2 The proximity to Brands Hatch racing track makes it <b>annoyingly</b> noisy...
93.	awfully	2 Room size <b>awfully</b> small said it was family room my 6ft son had to sleep on small bed settee.
94.	awkwardly	2 Bathroom is tiny, <b>awkwardly</b> positioned toilet, shower fixtures hanging off the wall.

Table 7. (continued)

95.	dreadful	2	<i>There was a <b>dreadful</b> smell of ten thousand full British Breakfasts served over the years which permeated the whole place</i>
96.	incorrectly	2	<i>I stood on a nail which had been hammered <b>incorrectly</b>. It caused my toe to bleed.</i>
97.	intolerable	2	<i>Overnight noise <b>intolerable</b>.</i>
98.	lacking	2	<i>Housekeeping <b>lacking</b> – kettle was full of stale water. No soap or shampoo.</i>
99.	unbearable	2	<i>We were given rooms above the function room and the noise was <b>unbearable</b> and should not have in use for anyone...</i>
100.	frustrating	1	<i>WIFI was really poor and had problems connecting and the signal kept dropping off which was <b>frustrating</b> when I was trying to watch a film on my phone.</i>
101.	inappropriate	1	<i>Bed was lumpy and the twin beds had been shoe horned into a double headboard so the lights and switches were in totally <b>inappropriate</b> positions.</i>

Table 8. Evaluation devices of the appreciation dimension (the subcategory of convenience) and their frequency in the corpus

Nº	Word	Freq.	Example
<b>Positive</b>			
1.	good	1059	<i>Very comfortable, and a <b>good</b> location.</i>
2.	great	772	<i>Located in a <b>great</b> position for our needs.</i>
3.	close	603	<i>An excellent apartment with fabulous views that is <b>close</b> to all amenities.</i>
4.	convenient	452	<i>Very <b>convenient</b> location – easy walking distance into Bath centre.</i>
5.	easy	383	<i>Fairly <b>easy</b> to get to centre of Edinburgh.</i>
6.	ideal	185	<i>Very comfortable and <b>ideal</b> location for exploring London</i>
7.	excellent	156	<i><b>Excellent</b> parking, close to lift and very practical for a young family.</i>
8.	perfect	130	<i><b>Perfect</b> location with off road parking.</i>
9.	handy	92	<i>Very <b>handy</b> for theatre-land!</i>
10.	lovely	85	<i>The hotel is in a <b>lovely</b> location.</i>



Table 8. (continued)

11.	well	49	<i>Was <b>well</b> located 5 mins walk from Victoria Station &amp; 15 min walk to Embankment &amp; Westminster.</i>
12.	useful	48	<i>... it only took 10–12 mins to get to town and included parking which was very <b>useful!</b></i>
13.	perfectly	47	<i>This hotel is <b>perfectly</b> located for an overnight stay for Heathrow Terminal 3...</i>
14.	bonus	35	<i>Gorgeous property with <b>bonus</b> having free parking so close to the Centre...</i>
15.	efficient	33	<i><b>Efficient</b> check-in/out process</i>
16.	functional	33	<i>A very <b>functional</b> hotel – easy link up to Heathrow terminals 2+3.</i>
17.	suit	28	<i>...totally <b>suited</b> to conference groups but not to individuals.</i>
18.	enough	27	<i>...ridiculous £16 parking, but not <b>enough</b> car park spaces.</i>
19.	accessible	26	<i>It was very close to Victoria Station so everywhere was easily <b>accessible.</b></i>
20.	suitable	25	<i>For one night and getting to the early flights next day the Park Inn is a very <b>suitable</b> hotel.</i>
21.	amazing	24	<i>Would highly recommend this hotel, <b>amazing</b> location for shopping and superb restaurants.</i>
22.	conveniently	23	<i>Very <b>conveniently</b> located with fantastic views of the port.</i>
23.	ideally	19	<i>A good place to start a holiday. <b>Ideally</b> situated.</i>
24.	brilliant	18	<i><b>Brilliant</b> central location for a great price.</i>
25.	correct	15	<i>... value for money, <b>correct</b> location.</i>
26.	nice	13	<i><b>Nice</b> location just a bit over priced for what you get.</i>
27.	fab	12	<i>Have stayed before – <b>Fab</b> location – Love it there.</i>
28.	ok	12	<i>It was <b>ok</b> for being close to Heathrow.</i>
29.	superb	11	<i><b>Fab</b> hotel in <b>superb</b> location for airport!</i>
30.	best	9	<i><b>Best</b> location for Brands</i>
31.	fantastic	9	<i>What an amazing place to stay and a <b>fantastic</b> location.</i>
32.	wonderful	9	<i><b>Wonderful</b> location and very comfortable bed.</i>
33.	reliable	7	<i>Shuttle outside is <b>reliable.</b></i>
34.	adequate	6	<i>Very convenient for town centre and <b>adequate</b> parking.</i>

Table 8. (continued)

35.	sensible	6	<i>The location of the hotel is excellent and all of the tourist attractions are within a <b>sensible</b> walk.</i>
36.	flexibility	5	<i>No <b>flexibility</b> with breakfast time...</i>
37.	decent	4	<i><b>Decent</b> location.</i>
38.	unbeatable	4	<i>Great value for money, brilliant staff and <b>unbeatable</b> location.</i>
39.	fine	3	<i>We stayed after going to Watch Bath v Saints and for that the location and room was <b>fine</b>.</i>
40.	fabulous	2	<i>Location was <b>fabulous</b>.</i>
41.	idyllic	2	<i>The position is <b>idyllic</b>.</i>
42.	incredible	2	<i><b>Incredible</b> location and terrific price.</i>
43.	outstanding	2	<i>Rooms and location are <b>outstanding</b>.</i>
44.	proper	2	<i>No lift or <b>proper</b> access for disable people.</i>
45.	stunning	2	<i>Beautiful apartment in <b>stunning</b> location within walking distance of central Bath.</i>
46.	gorgeous	1	<i>Lovely cosy rooms and in a <b>gorgeous</b> location.</i>
47.	marvellous	1	<i><b>Marvellous</b> location just outside Bude...</i>
48.	superbly	1	<i><b>Superbly</b> swift check in.</i>
<b>Negative</b>			
1.	difficult	205	<i>Parking was very <b>difficult</b>. Queues at reception and bar.</i>
2.	problem(s)	81	<i>Stay was over all okey. Car park is the only <b>problem</b>.</i>
3.	limited	41	<i>Access to the hotel was <b>limited</b>.</i>
4.	poor	34	<i>Poor <b>location</b>.</i>
5.	crowded	31	<i>Pool too <b>crowded</b> so did not use.</i>
6.	hard	30	<i>Car park was packed so <b>hard</b> to get a space.</i>
7.	lack (n.)	27	<i><b>Lack</b> of porter assistance. Lifts are very far off from reception.</i>
8.	wrong	26	<i>... the taxi company this hotel works with, Millenium Executive Cars, took them to the <b>wrong</b> terminal at 5am.</i>
9.	fail	25	<i>Hoppa bus <b>failed</b> to come at expected time.</i>
10.	incorrect	22	<i><b>Incorrect</b> information on the tickets for the bus to the airport terminals...</i>
11.	nightmare	22	<i>Car park a <b>nightmare</b> had to park a long way from hotel.</i>
12.	understaffed	22	<i>Reception seemed <b>understaffed</b> at check in...</i>

Table 8. (continued)

13.	slow	21	<i>Check-out was <b>slow</b>.</i>
14.	confusing	18	<i>Check in was <b>confusing</b> with not enough staff initially.</i>
15.	tricky	16	<i>Getting from the airport to the hotel was <b>tricky</b>...</i>
16.	chaotic	15	<i>The hotel hoppa bus to the airport was a little <b>chaotic</b>...</i>
17.	complicated	14	<i><b>Complicated</b> getting to Terminal 4 where we were going...fine for 2 and 3.</i>
18.	chaos	13	<i>It was <b>chaos</b> in the morning with guests coming in for breakfast from other properties.</i>
19.	confusion	13	<i>...However there were rooms available so there should have not been any <b>confusion</b> in this process.</i>
20.	frustrating	11	<i>We were exhausted after 20hrs travelling and the slow check in was very <b>frustrating</b>.</i>
21.	packed	11	<i>... it is a shame to be <b>packed</b> on like sardines trying not to be squashed by suitcases.</i>
22.	poorly	11	<i>... <b>poorly</b> organised check in ruined my weekend</i>
23.	bad	10	<i>Staff good, clean room, <b>bad</b> location.</i>
24.	unreliable	10	<i>Transportation to and from airport. It's inefficient and <b>unreliable</b>.</i>
25.	inconvenient	9	<i>Basic apartment, but <b>inconvenient</b> check in policy.</i>
26.	ridiculous	9	<i>Overpriced bar, <b>ridiculous</b> wait on restaurant to get mediocre pub food at extortionate prices</i>
27.	terrible	9	<i>Food good but <b>terrible</b> wait.</i>
28.	awful	7	<i>Pick up from Heathrow terminal = <b>awful</b>.</i>
29.	horrendous	6	<i>The <b>horrendous</b> parking as you don't make clear that lots of people leave their cars at your premises whilst they go on holiday.</i>
30.	annoying	5	<i>..but more <b>annoying</b> was having to pack/unpack again as I am partially disabled!</i>
31.	ludicrous	5	<i>... the three flights of stairs both with mobility issues was <b>ludicrous</b>.</i>
32.	painful	5	<i>Shuttle bus painful &amp; cleaners are annoying.</i>
33.	spoilt	4	<i>... visit was <b>spoilt</b> by location of the room.</i>
34.	diabolical	3	<i>Also shuttle to and from Heathrow was <b>diabolical</b>.</i>

Table 8. (continued)

35.	insufficient	3	<i>Insufficient parking spaces, and costly.</i>
36.	disappointing	2	<i>Disappointing – no bar or restaurant within the hotel.</i>
37.	inappropriate	2	<i>I had to park my car in a very <b>inappropriate</b> location...</i>
38.	incorrectly	2	<i>Location <b>incorrectly</b> described on booking.com. Property is definitely not 500 yards from airport.</i>
39.	inefficient	2	<i>Transportation to and from airport. It's <b>inefficient and unreliable</b>.</i>
40.	mess	2	<i>Parking is a <b>mess</b>.</i>
41.	odd	2	<i>At times the Reception area and door were left unattended and whilst not a huge problem this seemed <b>odd</b> for this level of hotel.</i>
42.	ridiculously	2	<i>It took a <b>ridiculously</b> long time to check in with a very long queue of people waiting beside us.</i>

Table 9. Evaluation devices of the appreciation dimension (the subcategory of appreciation of food) and their frequency in the corpus

Nº	Word	Freq.	Example
<b>Negative</b>			
1.	nice	317	<i>Lovely staff, <b>nice</b> breakfast.</i>
2.	excellent	313	<i>The food for both the evening meal and breakfast was <b>excellent</b>...</i>
3.	good	256	<i>The food was <b>good</b>, the cocktails were lovely...</i>
4.	great	154	<i>Comfortable bed, clean room, <b>great</b> variety of food for breakfast</i>
5.	ok	94	<i>Breakfast was <b>ok</b>, however some of the food was over cooked.</i>
6.	tasty	60	<i>Good selection at breakfast, cooked food was hot and <b>tasty</b>.</i>
7.	enough	56	<i>Not <b>enough</b> tea/coffee especially milk.</i>
8.	fresh	48	<i>The breakfast was good, <b>fresh</b> and with plenty of variety...</i>
9.	lovely	44	<i><b>Lovely</b> food and great service.</i>
10.	amazing	41	<i><b>Amazing</b> food, super comfy, very dog friendly...</i>
11.	delicious	35	<i>Food was excellent, great choice and <b>delicious</b>.</i>
12.	best	34	<i>Breakfast good choice and scrambled egg <b>best</b> I've had.</i>
13.	fantastic	27	<i>...breakfast was a <b>fantastic</b> selection to choose from.</i>
14.	decent	25	<i><b>Decent</b> breakfast.</i>

Table 9. (continued)

15.	well	20	<i>Breakfast choices good and very <b>well</b> cooked.</i>
16.	superb	19	<i>Breakfast was <b>superb</b>...</i>
17.	fine	18	<i>We had a friend join us for a light dinner which was <b>fine</b>, breakfast was very good value.</i>
18.	ample	17	<i>The breakfast had vast amount of choices and there was <b>ample</b> of food.</i>
19.	fab	14	<i>Lovely hotel, <b>fab</b> food, spotless and comfortable.</i>
20.	adequate	13	<i>Food in restaurant <b>adequate</b>.</i>
21.	freshly	13	<i><b>Freshly</b> cooked breakfast.</i>
22.	brilliant	12	<i>Breakfast not <b>brilliant</b>.</i>
23.	plentiful	12	<i>Food was lovely and <b>plentiful</b>.</i>
24.	healthy	11	<i>The £18.99 buffet is really lovely. Freshly cooked, <b>healthy</b> and tasted great.</i>
25.	outstanding	8	<i>Food <b>outstanding</b> with both restaurant dining and outdoor tables for the al fresco experience with unrivalled sea and coastal views!</i>
26.	wonderful	8	<i>Lovely views and <b>wonderful</b> food.</i>
27.	appetizing	7	<i>We had an early flight so had a packed breakfast which was okay but not particularly <b>appetizing</b>.</i>
28.	generous	7	<i>Excellent <b>generous</b> breakfast included in price...</i>
29.	fabulous	6	<i>...restaurant was just great, <b>fabulous</b> foods and service.</i>
30.	perfect	5	<i><b>Perfect</b> breakfast, extra comfy bed, lovely room...</i>
31.	gorgeous	3	<i>Lovely decor. <b>Gorgeous</b> food.</i>
32.	impressive	3	<i>Excellent breakfast. <b>Impressive</b> choice and quality.</i>
33.	yummy	3	<i>Vast array of food and drink at breakfast, so <b>yummy</b>!</i>
34.	exceptional	1	<i>...bar food <b>exceptional</b> as good as a main restaurant.</i>

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 Negative
 

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1.	poor	255	<i>Dinner buffet really <b>poor</b>.</i>
2.	limited	93	<i>Hugely overpriced and <b>limited</b> wine list.</i>
3.	awful	70	<i>The coffee was <b>awful</b> and there was no hot water in the flask.</i>
4.	average	63	<i>Breakfast is very <b>average</b>, nothing special.</i>
5.	terrible	48	<i>The food was <b>terrible</b>; the room service was really bad.</i>

Table 9. (continued)

6.	overcooked	39	<i>Bacon and sausages were <b>overcooked</b>.</i>
7.	disgusting	26	<i>The breakfast was <b>disgusting</b>, cheapest ingredients they could find.</i>
8.	lack (n.)	26	<i>Breakfast was good (apart from <b>lack of</b> hot coffee / hot water).</i>
9.	tasteless	26	<i>The breakfast was largely <b>tasteless</b>, which must be hard to achieve.</i>
10.	bad	22	<i>Expensive <b>bad</b> food, but nice staff.</i>
11.	disappointing	20	<i>Breakfast was <b>disappointing</b>, most items were cold...</i>
12.	problem(s)	20	<i>... when we had a <b>problem</b> with bar food, very poorly handled by staff...</i>
13.	inedible	18	<i>... the fish which my wife ordered was <b>inedible</b> and was returned.</i>
14.	mediocre	18	<i>Breakfast was <b>mediocre</b>.</i>
15.	appalling	17	<i>... and the coffee at breakfast <b>appalling</b>.</i>
16.	raw	16	<i>The steak was over priced and over cooked, the chips looked great but were pretty <b>raw</b> inside.</i>
17.	lukewarm	15	<i>The cooked food was only <b>lukewarm</b>.</i>
18.	undercooked	15	<i>Breakfast was awful and bar food, chicken <b>undercooked</b>.</i>
19.	bland	13	<i>The food was very <b>bland</b> and poor quality...</i>
20.	hard	12	<i>Sausages were <b>hard</b>. Bacon was very cold.</i>
21.	unappetizing	12	<i>The breakfast was cold and <b>unappetizing</b>...</i>
22.	Dreadful	11	<i>The breakfast was <b>dreadful</b> – leathery bacon, solid eggs, toasters that didn't work properly.</i>
23.	Soggy	10	<i>The cooked breakfast was disappointing – bacon was <b>soggy</b> and fried egg was overdone.</i>
24.	lack (v.)	9	<i>Curry was <b>lacking</b> flavour and spice.</i>
25.	rubbery	9	<i>Scrambled eggs very <b>rubbery</b> and tomato served uncooked and cold.</i>
26.	strange	9	<i>Breakfast was so-so, egg tasted <b>strange</b>.</i>
27.	unappealing	9	<i>The cooked breakfast was most <b>unappealing</b> with half cooked bacon and burned bacon on the same plate.</i>

Table 9. (continued)

28.	weak	8	<i>No decaf coffee and the decaf tea was so <b>weak</b> I thought the bag was empty.</i>
29.	rubbish	7	<i>Hotel great, food <b>rubbish</b>.</i>
30.	tough	7	<i>Steak was <b>tough</b>, we know we should have made it known because of the cost</i>
31.	atrocious	6	<i>Food from the room service menu was <b>atrocious</b> – over cooked and tasteless.</i>
32.	ordinary	6	<i>The meals were very <b>ordinary</b>, stupidly presented and overpriced.</i>
33.	poorly	6	<i>The food at the in-house restaurant. Not good value and <b>poorly</b> prepared and cooked.</i>
34.	uninspiring	6	<i>Restaurant menu <b>uninspiring</b> and not particularly good value for money.</i>
35.	farcical	5	<i>Breakfast is <b>farcical</b>.</i>
36.	diabolical	4	<i>The meal on the 3rd night was <b>diabolical</b>...</i>
37.	overdone	4	<i>...burgers were <b>overdone</b> and average.</i>
38.	uncooked	4	<i>Scrambled eggs very rubbery and tomato served <b>uncooked</b> and cold.</i>
39.	disaster	3	<i>... breakfast a big <b>disaster</b>, picture attached..</i>
40.	nasty	3	<i>Very poor value on food – overpriced and inedible. e.g the 'gourmet burger' smelled and tasted like boiled fatty mince (- not 'steaky'); cheap, <b>nasty</b>...</i>
41.	odd	3	<i>Our dinner was OK but the ordinary tap water we asked for with it tasted very <b>odd</b>...</i>
42.	quibble (n.)	3	<i>Could do with more fruit &amp; healthy food at the breakfast buffet but that's a minor <b>quibble</b>.</i>
43.	dubious	2	<i>Towels were old and frayed and breakfast was <b>dubious</b>.</i>
44.	frantic	2	<i>Breakfast was a little <b>frantic</b> and the service for hot drinks was slow.</i>
45.	grease	2	<i>All swimming in <b>grease</b>! Bacon was very fatty.</i>
46.	greasy	2	<i>Breakfast very <b>greasy</b> sorry, but it is the truth</i>
47.	horrible	2	<i>Breakfast was <b>horrible</b>, didn't bother on the second morning.</i>
48.	horrid	2	<i>Coffee was <b>horrid</b>, watered down and mass produced...</i>

Table 9. (continued)

49.	insufficient	2	<i>Insufficient</i> milk provided – limited to 2 drinks per person per day.
50.	ruin	2	Over £6 too, certainly not value for money – overall service and dessert <b>ruined</b> our dining experience.
51.	spoil	2	Breakfast <b>spoil</b> the experience.
52.	underwhelming	2	...breakfast was a little <b>underwhelming</b> , but edible.
53.	disappoint	1	We stayed overnight and breakfast did not <b>disappoint</b> .
54.	shocking	1	Very rushed breakfast... <b>shocking</b> coffee!

Table 10. Evaluation devices of the appreciation dimension (the subcategory of worthiness) and their frequency in the corpus

Nº	Word	Freq.	Example
<b>Negative</b>			
1.	good	584	<b>Good</b> value for money, a pleasant and relaxing stay.
2.	reasonable	104	Good hotel, close to Palaces and very <b>reasonable</b> price.
3.	great	88	Great location, <b>great</b> value and clean.
4.	reasonably	55	Good choice for <b>reasonably</b> priced accommodation in that part of Edinburgh.
5.	deal	52	It was the right <b>deal</b> for the right place.
6.	fair	43	Reasonable hotel at a <b>fair</b> price, on quiet pleasant street.
7.	ok	16	Was <b>ok</b> for the price.
8.	affordable	13	A very enjoyable stay at an <b>affordable</b> price.
9.	excellent	13	Well above average, <b>excellent</b> value for money, will be back.
10.	bargain	12	Great hotel, <b>bargain</b> price.
11.	best	12	<b>Best</b> value for money in the area...
12.	decent	9	<b>Decent</b> value for money.
13.	fantastic	8	<b>Fantastic</b> value for money.
14.	sensible	6	A good standard London hotel at a <b>sensible</b> price...
15.	amazing	5	Amazing quality, <b>amazing</b> price!
16.	adequate	3	... <b>adequate</b> for the price.
17.	inexpensive	3	<b>Inexpensive</b> for excellent location.
18.	perfect	3	<b>Perfect</b> for the price and close to the town centre.



Table 10. (continued)

19.	superb	3	<i>Excellent hotel with lovely facilities for a <b>superb</b> price.</i>
20.	terrific	3	<i>Incredible location and <b>terrific</b> price.</i>
21.	brilliant	2	<i>Loved every minute of our stay, the room was <b>brilliant</b> value.</i>
22.	cost-effective	2	<i><b>Cost-effective</b>, friendly and helpful staff.</i>
23.	fab	2	<i><b>Fab</b> value for money, comfortable, clean and easy.</i>
24.	fabulous	2	<i><b>Fabulous</b> value for money with an excellent location.</i>
25.	exceptional	1	<i>... if the hotel had been value for money it would have been <b>exceptional</b>.</i>
26.	incredible	1	<i>... all for <b>incredible</b> value for money.</i>
<b>Negative</b>			
1.	expensive	655	<i><b>Expensive</b> for what it was.</i>
2.	overpriced	162	<i>...fantastic spot and comfy but tired and <b>overpriced!</b></i>
3.	pricey	82	<i>Bit <b>pricey</b> for functional B&amp;B.</i>
4.	excessive	27	<i>Prices in the restaurant were <b>excessive</b>.</i>
5.	extortionate	23	<i>...price had gone up to an <b>extortionate</b> £900 per night certainly not worth that amount.</i>
6.	ridiculous	16	<i>Had to pay £15 for parking which I think is <b>ridiculous!</b></i>
7.	costly	8	<i>Room and bathroom very small and <b>costly</b> for one night.</i>
8.	ridiculously	8	<i><b>Ridiculously</b> priced breakfast (we brought our own).</i>
9.	disappointing	6	<i>Pet charge very <b>disappointing</b> otherwise reasonably priced.</i>
10.	annoying	7	<i>... having to pay £99 was one thing but then £10 for breakfast was <b>annoying</b>.</i>
11.	shocking	5	<i>Near 5 quid for a bottle of cider you can buy for a pound at Tesco???? <b>Shocking</b>.</i>
12.	unacceptable	5	<i>£15 for car parking is <b>unacceptable</b>.</i>
13.	inflated	4	<i>...perhaps the price was <b>inflated</b> because of a busy period.</i>
14.	robbery	3	<i>Not a good experience for £199, in fact it was <b>robbery</b> for that standard of hotel.</i>
15.	terrible	3	<i>... the 'internal' facilities were <b>terrible</b> for paying £133!</i>
16.	bad	2	<i>... But not <b>bad</b> for the money!</i>
17.	horrendous	2	<i>The cost of parking was <b>horrendous</b>.</i>

Table 10. (continued)

18.	spoil	1	<i>... overpriced accommodation <b>spoilt</b> my enjoyment of the many festivals in Edinburgh.</i>
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Table 11. Evaluation devices of the appreciation dimension (the subcategory of cleanliness) and their frequency in the corpus

Nº	Word	Freq.	Example
<b>Negative</b>			
1.	clean	1713	<i>Convenient, <b>clean</b>, and well priced.</i>
2.	cleanliness	148	<i>Good level of <b>cleanliness</b>.</i>
3.	tidy	91	<i>The rooms were clean and <b>tidy</b> and we slept so well.</i>
4.	fresh	75	<i>Our bed was wonderfully warm &amp; comfortable, with <b>fresh</b> pristine bedding &amp; bright white towels.</i>
5.	spotlessly	32	<i>Bed was lovely and all was <b>spotlessly</b> clean.</i>
6.	spotless	23	<i>Our Apartment was very spacious, comfortable and <b>spotless</b>.</i>
7.	properly	19	<i>Mouldy grout in shower, shower room not cleaned <b>properly</b>.</i>
8.	good	6	<i>En suite did not have a <b>good</b> standard of cleanliness.</i>
9.	immaculate	5	<i>The room was <b>immaculate</b> &amp; spotless.</i>
10.	excellent	3	<i><b>Excellent</b> cleanliness, sound proofing from aircraft noise...</i>
11.	fantastic	3	<i>The staff, food and cleanliness was <b>fantastic</b>, the gym was an added bonus as well.</i>
12.	immaculately	3	<i>The accommodation was <b>immaculately</b> cleaned.</i>
13.	great	2	<i>The apartment was a bit tired looking and the cleanliness wasn't <b>great!</b></i>
<b>Negative</b>			
1.	dirty	350	<i>Bathroom <b>dirty</b> and smelly.</i>
2.	filthy	73	<i>The pillows were <b>filthy</b> and stunk.</i>
3.	stained	55	<i>The bed sheets were dirty and <b>stained</b> and the floor needed a good clean.</i>
4.	stains	45	<i>The bed linen had <b>stains</b> on it.</i>
5.	dusty	41	<i>The room was very <b>dusty</b>.</i>
6.	grubby	35	<i>Ladies changing rooms in fitness suite were a bit <b>grubby</b>.</i>
7.	mouldy	31	<i>Bedroom curtains were <b>mouldy</b>, not very healthy.</i>

Table 11. (continued)

8.	smelly	26	<i>The bathroom was a little bit <b>smelly</b> and the fan was very noisy.</i>
9.	stink	20	<i><b>Stank</b> of cigarette smoke and felt dirty.</i>
10.	unclean	18	<i>The property was <b>unclean</b>, particularly the kitchen.</i>
11.	dingy	17	<i>Breakfast room very cramped and <b>dingy</b>.</i>
12.	scruffy	17	<i>Dirty old hotel. <b>Scruffy</b> bedroom / bathroom.</i>
13.	disgusting	16	<i>Also the bathrooms were <b>disgusting</b>, brown marks in the bath, mold on the walls</i>
14.	mess	14	<i>...the <b>mess</b> from the smokers at the rear entrance.</i>
15.	musty	12	<i>The member of staff who checked us in on arrival was rude and the room smelt <b>musty</b>.</i>
16.	rubbish	12	<i>... at the end of the garden there was Plastic <b>rubbish</b> which I think shouldn't be there...</i>
17.	greasy	10	<i>The window sills were <b>greasy</b> and very dusty.</i>
18.	untidy	10	<i>The bathroom was a bit <b>untidy</b>.</i>
19.	unhygienic	8	<i>Lots of broken and cracked things in the room such as wardrobe handles, lamps, toilet seat which is just <b>unhygienic</b>.</i>
20.	poor	6	<i><b>Poor</b> cleanliness and hygiene.</i>
21.	grease	4	<i>Breakfast not great – room smelled strongly of <b>grease</b>.</i>
22.	appalling	3	<i>Toilet in public area (bar) was so <b>appallingly</b> dirty and smelly that I felt nauseated!</i>
23.	hideous	2	<i>...the tray wasn't clean and the bedding was <b>hideous</b>, dirty or not properly washed, I could see lipstick remains on the pillowcase.</i>
24.	lack (n)	2	<i><b>Lack</b> of cleanliness and maintenance.</i>
25.	average	1	<i>Cleanliness: <b>Average</b>.</i>

Table 12. Evaluation devices of the appreciation dimension (the subcategory of beautifulness) and their frequency in the corpus

Nº	Word	Freq.	Example
<b>Negative</b>			
1.	beautiful	158	<i>A <b>beautiful</b>, spacious apartment in a lovely part of the city.</i>
2.	good	110	<i>Clean room with <b>good</b> views and comfortable bed.</i>
3.	great	110	<i>Clean spacious corridors and rooms, <b>great</b> decor all round.</i>

Table 12. (continued)

4.	lovely	75	<i>Good value apartment with lovely views.</i>
5.	nicely	31	<i>Bedroom, although small, was nicely decorated...</i>
6.	beautifully	24	<i>Clean, spacious, beautifully furnished with wifi and sky.</i>
7.	excellent	24	<i>Quality room with excellent view of the city.</i>
8.	luxurious	24	<i>It's certainly nicely fitted out and appears very luxurious to the eye.</i>
9.	nice	24	<i>Nice view from window.</i>
10.	well	23	<i>Room was lovely and well decorated...</i>
11.	amazing	21	<i>The breakfast was good, served with an amazing view.</i>
12.	fantastic	21	<i>Clean, fantastic views and easy parking.</i>
13.	smart	14	<i>Rooms small but smart and well equipped.</i>
14.	spectacular	14	<i>The view from the apartment was spectacular.</i>
15.	interesting	12	<i>Interesting exterior to the building.</i>
16.	stunning	11	<i>The room was cosy, well-furnished and with stunning architecture.</i>
17.	wonderful	11	<i>Spacious with wonderful views of sea.</i>
18.	fabulous	10	<i>Excellent room with a fabulous view overlooking the Rec.</i>
19.	quirky	10	<i>The room was nicely decorated and quirky.</i>
20.	impressive	9	<i>The hotel was stunning with an impressive reception area.</i>
21.	stylish	9	<i>Beautiful apartment. Stylish bathroom.</i>
22.	classy	8	<i>Very modern and classy looking reception and breakfast room.</i>
23.	brilliant	7	<i>... very spacious and brilliant views!</i>
24.	cute	7	<i>Cute little room.</i>
25.	gorgeous	7	<i>Gorgeous views, comfortable room.</i>
26.	characterful	5	<i>Room was characterful, bed very comfortable.</i>
27.	elegant	5	<i>The bathroom was very elegant.</i>
28.	appealing	4	<i>The bed was comfortable, and the view was appealing.</i>
29.	attractive	4	<i>Rooms were very good, lovely decor and attractive.</i>
30.	breathtaking	4	<i>The patio area was lovely and the views are breathtaking.</i>
31.	tasteful	4	<i>Comfortable, clean, cosy and very tasteful interior.</i>
32.	awesome	3	<i>Facilities very good. View awesome.</i>

Table 12. (continued)

33.	pleasing	3	<i>The layout of the room, it was spacious. Pleasing decor.</i>
34.	superb	3	<i>Easy access to Asda. Superb views.</i>
35.	tastefully	3	<i>The property is very tastefully decorated...</i>
36.	charm	2	<i>The dining room has all the charm of a 1970s operating theatre...</i>
37.	fab	2	<i>An excellent apartment with fab views that is close to all amenities.</i>
38.	freshly	2	<i>Looked new and freshly refurbished.</i>
39.	incredible	2	<i>It was a great location with incredible views...</i>
40.	ok	2	<i>... The hotel reception looked ok though.</i>
41.	outstanding	2	<i>The views were outstanding.</i>
42.	charming	1	<i>Charming, clean and friendly</i>
43.	fine	1	<i>Our bedroom had just been decorated, so it looked fine.</i>
44.	wonderfully	1	<i>Hotel is clean, wonderfully decored and well situated.</i>
<b>Negative</b>			
1.	tired	349	<i>Tired and dated furnishings.</i>
2.	shabby	57	<i>Hotel is looking a bit run down and shabby.</i>
3.	cracked	49	<i>I was very disappointed to find that the basin in the bathroom was very badly cracked.</i>
4.	rusty	43	<i>Silver in bathroom was very rusty but clean.</i>
5.	tatty	29	<i>Rooms tired, tatty and dated.</i>
6.	outdated	24	<i>Very outdated décor, carpet in the room very worn...</i>
7.	frayed	23	<i>Hotel tired and frayed around the edges.</i>
8.	lack (v)	19	<i>Dining room lacked style and comfort.</i>
9.	poor	17	<i>Poor decor.</i>
10.	lack (n)	8	<i>Only the lack of view from the room.</i>
11.	bland	7	<i>Decor of the rooms was a bit old fashioned and bland.</i>
12.	mismatched	6	<i>Room 43 in "Bowmore" was small, stifling and overfurnished with mismatched furniture...</i>
13.	nasty	6	<i>Old-looking seats with nasty stains and marks on them.</i>
14.	poorly	6	<i>Poorly designed bathroom.</i>
15.	awful	5	<i>...get rid of those nasty glass milk bottles, they look awful.</i>

Table 12. (continued)

16.	disgusting	5	<i>The view from the window was <b>disgusting</b>...</i>
17.	strange	5	<i>Very <b>strange</b> shaped room.</i>
18.	lacking	4	<i>The executive room had a decent size bed but <b>lacking</b> in décor</i>
19.	problem(s)	4	<i>Could do with redecorating but that wasn't a <b>problem</b>.</i>
20.	horrible	3	<i>Decor pretty <b>horrible</b> in public areas.</i>
21.	tacky	3	<i>Impersonal, barren decor, <b>tacky</b> furnishings in dining room...</i>
22.	dreadful	2	<i><b>Dreadful</b> corridor carpets that make trundling a wheelie case very difficult.</i>
23.	impersonal	2	<i><b>Impersonal</b>, barren decor, tacky furnishings in dining room</i>
24.	odd	2	<i><b>Odd</b> layout of bedroom.</i>
25.	terrible	2	<i>... dirty, decor <b>terrible</b>, staff very unhelpful...</i>
26.	depressing	1	<i>... the decor of the room was rather <b>depressing</b>.</i>
27.	scratchy	1	<i>The dishes were all <b>scratchy</b> and looked over-used.</i>
28.	spoilt	1	<i>Rainy weather <b>spoilt</b> our views...</i>

Table 13. Evaluation devices of the appreciation dimension (the subcategory of ambience) and their frequency in the corpus

Nº	Word	Freq.	Example
<b>Negative</b>			
1.	good	37	<i>Great location and amazing views, <b>good</b> atmosphere in the restaurant and very friendly staff.</i>
2.	peaceful	36	<i>Nice place to unwind and de stress from traveling a <b>peaceful</b> and comfortable oasis.</i>
3.	fun	25	<i>Comfey, <b>fun</b>, relaxing.</i>
4.	relaxed	23	<i>The breakfast was lovely; the room was clean, comfy bed, <b>relaxed</b> atmosphere.</i>
5.	lovely	20	<i>Lovely place, <b>lovely</b> atmosphere, great customer service.</i>
6.	sweet	13	<i>... my little single room out back was <b>sweet</b>...</i>
7.	nice	12	<i><b>Nice</b> environment.</i>
8.	cozy	9	<i>Rooms were <b>cozy</b> and warm, it was nice to come back after being out in the cold!</i>
9.	homely	8	<i>Quiet, <b>homely</b> feel about the place.</i>

Table 13. (continued)

10.	delightful	7	<i>A home away from home, <b>delightful</b>.</i>
11.	relaxing	7	<i>Very friendly and <b>relaxing</b> atmosphere.</i>
12.	comfortable	4	<i>Clean &amp; <b>comfortable</b> environment with good customer service.</i>
13.	great	3	<i>The hotel is in a great location and has a <b>great</b> atmosphere to it with very friendly and helpful staff.</i>
14.	lively	3	<i>A <b>lively</b>, friendly pub with rooms.</i>
15.	pleasant	3	<i>Nice stay and <b>pleasant</b> atmosphere.</i>
16.	vibrant	3	<i>I particularly liked the high standard of the gym and health facilities, also the <b>vibrant</b> sports bar and very friendly staff.</i>
17.	safe	2	<i>OK two night stay in a clean fairly <b>safe</b> environment.</i>
18.	calm	1	<i>The atmosphere within the hotel was <b>calm</b> and functional.</i>
19.	charming	1	<i>...we really enjoyed our stay in this hotel with a <b>charming</b> atmosphere.</i>
20.	cute	1	<i>Excellent breakfast, <b>cute</b> atmosphere, and definitely value for money.</i>
21.	excellent	1	<i>Stunning location, superb views from room, fabulous food, <b>excellent</b> atmosphere, very friendly staff.</i>
22.	perfect	1	<i>... the <b>perfect</b> environment.</i>
23.	wonderful	1	<i>Location. Comfort. <b>Wonderful</b> ambiance. Highly recommended.</i>

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**Negative**

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1.	impersonal	14	<i>The room was very basic, the hotel was very <b>impersonal</b>, the reception was much like a railway station.</i>
2.	soulless	12	<i>Despite its name this is a sprawling, <b>soulless</b> hotel with poor layout, but was at least conveniently.</i>
3.	lacking	5	<i>This hotel is in a lovely setting yet was completely <b>lacking</b> in character and atmosphere.</i>
4.	unwelcoming	5	<i>Bar area <b>unwelcoming</b> not comfortable for sole travellers.</i>
5.	depressing	4	<i>The parking charges at the hotel are excessive and the surrounding area is <b>depressing</b> and looks dangerous.</i>
6.	uncomfortable	2	<i>Ventilation and temperature control in bedroom inadequate, or non-existent, resulting in a stuffy, humid and <b>uncomfortable</b> atmosphere.</i>

Table 13. (continued)

7.	noisy	1	<i>The noise from the motorway combines with the lack of double-glazing resulting in a bad night for people unused to trying to sleep in a noisy environment.</i>
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Table 14. Evaluation devices of the appreciation dimension (the subcategory of overall impression) and their frequency in the corpus

Nº	Word	Freq.	Example
<b>Negative</b>			
1.	good	1161	<i>Very <b>good</b> overall. Would definitely use again.</i>
2.	great	1011	<i>Great hotel, <b>great</b> place, would have liked to stay longer.</i>
3.	lovely	678	<i>Ideal base for family break, <b>lovely</b> apartment.</i>
4.	nice	585	<i>Very <b>nice</b> stay.</i>
5.	excellent	572	<i>A great experience. <b>Excellent</b> property</i>
6.	ok	368	<i><b>Ok</b>, but a little overpriced.</i>
7.	perfect	305	<i><b>Perfect!</b> Loved it and would definitely return</i>
8.	well	247	<i>Served its purpose very <b>well</b>.</i>
9.	fine	215	<i>Nice grounds. <b>Fine</b> room.</i>
10.	best	163	<i>Best accommodation.</i>
11.	enjoyable	142	<i>Relaxing and <b>enjoyable</b>.</i>
12.	amazing	138	<i>What an <b>amazing</b> place to stay and a fantastic location.</i>
13.	fantastic	130	<i><b>Fantastic</b> accommodation, fab location.</i>
14.	brilliant	96	<i><b>Brilliant</b> place to stay.</i>
15.	adequate	94	<i><b>Adequate</b> for short stay.</i>
16.	acceptable	65	<i>An <b>acceptable</b> place to stay – no frills.</i>
17.	wonderful	62	<i><b>Wonderful</b> experience.</i>
18.	fabulous	53	<i><b>Fabulous</b> stay at lovely venue!</i>
19.	luxury	41	<i>A weekend of <b>luxury</b> in London.</i>
20.	decent	40	<i><b>Decent</b> hotel; not a lot of restaurant options locally but hotel food pretty good.</i>
21.	superb	35	<i>My overall stay was <b>superb</b>...</i>
22.	stunning	25	<i>Unexpectedly <b>stunning</b> place to stay.</i>
23.	fab	22	<i><b>Fab</b> stay and close to Bombay Sapphire Distillery</i>



Table 14. (continued)

24.	favourite	13	<i>My new favourite place to stay in London!</i>
25.	gem	13	<i>A little gem, we will be back.</i>
26.	exceptional	12	<i>What an exceptional hotel!</i>
27.	perfection	12	<i>Perfection!</i>
28.	awesome	10	<i>Awesome stay.</i>
29.	outstanding	8	<i>Outstanding hotel.</i>
30.	fancy	6	<i>Clean and fancy.</i>
31.	gorgeous	6	<i>Gorgeous, tranquil luxury in the heart of the west end.</i>
32.	excellence	5	<i>Excellence experience.</i>
33.	faultless	5	<i>It was faultless.</i>
34.	satisfying	5	<i>Very satisfying.</i>
35.	marvellous	3	<i>A marvellous hotel to relax in.</i>
36.	incredible	2	<i>Incredible stay, highly recommend.</i>
37.	terrific	1	<i>Terrific top quality room...</i>
<b>Negative</b>			
1.	poor	290	<i>Poor hotel experience.</i>
2.	bad	165	<i>Bad experience after 15 years visiting this hotel.</i>
3.	disappointing	146	<i>Not to hotel standard, very disappointing.</i>
4.	average	99	<i>Would not go again. Average.</i>
5.	problem(s)	99	<i>Problems with rooms, which need maintenance and renovation.</i>
6.	worst	67	<i>The worst place we have ever stayed in.</i>
7.	awful	63	<i>We managed to book the room on a saver. If it hadn't been for this I would be demanding my money back! Awful.</i>
8.	wrong	60	<i>Everything was wrong...</i>
9.	trouble	51	<i>... nothing was too much trouble.</i>
10.	terrible	46	<i>AVOID! Terrible.</i>
11.	negative	39	<i>No negative comments.</i>
12.	spoil	33	<i>Room spoilt trip.</i>
13.	disgusting	24	<i>Horrendous. Disgusting.</i>
14.	horrible	20	<i>Ruined Vacation! Horrible horrible. Misleading advert!</i>

Table 14. (continued)

15.	avoid	16	<i>Lesson learnt, avoid this place.</i>
16.	faults	16	<i>There were no faults at all.</i>
17.	unacceptable	16	<i>Totally unacceptable.</i>
18.	shocking	13	<i>Shocking. Worst place ever stayed in.</i>
19.	mediocre	12	<i>Mediocre hotel.</i>
20.	stressful	12	<i>Uncomfortable and stressful.</i>
21.	bland	11	<i>Rooms were bland and not welcoming.</i>
22.	dreadful	7	<i>A dreadful place to stay.</i>
23.	odd	7	<i>I found this a very odd place.</i>
24.	ruin	7	<i>Stay was ruined by hotel policies..</i>
25.	substandard	7	<i>Really substandard.</i>
26.	dislikes	6	<i>Didn't identify any dislikes.</i>
27.	horrid	6	<i>It is a horrid place. Avoid at all costs!!!!</i>
28.	negatives	6	<i>There are no negatives here for me...</i>
29.	ordinary	4	<i>The bedrooms are nothing out of the ordinary...</i>
30.	rubbish	4	<i>One word rubbish.</i>
31.	atrocious	3	<i>Atrocious.</i>
32.	disappoint	2	<i>Did not disappoint.</i>
33.	hellish	2	<i>... a hellish stay!!!!!!</i>
34.	horrendous	2	<i>Horrendous. Disgusting.</i>
35.	nasty	2	<i>This hotel is nasty.</i>
36.	unsatisfactory	2	<i>Very unsatisfactory start to the trip.</i>

Table 15. Evaluation devices of the judgement dimension (the subcategory of courtesy) and their frequency in the corpus

Nº	Word	Freq.	Example
Negative			
1.	friendly	1444	<i>Check in/out very smooth and the receptionist was very friendly.</i>
2.	helpful	1067	<i>Excellent place to stay with helpful staff.</i>

Table 15. (continued)

3.	polite	188	<i>The person who checked us in was very helpful and <b>polite</b> and was impressed with his language skills – speaking five languages in all!</i>
4.	welcoming	188	<i>Really friendly, <b>welcoming</b> and helpful staff.</i>
5.	attentive	71	<i>A friendly guest house with <b>attentive</b> and pleasant staff.</i>
6.	pleasant	46	<i>Staff were helpful and <b>pleasant</b>.</i>
7.	care (v.)	29	<i>The receptionist had all the answers to my questions and <b>cared</b>.</i>
8.	cheerful	27	<i>Staff <b>cheerful</b> and helpful, location great.</i>
9.	kind	27	<i>Thank you <b>kind</b> staff.</i>
10.	courteous	24	<i>Staff were friendly and <b>courteous</b>.</i>
11.	interested	24	<i>I didn't see any staff who were <b>interested</b> in the clients welfare!!</i>
12.	warm	18	<i>Beautiful views, <b>warm</b> and friendly staff.</i>
13.	care (n.)	17	<i>The operations manager Janine takes <b>care</b> of our every need...</i>
14.	friendliness	14	<i><b>Friendliness</b> of staff and soundproof rooms...</i>
15.	kindly	14	<i>When I checked out the lady at reception <b>kindly</b> called me to remind me I'd forgotten my sunglasses. A nice touch.</i>
16.	hospitality	13	<i>The service and staff were superb their <b>hospitality</b> was first class.</i>
17.	patient	9	<i>The staff on reception were <b>patient</b>, thoughtful and more than helpful despite being incredibly busy at the time I checked in.</i>
18.	caring	6	<i>The Montcalm staff are so welcoming, <b>caring</b>.</i>
19.	charming	6	<i>Amazing hotel, staff were so lovely (Steve the concierge) was so helpful, <b>charming</b>, considerate &amp; patient.</i>
20.	politeness	4	<i>I've stayed in a lot of London hotels and this is by far the best for service and <b>politeness</b>...</i>
21.	respect	4	<i>We were treated with great <b>respect</b> friendliness and courtesy...</i>
22.	respectful	4	<i>Staff helpful, friendly, cheerful &amp; <b>respectful</b>.</i>
23.	courtesy	3	<i><b>Courtesy</b> from staff very helpful.</i>
24.	kindness	3	<i>However the staff should be commended for their helpfulness, happy attitude and overall <b>kindness</b>.</i>
25.	pleasing	3	<i>Staff's attitude was not very <b>pleasing</b>.</i>
26.	hospitable	2	<i>Staff were <b>hospitable</b>, professional and efficient at all times.</i>
27.	wonderfully	2	<i><b>Wonderfully</b> helpful people run this place.</i>

Table 15. (continued)

			Negative
28.	sweet	1	<i>Clean rooms and great staff. Sweet like chocolate.</i>
1.	rude	186	<i>Staff were <b>rude</b> and miserable.</i>
2.	unfriendly	50	<i>Waitress <b>unfriendly</b>, room badly organized...</i>
3.	unwelcoming	17	<i>No fridge and <b>unwelcoming</b> receptionist.</i>
4.	abrupt	13	<i>On check-out receptionist was very <b>abrupt</b> and did not even ask how our stay was.</i>
5.	indifferent	13	<i>The staff at reception were <b>indifferent</b> and there weren't enough of them on duty.</i>
6.	surly	9	<i><b>Surly</b> receptionist who wanted to charge us more money for the room we had booked.</i>
7.	bored	8	<i>Most of the staff seemed <b>bored</b> and acted as though they didn't want to be there.</i>
8.	arrogant	7	<i>The management were rude, <b>arrogant</b> and need to learn some basic manners.</i>
9.	grumpy	7	<i>We were initially put in a room with one double bed by the somewhat <b>grumpy</b> receptionist.</i>
10.	aggressive	6	<i>Staff were very rude afterwards and not willing to help me at all, followed up by the employee calling me on an unknown number in a very <b>aggressive</b> manner asking why I was asking for CCTV.</i>
11.	disgraceful	5	<i><b>Disgraceful</b> customer service.</i>
12.	disinterested	5	<i>On entering the Guest House I had to catch the attention of whom I think was the Guest House Manager as she seemed <b>disinterested</b>.</i>
13.	dismissive	5	<i>Some of the check-in staff were a little <b>dismissive</b> and not helpful.</i>
14.	rowdy	5	<i>Residents were rather rough and <b>rowdy</b> in the reception when we went for drinks.</i>
15.	disrespectful	3	<i>Owner/staff was very <b>disrespectful</b>.</i>
16.	uninterested	3	<i>Good location but dirty and <b>uninterested</b> reception staff.</i>
17.	impolite	2	<i>Handy, but average hotel. <b>Impolite</b> staff.</i>
18.	inattentive	2	<i>The food was excellent but the waitress was slow and <b>inattentive</b>.</i>

**Table 16.** Evaluation devices of the judgement dimension (the subcategory of professionalism) and their frequency in the corpus

Nº	Word	Freq.	Example
<b>Negative</b>			
1.	efficient	105	<i>Pleasant and professional staff. Concierge in particular was super <b>efficient</b>.</i>
2.	well	28	<i>Plush, opulent surroundings, wife and I were <b>well</b> catered for on our anniversary highly recommend!!</i>
3.	knowledgeable	18	<i>Friendly <b>knowledgeable</b> staff.</i>
4.	promptly	17	<i>My request for a twin room had not got through (we were offered a double bed) but the lady on reception sorted it <b>promptly</b>.</i>
5.	helpfulness	12	<i>Comfort of the room and the <b>helpfulness</b> of the waiter in lounge bar who took our order for food and served us.</i>
6.	informative	11	<i>Staff on arrival were very efficient and <b>informative</b>...</i>
7.	thoughtful	11	<i>The staff on reception were patient, <b>thoughtful</b> and more than helpful despite being incredibly busy at the time I checked in.</i>
8.	efficiency	10	<i>The <b>efficiency</b> and friendly attitude of the receptionist when we booked in.</i>
9.	professionalism	10	<i>Isabella at reception was absolutely first class in <b>professionalism</b> and helpfulness.</i>
10.	responsive	5	<i>Great location and the staff were excellent, super <b>responsive</b> and helpful.</i>
11.	professionally	4	<i>Well thought-out room design, beautifully presented and <b>professionally</b> administered.</i>
12.	faultless	2	<i>Politeness is a big thing to us and all of the staff were <b>faultless</b>.</i>
13.	flexible	2	<i>Bar staff very helpful, <b>flexible</b>.</i>
14.	properly	1	<i>Staff were unhelpful and couldn't understand English <b>properly</b>.</i>
<b>Negative</b>			
1.	slow	267	<i>Food Service in the restaurant for dinner was extremely <b>slow</b>, although the quality was good.</i>
2.	poor	56	<i><b>Poor</b> service for bar food had to wait 40 minutes from order to receiving food to table.</i>

Table 16. (continued)

3.	lack (n.)	35	<i>...lack of staff; we never saw anyone for 2 days after we got keys on...</i>
4.	unprofessional	20	<i>The receptionist was unfriendly and <b>unprofessional</b>.</i>
5.	mistake	17	<i>It is unbelievable to then blame the customer for their own <b>mistake</b>.</i>
6.	disorganized	13	<i>Just overall <b>disorganised</b> and under trained staff.</i>
7.	ignorant	10	<i>The staff was terrible at handling my complaints knowing full well I had no choice but to stay at ur hotel and was incredibly rude and <b>ignorant</b>.</i>
8.	lack (v.)	7	<i>Reception staff <b>lacked</b> local knowledge.</i>
9.	poorly	7	<i>Staff were nice enough but with the exception of one guy they were <b>poorly</b> trained.</i>
10.	disorganization	6	<i>The <b>disorganisation</b> of the staff and facilities.</i>
11.	painfully	6	<i>Service was <b>painfully</b> slow at dinner.</i>
12.	confusing	5	<i>Check in was <b>confusing</b> with not enough staff initially.</i>
13.	incompetent	5	<i>The trainees at reception are <b>incompetent</b>.</i>
14.	inefficient	4	<i>Ignorant, rude and <b>inefficient</b> staff at breakfast ruined an otherwise enjoyable stay.</i>
15.	inexperienced	4	<i>The staff in the lobby bar/restaurant was <b>inexperienced</b> and lacked direction.</i>
16.	unorganized	4	<i>Kitchen staff very <b>unorganised</b> and very unhelpful and keeps interrupting the customers while eating.</i>
17.	untrained	4	<i>The Restaurant staff where not used to customers. They seemed to be <b>untrained</b> and not bothered.</i>
18.	hopeless	3	<i>... staff in restaurant were <b>hopeless</b>, brought wrong meal and the beer was flat.</i>
19.	painful	3	<i>Check in was slow and <b>painful</b>.</i>
20.	unreliable	3	<i>The taxi company used by guest services was extremely <b>unreliable</b>...</i>
21.	unresponsive	3	<i>Very unwelcoming staff – chaotic and <b>unresponsive</b>...</i>
22.	useless	3	<i>This place us awful, I hated every minute of it, the staff are so unfriendly and totally <b>useless</b> and unhelpful.</i>
23.	inappropriately	2	<i>...bar staff were dressed <b>inappropriately</b> for a train restaurant, let alone a 4 star hotel.</i>

Table 16. (continued)

24.	ineffective	2	<i>Grumpy and ineffective bar staff.</i>
25.	inefficiency	2	<i>Inefficiency at check in.</i>
26.	insufficiently	2	<i>Nice room, but staff at reception are insufficiently trained.</i>
27.	lacking	2	<i>Bad customer service! Communication was very lacking!</i>
28.	substandard	2	<i>Do NOT get the hoppa bus – it is awful, even more so when you are paying for such a substandard service.</i>

Table 17. Evaluation devices of the judgement dimension (the subcategory of overall impression) and their frequency in the corpus

Nº	Word	Freq.	Example
<b>Negative</b>			
1.	great	127	<i>Great staff and a great apartment...</i>
2.	excellent	120	<i>Young man who dealt with us was excellent.</i>
3.	lovely	84	<i>Lovely staff, great views across the water and secure parking.</i>
4.	good	81	<i>Chefs very good...</i>
5.	nice	57	<i>Great stay, very nice people.</i>
6.	amazing	40	<i>Staff were amazing.</i>
7.	fantastic	29	<i>Staff on reception were fantastic and very understanding of my situation.</i>
8.	brilliant	22	<i>Great value for money, brilliant staff and unbeatable location.</i>
9.	wonderful	18	<i>Beautiful location, wonderful staff.</i>
10.	outstanding	10	<i>...there was an outstanding female staff member...</i>
11.	superb	9	<i>Amazing location, lovely feel to the hotel and superb staff.</i>
12.	exceptional	8	<i>Amazing hotel with exceptional staff, and great location.</i>
13.	fab	8	<i>...welcome at dinner was poor and whilst our waitress was fab...</i>
14.	fabulous	7	<i>Lovely experience and fabulous staff!</i>
15.	best	6	<i>This is our favourite hotel, best staff, best food, best location.</i>
16.	awesome	4	<i>The staff were awesome...</i>
17.	brilliantly	4	<i>The hotel was lovely and there was one staff member named Biana who treated us brilliantly...</i>
18.	delightful	3	<i>Lovely restaurant, good choice at breakfast, staff delightful.</i>

Table 17. (continued)

19.	fun	3	<i>Jess and Vicky were <b>fun</b>, friendly and helpful.</i>
20.	relaxed	3	<i>The rooms were clean and all the staff friendly and <b>relaxed</b>.</i>
21.	praise	2	<i>Finally a word of <b>praise</b> for the staff...</i>
22.	perfect	1	<i>Well done, <b>perfect</b> service by everyone !</i>
<b>Negative</b>			
1.	miserable	27	<i>Staff were <b>miserable</b>.</i>
2.	appalling	25	<i>This man behaved in an <b>appalling</b> and threatening manner...</i>
3.	bad	25	<i>Very <b>bad</b> service in bar/grill.</i>
4.	terrible	9	<i>The staff was <b>terrible</b> at handling my complaints knowing full well I had no choice</i>
5.	awful	6	<i>... restaurant service was <b>awful</b> as was room service.</i>
6.	horrendous	6	<i>Taxi booking service was <b>horrendous</b>.</i>
7.	trouble	6	<i>Great staff nothing's too much <b>trouble</b>.</i>
8.	unacceptable	6	<i>Most <b>unacceptable</b> service.</i>
9.	awful	5	<i>Decent hotel with <b>awful</b> breakfast staff.</i>
10.	ruined	5	<i>Ignorant, rude and inefficient staff at breakfast <b>ruined</b> an otherwise enjoyable stay.</i>
11.	shocking	5	<i>The staff and their customer service was <b>shocking</b>!</i>
12.	disgusting	4	<i>The room service was <b>disgusting</b>.</i>
13.	worst	4	<i><b>Worst</b> staff ever.</i>
14.	disaster	3	<i>Registration was a total <b>disaster</b>.</i>
15.	terribly	3	<i>(Food)service in bar <b>terribly</b> slow.</i>
16.	atrocious	2	<i><b>Atrocious</b> service and not even a full restaurant as an excuse.</i>
17.	dreadful	2	<i>I checked in quite late on the 29th almost midnight to be exact and the receptionist was absolutely <b>dreadful</b>.</i>
18.	horrible	2	<i><b>Horrible</b> staff.</i>
19.	dubious	1	<i>Comfortable hotel but with <b>dubious</b> bar service.</i>
20.	unsatisfactory	1	<i>Near airport, <b>unsatisfactory</b> staff.</i>

Table 18. Evaluation devices of the affect dimension (the subcategory of satisfactoriness) and their frequency in the corpus

Nº	Word	Freq.	Example
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Table 18. (continued)

Negative		
1.	like	856 <i>I <b>liked</b> everything. Everything was of a high standard.</i>
2.	recommend	369 <i>I would <b>recommend</b> this to all and give it a 5 star.</i>
3.	happy	205 <i>Was <b>happy</b> with my stay.</i>
4.	love (v.)	191 <i>Lovely stay, amazing area, we overall <b>loved</b> it.</i>
5.	enjoy	154 <i><b>Enjoyed</b> our stay.</i>
6.	pleased	43 <i>Very <b>pleased</b> overall and hope to come again now that we have found this place.</i>
7.	appreciate	42 <i>Reception only charged me half the price of the treatment on check out to compensate me which I <b>appreciated</b>.</i>
8.	prefer	36 <i>The Mattress was very soft. I <b>prefer</b> a firmer mattress</i>
9.	satisfied	22 <i>I was <b>satisfied</b> with what I paid for...</i>
10.	liking	19 <i>Bed was a little firm for my <b>liking</b>.</i>
11.	pleasure	12 <i>The hotel was excellent with great facilities made the start of our holiday a real <b>pleasure</b>.</i>
12.	delighted	8 <i>I was <b>delighted</b> as the room was even better than on the pictures!</i>
13.	satisfaction	5 <i>Everything was to our <b>satisfaction</b>. Thank you.</i>
14.	recommendation	4 <i>Easiest <b>recommendation</b> I could make really, go and stay there!!</i>
Negative		
1.	disappointed	204 <i>We were <b>disappointed</b> with the size of the room...</i>
2.	complain	164 <i>Then was over charged on my bill. I <b>complained</b> to staff they refunded money...</i>
3.	complaint(s)	136 <i>After making a formal <b>complaint</b>, I was told I had been upgraded to that room!</i>
4.	dislike	61 <i>The only thing we <b>disliked</b> was the parking was completely full the whole day.</i>
5.	criticism	25 <i>My only <b>criticism</b> is that the swimming pool has no resting area...</i>
6.	inconvenience	20 <i>...what about my <b>inconvenience</b> getting no sleep!</i>
7.	hate	16 <i>This place us awful, I <b>hated</b> every minute of it...</i>

Table 18. (continued)

8.	unhappy	16	<i>In the morning when I wanted to tell someone how <b>unhappy</b> I was...</i>
9.	uncomfortable	8	<i>... Obviously could have eaten earlier. Felt <b>uncomfortable</b> and a nuisance.</i>
10.	dissatisfied	7	<i>Many other issues which have been taken up with the owners. Very <b>dissatisfied</b>.</i>
11.	unsafe	6	<i>I felt <b>unsafe</b> as I appeared to be in an otherwise deserted building consisting of some 3–4 rooms.</i>
12.	irritate	5	<i>Was also rather <b>irritated</b> to see a note on the desk saying Rm 7 c/o not happy.</i>
13.	criticise	4	<i>The dated decor is the only thing I could <b>criticise</b> but that's just nitpicking really.</i>

Table 19. Evaluation devices of the affect dimension (the subcategory of sentiment) and their frequency in the corpus

Nº	Word	Freq	Example
<b>Negative</b>			
1.	impressed	72	<i>The person who checked us in was very helpful and polite and was <b>impressed</b> with his language skills – speaking five languages in all!</i>
2.	lucky	36	<i>Very <b>lucky</b> to have good facilities in a location happy to accommodate our dog.</i>
3.	luckily	31	<i>Once checked in we found the bedroom decoration grubby, <b>luckily</b> the bedding was clean....</i>
4.	fortunately	29	<i><b>Fortunately</b> a room was still available.</i>
5.	surprisingly	21	<i>Conveniently placed close to the airport, <b>surprisingly</b> soundproof.</i>
6.	safe	18	<i>Lots of door banging throughout the night due to flight staff booking in and out, however I felt <b>safe</b> and the room.</i>
7.	welcome	17	<i>Staff were excellent at check in and check out. Friendly and professional. Made me feel <b>welcome</b>.</i>
8.	glad	16	<i><b>Glad</b> to have place near airport to stay.</i>
9.	thankfully	15	<i>Handy to be on a bus route and <b>thankfully</b> they were less frequent when we were sleeping.</i>

Table 19. (continued)

10.	pleasantly	14	<i>I was very <b>pleasantly</b> surprised by this hotel as am well used to not-so-great London accommodation.</i>
11.	welcomed	13	<i>Both staff from reception were wonderful. Sorry, I can't remember their names but made us feel very <b>welcomed</b>.</i>
12.	relaxed	10	<i>I was so <b>relaxed</b> and I enjoyed staying there.</i>
13.	happily	9	<i>Nice hotel – would <b>happily</b> stay there again.</i>
14.	well	9	<i>The rooms were clean and tidy and we slept so <b>well</b>.</i>
15.	enjoyment	3	<i>Uncomfortable, overpriced accommodation spoilt my <b>enjoyment</b> of the many festivals in Edinburgh.</i>
16.	gladly	2	<i>Everything was exactly as we wanted to be. <b>Gladly</b> recommend to anyone.</i>

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**Negative**

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1.	shame	102	<i>Nice Hotel – <b>shame</b> about the bathroom!</i>
2.	unfortunately	68	<i><b>Unfortunately</b> there was an issue with the hot water in my room...</i>
3.	sadly	37	<i><b>Sadly</b> the Restaurant closed at 10:30 and room service had a hugely reduced menu after that time...</i>
4.	disappointment	29	<i>Much to my <b>disappointment</b> the exercise pool jets did not work...</i>
5.	worried	17	<i>... the window wouldn't close so was very cold and <b>worried</b> a little about security...</i>
6.	stress	16	<i>... However it added a little more <b>stress</b> and took some time.</i>
7.	pity	15	<i><b>Pity</b> the windows didn't open – I do like fresh air.</i>
8.	upset	14	<i>Staff on reception asked three times if I wanted to change my booking from a double to a twin. Both me and my partner were <b>upset</b> and embarrassed.</i>
9.	annoyed	12	<i>We were told to have our dessert in our room which took 45 minutes to arrive. Pretty <b>annoyed</b> with that.</i>
10.	exhausted	12	<i>The noise in the next room which kept me awake till 4am. I complained 4 times without any effect. I was <b>exhausted</b> the next morning.</i>
11.	pain	11	<i>No breakfast available on Saturday morning although we had <b>pain</b> for it.</i>
12.	unlucky	10	<i>Maybe we were <b>unlucky</b> and got a substandard room.</i>

Table 19. (continued)

13.	awkward	9	<i>The reception gentleman wasn't very friendly and initially made me feel <b>awkward</b> on arrival...</i>
14.	unclear	9	<i><b>Unclear</b> to me was how to get to breakfast room as official back &amp; front door were locked...</i>
15.	worrying	9	<i>Was a bit <b>worrying</b> to find that our card had payed for someone else's reservation.</i>
16.	shocked	7	<i>As I arrived, the young lady at the reception asks a colleague for advice regarding one of my enquiries and refers to me as "this woman". Obviously I was <b>shocked!</b></i>
17.	claustrophobic	6	<i>Overall lovely room but a window is something I like in a room (I am a little <b>claustrophobic</b>).</i>
18.	bored	5	<i>There were no remote for telly so we sat there <b>bored</b></i>
19.	embarrassed	5	<i>I felt slightly <b>embarrassed</b> and robbed for spending so much money on this hotel.</i>
20.	nauseated	3	<i>Toilet in public area (bar) was so appallingly dirty and smelly that I felt <b>nauseated!</b></i>
21.	horror	2	<i>My club room didn't have a hairdryer much to my <b>horror</b> as I stepped out the shower.</i>
22.	insult (n.)	2	<i>... I spoke with reception she said we will give you your money back go find a hotel with a gym...what an <b>insult</b>.</i>

Table 20. Evaluation devices of the category of graduation and their frequency in the corpus

Nº	Word	Freq	Example
<b>Force (upscaling)</b>			
1.	very	5899	<i>It was a <b>very</b> enjoyable place to stay.</i>
2.	really	657	<i>Bed <b>really</b> comfortable with lovely crisp sheets.</i>
3.	extremely	268	<i><b>Extremely</b> relaxing environment in an ideal location</i>
4.	absolutely	101	<i>The tea was <b>absolutely</b> tasteless.</i>
5.	totally	50	<i><b>Totally</b> charming owner, well located &amp; comfortable accommodation station.</i>
6.	completely	40	<i>My bill was <b>completely</b> wrong.</i>
7.	perfectly	25	<i>The host were <b>perfectly</b> charming we wish them well.</i>

Table 20. (continued)

8.	thoroughly	19	<i>This is a fab modern hotel we <b>thoroughly</b> enjoyed our stay the night before flying.</i>
9.	utterly	4	<i>Most of the staff were <b>utterly</b> miserable and couldn't even be bothered to smile at anyone.</i>

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**Force (downscaling)**

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1.	a bit	540	<i>The restaurant is <b>a bit</b> cramped.</i>
2.	a little	540	<i>Room was <b>a little</b> small but comfortable and clean.</i>
3.	quite	340	<i>The room was not cleaned every day and everything was <b>quite</b> dusty even when we checked in.</i>
4.	rather	112	<i>... the food is not that good and <b>rather</b> overpriced.</i>
5.	slightly	88	<i>The room was very pleasant but on closer inspection was <b>slightly</b> tired...</i>
6.	reasonably	53	<i>These are <b>reasonably</b> minor things in the grand scheme of things but, for the money we paid, we'd have appreciated being able to have an easy shower!</i>
7.	fairly	50	<i>Had dinner in the restaurant which was <b>fairly</b> expensive for what we had and service was very slow.</i>
8.	relatively	16	<i>I would definitely stay here again, especially as it's very near the tube station and <b>relatively</b> easy to find.</i>
9.	somewhat	9	<i>Our only (small) issue with the hotel was with a member of the bar staff (male) who came across as <b>somewhat</b> rude or uncaring.</i>

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**Focus (sharpening)**

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1.	real	63	<i>Car parking a <b>real</b> problem at this hotel, although I expect most Heathrow hotels have the same problem</i>
2.	true	9	<i>A <b>true</b> gem. Delighted to find this lovely hotel &amp; will definitely return again.</i>
3.	genuine	1	<i>The management blamed the east European girl who spoke little English, but who actually had a <b>genuine</b> desire to help...</i>

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**Focus (softening)**

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1.	sort of	21	<i>Well located, cheap, <b>sort of</b> clean if you didn't look too hard, hot water and warm.</i>
2.	kind of	13	<i>Wasn't told restaurant was closed when we booked as it was a birthday treat <b>kind of</b> ruined the night...</i>

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**Table 21.** Evaluation devices of the category of Heteroglossic Engagement and their frequency in the corpus

Nº	Word	Freq	Example
<b>Disclaim</b>			
1.	but	3346	<i>Comfortable <b>but</b> tighter security required.</i>
2.	no	2489	<i>No hot water on last morning, so <b>no</b> shower before setting off to drive back up north.</i>
3.	not/n't	2340	<i>It's either false advertising, or ignorance that a secured WiFi network is <b>not</b> offered – so I <b>didn't</b> use it.</i>
4.	only	1194	<i>There was <b>only</b> one wine glass and we had to ask for a second one.</i>
5.	just	815	<i>Nice location <b>just</b> a bit over priced for what you get.</i>
6.	even	485	<i>Not <b>even</b> a teaspoon was set at the table.</i>
7.	although	288	<i>Food Service in the restaurant for dinner was extremely slow, <b>although</b> the quality was good.</i>
8.	still	223	<i>Room itself smelt of damp and even with aircon on full time to try and remove smell it <b>still</b> smelt of damp.</i>
9.	though	115	<i>Personally I would like to see a slightly deeper sink <b>though</b>.</i>
<b>Proclaim</b>			
1.	definitely	235	<i>Excellent hotel, <b>definitely</b> recommend it.</i>
2.	sure	99	<i>Good but am <b>sure</b> there may be better!</i>
3.	find	81	<i>I <b>found</b> that this is not safe for children.</i>
4.	show	80	<i>Staff are cold and <b>showed</b> very little interest in rectifying the poor night on check out.</i>
5.	certainly	58	<i>...Over £6 too, <b>certainly</b> not value for money – overall service and dessert ruined our dining experience.</i>
6.	agree	27	<i>I did not <b>agree</b> to this and never gave hotel my mobile number.</i>
7.	accept	15	<i>I explained that I couldn't <b>accept</b> a bill for that amount and they wouldn't remove the other items so what choice did I have?</i>
8.	yes	15	<i><b>Yes</b> they would have to buy vehicles and maintain and fund the service and pay drivers.</i>
9.	prove	14	<i>Ok for our overnight stay but a longer stay it could <b>prove</b> annoying.</i>

Table 21. (continued)

10.	of course	11	Noisy, the couple next door had a flaming row in the corridor, not the hotels fault <b>of course</b> .
11.	point out	8	Can't <b>point out</b> any faults.
12.	admittedly	7	Also <b>admittedly</b> it was a very cold night but the windows were not draft proof and unfortunately it made the room very cold.
13.	undoubtedly	3	A more international spread would <b>undoubtedly</b> appeal.

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**Entertain**

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1.	will	459	Very good & I <b>will</b> recommend to others.
2.	seem	218	It all <b>seemed</b> fine to me until I checked the mini bar where a number of items were half eaten/drunk...
3.	think	89	Honestly I <b>think</b> this should have been removed from their search criteria and the logos as this is misleading.
4.	maybe	80	Normally good hotel, but <b>maybe</b> having a bad care day.
5.	probably	80	Would stay again but <b>probably</b> choose to eat breakfast elsewhere.
6.	may	73	These things <b>may</b> not matter to others but to me traveling with a young kid it was a huge inconvenience.
7.	perhaps	60	<b>Perhaps</b> a limited drink service before 6.
8.	appear	59	Although the bedroom <b>appeared</b> to have been recently updated, the bathroom had not and looked very tired.
9.	possibly	41	Carpet and <b>possibly</b> the bathroom floor was extremely dirty...
10.	must	39	Surely the cleaner <b>must</b> have noticed that the water was very slow to run away?
11.	believe	21	The waiter even told me the coffee & hot chocolate for breakfast is 3 pounds!!! He <b>must</b> be an intern student I believe.
12.	suggest	4	As I was forced to pay for the room on arrival rather than on departure (which <b>suggests</b> other people may have experienced problems in the past) and when at 06:30am I left there was no one available to speak to.
13.	in my view	3	Generally a satisfactory experience but not worth £108 per night <b>in my view</b> .
14.	suspect	3	...I <b>suspect</b> a large proportion of guests would welcome this assistance.

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## **Address for correspondence**

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