# Lebanese American University

A Critical Discourse Analysis on the Language of

Food Bloggers in Lebanon

By

## Tala El Khansa

A Thesis
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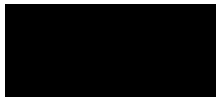Committee Member's Name *Mona Nabhani* ATE: 2 / 3 /2018
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# **<u>Dedication page</u>**

To my dad and mom for always being there for me and supporting me in every step. Your constant support helped me achieve my goals. My sister, Sara for always being my support system.  To my nephew and niece, Amir and Selena thank you for being my great inspiration since the beginning. To my love Amer for helping me in every step and believing in me.

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A Critical Discourse Analysis on the Language of food Bloggers in Lebanon

TALA ALI EL KHANSA

# ABSTRACT

Food bloggers are people who write about food in a blog. They share their experiences, identity, and honest opinions, and give readers personal narratives of their experiences at restaurants. The purpose of the study is to explore the language of food bloggers and its perceived impact on readers, and it analyzes the critical discourse of language they use. Four instruments were used to collect data for the study. Questionnaires were distributed online to 52 verified food bloggers on the Zomato application. Eleven followers/ readers were interviewed face-to-face. Document analysis of 52 verified food bloggers accounts on Zomato application and on 30 Instagram accounts were done. The same food bloggers were observed in 11 participant observation meetups. Findings reveal that food bloggers use many language aspects in their reviews; they tend to use descriptive language to talk about the food, and they code switch from one language to another most of the time. Findings also reveal that food bloggers' language have a great impact on their readers and on restaurants' reputations. Recommendations for further research on language of food bloggers are suggested.

*Keywords*: Food blogger, Food blogs, Discourse analysis, Critical discourse analysis, Foodies

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# Chapter One

# Introduction

In the past 20 years, there has been extensive research on different kinds of literacies such as silicon literacies (Kress, 2003) and local street literacies (Street, 2001), among others. However, there has not been much published research on food blog literacies. Cairns, Johnston, and Baumann (2010) defined foodies as people who are passionate about eating and learning about food but who are not food professionals. According to Karaosmanŏglu (2014), food bloggers give readers personal narratives of their experiences at restaurants. These narratives expose authentic experiences of worry, happiness, and excitement. Hanifati (2015) defined a person who shares and writes about food in a blog as a food blogger. Some food bloggers according to her, cook as a hobby, so they share food recipes and upload pictures and descriptions of the food they had cooked on the blog. Others like to do food travels and share their experience of having delicious meals in new countries or restaurants through blogs. Philip (2016) added that a food blog is created by someone who cooks or tries out new dishes either by cooking on his/her own or by visiting restaurants, which have diverse and special varieties of food. She specified that blogs give information about a certain dish in a very detailed way showing its defects and pointing out how it tastes. It lists each ingredient and shows pictures of the plate which are usually very attractive. Lofrgen (2013), on the other hand, defined food blogs as blogs that focus on recipes, restaurant reviews, travelers, food ethics, styling, and photography. Karaosmanŏglu (2014) said that food blogs give people a setting to wonder about,

represent, and discuss taste and describe the differences between each other's blogs. However, Burton (2016) argued that blogging is a social experience involving networks and connections. Cairns et al. (2010) went to the next level as they defined food discourse as articulated in daily life but shaped and structured by other institutions and actors in the gourmet foodscape, such as chefs and food television. Yet, Cesiri (2016) claimed that blogs dedicated to food and drinks allow anyone who is not a famous chef or expert in nutrition to be in the spotlight and contribute to the sharing of knowledge about specific food, food-related, personal experiences and recipes that can be reproduced by other people even when their cooking skills are quite limited. In food blogging, writing, photography, and videography interact and join in a single practice (Jenkins, 2004). In addition to that, Deuze (2006) defined blogs as the online, usually public, personal or professional websites that publish posts chronologically allowing other users to leave comments under each one. In fact, a new term is used for those food bloggers, which is "Foodies". Foodies gather food experiences and visits to celebrated restaurants, much as tourists collect souvenirs (Watson, Morgan & Hemmington, 2008). Nevertheless, blogs are a platform that allows for both the global spreading of information and for communication between bloggers and their audience (Malleus & Slattery, 2014).

## 1.1 Purpose and Significance of Study

The purpose of the study is to explore the language of food bloggers and its perceived impact on readers and to analyze the critical discourse of the language they use. This study is important because I want to explore how the language of food bloggers used on social media, whether on the Zomato application or Instagram,

influence the readers and how food bloggers communicate with each other. I furthermore want to explore what jargon they use and what language they use when they code switch, what utterances they use and what defines them.  Social media is booming, and no one is aware how much it is influencing people. Blogs are becoming the latest means for people to express themselves freely and expose themselves globally.  Analyzing the language of those food bloggers would show whether it has a positive or negative effect on people. In fact, this topic was chosen because, I, the researcher, conducting the study is a food blogger who writes reviews. I also own a personal blog and am eager to know whether the language of food bloggers influences people and whether they follow bloggers' recommendations. In addition to that, this topic is chosen because of the scarcity of published research on that topic, especially in Lebanon. The researcher has found relevant literature in Europe, the United States, India, and Japan. It is significant since it shows how people from different backgrounds unite for the love of food despite their differences.

## 1.2 Research Context

Food bloggers are becoming very popular on social media. I have a personal relationship with the chosen food bloggers. We usually go out together on a weekly basis. 'Foodie meetups' are held every week in different restaurants in Beirut. These food bloggers have Instagram accounts and have been writing reviews for two years on the Zomato application. Zomato is a restaurant search and discovery service founded in 2008 by Deepinder Goyal and Pankaj Chaddah. It currently operates in 23 countries.  It started in Lebanon two years ago. It includes foodies, reviews,

restaurants, shops, and bars. It operates based on levels whereby once one reaches the right level of writing reviews, he/she becomes a certified and verified food blogger. Once they become verified they start getting invitations for foodie meetups and meet other food bloggers to share similar experiences and enjoy good meals together (Zomato, 2015). The chosen food bloggers are verified and active, and they speak in three languages: Arabic, English, and French. They are all between the ages of 19 and 35 years old.  They have personal website blogs, write their reviews on Zomato, and post pictures with catchy captions on Instagram. They are males and females. During foodie meetups the food bloggers enjoy their food, take pictures of it to post it, and write reviews about it while rating it.

## 1.3 Research Questions

This study attempts to answer the following research questions:

1. What type of language is used by food bloggers?
2. What is the perceived impact of food bloggers' language on readers?

## 1.4 Definition of Terms

In this study the key terms are defined as follows:

Food blogger: A person who shares and writes about food in a blog is a food blogger (Hanifati, 2015).

Food blogs: Food blogs are blogs that focus on recipes, restaurant reviews, travelers, food ethics, styling, and photography (Lofrgen, 2013).

Critical discourse analysis: (CDA) is a "problem-oriented interdisciplinary research movement, subsuming a variety of approaches, each with different theoretical models, research methods and agenda" (Fairclough, Mulderrig, and Wodak, 2011, p. 357).

## 1.5 Division of Thesis

The thesis is divided into several chapters.  Chapter One introduces the topic the critical discourse analysis of language of food bloggers in Lebanon; it also states the purpose, significance and research questions. Chapter Two is the literature review. It is divided into several headings and subheadings related to the research questions. The headings are the language of food bloggers used and the influence of language on readers. The language used is subdivided into several subheadings such as: language of joy, language of sex, language of disappointment, critical discourse, and codeswitching. Chapter Three is the methodology section. It includes the method used, the sample which are food bloggers who own a blog and write reviews on Zomato, the instruments which are documents (Zomato, Instagram), interviews with people who follow food bloggers, questionnaires answered by those food bloggers and participant observations of those food bloggers. It also includes the ethical considerations and validity and reliability. Chapter Four is the data analysis section. It includes the analysis of all the data where questionnaires show the language used, interviews show that people read food bloggers' reviews and are influenced by their language, participant observations and documents also show the language food bloggers use. Chapter Five is the discussion section where the results are compared to the literature results. It also shows new findings related to the Lebanese culture.

Chapter Six is the conclusion section; it includes the limitations and suggestions for further research.

This chapter discussed the study being investigated which is the critical discourse analysis of language of food bloggers in Lebanon. It included the purpose of my study which is to investigate about language used by bloggers and the influence of this language on their followers as well as the significance. It also included the research context which is Lebanese food bloggers and their followers and the two research questions. The following chapter will provide a literature based on the two research questions including headings and subheadings.

# Chapter Two

# Literature Review

The chapter reviews the literature related to food blogging. It explores the language used by bloggers. It also examines the influence of language used by food bloggers on their followers.

## 2.1 Motivation for Blogging

There are many reasons that motivate food bloggers to blog. Mallues and Slattery (2014) state that bloggers like to blog to maintain a chronological diary, so they don't forget what they saw or did and to compile "raw data" of both what they saw and experienced. They share their trip with friends and family who had expressed interest in reading about it. Also, they love the idea of someone reading their words as an important daily practice. Whereas Thanarugchok (2016) confirms that bloggers aim for self-satisfaction and fame, and that positive feedback motivates foodies to share their food photos.

## 2.2 Critical Discourse Analysis

Critical discourse analysis means that the language used, discourse, and communication should be studied in their social, cultural, and political context (VanDijk, 1994). A critical discourse analysis done by Fairclough (1995) on newspapers concludes that text is tuned to social structure and power relationships where media operates and has effects in mystifying relationship of domination and sustaining a view of public language and practice (p.57). Fairclough et al. (2011)

define critical discourse analysis as a "problem-oriented interdisciplinary research movement, subsuming a variety of approaches, each with different theoretical models, research methods and agenda" (p. 357). Similarly, Wodak and Meyer (2003) claim that a critical discourse analysis involves a critical research approach in which the goal is to make power relationships explicit and to develop study findings that have practical relevance. It also involves an examination of the ways in which power relations produced by discourse are maintained or challenged through texts (Locke, 2004). Subsequently, Willig (2012) analyzes how language is used to construct versions of personal experiences and events by examining choices of terminology, grammatical constructions, repetitions and use of metaphors to determine how the text is used to produce the desired effect.

## 2.3 The Discourse of Food

Cesiri (2016) reported on a study performed in the UK about food blogs through corpus-based research methods that lexico-grammatical aspects of the food blog were analyzed to see when and to what extent the food bloggers make use of a more professional language and when and to what extent they employ a more popularized level of discourse. The study showed that food bloggers constantly cross the border between the role of experts and the role of food lovers to avoid a lecturing style that would make the food bloggers less attractive to the average user. The corpus-based research methods the study looked at were the linguistic features, such as common nouns and lexical verbs that contributed to shape the discourse of these specific virtual communities. Notably, Collon (2015) analyzed the rapid restructuring of food production such as product labels and food consumption. Results show that they are all related and they are cyclical. Moreover Massa, Karisto, and Lillunen (2011)

analyzed how the food-related discourses have changed or are being changed by exploring the conceptions of the young people to predict the food choices of tomorrow. The aim was to listen to the weak signals and use the findings to predict how the food system will develop in the future. The material was written as thematic biographies, where the theme was the environment and environmental problems. The result is new, food-related discourses: Medicalization, Ecologicalization, Moralization, Aesthetization or Cosmetization, and Re-economization. They are not parallel, but rather partial, directions of change. In the same way, Watson et al.'s (2008) discourse analysis study on online blogs validated that bloggers used the language of religion and beliefs such as, "This is the inner temple of gastronomy." They also used a lot of descriptions and adjectives such as, "freshly, baked, warm, fluffy". They expected people following them to understand their words so they used rich language such as, "The Wagyu was actually a paper-thin scroll". There was interaction between them and their audience such as, "The food looks soooooo good. grrrrr. I am so jealous! and such a wonderful effort of taking each and every single course you guys had! *yum*." This study showed that there is a relationship between foodies and their followers

## 2.4 The Language of Food Advertisement

The language of food advertisement has an influence on blogs and restaurants. Jurafsky (2016) investigated different types of chips. It showed that there is a difference in language between cheap and expensive chips. Expensive chips brands used health language like "natural and real" and negative markers such as "never" and comparative phrases such as "less fat". On the other hand, cheap chips brands focused on the chips itself and used simple language. Subsequently, Schmidtova's

(2014) discourse study on fast food advertising analyzed KFC, McDonalds, and Burger King. Results showed that there are repetitive words, onomatopoeia, elision, alliteration, rhyme and rhythm. They also used formal and informal language and derivation words "McMuffin", neologism "mac your day", compound words, and collocations. There are also a lot of nouns and adjectives used, as well as, personal pronouns. They also used hyperboles, metaphors, ellipsis, and metonyms. Meanwhile, Terrio (2015) investigated food marketing by collecting data from a sample of food and beverage companies such as McDonalds, CocaCola, Starbucks, and Oreo. Written messages, images and screenshots from videos posted by food companies and consumer posts were collected from food company social media sites. The data were analyzed according to Critical Consumer, Consumer as Co-consumer, Food Brand Promotes Emotions, Food Product Associated with Social Activity, Food Brand Associated with Cool Lifestyle, and Health Appeal. Findings showed that development of health promotion programs and social policies aim to ease the negative impact of social media food marketing. Social media food marketing allowed youth to engage in social activist efforts directly on food company social media pages.

## 2.5 The Language of Food Bloggers

### 2.5.1 The Language of Identity, Belonging, and Comfort

Food bloggers use the language of identity, belonging, and comfort within their reviews and blogs. Chappelle (1972) observed people in a mental hospital and discovered that emotions are expressed through food; it gave them belonging and identity. Karaosmanoğlu's (2014) study on blogs in London added that there is influence of language on identity when they said, "I felt right at home in Dalston

because it is packed with Turkishness" (p.228). Seddon (2012) on the other hand, discovered after analyzing bento blogs in Japan that they provided the women identity and social position. As well as Lofgren (2013) found out that that blogs gave bloggers a sense of belonging and comfort. On the other hand, Dickerman (2003) analyzed menus and discovered that language of chain menus deals with reassurance and comfort and some menus add the word ''fresh'' to assure you that their food is fresh. Mommy blogs as well became a source of support and community for modern mothers (Wusong, 2016). To add on, Lakoff's (2006) analysis on menu, recipes, and newspapers presented the identity food bloggers form. Parallel to that, McCullagh (2008), studied online surveys of bloggers from around the world. The survey explored bloggers' subjective sense of privacy by examining their blogging practices and their expectations of privacy when publishing online. The findings suggested that blogging offers individuals a unique opportunity to work on their self-identity through the self-expression and social interaction that is available in this medium. Bloggers consciously expose their private life to the public although they face privacy risks. They value self- expression and social interaction. Some bloggers have different identities for different blogs, they value privacy and are aware of its dangers. Nevertheless, Hegde's (2014) study conducted on South Asian diasporic bloggers of regional Indian food adds that bloggers offer individual reminiscences about home, homeland and the comfort of home-cooked meals. Indian food is trying to secure its identity and place as global cuisine in the West, the blogs are claiming a multicultural status for home-cooked Indian food. Thanarugchok (2016), on the other hand examined behaviors, identities, and motivations of 18-30 years old "foodies" through the food visuals they choose to post on Instagram. The results of the study showed that foodies use smartphones to take photos of food while

they eat out. A questionnaire was given on Facebook to Instagram foodie as well as observations and Instagram account analysis. Results portrayed identities of foodies, and use of emotions and engagement with other foodies in the community of foodies. The photos with captions show the mood of foodies and how they express their feelings for example "bubble tea in Rome is perfect for this sunny day" (p.22). Finally, a study analysis on five wine blogs by Beninger, Parent, Pitt, and Chan (2014) was conducted. Results were derived from themes which are love, family, people, and adventures. The blogs included sensory language especially related to home and belonging. Results also showed that those blogs promote themselves all the time.

### 2.5.2 The Language of Stereotype and Gender

Language of stereotype and gender is evident in reviews. Cairns et als'., (2010) analysis about gender showed that foodie culture is not gender-neutral, and that foodies are passing gender examination. It also revealed that foodies are stimulating gendered relations within the food world, and that gender inequalities continue. Participants' emphasis on pleasure is relevant to a gendered analysis of foodie discourse. It challenges a simple gender element that suggests that men seek pleasure through food while women repress their own desires and achieve pleasure only by serving food to others. Seddon (2012), added that women display their emotions and thoughts when writing in their blogs more than men. Karaosmanoğ̆lu, (2014) as well pointed out that there is stereotype regarding gender when some bloggers say that they would take their male friend to the restaurants in Dalston instead of their female friends (p. 229). There is also stereotype regarding social class when the bloggers say that authentic experiences are only found in suburbs instead of fancy

restaurants (p.228). Similarly, Burton's (2016) case study on food blogs displayed female bloggers as transforming domestic experiences into a form of domestic authority that is expressed through a mix of humor, memoir, food writing, and serial romance literature. Wusong's (2016) study on mommy blogs portrayed blogs as empowering women, providing an authentic space for them to express themselves, and influencing the status of mothers. According to a study conducted by Matwick (2016) on cook blogs the discourse found in cookbooks by female celebrity chefs revealed power relations and gender hierarchies in society by showing how they represent women (cooking at home in the kitchen) while men are top chefs.  As for Antunovic and Harden (2013) a content analysis of 449 profiles in the directory showed that women bloggers used blogging to report personal experiences of participation in sports and provided resources for others about physical activity, health, and fitness. "Women's active relationship with sports defies both stereotypical representations of women in mainstream sports media and hegemonic masculine discourses replicated in the blogosphere" (p. 12). However, Cesiri's (2016) study on food blogging authors, displayed that 10 were women and only 2 were men. This female predominance might refer to stereotypical roles and interests still assigned to women in present day western societies, since women are more interested in cooking because of the traditional role given to them by a male-dominated view of society. Also, women cared more than men about healthy lifestyle and diet for them and their family. Running their own food blogs empowered women, providing they discussed the topic they love without the risk of meeting aggressive users who criticized their work. They have full control over the blog, so they can block any harassment.

### 2.5.3 Codeswitching

Food bloggers code switch while writing their reviews. Codeswitching is moving back and forth between languages or between dialects of the same language. It is also called code-mixing and style shifting (Nordquist, 2017). A study by Dabrowska (2013) analyzed the function, of the English language both in English as a second language and as a foreign language. Three hundred text samples on Facebook walls were analyzed of Hindi and Polish and a survey was filled. Thirty-six out of 150 wrote in English only. Results showed that they were codeswitching due to a lack of knowledge of one language or a lack of facility in it. In addition to the use of another language to exclude some persons from an interaction, to introduce a new subject, and to impress others. They also codeswitched for humor purposes and for making the language easier and shorter because the Polish language is heavy. They also switched for some quotes" cheek to cheek", and included other people who don't speak Polish. As for the Hindi, they codeswitched to express their feelings and emotions; for example, "I have the 2 most amazing bhabhis in the world. Love u guys sooooo much.", to show respect for example "have a nice trip sir jee", for wishes "Happy holi bhiii", and to give opinions and evaluations, to use specific vocabulary words or quotes. Similarly, Sitaram, Murthy, Ray, Sharma, and Dhar (2015) studied mixed language on Hindi employees. Three hundred forty-five text samples were analyzed. They were collected from Facebook and Googleplus. One hundred sentences were purely English, 65 were purely Hindi and 180 were mixed. To add on, Luzon (2016) analyzed travel blogs to check the use of the English language as a first language and as a lingua franca. Thirty-six post blogs were analyzed to check how English as a foreign language contributes to identity and community construction. Results showed that they emphasized on shared experience,

and they use emoticons and ellipsis. They used colloquial language, back channeling to show interest and approval; as well as codeswitching for example "C: *Marhaba Samuel! Shukran* for visiting my blog about my adventures living & travelling in the Middle East!" (p. 13); they also used it to show multicultural identity and authenticity as well as solidarity and belonging; for example "They serve salmiakki coffee in the Salmiakkikioski" (p.18).

### 2.5.4 The Language of Joy

Language of joy is used to express happiness of food related experiences. Karaosmanoğlu showed language of joy and excitement when bloggers used, "thrill from grill", "joyously dangerous", "master of grill" (2014, p.229-233). Similarly, Jurafsky's (2016) analysis of YELP reviews confirmed that bloggers use the language of joy when describing food, they love by making it sound hedonistic and indulgent. Vasquez's (2011) study on trip advisor reviews made him find out that people use positive appraisals in their reviews within negative reviews when they use "the one and only" or "the good" such as: The place itself is very clean - that was really the *one* saving grace (p.1710).

### 2.5.5 Language of Warnings and Recommendations

Bloggers provide recommendations and warning signs to readers. Recommendations are always at the end whether positive or negative for example "we would never stay there again and would never, ever, recommend it to anyone." Also, we ate dinner at the prime rib restaurant. "Horrible!!! Stay away!". They use CAPSLOCK to emphasize their warning words for example: "DON'T STAY HERE! I'M

BEGGING YOU!" (Vasquez, 2011, p.1712), and other warning signs as well: "Don't believe the photos that you see online. The place is a dump!" (p. 1714)

**2.5.6 The Language of Politics**

The language of politics is imbedded rather than discussed clearly in blogs. According to a study done on tweets related to food by Fried, Surdenau, Kobourov, Hingle, and Bell (2014), results demonstrated that Democratic states focus on Vegan food "#vegan", urban places focus on Deli food "#brunch", and Republican states focus on homemade food" #afterworkathome (p. 781).

**2.5.7 The Language of Trauma, Anxiety, Sarcasm, and Complaints**

The language of trauma, anxiety, sarcasm, and complaints is demonstrated in blogs. According to Jurafsky (2016) trauma findings are always collective to show shared grief and solidarity when they use "we" and "us". Similarly, Karaosmanog̈lu (2014) highlighted the language of anxiety and fear when bloggers present Dalston as "tatty, scuffy, dark, and dangerous to eat at" (p. 230) sarcasm is revealed through this "you come out smelling like a Turkish barbeque sauna" (p. 230). As for Vasquez's (2011) study on trip advisor reviews he found out that there are a lot of complaints when people visit hotels. They used "but" and "however" for example: "I will admit that it was relatively clean *but* the furniture was old, scuffed and so plain", they also used language of complaints: "usually not one *to complain but* the service is just terrible" (p.1710-1714).

**2.5.8 The Language of Different Classes and Economy**

The language of social and economic classes is discussed in this section. Cairns et als'. (2010) study indicated that money is not taken into consideration by food

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bloggers and that some prioritize pleasure over cost for example: "Pending money on food for me is very important" (p. 595). Dickerman (2003) added that high class restaurants use show off words, and the bigger the restaurant the more trust is placed on chefs of restaurants. They also showed the ingredients placed such as "angus beef", "grass fed". The better the restaurant, the bigger the gap between what's on paper and what arrives at the table. The frantic sourcing, impressing, and branding fade in high-end restaurants. However, Lakoff (2006), stated that "food attitudes are part of creation of a sense of social cohesion within that subculture" (p. 143).

### 2.5.9 The Language of Drugs and Addiction

The language of drugs is also used in reviews. Jurafsky's findings (2016) on YELP reviews demonstrated that when reviewing inexpensive restaurants, they used words like, "crack," "addicting," fix," and "craving" for items like pizza or cookies, fire, chicken such as: every time I need a *fix*. That fried chicken is so damn good! I swear the fries have crack or some sort of addicting drugs in them" (p. 92-93).

### 2.5.10 The Language of Sex and Pleasure

Language of sex and pleasure is used by food bloggers as well. According to interviews conducted by Cairns et al., (2010) they expressed that foodie men and women consistently described food as a source of intense pleasure in their lives. The metaphor of sex seems especially associated with expensive food such as , "the apple tarty ice cream pastry caramelly thing was just orgasmic, sumptuous flavors, jaw-droopingly good, sexy food succulent pork belly paired with seductively seared foie gras" (Jurafsky, 2016, p. 93-100) , he adds that there are two types of food associated with sex language which are sushi and desserts such as, "sex on the beach roll", "sexy

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mama roll", "foreplay roll", "sexy lady roll" and "molten chocolate cake ... honestly an orgasm on a plate", " I still lust for the silky panna cotta and, tantalizing sorbet marshmallows ... so ... sticky and sweet, they're nearly pornographic" (p.93-100). As for Muise (2011), in his thematic analysis he explored how women write about their sexual desire in online weblogs. Fullwood, Melrose, Morris, and Floyd (2012) explained that blogs are "safe spaces for women to discuss their sexual desire, within a masculinized version of sexuality is one way for women to resist conventional femininity" (p. 350).

**2.5.11 The Language of Expectations and Disappointment**

Food bloggers set high expectations when they visit places hence they get disappointed.   Vasquez's (2011) study on trip advisor reviews, highlights the expectations of people when they say: "Our room was a rip-off. We were paying almost $300 a night and expected luxury" (p.1711) and language of disappointment when they state: "I thought it was a very good hotel, looking at the beautiful pictures at the hotel site, but when we arrived it was a disappointment" (p.1711).

**2.5.12 The Language of Culture**

Bloggers expose their culture in their blogs. Volo's (2010) study evaluated the value of tourists' blogs and their influence on the decision-making process of tourists. The study was done on blogs of 103 tourists visiting South Tyrol; 32 written in English and 71 written in Italian. They were analyzed using textual and image content analysis. The results showed cultural differences in the way tourists use blogs. Italian blogs influence the decision-making process of visitors since their comments contain recommendations. Hedge (2014) on the other hand, stated that "the bloggers actively

attach the cuisine with a diasporic brand of cosmopolitanism and in the process, recalibrate the regional politics of Indian food for consumption in the global context" (p.90). The food blogs change the type of diasporic culture, community and connectivity (Hedge, 2014). As for Chen (2010), he studied 400 blogs from America and Taiwa. The study showed that cultural factors such as the way that popular bloggers relate to others influence how they present themselves and their social relations in blogs. Findings showed that Taiwanese bloggers focused on social relations, but didn't show personal details; they also used self-promotion techniques by showing their intellectuality. American bloggers didn't focus on relations but were more open about themselves. Both findings revealed the characteristics of the bloggers' cultural backgrounds: either relation-oriented or individualistic. Hedge (2014), on the other hand, studied food blogs in India and showed that the blogs act as a cultural form where new shapes of multicultural society are shaped. They revealed reminiscences about home, and the comfort of home-cooked meals and recollected distant places through food, as well as made connections between tradition and modernity.  Similarly, Lee, Samdanis, and Gkiousou (2014), compared 3 food blogs of Greek cuisine. They emphasized on the ways in which food blogs become platforms which represent food culture and make it interactive, allowing bloggers and users to participate in culinary experiences and adapt recipes. Authenticity and transparency played a role in portraying culture. There is a great interaction between bloggers and their followers. Blogging in English about a cuisine that is not local leads to comparisons with different cultures. Yet Grossman's (2009), analysis on online diaries distinguished between ''cosmopolitans'' who are willing to engage with members of a different culture and ''locals'' who stay attached to their own culture. Fifteen blogs written by Israeli backpackers and 14 blogs by Danish

backpackers were analyzed. The interactions between the bloggers and their respondents created two different types of communities: the Israeli blogs form a national community of strangers and the Danish blogs, keep strong ties in the social network, without presence of strangers. They also show positive attitude towards countries they visit "I came to love India the most. It is a country which offers you an infinite number of experiences" (p. 110). But Malleus and Slattery's (2014), content-analysis on American woman's travel blog, provided evidence of culture shock, and cross-cultural comparison; but limited evidence of reflections about communication challenges or adaptation by the bloggers.

**2.5.13 Language of Gossip and Humor in the Lebanese Context**

Gossip and humor are portrayed in the Lebanese culture. Adra (2014) explored the effect of gossip on female relationships in Lebanon to check if it is harmful or not. She used three tools: discourse completion tests, observations, and structured questionnaires. Results showed that Lebanese women use the Arabic language to gossip "mish maaoul", ''mish maaboul". It is a positive act and it doesn't harm anyone but rather it brings people together and makes relationships stronger. Women gossip for fun, power, and for fitting in. They mostly gossip about betrayal and money "kill mosriyeto tobyeed", "haram jawza 3am yidhar 3laya."  She showed that most women like to gossip.  In addition to that a study on humor done by Kalliny, Cruthirds and Minor (2006) in Lebanon, Egypt, and USA demonstrated that the Arabs use self-defeating humor and it is correlated with self-enhancing humor, but aggressive humor was negatively correlated with affiliative humor. Their findings revealed that men also gossip and would be more likely to use aggressive humor than women in Arab culture. The results showed that Americans scored higher than Arabs

on self-enhancing and self-defeating humor style. Both Arab and American men scored higher in aggressive humor than women. Taher, Kazarian, and Martin's (2008) study on Lebanese humor in Lebanon adds on by using a humor style questionnaire based on 4 types of humor (self-enhancing, self-defeating, affiliative and aggressive humor). Four hundred thirty-five Lebanese residents participated in this study. Results confirmed that aggressive humor is linked to anxiety and depression that Lebanese people face. Also, Lebanese used self-defeating humor that improves interdependence by allowing others to laugh at them. An opposing case study about Lebanese humor investigated by Kazarian (2011), proves that humor involves gathering of people over coffee, hubble bubble, cafes over ice cream, and "sahrat." It also involved TV shows such as "la yomal" and "comedy night". In addition to religion, politics, and women for example: "only donkeys marry son", but it agreed with the previous study that it is also used to deal with stress.

## 2.6 Influence of Food Bloggers on Readers and Language of Communication between Them (Relationship)

Food bloggers' language influence readers. Hanifati's results (2015) indicated that "perceived usefulness is significant and positively affects behavioral intentions to follow and perceived usefulness of food blogger's recommendations influenced consumer's behavioral intentions to follow its recommendation," (p. 4) as well as most read recommendations and respondents is on Instagram. They follow those bloggers and they visit the restaurants they post which means the food bloggers recommendations are useful. Philips (2016) portrayed readers as highly influenced by the photographs and the precise description with regards to the flow of the process of cooking (p. 2); she added that food blogging's language influenced the readers in

a positive manner, giving them the opportunity to experiment with new recipes. Similarly, McGaughey (2010) found out by comparing two blogs food bloggers created connections with other food bloggers and knew about their recipes as well as their readers. Meanwhile, Seddon's (2012) findings suggested that there is better communication between a mother and her child and women to women communication about responsibilities and activities in their bento blogs. Furthermore, Lofrgen's (2013) study on food blogs after observations, interviews and analysis implied that readers enjoyed food bloggers' language and are interested to know about them as well as they share their practices, recipes, and experiences, space, and identity. According to a study done by Kim, Limb, and Brymer (2015) on effectiveness of social media on hotels performance based on reviews on YELP, Expedia, Trip Advisor, and Priceline, overall ratings are the most important predictor of hotel performance, followed by response to negative comments. The better the overall ratings and the higher the response rate to negative comments, the higher the hotel performance. Therefore, online reviews in social media, specifically overall rating and response to negative comments, should be managed as a critical part of hotel marketing. Additionally, Lee and Ro's (2016), study on online reviews on YELP, Trip Advisor, Zegna ensured that online reviews can change the attitudes of consumers who had their own prior experience with restaurants. Consumer attitude conformity are exposed in negative reviews but not with positive reviews. Also, negative reviews had a stronger influence on attitude change than positive or mixed reviews. The effects of negative reviews related to food quality were important in changing the consumer attitudes. Whereas effect of food quality and service quality on online reviews was found only for new consumers but not for expert consumers. As for Wang, Hsu, Huang and Chen's, (2015) study done on beauty blogs suggested

that blogger-reader interactions, demonstrates interactivity among blog members as "often" or "always", indicating that the blogger and readers were excited about posting and responding to blog articles. Besides, Leung, Law and Lee's (2011), study examined the perceived destination image of Hong Kong among visitors from China, as revealed on the travel blog of Ctrip.com. Textual analysis and the overall evaluation scores of 2247 blog entries showed that this image is positive among these visitors. They are impressed by the shopping experience. They evaluated the overall food quality highly, but showed that Hong Kong is an expensive tourist destination. Ninety-one per cent of the comments on desserts were positive, since desserts are their favorite.  Moreover Lin's (2016), study on reading online food blogs displayed that people prefer to look for information provided by either professionals or amateurs online. Lin, gave out a questionnaire and face-to-face interviews with Fu Jen university students. Findings showed that a big percent of students read food blogs and then visit those restaurants. Online food blogs changed consumers' decision making. According to the rankings made by famous Taiwanese blogging forum, *Pixnet* out of the most popular 100 blogs, food blogs are the largest of all the categories (Lin, 2016). People now tend to search for information in food blogs before deciding which places to eat. Correspondingly, Allue (2013) confirmed that rise of the "influencers, whether bloggers or people with important digital profiles, have assumed a decisive role in creating opinion" (p.312). People give more "credibility" to bloggers who stand for no organizations or companies. Yi-Jie (2010) conducted a survey to find out that people emphasize on the visual elements within the food post, and "information system quality has a positive effect on users' attitude toward food blogs" (p.65). Results proved that food blogs are important for readers' dining choices. Also, a study on YELP reviews by Bakhshi, Kanuparthy and

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Shamma (2014) on social perception of people showed how social signals shape difference in review rating. It displayed reviews voted as useful and funny associated with lower user ratings and relatively negative tone in the review text, but reviews voted as cool tend to have a relatively positive tone and higher ratings. Readers who read reviews, enjoyed reading them with sarcastic tone or humor. Readers found critical reviews more useful. Another study on review on YELP done by Prithivirajan, Lai, Jin Shim, and Shung (2015) analyzed how well or poorly the star ratings is linked with these "reviews tally with the sentiment derived from the textual portion of the consumer review" (p.1). The items such as food, ambience, service, and price were analyzed, mostly food and ambience influenced the star rating.

This section discussed many aspects in food blogging. It shed the light on the reasons behind blogging and the discourse of food and critical food analysis. It also revealed the types used in food blogs such as: language of joy, and language of politics. Finally, it explained the influence of language of food bloggers on readers and the relationship between them. The next chapter will discuss the methodology used to conduct the study.

# Chapter Three

# Methodology

This chapter discusses the nature of the study. It describes the research design, the sampling and participants, instruments and procedures, data analysis as well as validity, reliability and ethical considerations. It is important to shed the light on the research questions:

1. What type of language is used by food bloggers?

2. What is the perceived impact of food bloggers' language on readers?

## 3.1 Research Design

This study is an exploratory qualitative study.  Its aim is to investigate the phenomenon of food blogging in Lebanon and how people perceive it. It is a qualitative study as the purpose is to understand how people interpret their experiences and construct the worlds and the meaning they give to those experiences (Merriam, 2009). According to Merriam (2009), qualitative research is inductive and it focuses on meaning and understanding. The researcher is the main instrument in data collection and analysis. Denzin and Lincoln (2011) states that qualitative research emphasizes on qualities of entities and on process and meanings that are not measured in quantity. It stresses on social construction of reality and the relationship between the researcher and what she studied and the situational constraints that shape inquiry.

## 3.2 Sampling and Participants

Participants were chosen for the observations, documents, questionnaire, and interviews as follows:

**Figure 1**              **Sampling and participants**

| Instruments used | | | Participants | Period of time/accounts | Purpose |
|---|---|---|---|---|---|
| Participant observation | | | 52 | 11 sessions/ weekly basis | The language used by participants during foodie meetups |
| Documents | Zomato | Instagram | 50 | 50 accounts and reviews | The language used by participants in reviews, caption and hashtags and the influence of the language on followers |
| Questionnaire (survey monkey) | | | 52 | By mail | The language used by participants |
| Interviews | | | 11 | 20 minutes each | The influence of language used by bloggers on followers |

**Figure 1**

The sample used is purposeful or criterion sampling. According to Merriam (2009), it is used when the investigator wants to discover, understand, and gain insight hence selecting a sample s/he can learn from. There should be a criteria list of the attributes

that are important for the study. The criteria used for selecting the sample are 52

verified food bloggers who write reviews on their Zomato account and post their

pictures on the Instagram account. They are Lebanese males and females who are

between the ages of 19 and 30. They filled a questionnaire prepared on

SurveyMonkey by email. The sample that were interviewed are also purposeful since

they are the followers of the chosen food bloggers. They are Lebanese males and

females, who are between the ages of 22 and 40 years.

## 3.3 Instruments and Procedures

Triangulation was used for collection of data for credibility and reliability. Cohen,

Manion, and Morrison, (2011) defined triangulation as the use of two or more

methods to study human behavior and ensure validity and reliability. Triangulation is

the combination methods or sources of data in a single study (Taylor, Bodgan, and

Devault, p. 93, 2015). The data was collected through participant observations,

document analysis of Zomato reviews and Instagram accounts, questionnaires and

interviews.

### 3.3.1 Participant Observations

There are different types of observations like participant observations, non-

participant behavior, complete observation and naturalist observation (Fraenkel &

Wallen, 2003; Cohen et al., 2011). I was a participant observer (see appendix B).

According to Merriam (2009), a participant observer is when the researcher is

involved with the individuals being observed. Complete and detailed field notes were

used and interactions were observed as well as input from the researcher. According

to Taylor et al., (2015) the participant observer walks a thin line between an active

participant and a passive observer. Any participation that interferes with the researcher's ability to collect data should be avoided. Participant observers develop open and close relationships with observants (p.64). Eleven sessions of observations of 52 food bloggers on weekly basis were analyzed through themes in attempt to answer research question 1. Observations informed the study since the researcher checked how people behave in their natural setting and how they act or react to certain issues hence she could detect the language used by food bloggers.

**3.3.2 Documents**

The document analysis included social media accounts and platforms which are Zomato and Instagram.

3.3.2.1 Zomato

Fifty reviews for 50 verified food bloggers were obtained from Zomato application (see appendix A) and analyzed. The purpose was to examine the language used by the food bloggers and analyze the critical discourse behind it as well as check the influence of language on readers. Line-by-line color coding was used according to themes in attempt to answer research questions 1 and 2, then those themes were grouped into main groups and finally linked to sub-codes for final analysis.

3.3.2.2 Instagram

Fifty accounts for the same food bloggers were obtained from Instagram accounts (see appendix A). Hashtags and captions were analyzed to check the language used by food bloggers based on line-by-line color coding according to themes in attempt

to answer research questions 1 and 2, then those themes were grouped into main groups and finally linked to sub-codes for final analysis.

### 3.3.3 Questionnaire

The questionnaire was created based on the literature review and the research questions. Open-ended and close-ended items were chosen. Questions were piloted on friends who do not have a related experience to the topic. A pilot study is more than trying out the data collection method; it is a selection of a sample based on some criteria, collected data, and analyzed the data. (Merriam, 2009). The purpose of piloting is to ensure validity, credibility, or reliability, and trustworthiness. Questions were written as statements and responses were recorded using a Likert scale as follows: strongly agree, agree, disagree, and strongly disagree (Frankael & Wallen, 2003). The questionnaire was uploaded on survey monkey (see appendix D) and the link was sent to the 60 food bloggers on their emails to answer in an attempt to check their language used for research question 1. Advantages of questionnaires are that they can be mailed or given to large number of people at the same time" (Cohen et al., 2011, p. 123). Out of 60, 52 food bloggers filled the questionnaire. After receiving the completed questionnaires, tables and graphs were used to analyze the data to determine the overall percentages for the first part of the questions which according to Likert scale and themes and codes were used for the second part which are the short answers.

### 3.3.4 Interviews

Seven interview questions were derived from research question 2 to check the influence of food bloggers' language on readers. They included open-ended questions and they were semi- structured. According to Merriam (2009), there are

three types of interviews: structured interviews, semi structured interviews and unstructured interviews. Interviews were semi-structured since questions were set and asked in order but interviewers answered freely. Twenty people who follow food bloggers were contacted for the interview (see appendix C). Out of 20 only 11 followers agreed to participate since many didn't want their voice to be recorded on voice note. The participants voluntarily participated in the interview. Each interview took 20 minutes. Their informed consent was taken and their real names weren't used. After that recorded interviews were transcribed according to the themes derived from the research questions and previous research. This enhanced validity of findings.

## 3.4 Data Analysis

The inductive research was analyzed to examine the expressive content of the qualitative data. According to Merriam (2009), all qualitative data are inductive and comparative. Interviews were transcribed and analyzed. The approach of line-by-line coding was used for the transcribed interviews as the first stage to analyze themes, and the next phase is to group those themes into main groups and finally to link sub-codes for final analysis (Fraenkel, Wallen, & Hyan, 2012). Two color codes were used, pink for the language used and green for influences of those languages on followers. Questionnaires were analyzed by tables and graphs according to the themes. Documents and participant observations of food bloggers' language and influence of readers were analyzed through line-by-line color coding according to themes in attempt to answer research questions 1 and 2.

## 3.5 Validity and Reliability

Reliability, is the consistency of the answers produced by an instrument and validity is the proper inference to ensure that instrument met its purpose (Fraenkel et al., 2012). To ensure that the study is trustworthy, the items in the instruments were taken directly from the research questions which shows content validity. Instruments were piloted on several people. The participants were volunteers and not forced into the study (member check). Triangulation was used (interviews, questionnaires, documents and observations). Information from several resources were cited and referenced. As for external validity, there was no generalization since in qualitative study we do not generalize, the research is related to those specific food bloggers, and their followers in Lebanon (Merriam, 2009).

## 3.6 Ethical Considerations

Informed consent from the food bloggers who filled the questionnaire and people who were interviewed were taken to conduct the study to ensure credibility and reliability. IRB application and forms were submitted and approved to assure the anonymity and the confidentiality of all the participants of. Names were protected, and all personal information and the responses of the participants remained confidential to ensure the privacy of the data and participation was also voluntary. However, during observations, food bloggers weren't informed that they were being observed for the purpose of the research but that didn't affect their privacy because names weren't mentioned throughout the study.

This chapter covered all the components of research design, data collection, analysis and ethical concerns. The next chapter reports the results of each of the data sources, in addition to the data analysis of each separately.

# Chapter Four

# Results

The following chapter is divided into four sections: document analysis, participant observations, questionnaires, and interviews. Each section is analyzed according to themes separately.

## 4.1 Documents

### 4.1.1 Zomato

4.1.1.1 The Language of Sarcasm and Humor

Food bloggers express their criticism by making fun of the taste of food, the smell of the place, the presentation of food, and quality. They also use their mother tongue language (Arabic) in this case, to express their feelings. They also codeswitch a lot from English to Arabic. There is always exaggeration when sarcasm and humor is involved since people like to add a pinch of salt to a topic to make it juicier.

Examples:

**walls were oily! place smelled weird**

I tried el 3awamet and m3akroun both w**ere flooding with sugar syrup My stomach threw it back at me!**

**My Mother asked me: "How was your dinner?"**

I replied: "**walla ya umaiiiiiiiii ma mishi el 7al...If my cellphone had**

**Chinese/Japanese/Thai letters..I would've wrote {NO} in all those Asian languages.**

**7asset 7ale 3am bekol maneshif**

.I **took one bite of this and pushed my plate away..ugh..li3yit nafse on the spot these were in no way edible.**

**Hao Haoooo** min hon

Let me start by saying to the on**es who suffer from hypertension: "You would NOT come out alive... I assure** you that".Wa Amma **el Noodles ya asdika2iii..fa ya lil hawl..shara2it min el kawtshok ma3 kota3 min el** khodra

Hummus: kter habet ino mish feti7li 3ilbit el 1000 lira w kabba bil sa7on ma3 shwayit zet..it is actually housemade hummus..you can feel and taste the authenticity!

Dear 0000( with an S cz im addressing to all ur branches). 😊

It is ok to change but for the better not for the worse or simply don't change at all u were just fine.

Ur food used to be tasty and freshly prepared ✖but not anymore. Maybe u decided to downgrade by not washing ur vegetables? ✖Cz the salads are not fresh anymore, ✖the food became tasteless and no i did not lose my tastebuds yet) .oh and btw while x and I were discussing some food experiences she told me about✖ the unprofessional behavior of one of ur waiters who shouted at her.

relax mr waiter you are not the teacher and im positive if u knew she was u wouldn't dare to shout at her.

4.1.1.2 The Language of Anxiety and Fear/Warnings

The language of fear is always used to warn people from going to low class restaurants and it involves exaggeration so hyperboles, metaphors, and adjectives are used.

Example:

implanted in a spooky old center. So, in case you are going at night..**I'd advise you to stay clear from horror films**

For those who remember the list of top Lebanese Restaurants, please note that we have JuST removed Kasr Fakhreddine from the list

Can't recommend such manakish for sure.


4.1.1.3 The Language of Criticism

The language of criticism involves the use of harsh language and warning signs. It usually expresses how much food bloggers are furious and angry about a certain experience. It can also involve humor as well as warning signs. They use strong vocabulary words as well and a lot of descriptive words. They also include repetitive words to stress on their point. They capitalize important words to stress on them. They code switch to the mother tongue language to express their anger.

Examples:

you avocado **lovers out there ..stay AWAY fr**om Ramadan...it is nothing **but a tasteless green paste..no avocado flavor whatsoever.**

**Overrated!**!! the food **is way too salty and the prices aren't justified**

This burger **was really really bad**. I took two bites just to make sure and both times I couldn't bring **myself to swallow the bite. The chicken (although perfectly crispy on the outside and moist inside) was "mezenkha" and the sauce gave a**

**horrible aftertaste.**

**the crispy onions were nearly impossible to eat and the fries tasted a bit plain.**

the servic**e reallyyyyyyyy slooooooooow.**

Besides, prices **have skyrocketed for no reason !**

The outlet is fine but their **mankoushe is at stake**

Stopped by this ---- outlet on the road to work at Baouchriye and ordered a
mankoushe zaatar for take away. **Dough was unpleasantly extremely chewy** and
zaatar tasted a blunt mix with **citric acid starting the third bite. Heart burn was**
**imminent r**ight after.

you can clearly notice the **absence of hygiene in their outlets** t**he excess of oil in**
**their food** and not to forget to mention th**e awful service.**

**The only good thing** about this restaurant is that their food look so tasty and
attractive in the pictures but in reality, it is totally different.


4.1.1.4 The language of comfort and belonging

Some places give food bloggers a comfortable feeling; they go there to relax and
they relate them to their memories and personal life as well. They use a lot of
descriptive words and adjectives to describe those good places.

Examples:

**I felt warm and fuzzy**..for heaters were everywhere and it was nicely decorated with
**red balloons and dry flower petals**

 It truly feels like you're having lunch in **your own garden**

**This place made me feel nostalgic and got back the child in me**.

**majorly cozy**. **A perfect destination if you're looking to spend a stress-free time in an easily accessible escape zone**.

**the reminiscence of** their taste is a torture to my soul.


4.1.1.5 The Language of Joy

When food bloggers want to express how happy they are in certain places they use sophisticated language, and it is always in a foreign second language (English in this case) and usually it is in fancy expensive restaurants rather than cheap ones. They use highly descriptive language. They use magical terms that are not realistic. They also capitalize important words to stress on them.

<u>Examples:</u>

**the charming V**illa Badaro .

**.The sophisticated, cosmopolitan and laid-back ---** in Downtown Beirut is the **perfect** definitely offer you a dose of inner city tranquility topped with excellent food and flawless service

Attention readers! I have found a **true gem**

**Perfectly crispy and drenched in that wouthwatering spicy sauce** and for that stra**ight out of Pinterest,** GardenState

**A magical place that made** me go back **to my childhood**.

**breathtaking, A paradise** of a coffee shop that

**Out of the world**

**differentiates itself as a scene taken out of a fairytale**. Gazing at the storefront you realize that you're about to step into a world (No matter how compact it may seem) **of coziness and astonishing serenity**. The outlet brings forward amazing sweet delicacies and eye-candy creations that are **Heaven to sweets-lover**

**This item WILL put a smile on your face**

Beef Shawarma Markouk: this was heavenly.

The view on the fishermen deck from ---- is **really out of earth**. The setting is just

what it takes to give you an unforgettable visit to the area.

A concept inspired by the sultanates era, the restaurant exhibited a beautiful

architectural interior as well as many oriental details.


4.1.1.6 The Language of Disappointment

Food bloggers set high expectations when they go to restaurants hence they get

disappointed. They also get disappointed because they listen to other

recommendations, but they don't always turn out to be true and because some

restaurant's quality changes. They use their mother tongue language to express their

feelings and emotions.

<u>Examples</u>:

I was **a little disappointed with the** food. The portions and prices aren't bad **but I**

**was expecting it to taste better**

**Sara7a ma ba2 3arfi sho badi 2ol**

I won't be coming back

**Wa Lakin ya ilahiiii!!** Lam **atawaka3 hazaaa ya Alekhandrooo**!!

At that point, almost all of us **were disappointed and sad**..because we heard so

many good things about --- but it wasn't the case.

**Overall experience wasn't as "epic" as I expected it to be and unfortunately, the**

**cheeseburger isn't enough to make me come back.**

Sadly, there is something with sushi places where there exists inconsistency between

visits and -- is one of them.

What happened to -------??????

In a couple of months he went back to his old time coma ... taste has gone, service was tuned to non responsive mode. We were seven on the table and we ended up looking for waiters quite all time , they brought the food , mixed the arak and disappeared.

4.1.1.7 The Language of Sex

Sex is always linked to pleasure that food brings to food lovers, usually it is targeted towards desserts and burgers. They always use words like "orgasm" and "bleat" which are related to sexual pleasure to describe the pleasure of food. They use highly descriptive language making sure not to miss any detail. There was also a gender stereotype since in a review it was pointed that women get pleasure from desserts while men get it from eating a steak.

Examples:

The **result was orgasmic**. This combination was succulent and rich in flavor! The meat itself was super crumbly, succulent

It **was orgasmic** in every way

Undeniable Arousal of the Soul

In return, my brain sent shivers down my spine, body's (sh)aching all around, MAMAAAA, I Silently yelled... Everything around me went silent, or was all my senses that shut down? I had the impression to be a body around a mouth, everything just focused there, pearls of sweat started to form on my forehead, goosebumps on my arms: the undeniable arousal of the soul.

**Ladies get the feeling from eating a great dessert... me? it's the filet that did it...**

The chevre was so fresh you'd almost hear it **bleat,**

4.1.1.8 Code Switching and Multilingualism

Feelings are always expressed in the mother tongue language (Arabic), usually negative ones or if they are really happy and want to express themselves. They also use French language since we speak 3 languages in Lebanon to show that multiculturalism is part of our culture and it is usually used to describe fine dining experiences. They also codeswitch for specific terms that cannot be translated.

Examples:

We ended up starting with the **Chevre Gratine a la Chlorophylle de Basilic, the Mille-feuilles de**

**C'est plus fort que moi, each time I start remembering the flavors,**

The only bad thing was the sun Insala2na ya zalame

I replied :"**walla ya umaiiiiiiiii ma mishi el 7al**

: a333333....a333333...a33333.. a33333..a333..a33..a3 ☺ wlak sho heeeey

**Au revoir ✋ dear sultan**


4.1.1.9 Support and Collaboration

Food bloggers have their own community. They go out together and communicate with each other as well as share same experiences. They connect with each other since they share common interests and belonging.

Examples:

I ran into some of my favorite foodies as well and we sat together

Enjoyed an amazing night with the wonderful people

4.1.1.10 The Language of Drugs

Food bloggers use the language of drugs when they want to explain their addiction toward food, and usually it is towards chocolate. They use words such as "high" and "trance" to describe their addiction.

Example:

I guess they are **high on the Nutella smell**

**let your teeth sink into it erupting all the sauce... UFFF... I was in trance; that sauce is dreamy!**


**4.1.2 Instagram**

4.1.2.1 Language of Sex

Hashtags and captions that are used for desserts and burgers involved sexual words such as: foodgasm, foodporn, pleasure to express their food pleasure.

Examples:

**Take your pleasure seriously**🍫 #Eeeeeats #Zomatolb **#Foodporn** #chocolate #hamra #hamrastreet #Theha #nomnomnom **#pleasure #food** #Foodinstagrammer #eatingForinstagram #likes #followme #lebanesefoodie #lebaneserestaurants #foodie #meal

*#foodpornPancake #Cravings* 😋🍓


4.1.2.2 Language of Drugs

The use the language of drugs when they want to describe their addiction to food usually towards desserts such as "weed" and "addiction".

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Examples:

***Beware of weed they said** ! They must not know about **our addiction** ✎☺l Nutella*

*... Enough said #hungrysisters #livelovefood #foodporn #livelovelebanon #zomatolb*

*#beirut*

Happy Monday!

☀ A Seriously Addictive Lotus CheeseCake a.

beirutfoodpornHappy Monday! ☀ **A Seriously Addictive Lotus** CheeseCake at

#beirut #lebanon #beirutfoodporn #zomatolb #whatsuplebanon #livelovefood

#foodporn #yummy #foodie #food #Instagram #eeeeeats #instafood #foodgasm

#love #food52 #urbanlebanon #fdprn #yummylebanon #everythingerica

#foodpornshare #foodilysm #dailyfoodfeed #HerTastyLife #breakfast #lunch #dinner

#lotus #cheesecake #dessert


4.1.2.3 Puns

Food bloggers use puns on captions and in hashtags on Instagram to make it funny

and attract followers.

Example:

This is how **we (sha)warmup** before the actual lunch ☺ ☐✎l Juicy chicken

shawarma filled with lots of flavors with extra toum #livelovelebanon #antelias

#livelovefood #zomatolb


4.1.2.4 Humor

They use the language of humor to entertain their followers.

Example:

**We died after seeing this , R.I.B(P)** 😊🍗🍟l Dinner on point : Those slowly cooked

Bbq ribs are to die for served with the cheesiest texas jalapeños fries #hungrysisters

#livelovefood #livelovelebanon #ashrafiyeh #zomatolb

lI wish I had eggsploded after this feast! At least I would've died with the things I

love✿ (and avoided my exam tomorrow...🚀)

lThey say the things you love the most in life will hurt you, I almost pasta way after

eating these 😊🐮


4.1.2.5 Love/relationships

They use the language of love to show how much passion they have towards food

and towards their blogging experience. They also replace love with food.

Example:

Calling all soup lovers !TheFlavourThief is **here to steal your hearts!** Are you

ready for what you're about to read? (Link in Bio) ☕ !#foodtrends #theflavourthief

**The only love I know is for food** 🍜😊 @l_lebanon .

#seafood #food #foodie #shrimp #fish **#foodporn** #lebanoneats #lebanesefoodies

#foodblogger #blogger #foods #foodies #foodstagram #lebaneseblogger #zomatolb

#whatsuplebanon #livelove

Some people have relationship goals, we have Breakfast goals 😆😊l Can you guess

which part is for the younger sis? # #vacationmode #livelovefood #livelovelebanon

#liveloveSharm #Egypt

4.1.2.6 Guilt

The language of guilt is used when bloggers eat a lot of fatty food, and they feel guilty about it so they to try to drink alcohol to forget the crime they committed towards their body.

Example:

Eat as much pizza as you want ..and let wine help you forget **the consequences** 🍕🍷

#Hungry


4.1.2.7 Codeswitching

Codeswitching is used for humor purposes and to ensure that mother tongue language is not forgotten.

Example:

*hungry Fish خلقك* 🐟🍔

*#Hungry*Dear @chitayib, kindly change your username to chiKTIRtayib. Thanks. .#foodisfuel #foodblogger #foodporn #food #chitayib #chiktirktirtayib #watziswaffle #eggwaffle #dessert #lebanontimes #lebanonspotlights #whatsuplebanon #lebanoneats #eeeats #zomato #zomatolebanon #gemmayze #reeats


4.1.2.8 Belonging

The language of belonging is always linked to home- made experiences that remind us of our moms cooking and places that make you feel comfortable.

Example:

**There's no taste like home, an**d this is exactly the taste that --- has been providing for more than 50 years.. From oriental to international, has it all, with over 10 Plats du jour every day!

## 4.2 Participant Observations

### 4.2.1 Gossip

Females enjoyed gossip and were more interested to know about it rather than boys. There is codeswitching as well to the mother tongue language to express feeling of sadness and to describe the news that happened. The form of gossip speech act used is not harmful but rather giving news about events happening. It is also used to entertain or for humor issues.

**M: guys guess what?**

**H: what ?**

M: sakkar umai wok bi mar mkhael as well

T: ufff leh keef?

M: ya haram x partner sara2iton la M w R w harabet bil masare


**: i was invited bi zomato meetup... ktir day3in el waiters , ma tarako kebbeyet 2zez ella ma kassarouwa**

**O: fi wa7ad tali3 3al daraj ken 7emil sayniyye alabit menno metel ma hiyye**

**D: KADASHHHHH**

b2ouwwe

Girls enjoyed the gossip news which is regarding relationship however males try to change the subject and protect their friend by opening the subject about food to avoid conflict since food is the common activity that this group shares. This type of gossip is used by girls because there is always a competition regarding relationships, morals, and social status among girls.

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J: **guys hzaro meen shifet bu brayn adams concert video**?

T: **meen?**

J: Joey w Rana

**T: laaa mabsadi22**

**H: shu rij3o ya3ne**

**E: guys feena nsakir 3al mawdu3 plzz, du2o l cheese cake ba2lewa astaze**

Gossip is used for jealousy issues sometimes due to more followers, better body figure, or better relationship, and they often codeswitch to express their feelings.

**J:Hay ma nshaharet w sar 3anda followers illa min wara fostan 3irsa.**

**y:Howe hayda l owner sheyfito shee mahal**

**W:Eh hayda bi b**

**T:Ahh 3rifto**

**W:Eh khatibb kamejn w bihibaa kteer**

**T;Uff niyella wallah**

**Ha:Mitelna tameim**

**M: R hayde rfe2tek E bas tekol wen berou7o l aklet ??**

**I guess btistafrigon bileil**

**M: Ana wen bru7 b7ale**

S: Bs mish sheyfe shi mennon

**S: Eno I have a high metabolism bass msh hal2addd**

**M** T: Eh binzalon iza bwa2if burgers w fries

**: Ana my metaboliam mekhtfeyye**

S: **Bfaddel kun curvy and healthy rather than thin and diabetic**

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**4.2.2 Stereotype**

Males always regard women as manipulating and they try to play the victim part.

E: **hahah women**

K : hahaha eh khayye **inna kaydahonna 3azeem**

Women are regarded as gossipers by men.

E: hahah H bhisik **mitel niswein lforon hol** te3ul l akhbar doghre badik ta3rfe gossip


**4.2.3 Codeswitching**

Food bloggers tend to codeswitch to the mother tongue language to express feelings of anger and to exaggerate. It is also used for gossiping.

J: **meen hal cheap li** 3emil heik video clip

S: **mabsadi2 there was a little** girl in the clip

R: **Ana! Very slow delivery to ---. I died**

m: **Bi alba shu jorsa hl binit**

m: **Kter bt7ib l nasher**


**4.2.4 Criticism**

Criticism, as well, involves the first language to show feelings of anger towards food that is not impressive and towards bad experiences.

S: **ma ila tam3e fish taouk**

T: **mabti2ta3 bass li ma3 avocado mokheefee**

W:**Im not getting tipsy alcohol is bad**

S:Ya guess so

M: **Bikhsus inno rahit l kahraba**

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M:ftosna walaw shu hal a3de

Ha:Ma ken fiyon y2a3duna couch

T:Killo booked

W:: Uff no wayy

W:Music is nice though

S:Eh bije for drinks and music

T:Shu m shu te3lee2ik

**M:Insee 3 mabyi2ta3 l akel w iltilo**


## 4.2.5 Homophobia

Although all are educated, they still make fun of homosexuals. This reflects our

society since homosexuality is still regarded as a wrong act; hence no respect for it in

Lebanon and no rights for them.

 T**: meen hal gay li ma3a?**

M**: ma killon gay hahaha**

S: hzaro shu "hello" 3imlule unblock 3an in insta

C: why were you blocked?

T: we were all blocked hahah

J: haters

E: ou3a yif2a3

S: **lik ma killon gay hahaha**


## 4.2.6 Multilingualism

There is use of the 3 languages: Arabic, English, and French which reflect our

Lebanese society.

S: **mabsadi2 there was a** little girl in the clip

D: **dommage ou est** tes parents?

M: bikuno def3een lal ahel ya haram


**4.2.7 Cursing**

Cursing is always in the mother tongue language, and it is directed towards work since we are always over worked and never appreciated, but they directly shift to food to forget their daily pressure. It is always directed towards seasons, traffic, and all problems Lebanese people face in general and especially to bad restaurant experiences in specific.

H: hi guysss sorry im late tkhayallo I was still at work w rej3a to work

T: uff lehh shu fee??

H: kiss ikht l shogil , shu 7anekol?

**Redvelvet at A sucks**

**Fuck rain**


**4.2.8 Politics versus Food**

The political issues discussed show the frustration of Lebanese people, yet they defend the politicians of their same religion which is ironic and funny. There are always few food bloggers who are not with anyone. However, they change the subject and direct it towards their love for food in a funny way. Lebanese people live in an unstable and unsafe country always fearing war yet food is there to rescue them.

M: ma howe fesid hahah

R: ba3ed fee l hawa li mnitnafaso ma 3imlo 3le tva

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E: eh bass ahsan min ghayro

E: lmohim ana nzliet w katabet mnorfod nihna l fool ilulon hamburger

**E: kill shee w ma ya3mlo tva 3al shawarma mnekila**

K: s**e3ita mnikhriba mozaharat**


**Uff malla balad unsafe hsee bikhawiff**

**Shifto l haree2a bi jbeil**

**eh min sboh al hala2**

**walaw baddon 1oo sine la yjo l itfa2**

**eh ya haram malla balad**

**ma3rfito sta2al**

**eh mitel kinder surprise 3imilna**

**3am bi2ulo feee war soon**

**Shee bikhawiff wallah**

**Eh allah yostor**

**Khaleena nekol shee burger miherze abel ma nmoot**

**Eh ahsan sheee**


**4.2.9 Influence of Food Bloggers' Reviews on People**

Food bloggers' reviews have influence on people since they get affected by those reviews and decide not to visit those places hence those places close. Those reviews used are harmful to certain restaurants.

J : bikun min warake ya M , shifna your review hahah **sakarte l mahall**

E: eh wallah haha hasitt 3am tekol manesihf hahah

D : M bade jaribb reservoir **matruhe abel ma ana ruh ahsan ma tsakree dakheelik**

M: haha Im ready to close any place sorry guys **I'm a harsh critic**

**T: khabaroune enno M used to roast restaurants is it true?**

[M: ☐bas ana kinit zinkha hik mitil the pop?

M: I was smart/sarcastic with my reviews

**T: kent tsakir places Hahahahahahah**

### 4.2.10 Religion and Beliefs

They always refer to God in situations to thank him using the word "allah" and to

make sure he is protecting them as a part of the culture.

**Ma: 7mede Allahh**

T: Fuck rain

**M: El shita barake wli : Ma ba2 t2ole hik**

**Allah ysitor**

### 4.2.11 Joy and Comfort and Praise

Language of comfort is used for food since people eat to feel comfortable. They use

the language of praise and joy when they feel happy about the taste of good food.

M: Masalan burger ---- fitit fiya..**la2eno yo2borne alla**

**KTIRRR HABBETTTT ----- NOOO WAY**

**o: burgers are bae**

**its kastana season**

### 4.2.12 Lebanese Culture

Lebanese tend to use words to express their love like "to2obreene" and "habeebte",

and they express their love to one another by complementing each other's

appearance.  We always nag and complain about issues such as traffic, electricity, and other culture related issues.

**Ma: To2brene**

**S: Bass jesmik ktir helo** hata w law

Ma: Kteerr 7elo ehh

M: this is only normal **habibi**

**Mhh :mberih we were We're watching a movie b v W rahit l kahraba**

e;Walawwww

J: Noooo waaayyyy

n: y ma bisir hik shi abadan

m:Welcome to 2017

 M: 7a nsir 2018

**M: 3a ases ma fi traffic khan2a now**

**T: Shufe l traffic now Shee bi2arif**

**3anjad ni7na el libneniyi 7otona 3a na2 all the time..ma byi3jibna shi**

**Beirut ma ba2 tistaw3ib cars**

M: Sarit parking

**m: W yaret bitle2i fi 7ada bi all those cars..kil car fiya el driver bas ma ba2 7ada prestigo yitla3 ma3 7ada..kil 3ayle 3andon 5 cars**


**4.2.13 Language of Sex**

They use the language of sex but to make it more appropriate it is symbolized through food:

**"El 7ayet jazra " means** that life fucks everyone since the carrot symbolizes the male organ. Red velvet balls are meant here"**5souse el balls bala ma3na"** but they

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referred to the male genitals. Food pleasure is always linked to sexual pleasure " wen fi red velvet **cake 5aze2"** yyy Ma fee ghayro tayib **All other redvelvets suck".**

### 4.2.14 Language of Humor

Humor is always used in the first language "Arabic" to be expressed in a funny way, and it is about food of course.

**F: Khide nafas , "rhame l neere".** It is also directed towards food **"Ken lezim yikhlas el film w adel 7amil burger la 7ata t7ibi".** Jokes are always food related "hol lezemlon frank ma t3isha" since frank is a hotdog place.

## 4.3 Questionnaire

### 4.3.1 Results of Items

4.3.1.1 Age
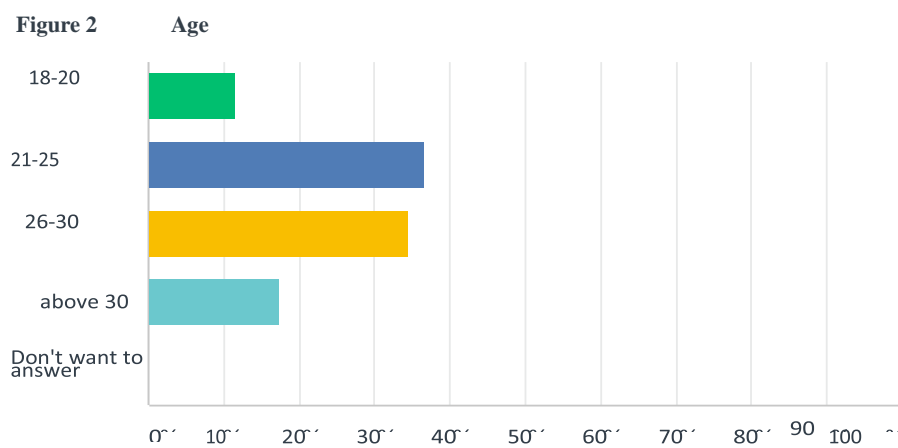


**Figure 2**

52 participants were chosen for this questionnaire. Most foodbloggers were 21 to 25 (36.54%) and 26 to 30 years old (34.62%) since food blogging is recent and it is attracting the young generation who go out to try new restaurants.

4.3.1.2 Gender

Participants chosen are males and females but the number of females (59.62%) was higher since girls tend to blog more than boys.
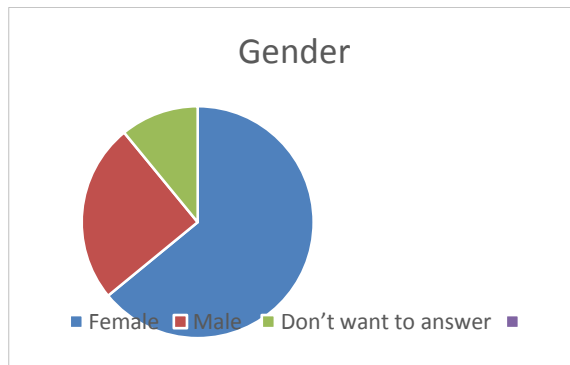
**Figure 3**

4.3.1.3 Nationality
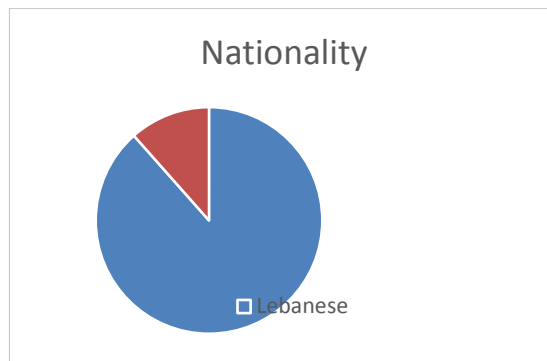
**Figure 4**

Most participants chosen are Lebanese (88.46%) however few reside in Lebanon and have a different nationality, but they are born and raised in Lebanon.

4.3.1.4 Language Used by Food Bloggers

Q4 I write reviews in the mother tongue language (i.e. Arabic).

**Figure 5**                    **Mother tongue language**

| Answer choices | Responses | Number of people |
|---|---|---|
| Strongly agree | 3.85% | 2 |
| Agree | 11.54% | 6 |
| Disagree | 50% | 26 |
| Strongly disagree | 30.77% | 16 |
| Don't want to answer | 3.85% | 2 |

**Figure 5**

50% of the participants disagree concerning writing reviews in the mother tongue

language and 30% strongly disagree. Most food bloggers refuse to write their

reviews in Arabic so most reviews are written in English language. Only 3% strongly

agree to write reviews in their mother tongue language which is Arabic and 11.5%

agree on writing them in Arabic as well.

Q5 I use the mother tongue language to express my feelings about a certain restaurant or food.

**Figure 6**          **Feelings**



Figure 6
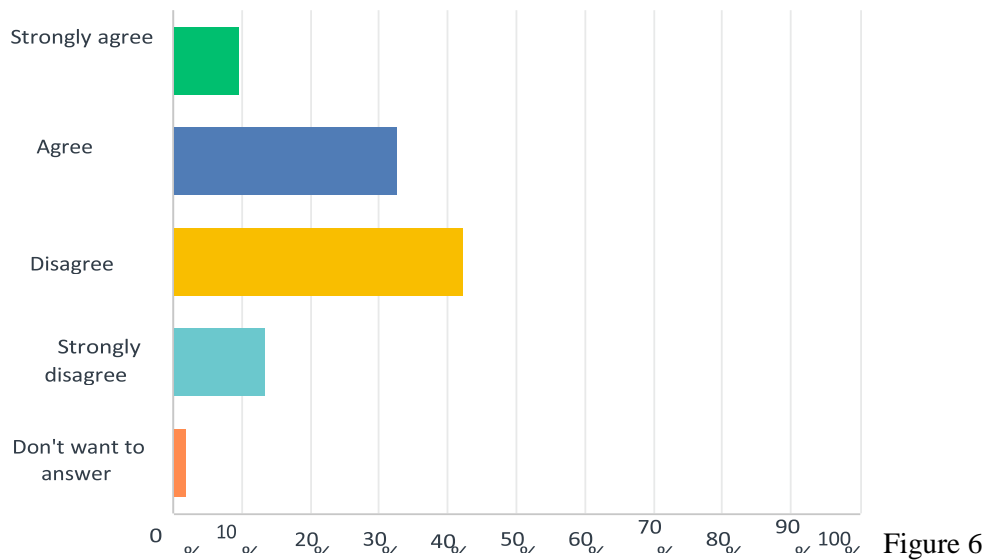
42.3% of the participants disagree, they do not use Arabic to express their feelings about a restaurant. However, 32.69% agree and claim that they use Arabic to express their feelings. This shows that some bloggers express their feelings in their own language while other prefer different languages.

Q6 I code switch (change from one language to another) when writing a review.

**Figure 7**                              **Codeswitching**

| Answer choices | Responses | Number of people |
|---|---|---|
| Strongly agree | 9.62% | 5 |
| Agree | 28.85% | 15 |
| Disagree | 36.54% | 19 |
| Strongly disagree | 21.15% | 11 |
| Don't want to answer | 3.85% | 2 |

**Figure 7**

28.85% of participants code switch while writing reviews and 9.62% strongly agree

to code switch while writing reviews. But 36% disagree and 21% strongly disagree.

Most food bloggers don't code switch when writing reviews.

Q7 I use collective verbs such as "we" and "us" when I want to express

disappointment in a certain restaurant.

**Figure 8**                              **Collective verbs**
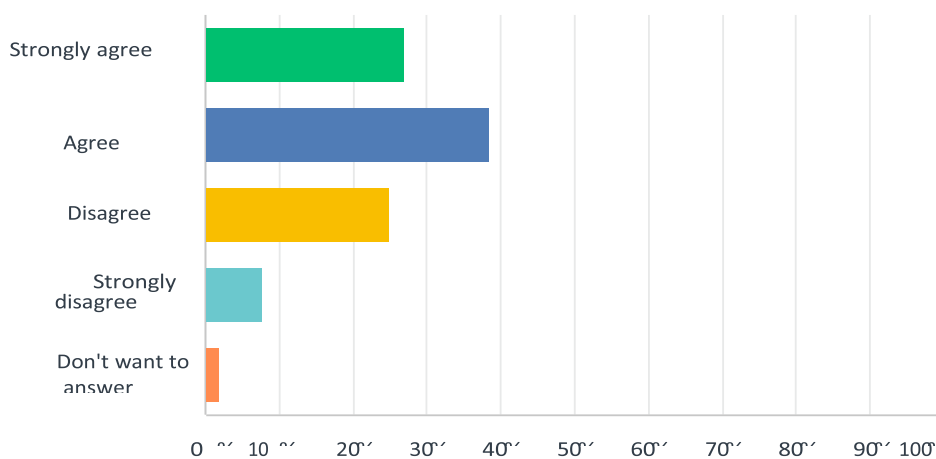


Figure 8

26.92% use collective verbs to express their disappointment in a certain restaurant

and 38.4% agree on using collective verbs. However, 25% disagree and 9.6% only

strongly disagree. So, most food bloggers use collective verbs such as "we" and "us" to express their disappointment.

Q8 I use sexual words that are linked to pleasure when I want to describe desserts (i.e. orgasmic plate)

**Figure 9**                                **Language of sex**

| Answer choices | Responses | Number of people |
|---|---|---|
| Strongly agree | 23.08% | 12 |
| Agree | 28.85% | 15 |
| Disagree | 30.77% | 16 |
| Strongly disagree | 17.31% | 9 |
| Don't want to answer | 0% | 0 |

**Figure 9**

23% and 28% use sexual language when they want to describe food that gives pleasure. But 30% and 17% do not use that, however the percentage of food bloggers who use sexual language is more than those who don't use it hence, sexual language is used by a majority of foodies.

Q9 I use drug language when I want to describe addictive food (i.e. dope/addicting fix)

**Figure 10**                             **Language of drugs**
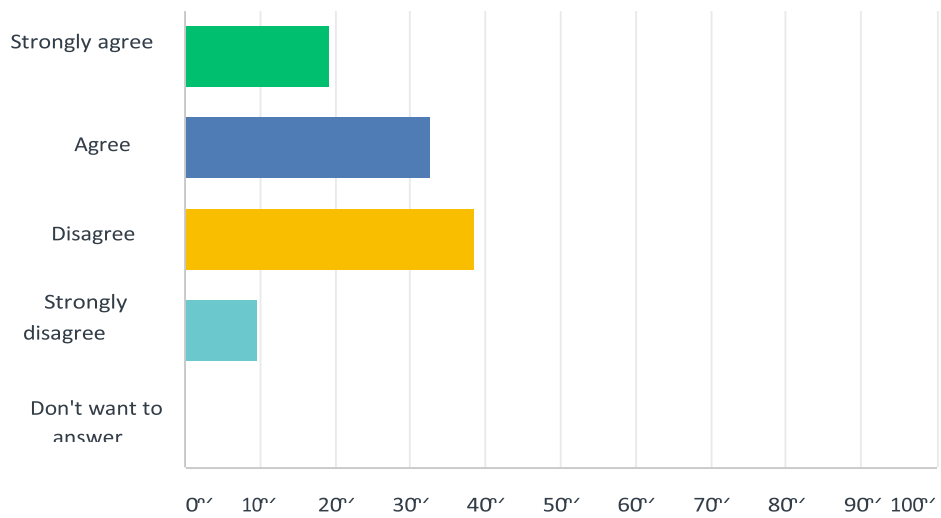


**Figure 10**

32% of food bloggers use drug language to describe addictive food and 19% strongly agree to use it. But 38% disagree and 9% strongly disagree.

Q10 The style and level of language varies according to the status of the restaurant

(i.e. I use big words when I want to describe expensive restaurants).

**Figure 11**                          **The language and style**

| Answer choices | Responses | Number of people |
|---|---|---|
| Strongly agree | 21.15% | 11 |
| Agree | 36.54% | 19 |
| Disagree | 30.77% | 16 |
| Strongly disagree | 7.69% | 4 |
| Don't want to answer | 3.85% | 2 |

**Figure 11**

The style and language of bloggers differs according to the status of the restaurant

and its class since 21% strongly agreed and 36% agreed. Although 30% disagreed

and 7% strongly disagreed, the total for bloggers who agreed is more.

Q11 I use simple words when I write reviews about non-expensive restaurants.

**Figure 12**                          **The language of different classes**
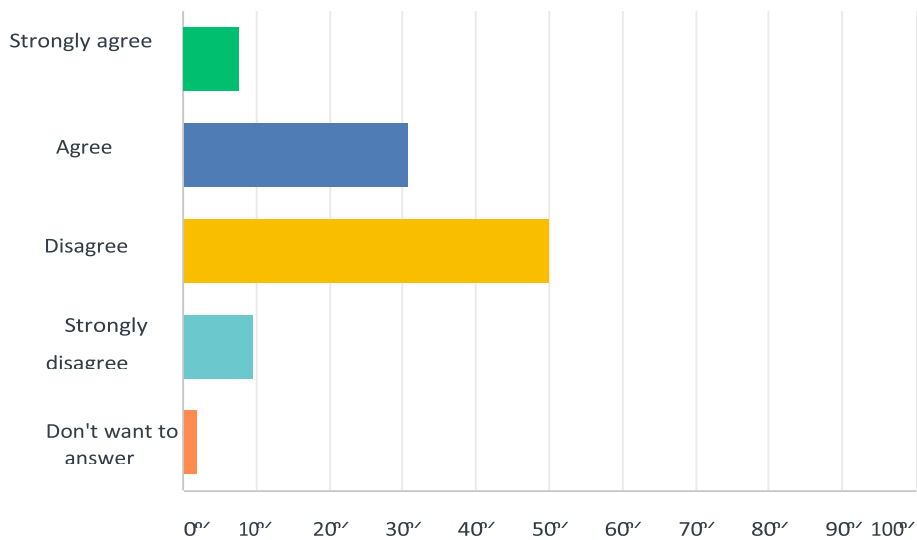


Figure 12

50% of bloggers disagreed about using simple language to describe non-expensive

restaurants. This means that it doesn't matter if the restaurant is cheap or expensive

to them, their language won't change, however 30% agreed on that.

Q12 There is a jargon used among food bloggers (i.e. special words that are used

and difficult for others to understand)

**Figure 13**                              **Jargon**

| Answer choices | Responses | Number of people |
|----------------|-----------|------------------|
| Strongly agree | 17.31% | 9 |
| Agree | 28.85% | 15 |
| Disagree | 42.31% | 22 |
| Strongly disagree | 5.77% | 3 |
| Don't want to answer | 5.77% | 3 |

**Figure 13**

42% disagreed that there is a jargon used among food bloggers and 5% strongly

disagreed; however, 28% agreed and 17% strongly agreed.

Q13 I share my experiences, identity, and honest opinions about a restaurant.

**Figure 14**                    **Language of identity**
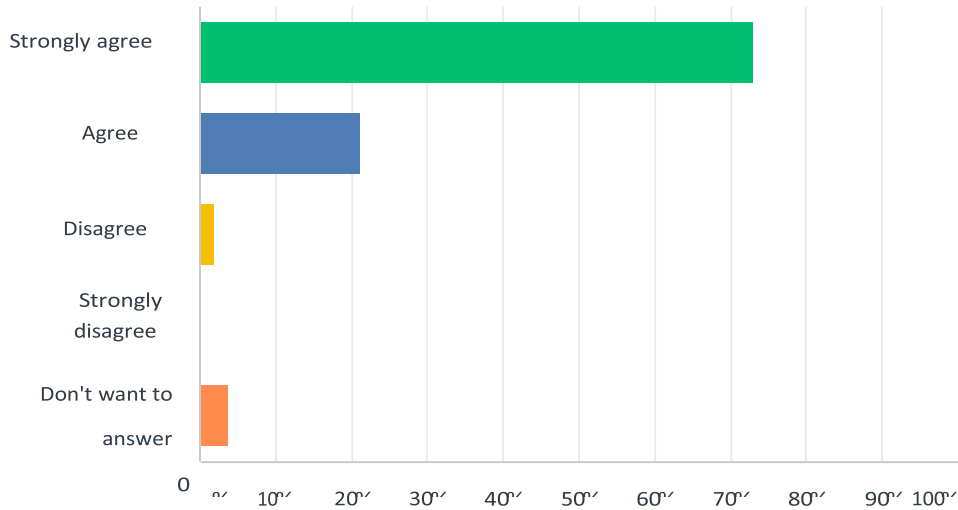


**Figure 14**

73% of food bloggers strongly agree that they share their identities and honest

opinions about restaurants while only 1% disagreed.

Q14 I use warning words to warn people to avoid certain restaurants.

**Figure 15**          **Language of warnings**

| Answer choices | Responses | Number of people |
|---|---|---|
| Strongly agree | 30.77% | 16 |
| Agree | 42.31% | 22 |
| Disagree | 17.31% | 9 |
| Strongly disagree | 7.69% | 4 |
| Don't want to answer | 1.92% | 1 |

**Figure 15**

Most foodies use warning words to warn people to avoid certain restaurants since

30% strongly agreed and 42% agreed on that. Only 17% disagreed on using

warning words and 7% strongly disagreed.

Q15 I use the English language to show professionalism when writing a review.

**Figure 16**              **English Language**
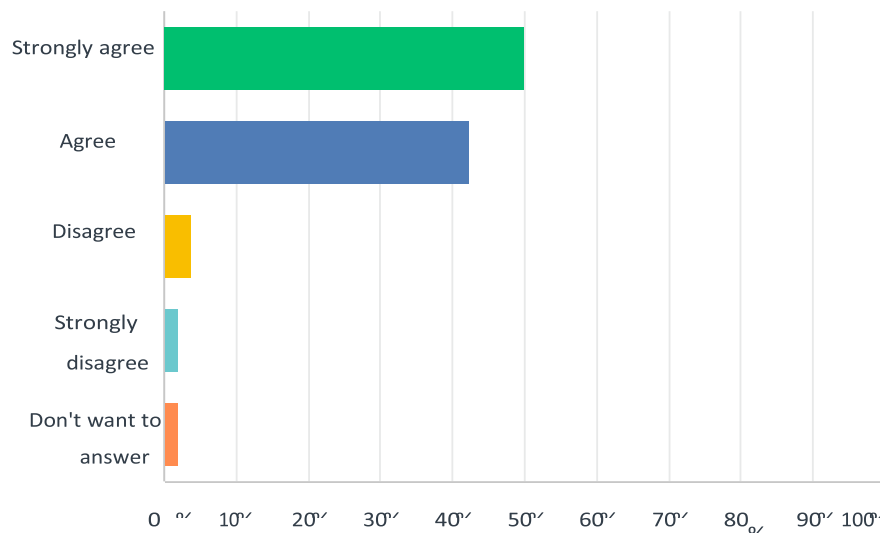


Figure 16

50% of foodies strongly use English language for professionalism and 42% agree on

using it as well. Only 3% disagree and 1% strongly disagrees which shows that

almost all food bloggers use the English language for professional purposes.

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Q16 I use sarcastic words for humor purposes.

**Figure 17**                              **Language of sarcasm**

| Answer choices | Responses | Number of people |
|---|---|---|
| Strongly agree | 29.41% | 15 |
| Agree | 58.86% | 29 |
| Disagree | 11.76% | 6 |
| Strongly disagree | 0% | 0 |
| Don't want to answer | 1.96% | 1 |

**Figure 17**

56% of food bloggers use sarcastic words for humor purposes and 29% strongly

agree on using sarcasm. Only 11% disagreed and 0% strongly disagree. This shows

that almost all food bloggers love to entertain their readers with sarcasm and humor.

Q17 I use sophisticated words when I am happy about a certain restaurant's performance.

**Figure 18**          **Language of joy**
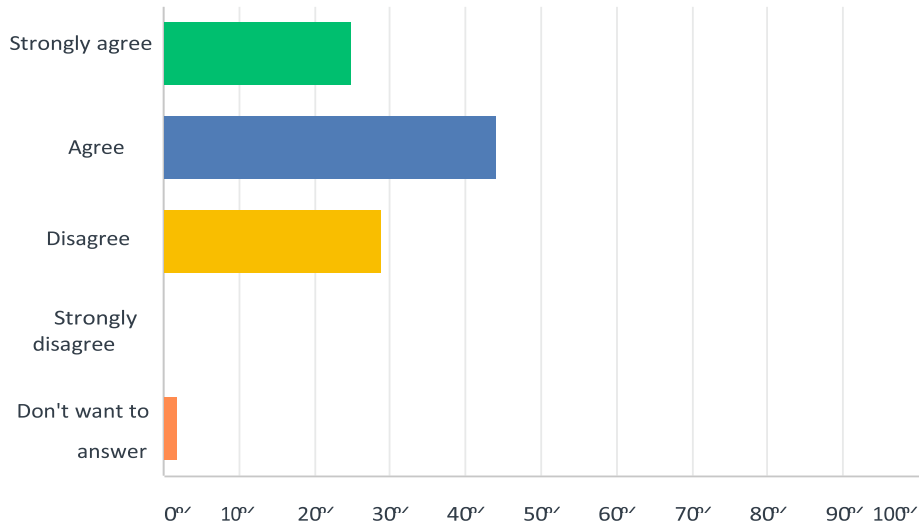


Figure 18

44% of food bloggers use sophisticated words to describe implacable experiences and to show their joy about a restaurant. 25% strongly agreed as well. However, 28% disagreed. No one strongly disagreed. So, most food bloggers use descriptive sophisticated words to show their joy and content about a restaurant.

**4.3.2 Results of Short Questions**

4.3.2.1 Language of Food Bloggers

When foodies were asked about what is common to all food bloggers, the majority answered that they all use the English language, and they all use the language of exaggeration and recommendations.  They criticize and write their honest opinions. They all use the collective language "we", "us". They use words likes "yummy", "foodporn" (sexual language). All foodies rate according to taste, service, prices, setting, service, and seating. They use descriptive language as well.

*The Language of Comfort and Belonging*

Most food bloggers said that they use the language of comfort and belonging when they feel relaxed and at home. As well as when the restaurant is "cozy" and "offers homemade food".  In addition to when the service and welcoming is home- like and when they are with their family and friends.

*Language of Excitement*

They use the language of excitement when the restaurant surprises them with amazing food experience and amazing taste. As well as when they are impressed and the place exceeds their expectation.

*Language of Politics*

All food bloggers said that they never use politics in their reviews because politics ruins their good food experiences. They avoid this since politics is a taboo and has lead our country to a lot of problems of war and instability.

*Language of Recommendation*

Almost all food bloggers wrote that they use words such as "highly recommended" "much recommended" and "a must try" or "a must visit" to recommend good places. They use strong positive words to give tips to people and recommend good places to enjoy. Foodies use exaggerated words and lots of adjectives like "heavenly" "perfection" to recommend a certain place.

*Important things for Food Bloggers and the Interaction*

Most food bloggers stated that food taste and quality is important to them since they enjoy the taste of food they blog about. Also, some said they care about interaction between them and their followers so followers matter to them. In addition to connecting with other bloggers as one community. Also, the service of restaurants breaks or makes a review and they real care about authentic and honest opinions and experiences. When food bloggers were asked why do they write reviews, most of them answered because they like to share their experiences and because it is their passion. It also reflects their identity and they like to share their honest opinions as well as they like to express their feelings.

## 4.4 Interviews

### 4.4.1 Influence of Food Bloggers on Readers

Concerning why they read reviews, all participants answered that they want to know about the restaurant before visiting it and check if it is good or bad and to know what to order. If the restaurant is reviewed badly they won't visit it, which shows that they follow food bloggers, they trust them, and they are influenced by their language for example: "kirmel iza l mahal not reviewed in a good way or ketbeen bad reviews mabruh ya3ne literally ma3azib 7ale w bruh I won't try it ". As for recommendations, some followers claim that they have a relationship with those bloggers, and they interact with them so that is why they follow their recommendations and trust their words. They also follow the recommendations when the language used is proper, simple and without exaggeration. For example: " I follow their recommendations when I sense that they are trust worthy you can't trust all people some of them you feel inno fee tikhreef a bit of salt and pepper". Also,

when bloggers are honest and not too emotional, and when they have a previous experience with those bloggers they build trust between them. Food bloggers should always be sincere and use professional and proper language that lacks spelling mistakes with avoidance of emotions toward negative reviews to be fully trusted and followed.

## 4.4.2 Language of Food Bloggers

Bloggers' reviews catch followers' attention mostly when the reviews are detailed and cover every aspect as well as when they are written in proper English language with no grammatical mistakes. They use the language of criticism and humor to entertain their readers. Followers care about the authenticity in reviews and honesty. They read lengthy reviews the most, for example: "I can tell from the length of sentences and style and type of adjectives used if the review is honest or not". Almost all of them prefer reviews to be written in the English language and claim that it shows professionalism; however, some enjoy the codeswitching to Arabic for example: "English ofcourse *bihimne heik* professional language *mish ta2 hanak* language [laughs] *inno* serious proper language with sophisticated words". Also, some prefer simple language and don't like exaggerated reviews for example: "when I find the review not genuine and exaggerated, I am not encouraged to visit the restaurant". I try to avoid long lengthy review which feels like reading a novel rather than a review for a restaurant." "reviews which are straight to the point, are less time consuming." They mostly look at the taste and service when reading a review. According to followers/readers food bloggers language varies according to the status and class of the restaurant they are reviewing. Some believe that language varies according to the educational background and level of sophistication. They prefer

good English "bass *saraha li mabya3rif English leh byiktob yama bikmosh* spelling with grammar mistakes". Others believe that it varies when reviewers code switch to express their feelings. Followers avoid reviews that have negative language and that include cursing words as well as those who use the personal pronoun "I" a lot. They void negative reviews for example: "most of the time when the review is extremely negative the language becomes too personal and more of a story of unfolding events with lots of Is "I ordered this" "I did that" and then that happened they tend to ignore with those but when the review moderately positive or slightly negative the phrases are shorter and right to the point mostly about the experience itself" and taste with slightly richer adjectives and one or two metaphors depending on the total length of the review." They prefer the use of "we" rather than "I", and those are considered honest reviews. They avoid poetic language for example: "the least dependable reviews are the ones where the language is overly poetic with lots of similes and metaphors, the style becomes more of an essay without much personal pronouns and the tone feels more detached".

In conclusion this chapter analyzed the data of documents, participant observations, questionnaires, and interviews according to the themes. The following chapter is the discussion chapter where I will compare the results of my study with the findings of the literature.

# Chapter Five

# Discussion

This study aimed to analyze the language used by food bloggers in Lebanon while writing their reviews, talking to each other, or writing captions and hashtags. It also aimed to check the communication between them and the perceived influence the bloggers' language has on readers.

## 5.1 Research Question 1

What type of language is used by food bloggers?

To answer research question 1, my findings regarding the use of language of belonging and identity in bloggers' reviews such as use of descriptive words and adjectives like "home-made food", "I felt warm and fuzzy" concurred with Karaosmanoğlu (2014) since he showed the influence of language on identity. For example, "I felt right at home in Dalston because it is packed with Turkishness." My findings also are aligned with Seddon's (2012), analysis of bento blogs in Japan because they provided women identity and social position. My findings also showed that Lebanese women felt strong and happy when they blogged which are similar to Lofgren's (2013) since he added that blogs gave them a sense of belonging and comfort. This was evident in my data since home- made food made food bloggers nostalgic to their homes and reminded them of their moms and made them feel "cozy." My findings regarding emotions expressed through food for example

"burgers are bae", were parallel to Chapelle's (1972) since he observed people in a mental hospital and discovered that emotions are expressed through food; it gave them belonging and identity. My findings also agreed with McCullagh's (2008) since he claimed that, "food bloggers work their self-identity through the self-expression and social interaction that is available in this medium" since the food bloggers I observed interacted with other foodies and their followers on their blogs. My findings regarding reminiscences about home "There's no taste like home" are similar to Hedge's (2014) since he found out that food bloggers offer individual reminiscences about home, homeland and the comfort of home-cooked meals. In addition to that they are similar to Thanarugchok (2016) since he found that bloggers show their identities, use emotions, and engage with other foodies in the community which was evident in the reviews on Zomato for example, "we went out with amazing foodies." My findings regarding stereotype language on gender are like Karaosmanoğlu's, (2014) because he showed that there is stereotype regarding gender when some bloggers say that they would take their male friend to the restaurants in Dalston instead of their female friends. My findings also show that men always put the blame on women and are regarded as superiors. Cesiri's (2016) study on food blogs showed that the authors of the ten food blogs are women and only two are men which is comparable to my findings since 59% of food bloggers in my study were women and 38% were men. Similarly, Wusong's (2016) study on mommy blogs showed that blogs empowered women, provided an authentic space for them to express themselves, and influenced the status of mothers which is why some women I interviewed blog. My findings regarding the language of joy used by food bloggers for example, "kteeer habeitt oh my godd", "khazee2a" "a magical place", concurred with Karaosmanoğlu's since he claimed that bloggers used words

such as: "thrill from grill", "joyously dangerous" (2016, p.229-233). In addition to Jurafsky's analysis on YELP reviews which showed that bloggers use the language of joy when describing food, they love by making it sound hedonistic and indulgent, my findings show that they use exaggerated language such as "heaven on earth" and descriptive language to express their joy. This is also found in the documents I analyzed on Zomato "magical," "out of this world." As for the findings regarding the language of recommendations and warnings used by the food bloggers such as "you avocado lovers out there..stay AWAY" "strongly recommended" were equivalent to Vasquez's (2011) since food bloggers used similar words such as "I strongly recommend this place" or "stay away". My findings regarding the language of drugs and sex such as "addiction" "high" to Nutella or sexual words like "orgasm" to describe deserts, concurred with Jurafsky's (2016) findings on Yelp reviews since food bloggers used words like, "crack," "addicting", to signify the language of drugs and "craving" for desserts especially and they used the language of sex such as "orgasm" to express the pleasure food gives. My findings regarding pleasure of food such as "orgasm in a plate" agree with Cairns et al., (2010) since they found that foodie men and women consistently described food as a source of intense pleasure in their lives. As for the language of disappointment such as when bloggers used words like "I was disappointed" supports Vasquez' (2011) findings, "but when we arrived it was a disappointment" (p.1711), since bloggers set high expectations and listen to other reviews as well as get deceived by images. As for different classes, no findings support Dickerman's (2012) study since he shows that high class restaurants use show off words, and the bigger the restaurant the more trust is placed on chefs of restaurants. My findings regarding the language of sarcasm/anxiety/fear/warnings were evident when bloggers described scary places "implanted in a spooky center"

"don't go alone" and the bad experiences they had as well as some warnings they

gave "stay away" and when they made fun of some places "ya ilahee ma hatha" and

were similar to Karaosmanoğlu when bloggers presented Dalston as "tatty, scuffy,

dark, and dangerous to eat at" (2016). In addition to Jurakfsy's (2016) trauma

findings, since they used collective verbs to show shared grief and solidarity "we"

and "us" since 38% of food bloggers in my questionnaire agreed that they use them

and 26% strongly agreed. Watson, et al.'s (2008) discourse study analysis on online

blogs were similar to my findings since it displayed bloggers using the language of

religion and beliefs "This is the inner temple of gastronomy", similarly the bloggers I

observed used "allah" "nshalla". Regarding codeswitching Lozun (2016) had similar

findings since his results showed that bloggers codeswitch to show shared

experiences and emotions like my findings: a33 lik shu hay" and multicultural

identity "au revoir dear sultan" and authenticity as well as solidarity and belonging.

The motivation for blogging matched my findings since bloggers who answered the

questionnaire responded that they like to blog to share their experiences and express

themselves similarly like Mallues and Slattery (2014) "share the trip with friends and

family". As for gossiping, my findings showed that women gossip for fun and not to

harm anyone using Arabic words: "T: laaa mabsadi22 H: shu rij3o ya3ne" similarly

to (Adra) 2014 "Chanel el jdeed ti'leed". In addition to that culture my findings

show that bloggers use words related to their own culture such as "habibi",

"to2obrene" which supported Hedge's (2014) when he showed Indians using Indian

words and Lee, Samdanis, and Gkiousou's (2014) study on Greek food since they

showed that bloggers use authenticity and transparency in showing their own culture.

As for my findings regarding the language of politics they were opposing to my

literature since my findings showed the frustration of food bloggers towards the

politicians of our country and the conflicts due to different political opinions hence

eating to forget all the political conflict and war issues "Khaleena nekol shee burger

miherze abel ma nmoot" , however  Fried et als' (2014) findings showed what each

state focuses on which type of food: Democratic states focus on Vegan food, urban

places focus on Deli food, and Republican states focus on homemade food.

However, regarding the use of codeswitching my findings were opposing to the

literature in one aspect since they showed that bloggers code switch to express their

feelings and emotions " ya ilahee ma haza" as well to use the language of humor and

puns "This is how we (sha)warmup' to entertain readers since Lebanese food

bloggers codeswitched  to express their feelings "3anjad malik!" and use words that

cannot be translated "We ended up starting with the Chevre Gratine" but

Dabrowska's (2013) showed that the bloggers codeswitch due to a lack of knowledge

of one language or a lack of facility in it, they use another language to exclude some

persons from an interaction, or in order to introduce a new subject, and impress

others. Opposite finding also showed that bloggers blog to seek fame

(Thanarugchok, 2016), however the bloggers I questioned blog because it is their

passion and they want to recommend places. Opposite findings by Kalliny et al.

(2006) showed that men gossip and they use aggressive humor however men in my

findings didn't gossip but made fun of women because they do "bhissik mitel

niswein l foron". Taher, Kazarian and Martin (2008) contrasted my findings since

they showed that aggressive humor is linked to anxiety and depression that Lebanese

people face where as my findings showed that humor was for fun purposes or

jealousy "wein biruho l akleit li btekilon" "hzaro meen shifet bi brian adams

concert." My findings contrasted Chen's (2010) since his findings showed that

bloggers refrain from exposing their culture in their blogs which is not evident since

obviously the Lebanese culture was exposed in blogs "For those who remember the list of top Lebanese Restaurants." New findings were related to issues found in the Lebanese culture, mainly when the language of guilt is used when bloggers feel guilty about the food they ate since the body image is important in Lebanon "Eat as much pizza as you want and let wine help you forget the consequences." The language of gossip is commonly used in our Lebanese community among friends and mainly girls "hay ma nsharitt illa min wara fostan 3irsa". Multilingualism shows the cultural mix we have in our country Lebanese mix 3 languages to as part of the culture "Guyssss thiss placeeee Oh my GOD!! 3anjad malik!". Homophobia shows that until now homosexuals are not accepted in our community and they are made fun off "killon gay". Cursing as well is common in our country and might not be common to bloggers of other countries, Lebanese tend to blame their politicians and government about everything happening and they nag a lot however they don't include politics in their reviews rather they escape it through food "fuck work", "malla balad". They use the "Allah" a lot not for religious purposes but rather it became a part of the culture. They also use the word "habibi" to show their love as part of the culture. They are superstitious in nature "El shita barake wli: Ma ba2 t2ole hik". They tend to use the language of sex with food as a sublimation since sex is still a taboo in our culture "l hayeit jazra", when they want to include humor and sarcasm as well as express their feelings they use Arabic (mother tongue language) rather than English "7asset 7ale 3am bekol maneshif".

## 5.2 Research Question 2

What is the perceived impact of food bloggers' language on readers?

To answer research question 2, my findings regarding the influence of food bloggers language on readers concurred with the literature since many restaurants were closed due to those reviews "mazboot kinte tsakre mahaleitt", similarly Philips (2016) revealed that readers are highly influenced by the photographs and the precise description with regards to the flow of the process of cooking (p. 2), but she showed an opposite findings by saying that food blogging's language influences the readers in a positive manner, giving them the opportunity to experiment with new recipes, since recipes weren't evident in my findings. My findings regarding readers interest in food blogs corresponded with Lofrgen's (2013) study since she showed that readers enjoyed food bloggers' language and are interested to know about them as well as they shared their practices, recipes, and experiences, space, and identity which followers I interviewed answered "bshuf ayya restaurants they went to." Kima et al's. (2015) study on effectiveness of social media on hotels performance based on reviews on YELP, Expedia, Trip Advisor, and Priceline showed that overall ratings are the most important for hotel performance. Similarly, my findings showed that rating of restaurant by those food bloggers affects the restaurants' performance which was evident in my interviews "bihimnne l rating of restaurants", as well as Lee and Ro's (2016), study on online reviews on YELP, Trip Advisor, Zegna showed that online reviews can change the attitudes of consumers who had their own prior experience with restaurant which was evident in my interview with followers "iza l reviews ma mneih ma b3azib hale w bruh". My findings regarding the interaction between bloggers and readers " some followers claim that they have a relationship with those bloggers and they interact with them so that is why they follow their recommendations and trust their words" agreed with Huang and Chen's, (2015) study on beauty blogs since they showed that blogger-reader interactions,

contributes to interactivity among blog members as "often" or "always", indicating that the blogger and readers were enthusiastic about posting and responding to blog articles. With respect to the trust placed on food bloggers, my findings show that readers like professional and amateurs ,"I trust followers li 3andon kteer reviews w professional" some prefer lengthy reviews "I trust lengthy reviews more" and sophisticated language " bihimmne l language of bloggers" while other want short and easy reviews "I prefer short reviews that are direct to the point" similarly to Lin's (2016), study on reading online food blogs since it showed that people prefer to look for information provided by either professionals or amateurs online". According to Lee, Park, and Han (2009) "the quality of online consumer reviews has a positive effect on consumer purchasing intention" which is analogous to my findings as well because food bloggers influenced their followers' choice of restaurants "kirmel iza l mahal not reviewed in a good way or ketbeen bad reviews mabruh ya3ne literally ma3azib 7ale w bruh I won't try it". A study done on YELP reviews by Bakhshi et al. (2013) was concise to my findings since it showed that the reviews voted as useful and funny are associated with lower user ratings and relatively negative tone in the review text, but the reviews voted as cool tend to have a relatively positive tone and higher ratings since people prefer serious reviews that are not exaggerated and trust them more which was apparent in my interviews with the followers: "I trust reviews that are not personal and negative but rather objective with a serious tone and not exaggerated".  Prithivirajan et al.'s (2015) findings agreed with my findings since people cared about the taste the most when looking at reviews "taste with slightly richer adjectives and one or two metaphors depending on the total length of the review." As for the discourse of food my findings are parallel to Cesiri's (2016) since he showed that food bloggers cross the border between the

role as experts and the role as food lovers to avoid a lecturing style since readers find it boring and prefer straightforward reviews which is highlighted in my findings : "I follow their recommendations when I sense that they are trust worthy you can't trust all people some of them you feel inno fee tikhreef a bit of salt and pepper" also when they use a lot of descriptions and adjectives "freshly, baked, warm, fluffy" as well as they expect people following them to understand their words so they use rich language "The Wagyu was actually a paper-thin scroll". McGaughey's (2010) findings concurred with mine when she demonstrated that food bloggers' connections with other food bloggers which is shown in my documents: "I bumped into my favorite foodies" as well as their readers when interviewed claimed "I follow food bloggers who I have a direct relationship with". Allué's (2013) different findings claimed that people give more "credibility" to bloggers who stand for no organizations or companies which is opposite to mine since people trusted verified food bloggers who belong to Zomato app more. Yi-Jie 's (2010) conflicting findings showed that people put more emphasis on the visual elements within the food post, which wasn't evident in my findings since followers I interviewed cared more about the reviews written.

Overall results showed that almost all reviews were written in the English language and followers preferred that since it showed professionalism. Food bloggers codeswitched to express their feelings. Gossip and humor weren't harmful but a way for bloggers to entertain and express themselves. Problems of food bloggers are caused due to politics and eating is a way to forget their problems.  All followers were influenced by food bloggers' language when it is authentic and honest as followers who were interviewed said: "food bloggers should always be sincere and use professional and proper English language that lacks spelling mistakes". A

restaurants' image depends on those bloggers because their language is trusted by followers.

To conclude this chapter linked the analyzed data with the literature regarding the language used by food bloggers and the influence of language on readers/followers. The next chapter gives conclusion to the study, addresses limitations, and provides suggestions for further research.

# Chapter Six

# Conclusion

## 6.1 General Conclusion

This qualitative study identified and examined the way food bloggers interacted and spoke in the social setting of foodie meetups in different restaurants in Lebanon, and analyzed the reviews they wrote on social media and blogs, whether Zomato application or Instagram. It analyzed the interviews done with people who follow those food bloggers and questionnaires answered by those food bloggers. The findings of the study concurred with previous studies on the different discourse categories noted, but opposed others and some new findings were discovered. Issues of gossip, politics, joy, and humor/sarcasm were very dominant in the speech acts between those food bloggers.  Food bloggers shared their love for food, common experiences and identity. They enjoyed being harsh critics when the restaurant didn't serve them what was expected. They felt nostalgic and joyful about homemade food which was ironic since they always ate outside. Work, politics, and Lebanon's instability frustrated them. Food bloggers loved to share their experiences, gave tips, warned people, and entertained their readers. in addition to that, they codeswitched when they wanted to express their feelings and when terms couldn't be expressed in their languages. Finally, they used multi-languages however they always went back to their first language to express their feelings. In conclusion, food bloggers

influenced their followers and the restaurants' image since followers trusted them and referred to their recommendations before visiting any place.

## 6.2 Suggestions for Further Research

The world of blogging is influencing people and it's a new trend that everyone is following however not much research has been done. This is a preliminary exploratory study since there is no research about the language of food bloggers in Lebanon. Only studies that are conducted about other types of blogging were found. Therefore, more studies with other contexts and about food blogging specifically should be conducted in future research. Furthermore, additional studies should be done on the critical discourse language used by food bloggers to address the gap in the research literature. Finally, more studies would help determine the influence of language used on readers.

## 6.3 Limitations

A limitation of this study was in the method of gathering results, since the researcher was the only participant observer gathering information, and individual field notes may not have been very reliable. Another limitation is that this qualitative study focused on one group of 52 food bloggers in Lebanon from Zomato and only 11 followers were interviewed. Possible further research could be conducted on a larger sample of food bloggers to gather more information about food bloggers in Lebanon for reliability and credibility. Another limitation is that this study included biases since there was a personal relationship between the researcher and bloggers and the researcher was a food blogger herself. Another limitation is the short period of time since the sessions of meetups were only 11, a longer period is needed for credibility.

One more limitation is the lack of literature on studies made on food bloggers'

language, more literature is needed for discussion to be more vivid.


## 6.4 Reflexivity

As a food blogger I was excited to know the influence we have on readers. As I read

the literature I knew that it is limited, and my study would lack literature but I took it

as a challenge. At first, I was stuck because of lack of the literature; however, when I

reached my data analysis I was surprised by the support that the food bloggers gave

me and the passion I had for this topic kept me going. Bloggers were directly willing

to participate in all the steps and eager to know the results. As for the followers, they

also were willing to be interviewed. The results were surprising as I didn't know how

much the language of food bloggers' influences readers. I enjoyed analyzing the

discourse used by food bloggers since I was one of them. However, If I want to do it

again I would use a larger sample for my interviews with followers to check more

responses, and I would make my questions more structured since I struggled

explaining them to the followers. I wouldn't change anything about my questionnaire

because it was straightforward and it targeted everything I want. If I had more time I

would have observed the participants for a longer time. Finally, I wouldn't change

anything about my documents since they were rich with information.

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# Appendices

## Appendix A

Zomato documents:

**1.Rated 4.0  by S**

First, I would like to thank y for contacting me personally to invite me to his **humble** Manghal! ☺

We went there at 1 pm because such cuisine would be a bit too heavy at night☺. Upon arrival, we spotted a cute little wooden place up on the first floor implanted in a spooky old center. So, in case you are going at night..**I'd advise you to stay clear from horror films**☹☹

**Nothing too fancy..**a couple of tables and chairs..but what impressed me is that the chairs are of perfect back length and stapled cushions. Also, the idea of baby proofing the tables is quite smart. 10/10

y welcomed us with a wide smile and was with us the WHOLE time..explaining everything..Food Chemistry & Biology..how it works..palate..taste buds..tongue..jaw..nose..ears..eyes..you name it!
He was a bit too talkative but socializing is crucial to him. (Bit7afaz 3al rating hon☺)

We were served the following items and as always I'll rate them according to my MUFT scale:

📌 Sojouk & Salami Cheese Rolls: I have to mention here that the dough is made starch-free by ---and they were tasty along with the special chilli sauce but I just didn't feel that explosiveness up in my mind..7/10

📌 Eech: this item is mainly like a burghol tabbouleh but done in an armenian way with a saucy twist to it..I felt that it was just good..7/10

📌 Kibbit Burghol: very nicely presented and the idea of squishing the kibbe then putting that yummy sauce on top was a hit..I liked this one a lot..8/10

📌 Arayes Kafta with Cheese: this item is best consumed while sizzling or else it will lose its taste instantly..served in slices and tasty 7/10

📌 Arayes Kabab Karaz: I was afraid that this would taste too sugary like all the other places in lebanon BUT it was a complete success..kabab was grilled to perfection and the cherry jam was a bit acidic and slightly sweet..I LOVED THIS..9/10

📌 Kabab Karaz with yogurt: just like the abovementioned item but bread free..also great 8/10

📌 Yogurt Ayran was very refreshing and tasty 8/10

📌 Mante: this was the HIGHLIGHT of the bunch to me..it was generously served then he mixed it up with yogurt and spices on top..1 bite and I was taken to the land of all goodness..moist and spiced on the outside while still crunchy on the inside..YUM 10/10 I would definitely order this again.

Kevork was stalking my reviews hehe and he knew that I adore avocado..so he made me some custom-made avocado paste which was HIGHLY HIGHLY appreciated..this made my day..it was **orgasmic** in every way!! 10/10

One annoying thing was the SUN..**insala2na ya zalame h**aha please put up some curtains or something. 1/10

Thank you for the lovely invite.
Highly Recommended my MUFTers!

**2.Rated 1.5 by D**
Definitely not one of those clean places!!

I passed by once and the **walls were oily!☹ place smelled weird and** the desserts weren't appealing at all!
I tried el 3awamet and m3akroun both w**ere flooding with sugar syrup😫☺ My stomach threw it back at me!**😝

Prices are very fair.
Not recommended.

**3.Rated 1 N**

**Eh la2a** ☹😣

For all of you avocado **lovers out there..stay AWAY fr**om Ramadan...it is nothing **but a tasteless green paste..no avocado flavor whatsoever.**

Kholis el review.
Bye 😓

**4.** **Rated 3.0**
So it's valentine's day again 😊 and being one of singles out there..I decided to spoil myself with sushi!

It was pouring rain outside..and the minute I looked at Caprese**.. I felt warm and fuzzy**..for heaters were everywhere and it was nicely decorated with red balloons and dry flower petals!!

I sat inside on the couch and it was sooo comfy and warm that I almost fell asleep😌 My waiter was very nice and professional. This place offers 2 cuisines: Italian & Japanese. I opted for Japanese. Chose 1 Spicy Avocado Salmon Temaki and some makis.

Temaki was good and tasty 7/10.
All the Makis were just average..nothing special 6/10

For such an average taste it is definitely overpriced.
Average Recommendation.
**5.Rated 4.0**

**Ya BEYYE malla Shawarma!😛**

As usual, x wanted to attack a new place so that she can spill her MUFT effect on it😸 and she chose SB.

Sami, the cute & friendly cashier, welcomed me and waited for me to pick my lunch. I had the pita beef shawarma with a plate of fries. Then, I took the liberty of snapping my photos..then Sami said:" Shaklik bit7ibi tsawre kteer" hehe I laughed and replied "Well, el minimum because I'm a very active zomatii".

Place is more of a quick bite joint..wooden stools and bars all around..I sat at the marble bar right next to the shawarma stands. My items were served..first my beef shawarma in pita bread (their specialty) and it was kind of small bas ca va..and that kind chef "Nadim" offered me his special hot sauce in a cup. One bite and my taste buds started dancing..beef was really tender and well seasoned. 8/10

After that my fries arrived..so crispy..and seasoned with........DRUM ROLL.......wait for it....ok ok haha PAPRIKA **BABYYYY**...so YUM...I adored them 9/10 I also loved that hot sauce which is made from scratch just the way it is done in Denmark. 9/10

You can easily spot how everything is super clean and tidy.

One remark though..either make the portions bigger or adjust the prices..for example the pita bread is too tiny for 6 thou.

To sum it up, loved the place..the employees rock especially Sami 😊... and food tastes great.


**6.Rated 2**

✖My Mother asked me :"How was your dinner?"
I replied :"**walla ya umaiiiiiiiii ma mishi el 7al😳...If my cellphone had Chinese/Japanese/Thai letters..I would've wrote {NO} in all those Asian languages. 😖**

First, Thank you Umai Wok Management for the personal invite..that was highly appreciated.

The place is really easy to get to..as I went up to the 1st floor..the lovely host smiled and opened

the door for me..I snapped several photos of the premises then took my seat. While waiting for ---, I ordered one of their non-alcoholic cocktails "Breaking the Rules" which it was orangy and slightly sweet 8/10.

I ran into some of my favorite foodies as well and we sat together
Let us bring out the MUFT scale..and butcher the items we ordered: 😺

To be fair, the presentation of all the items was excellent 9/10.

🔥Starters🔥
🍴 MOMO's Tibetan Dumplings: it was cooked well but I hated the fact that it was stuffed with beef..gave it a weird and unpleasant taste 3/10.

🍴 Chicken Satay: 3 skewers of chicken drizzled with chestnut sauce I guess. This scored extemely low.. chicken cubes were very dry..**7asset 7ale 3am bekol maneshif** 😩 **1/10**

🍴Shrimp Summer Rolls: 2 huge rolls stuffed with raw shrimps and veggies..I took one bite of this and pushed my plate **away..ugh..li3yit nafse on the** spot 0/10...these were in no way edible.

🍴 Sriracha Shrimps: THE HIGHLIGHT OF THE STARTERS..it was superb..perfectly fried and smothered with a spicy creamy sauce..8/10

As for the noodles, we got only one which was the vegetable egg noodles..the sauce was barely there.. and seriously guys too much green/red pepper**..ino b7ib el flayifli bas mish hal2**ad 😔 2/10

🔥Mains🔥
🍴ZUO's Chicken: this was one of the things that I really liked..sauce was succulent..and the addition of FRESH mushrooms & Broccoli was an excellent idea.. I would definitely order this again 8/10

🍴 Kung Pao Shrimp: around 10 pieces of shrimps swimming in a tasty sauce..BUT some of those shrimps had **a really bad aftertaste..** 5/10

🍴 Orange Beef: overly cooked beef slices dumped in a swamp of orange sauce..ok this is just a matter of preference but I liked this a lot..la2eno b7ib el lahme aw el djej shway ma7ro2. 8/10

🍴 Beef Steak: the mashed potatoes and the mushroom sauce were both good..as for the steak's quality.. it wasn't up to standards and somehow dry. 5/10

Jasmine rice that comes along with some of the mains was a turn off. I expected it to be a bit colorful or to have some creativeness in it..BUT it was a sticky lump of white rice in a bowl..Honestly, I can do better than that.😬

At that point, almost all of us were disappointed and sad..because we heard so many good things about Umai Wok but it wasn't the case. Add to that, the fact that the place was fully booked but they were understaffed big time (Kitchen crew & Waiters).. which made the servic**e reallyyyyyyyy slooooooooow.** 4/10

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🔥Desserts🔥

⚒ Banana Tusko: slices of bananas fried around the edges and dripping some kind of a sweet sauce..this item just didn't click on so many levels. 3/10

⚒Mochi Ice Cream: yummy..big pieces of mochi surrounded by **a lake of** strawberry jam and fruit slices..8/10

Sara7a ma ba2 3arfi sho badi 2ol
I won't be coming back..☹
Good Luck UW

**7.Rated 1.**

**Hao Haoooo** min hon☺

Let me start by saying to the on**es who suffer from hypertension:"You would NOT come out alive... I assure** you that". 😵😵

After reading tons of positive reviews about this place...I decided to give it a shot..**Wa Lakin ya ilahiiii!!** Lam **atawaka3 hazaaa ya Alekhandrooo**!! ☹

Reaching the place was no biggie..a piece of cake! very cutely designed..I loved those red lighters dangling from the ceiling..and the service was truly great and friendly. 9/10

But it all ends HERE..dam dam dammmm ☹
We ordered the following w ra7 yitarbasho

✓ Chicken Soup: generously served in a huge bowl that feeds up to 4 people easy..contained mini chunks of chicken and corn..with a sweet taste to it..we all loved it..8/10

✓ Rice Barrel with Chicken & Vegetables: attractively presented but I expected to have more rice. ☹☺ Nonetheless, the chicken tasted great with that sweet sauce and vegetables..this is a winner 8/10

❎ Kung Pao Chicken: **a333333....a333333...a33333.. a33333..a333..a33..a3** 😡 **wlak sho heee**ey 5 kilo mili7 with tasteless chunks of chicken and spicy sauce..we pushed this platter away..1/10

❎ Chicken in Hot Sauce: also chunks of chicken swimming in a shit load of salt..2/10

❎ Chicken with Cashew Nuts: this was the least salty among all and still not quite edible..4/10

🚫 Wa Amma **el Noodles ya asdika2iii..fa ya lil hawl..shara2it min el kawtshok ma3 kota3 min el** khodra..w el ta3om? Perfecto 😆 0/10

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**8. rated 3.0 by C**

**Overated!!!**

The service is very good and staff are professional and friendly. However, the food **is way too salty and the prices aren't justified**. I do enjoy their decadent gigantic moist chocolate cake slice (minus the raspberry sauce). That's a must try!

**9.RATED 3.5**

I finally tried The Bros after everyone went berserk asking how have I NOT tried **their "amazing" burger yet!!? So yeah, I made it to Mar Mikhael :)**

The place is super small, but convenient if you want a reasonably-priced burger before / after going out for drinks in the area.

As for the food, we ordered:

Pineapple chicken burger: 0/5 - This burger **was really really bad**. I took two bites just to make sure and both times I couldn't bring **myself to swallow the bite. The chicken (although perfectly crispy on the outside and moist inside) was "mezenkha" and the sauce gave a horrible aftertaste.** Not at all recommended.

Cheeseburger: 4/5 - Very tasty! Loved the crunch of the pickles and onions. There should be more beef burger options!

Fries: 2/5 - Loved the spices and the dip that came with them was heavenly, but too bad **the fries were over-fried; it was like I was eating crunchy oil!**

The staff are very friendly, but the service is quite slow. We waited 20 minutes for 2 burgers and 1 fries.

**Overall experience wasn't as "epic" as I expected it to be and unfortunately, the cheeseburger isn't enough to make me come back.**

**10. Rated 5**
We paid a visit to **the charming V**illa Badaro this afternoon for lunch. It truly feels like you're having lunch in **your own garden** (minus the sweat of cooking!).

We ordered the Melanzane which was very tasty and def. recommended. The seasoning was perfect and the cheese was of excellent quality (and quantity).

The Ribeye Burger was a little under seasoned, the cheddar cheese tasted processed, and the guacamole was a little unexpected. The bun was soft which is always a plus. The fries are super delicious. The burger recipe really needs to be revisited in my opinion (please change the cheese!).

The Steak Frites were good, but not great. Again, lovely fries, but I felt like the main dish was the fries with a side of meat. The sauce was minimal and needed some fine tuning (and some more salt).

The Shrimp Curry was great, although I prefer plain steamed basmati rice with such a dish so as to not overpower the lovely coconut curry sauce.

As for dessert, we ordered the baked cookie pan and pain perdu, which were both very delicious. It was really the highlight of our lunch and made up for the mains. I would recommend both.

I wasn't too impressed with lunch, but the food was "okay" in general. All in all, it was a god experience. Prices are fair and the menu items are not too overpriced. The service is great and the atmosphere is calm and relaxing. I'd really like to visit again for breakfast or coffee and dessert.

## 11. Rated 5

Language of praise and sophisticated words for fancy restaurants

**The sophisticated, cosmopolitan and laid-back G**ordon's Cafe at Le Gray Hotel in Downtown Beirut is the **perfect** spot for any kind of meet up, from business meetings and afternoon coffees to solo tranquil lunches and family get-togethers. No matter the occasion, Gordon's Cafe will definitely  offer you a dose of inner city tranquility topped with excellent food and flawless service. ...

## 12. rated 4.5

**Languge of  magic**

**Straight out of Pinterest,** GardenState, one of my favourite outdoor pubs, has finally opened its doors for summer. Its location is away from the typical Mar Mikhael pub scene, so at least you can enjoy going through a traffic-free zone in Beirut for a change. GardenState also hosts theme nights during the week. You can go for drinks after work and enjoy laid-back music while munching on some popcorn. Did I mention I'm a popcorn addict? If a pub serves popcorn, I'm usually more hyped to go.

## 13. rated 5

 Language of magic and love

Attention readers! I have found a **true gem in** Mar Mikhael. It's not a cool hipster café, and it's not one of those new concept bistros that happen to be popping up all over the place. No, Mario e Mario is different; Mario e Mario is a love project. "has been a love project in the making for 30 years now. My earliest recollection of watching my father [---] concocting **passionately** his delectable Italian dishes, dates back to when I was a little boy. It's been a dream of mine, ever since, to open one day a little restaurant, where our infatuation with traditional home cooked Italian food can be shared with loved ones. This is the place," –----. ...

### 14. Rated 2

The J's was pretty empty when I tried it for the first time the other day.
I was seriously impressed with the walls, greenery, and the whole interior.
I was **a little disappointed with the** food. I heard so much about this place back when everyone was ordering delivery that I just had to try it.
I ordered one of the menu's must try options. It was the Urban Burger and I wasn't that satisfied. The portions and prices aren't bad **but I was expecting it to taste better.** Nothing set it apart from others, **the crispy onions were nearly impossible to eat and the fries tasted a bit plain.**

### 15. Rated 4

First, I would like to thank the owner for insisting on inviting us to make up for a little slip-up. Enjoyed an amazing night with the wonderful people

I was impressed by the decor of the place; a house refurbished to provide a unique casual japanese dining spot!

Plate after plate landed on the table, **and what was impressive the most was the eye to details; everything was crafted delicately from the pieces to the logo of the place on the wasabi paste to the turnip and sides that** accompany the plates. I seriously had no idea what some of the items were named yet from what I could recall: (not limited to these)

- The Kamikaze spicy shrimps are a wonderful starter! **Perfectly crispy and drenched in that wouthwatering** spicy sauce and for that reason, I preferred them to the normal ones.

- **Shrimps Delight were a hit**! The sauce they use was very pleasant and addicting. This is a recommended starter! Moreover, they weren't extremely oily!

- I tried the crab salad and it was okay... Nothing extraordinary, sadly. But I'm not a fan of sushi salads to start with...

- Screaming "O" was literally the best thing I've sampled that night... From the shrimp base to the fried breadcrumbs and their signature delight sauce.... **This item WILL put a smile on your face**!

- Salmon Tataki was normal.... Tasted like normal sashimi with chili sauce... The marinade wasn't felt. It wasn't bad, but I didn't feel anything different than the normal sashimi ones.

- The Rainbow special roll is an item to order if you're not really sure what to get. It features six pieces; all with different fillings and wraps! What even adds to the experience is the teriyaki sauce!

- Dragon rolls were really good! I preferred the salmon one over the normal dragon roll

- There were two pieces with greenery in them, I think they were "Snow White"? I took a bite and it was no. Too much flavor dillution!

- I didn't try the sushi balls but the rest loved them as was evident from their reactions :p

95

Honestly everything I tried, other than a couple of items, were really good! What blew me away were items with sauce and I do believe this is their specialty and their strong point as the sauces are perfectly balanced and dosed, some coupled with lipsmacking crunchy bits...

As a result, I would love to see more new items with proprietary sauces made in-house! Die-hard sushi fans would stick to the regular sushi choices available... but I digress

Sadly, there is something with sushi places where there exists inconsistency between visits and Shinto is one of them. I've had ups and downs, but never a time did I have extreme variations, if that means anything. Focus more on this point and the place will easily be a crowd pleaser!

_____

tl,dr:

Pros:
* Affordable prices
* The WC is cute...
* Reburbished cozy decor
* Presentation is great, down to the smallest detail!
* Great tasting items especially ones with sauce, which are recommended! (Screaming "O", Shrimps delight etc.)
* Great customer service

Cons:

* Waiters need to smile just a bit!
* Inconsistency between visits.
*** Some pieces were difficult to eat and were falling apart**


**16. Rated 4.5**

Finally... after a VERY VERY long wait (About a year of waiting) they finally opened! And congrats to them on that!

**I passed by with a high expectation**, partially due to having tons of burger joints already bobbling around and because usually when an offshore name opens, the quality turns out to be challenging in terms of consistency.

I'm happy to have found out that this place (2nd day in operation) has met and exceeded this expectation I had!

Usually, I try not to review a new place I visit up until at least 2-3 visits to get a feel about their offerings, but when they correctly nail what YOU specifically order (DIY) **you know you have a winner!**

The concept is just what I love in a place... Simply DIY; DIY burgers. Of course, hailing from

Montreal, the DIY poutines are a must! Even DIY desserts! Not to forget the options for when the lazy self surfaces.

The decor is nice, radiating true burger joint feel to it!

Staff wise, they are friendly and are happy to explain to you every single item but they do need more time to get accustomed to the place (I don't blame them as it's still their second day), asking about some sauces and etc etc. Some items were not available yet as well, Gouda cheese and desserts (**which I hear are epic)**

I'm happy to say that they have vegan options as well in the form of Falafel patty and numerous condiments to choose from!

For the burgers, I chose (The results I had were epic as I chose safe combos so I dunno about crazy mixtures yet lol):

*Beef patty -> Brioche bun (on the house) -> Lettuce, Caramelized Onions, Tomatoes (these three on the house) -> Swiss cheese -> truffle oil -> truffle aioli -> Sauteed Mushrooms! The **result was orgasmic**... This combination was succulent and rich in flavor! The meat itself was super crumbly, succulent and well seasoned (But I wish I ordered it Medium or Medium-Well). The sauces were on point; creamy and rich!

I couldn't stop at one burger so I went for another;

*Chicken patty -> Guacamole -> Swiss Cheese -> Jalapenos -> Brioche bun (on the house) -> Lettuce, Caramelized Onions, Tomatoes (these three on the house) -> Garlic Mayo! The chicken patty itself was so juicy and tender, well spiced too and a bit charred on the edges just as I love it!

->Sauces were too on point except for the guacamole which I suggest they tone the cumin down! All I could taste was a dense cumin cream sauce thing without avocado flavor and I recommend they look into it as it has the potential to be much better given its consistency.

Prices are really affordable, it's tailored to how you like it anyway. I've noticed the first burger made me satisfied but I went overboard as it was tasty!

This rating might change in the future depending on how the place holds up its standards and cooks up its new items!

### 17. Rated 4

Nestled on a calm street in the midst of Mar Michael, SmushKies **differentiates itself as a scene taken out of a fairytale**. Gazing at the storefront you realize that you're about to step into a world (No matter how compact it may seem) **of coziness and astonishing serenity**. The outlet brings forward amazing sweet delicacies and eye-candy creations that are **Heaven to sweets-lovers** among you. Parking is not readily available in front of the outlet but you may park on the side of the road in the nearby area and let your senses (or you may want to opt for GPS if you're that kind of people) to guide you towards this beauty of a place.

Let's go ahead and highlight further details:

❧Presentation/Décor: Various seating options are available at the place, most of which envelope a vintage-modern fusion. The available sweetalicious items can be easily observed at the counter, same for the ice cream. It is also vital to mention that the delicacies acquire an inviting appearance that brings out the little sweet-craving kid within you (…or maybe your current self #Guilty). I personally went for an Espresso Cookie shot, the latter translates into having your coffee placed within a cup that's made out of chocolate chip cookie dough encasing a chocolate layer (to prevent sogginess) in which the coffee is placed. The portion size to price ratio is good as well. Score: 4.5/5

❧Taste: The cookie cup was flavorful and featured a nice texture. The sweetness was balanced and the cup allows you to enjoy a mixture of both chewy and crunchy factors. The coffee itself was good as well and perfectly contrasted the balanced sweetness of the cookie dough/chocolate layer. Score: 4/5

❧Service: Amazingly welcoming and friendly staff who assisted us in choosing what suits us from the available options. Quick service as well. Score: 4/5

Overall Score: 4.16/5

**18. rated 4**

**A paradise** of a coffee shop that is both visually **breathtaking, and majorly cozy**. **A perfect destination if you're looking to spend a stress-free time in an easily accessible escape zone**.

❧Presentation/Décor: You know you're in for a treat at the first glimpse, even before stepping foot inside the outlet. Upon entering, you pass through a wonderful terrace to reach the front door only to be greeted with a wide smile by utterly friendly staff. Various seating options are offered both on the inside and outside of the place. Small tables, comfortable chairs, **vintage walls, relaxing color scheme, and beautiful lighting are featured on the inside.** The French press was served paired with a wooden board on which a transparent glass cup was placed with a timer on the side (for you to perfectly time your "pressing" action). The Americano was served in a ceramic mug. The cakes and cookies, which were picked from an easily observable selection, were served in round plates, and acquired an inviting visual. Portion size is quite generous as well. Score: 5/5

❧Taste: The French press featured Kalei's FCC Las Brisas from Colombian origin. The coffee was very aromatic and flavorful (A must try for true coffee lovers). The flourless lemon cake was super delish and featured a balanced sweetness. The blueberry cream cheese cake was absolutely amazing as well. However, the coconut cookie was kind of bland unfortunately. Score: 4.5/5

❧Service: We were welcomed by a nice young lady called "Ema" who was both knowledgeable and friendly. The only down side is that the order took a slightly long time to reach our table but that'll improve with time I believe since they've been operating for nearly 3 months only now. Score : 3.5/5

Overall Score: 4.33/5

**19. 4 Rated**

R u a burger lover? Yes or no! Their burgers are must try!!! **Oh my god**! Their burgers are different! I rarely use "**Out of the world**" phrase but this place deserves it. A **small cosy pub** in hamra that won the first place on my list of the best pub food.
( My top favorites are fredinand burger and flip n dip burger)
The pub has both low nd high chairs so u can choose what suits you.

The music wasnt high. Personally i love pubs with low music so i can chat with my friends nd enjoy my food.

A big thanks to Zomato after introducing me to this restaurant **my love for u tripled so now can u imagine how much i love u?**

Hats off nd thumbs up for all the team working in fredinand

**20. rated 5**

**A magical place that made** me go back **to my childhood**. The place is 3 floors and each floor is different. The pink color directly attracted me. The writings and decorations on the walls are so creative. The seating is so cute. There is an aquarium bar as well as a section for kids. The owner is really passionate about the place and really creative. He is the first to bring the cereal concept to lebanon. The waiters and manager are so friendly. The stairs are amazing. There are all types of cereal that you can choose from. You can add toppings such as m&ms, jellybeans, chocolate chips and so on. You can add syrup and whipped cream. There are all types of milk as well to choose from. There are milk shakes and other yummy things to try. The prices are good. The presentation is so cute.Recommended for cereal lovers. **This place made me feel nostalgic and got back the child in me**. Loved it :) will be coming back

21.

**Shawarma w mish bas saj kamen mar2ou2 w pita w franje w arabe hehehe**

We were starving so we stopped by for a quick bite and ordered:

✍ Beef Shawarma Markouk: this was heavenly! Generous beef portion stuffed into markouk bread along with tomatoes..pickles and dripping sauce..9/10

✍ Beef Shawarma Saj: I wouldn't have this again because the bread was a bit too thick for a shawarma..this is just a personal preference but the sandwich ingredients were great! 7/10

✍ Fries: amazing..crispy and golden 8/10

✍ Hummus: kter habet ino mish feti7li 3ilbit el 1000 lira w kabba bil sa7on ma3 shwayit zet..it is actually housemade hummus..you can feel and taste the authenticity! 8/10

Prices are perfect.


22.

Among the largest and top Lebanese restaurants in the area Full stop.

What happened to ------- ??????
In a couple of months he went back to his old time coma ... taste has gone, service was tuned to non responsive mode. We were seven on the table and we ended up looking for waiters quite all time , they brought the food , mixed the arak and disappeared.

No bread, no one changing plates, between salads and mezze, no one mixing additional arak. Although, and on a Thursday summer night, the place wasn't crowded at all and there seemed to be lots of waiters and helpers that night

Besides, prices have skyrocketed for no reason !
We were 7 persons and ordered a la carte fattouch, baba ghannouj , sambousik, taboulé humos, malanek and mixed grills,  1/2 arak, and 2 glasses of whisky ; no formulas and restricted the order to the necessary. Despite all this, we ended up paying 450$

For those who remember the list of top Lebanese Restaurants, please note that we have JuST removed ------ from the list

23.


The outlet is fine but their mankoushe is at stake

Stopped by this ---- outlet on the road to work at Baouchriye and ordered a mankoushe zaatar for take away. Dough was unpleasantly extremely chewy and zaatar tasted a blunt mix with citric acid starting the third bite.

Heart burn was imminent right after.

Can't recommend such manakish for sure.


24.

The view on the fishermen deck from Sultan Al Mina is really out of earth. The setting is just what it takes to give you an unforgettable visit to the area.

Unfortunately, these are the only positive points here The crew is far from being friendly and the food and service are not their strength at all.

Not our first visit here but surely this one was the last time we step in.

Came for a late night coffee and tea where the waiter wasn't happy at all to receive us . It was around midnight and the place opens until 2 am on a summer Saturday night .

Au revoir 👋 dear sultan

25.

Dear ---- ( with an S cz im addressing to all ur branches). 😄
It is ok to change but for the better not for the worse or simply don't change at all u were just fine.
Ur food used to be tasty and freshly prepared ✖but not anymore. Maybe u decided to downgrade by not washing ur vegetables? ✖Cz the salads are not fresh anymore, ✖the food became tasteless and no i did not lose my tastebuds yet) .oh and btw while @adeelaofficial and I were discussing some food experiences she told me about✖ the unprofessional behavior of one of ur waiters who shouted at her.
relax mr waiter you are not the teacher and im positive if u knew she was @adeelaofficial u wouldn't dare to shout at her. @weareurbanista #foodie #foodreview


26.

How low can a restaurant go in terms of bad quality and taste?
✖ you can clearly notice the absence of hygiene in their outlets ✖the excess of oil in their food ✖and not to forget to mention the awful service.
The only good thing about this restaurant is that their food look so tasty and attractive in the pictures but in reality it is totally different .
just like the pictures of most of the girls on Instagram nowadays 😄. @kfc_lebanon #foodie #foodreview

27.

Rated

A concept inspired by the sultanates era, the restaurant exhibited a beautiful architectural interior as well as many oriental details. ----- not your typical Lebanese restaurant so don't go with the intention of ordering the same traditional dishes we always have.
Dinner first began with pumpkin soup, beautifully placed inside the pumpkin and served by the waiter. The pumpkin soup was simple and savory.

The hummus and baba ghannouj came afterwards, each having a very beautiful and unique design. Their hummus was excellent, just delicious.
Salads came next, you might be thinking about Tabbouleh and Fattouch. Well no, we had everything but that. We had kale & pomegranate salad, quinoa salad, and Sultan salad. The Kale salad was my favorite, it is served with parsley and rocket leaves.
Every dish that was placed on the table came with a detailed explanation by the waiter, informing us about the name of the dish and what it included. This detail made the dining experience more comfortable and enjoyable.
More cold mezze kept coming our way such as fried cauliflower with yogurt, yes the combination sounds weird, but it was pretty good. The cauliflower was spicy and dipped in Greek yogurt with homemade butter and spices.

When it comes to the hot appetizers my favorites were the Fatirat Al Kaisar and the Hassan Basha.

The Caesar Pie (Fatirat Al Kaisar) is a pie stuffed with meat and pine similar to Lahim b 3ajeen. The meat was very juicy and the 3ajeen was super soft.
The Hassan Basha is a mouthwatering oven-roasted kafta balls with potato, tomato sauce, and cheese.

After tasting all these, the main course arrived. We tried the Shish Taouk and the Shish Fish. Surprisingly, the shish taouk was not the usual chicken breast pieces; on the contrary it was chicken thigh pieces which make it juicier, softer, fattier, and yummier.
It was a lovely meal with intricate tastes and delicate twists on Lebanese favorites. The ambiance was set for a sultan as its name implies and the fabulous company made for a memorable evening.

28.

After many requests from my amazing followers i finally tried this place.
i had higher expectations before i stepped in and it was deteriorated when i finished my dinner and stepped out. ☑I like the idea of the limited &simple menu u know what u want to order u don't have to spend half of ur night reading menus. ☑Their prices are the main attraction for what they offer
☑The hospitality and service are perfect. ✖But the seatings are not at all comfortable and the tables are too close like everyone is eating at the same big table. ☑The platter was appealing ✖but the taste was reallly really average ✖the sauce was too salty and over seasoned. ✖The fries tasted like they've been fried more than 3 times.
My experience was super average. i donno whats with all this hype ☐ . #foodie #foodreview

29.

Oshima, which in Nippon Land means "Large Island", is relatively small…

Located in the Food section of the Jnah spinney's, a place you'd least expected to be in, and yet there it was.

It is relatively small, but has a lot of charm: It does not pretend anything through its sushi bar, they definitely have a sense of humor (just look at the roll up next to it) but first and foremost, they make you feel at home: You sit, you look, you see a smile. You turn your head to look around, you see a smile… It's clean and well maintained; you could sit and watch each and every movement inside the kitchen, since your facing them. Everything is apparently prepared fresh in front of you from fresh ingredient stored in a small display fridge also in front of you.

There is no doubt in my mind that the chef (a lady) working in front of me in her red costume knows exactly what she was doing: steady and firm hands, consistency in her movement and portions, no hesitations, quick with a lot of assurance while she is preparing your order…

Haaa the order, funny placemats they have, it's engaging, as if the nice staff present weren't engaging enough: You check their very nicely designed menu and choose your pick, you write down the numbers related to your order and the quantity on the placemats that is designed to be torn apart and presented to the manager.

That being said, the order didn't take long to be made, I think about 15 min or so, but that wasn't an issue at all, first it's a normal time to be waiting for an order, second, the times passes quickly while you're watching the transformation of scarce cooked rice grain come together with other tasty ingredients to form different types of sushi…

It's small… compared to the large Japanese islands, it's small compared to regular restaurants, it's small compared to other sushi restaurants in Lebanon, it's even small comparing to other sushi bars in Lebanon but that does not matter in anyway, because in that case, size DOES NOT MATTER (or any other case really…) the employees have a big heart making their service a big deal, they have big portions by the piece and big portions by the plate, and the taste, well, the taste is what really makes a BIG difference: It must be a combination of all the factors, the smiles, the professionalism, the swiftness, the humor, the innovation, and the taste, oh and by the way, did I mention a weird thing ? no? all right, here goes: They play Tom & Jerry on their tv, which also put any person sitting on the bar at ease and also contribute in putting an instant smile on their face because of a killing combo: it touches the nostalgia in most people and it's tremendously funny. So yeah… a combination of all those factors makes that tiny places a big destination for sushi and makes it like its name: A Big Island for sushi lovers…

30.

Undeniable Arousal of the Soul

I keep on repeating myself... It's the Passion

x is a young chef with experience beyond his years, suffice to say that: His talent, his technique, his creativity and the presentation of his food is on a different level than most what you can find on the Lebanese market...

On a recommendation of our friend y, the Coach and I headed to Monot, we parked and had a small walk towards the place: It was Glowing at the end of a small dark alley like the light at the end of a tunnel, a cliche of old Achrafieh...

k is all into gastronomy, the real deal, his restaurant is bright, very well lit and clinically clean.

The passion of k is tremendous, he pours his heart in every single step he takes to make sure you have the best possible meal made of the best possible ingredients. I've said it before, a person's passion modifies the taste of his preparations, Lebanese people call it "Nafas", but really it's the passion: when you love something that much, you can't deliver but perfection... and that's what it was!

The coach and I were seated by a very friendly waitress and presented with the menu: very simple and elegant, descriptive and mouth watering we weren't quick to decide.

We ended up starting with the Chevre Gratine a la Chlorophylle de Basilic, the Mille-feuilles de Mozzarella a la creme de Pistou and the Boules de l'Entrecote Croquante fumee.

C'est plus fort que moi, each time I start remembering the flavors, my mouth waters and my stomach growls... The first bite of the Mille-Feuille announced the color of the experience to

come, the bar was set high and from here onwards it's gonna go crescendo...

The chevre was so fresh you'd almost hear it bleat, un sommet in flavors, especially with the poire caramelise, that elevated the cheese, all bound together as one with the magret de Canard.

Une vrai reussite.

I really don't want to talk about the Boule D'entrecote, the reminiscence of their taste is a torture to my soul, if you visit Salt, you just can't miss it... You DON'T want to miss it.

At that point i was starting to think that we can stop there, have a dessert and be on our way, However that turned out to be a tad offensive to Eddy, according to him, we needed to try a main dish, bon on ne se fera pas prier...

I went directly for the Beef filet... i was curious to try the "cuisson a vide" method and the results it yielded. The Coach went for the Duck which was really good ( I had a bite), however, NOTHING compares to the succulent filet that landed in front of me.

It was laid on tiny wood branches that were lit up covering the meat with smoke, and I didn't honestly realise at first how important that stunt was on the flavor of the meat, my mind was thinking "it really looked nice" but that was not the main purpose, I only understood when the first chunk was making its way to my mouth, everything went quickly from there: My nostrils picked it up first, the smoky smell of the filet, my hand movement up to my mouth was swift, giving really little time to my brain to process and prepare for what my nose had smelled. Involuntary reflex, my eyes closed and my mouth watered quickly in an attempt to maximize the taste. It landed on my tongue sending electric sparks of information telling my brain about the fiest that just started. The message was received loud and clear. In return, my brain sent shivers down my spine, body's (sh)aching all around, MAMAAAA, I Silently yelled... Everything around me went silent, or was all my senses that shut down? I had the impression to be a body around a mouth, everything just focused there, pearls of sweat started to form on my forehead, goosebumps on my arms: the undeniable arousal of the soul.

Ladies get the feeling from eating a great dessert... me? it's the filet that did it...

Not to say that the dessert wasn't as good, I'll just let you decide for yourself when you come to ----in Monot, and let Chef ---- passion transport you...

k Le transported...

31.


I didn't know what to expect when I visited Swiss Butter, I went during their opening week and let me tell you one thing; it's heavenly good.
Located in Gemayze, a flashy sign welcomes you and a sweet waitress at the door, the place had the Industrial look, simple yet sophisticated.
Once we were all sat, a waitress came at our table and explained to us the whole concept of the place; so basically there's three main dishes - Steak, Chicken and Salmon - all cooked in the same butter, which contains thirty three ingredients combined, you could choose either fries or baked potatoes as a side dish accompanied by baguettes and a salad.
I went on and ordered the Steak my friend although got the Salmon, they also offered us to try

their homemade wine which is exquisite by the way!

Once our food arrived I was actually very happy with the portion which is equivalent to their fair prices.

The taste was on another level! The butter melts with the Meat perfectly and the Salmon as well, I wiped my pan clean with the offered bread, you seriously cannot guess what's in that Swiss Butter that makes it so special and delicious.

Once done we ordered Dessert: Pain Perdue and The Molten Chocolate Lava Cake.

I loved the Molten Chocolate cake, they aced it honestly, can't get over how good it was! The Pain Perdue didn't really satisfy my sweet tooth, it was good but not as the Molten.

Altogether I had an amazing experience, I loved the place and it is highly recommended, the menu doesn't have such a huge variety honestly, I wouldn't visit weekly maybe once every while, but I will definitely visit again!

Love, love, love Swiss Butter!

32.

We tried ----- for the first time in geitaoui's event and we fell in love with it so ever since that day we always order burgers at home. Their burgers are really so tasty: the bread is really soft and the meat is juicy and grilled to perfection. Their sauce is also very good, and when it comes to the fries we always enjoy it and fight for the last piece ;)! Looking forward to eat one day at mar mikhael

33.

----- will soon become my district 😆

I don't know where to begin... The starters are amazing with perfect dips. The mac'n'cheese balls are cripsy from the outside and all cheesy and soft from the inside. As for the burgers, it's definitely one of the best burger places in town. The beef patty is amazingly tasty and most importantly not too fatty & the bun is very good. The burgers were literally perfect but I personally vote for the cheesy chick. Will be coming back soon for the sausages. Highly recommended

34.

A breathtaking view that will immediately impress you once you enter the place with a very charming infinity pool with glass borders.

We started with 4 different kinds of salads which were all tasty and big portions (Qinoa, Ceasar, Greek & Tuna). The greek salad was particularly delicious and recommended.

Hot appetizers were a bit too oily and need improvement, hot dishes were good with a special preference to the Tagliatelle Alfredo, however chicken escalope needs a bit of improvement.

Desserts were tasty, we had the fondant au chocolat and a delicious raspberry cheesecake.

Waiters were friendly, the place needs small improvements but with this kind of view we definitely recommend it for sunset drinks and appetizers.

35.

A nutella inspired cafe in the middle of Verdun's crowded streets.WARNING this is not the place to go to if you were hardly trying to focus on your diet. Everything here is made from Nutella, the service is great, staff are super friendly (I guess they are high on the Nutella smell 😇😇) and everything your order is Nutella inspired.

A great place for your dessert indulgence!

36.

A gr8 place to spend good times with friends😊😊 perfect environment, you have access to the beach!! You will enjoy eating delicious fresh fish with a gr8 view!! There is a small pool where u can use it!! We have ordered akhtabout, calamar, fattouch, french fries, hommos and mtabbal!! The shrimp with kezebra and toum were magnificent 😊😊 the akhtabout with oil and lemon are more than perfect as well!! I really enjoyed drinking my beer while relaxing and listening to gr8 music!! Then we have chosen two types of fish!! One grilled and other deep fried!! My best is for sure the deep fried mouthwatering Mallifa 😊😊 to end up our lunch, the resto has offered a delicious plate of fruit, 4 different types of jam and biscuit and rahet l halkoum👌🤙👌🤙 nothing to say except that i cant wait to revisit chez fouad!!

37.

We had a large lotus, strawberry and mango ----.
I saw no difference between the large portion and regular one. And it felt like **we were ripped off**! I do get that the large portion is placed in plates and not the cup but they ran out of plates. But I watched as they did other orders and felt like same portion was put in my large order just as the regular one!
Anyhow, the taste of the rolls were good and I loved them, but I felt a bit mad about the portion!

38.

**Guyssss thiss placeeee Oh my GOD!!**
**3anjad malik!**
M tried this place before I did, and be fell in love with the mango! He was mind blown and when he told me about this place I thought he was exaggerating! He promised to take there one day, fast forward 3 weeks later we went yesterday, but they were closed so we went again today.
And oh man I had the best icecream in the world.
The flavorsss are amazing they give your tastebuds the best feeling ever.
Mango flavored icecream? Its no even flavored it feels like you're actually taking a bit out of an actual cold mango! AMAZING!
I also tried the lotus, very lotus like, loved it!
The dark chocolate oreo was perfect!

Definitely coming back for the mangoo!!

39.

I was super excited to try this place after the many good reviews! But i was disappointed, the presentation was horrible and so unappealing, and the meat in the burger was not delicious, i didnt even finish it and me not finishing my burger is a big deal.
the chicken bbq sandwich was good but not that wow!
The only good thing was the fries

40.

Finally, tried the r  low-cost.
First of all, i felt like meat sitting in a freezer. It was soooo cold inside. We asied the waiters to several time to lower the AC because we were FREEZING (literally) ( i had goosebumps )

Second of all, the food was average, even less. The nachos were burned and there wasn't enough cheese.
**Dear b family, next time you shoot for you menu's picture, please take a realistic picture.**

41.

Once, I was craving Chinese food. A friend of mine suggested Little China, so i accepted and went with him.
So first of all, I think they could do a small effort on the decoration. Everything is really old.
Second of all, concerning the hygiene, when we sat on the table, **i directly noticed some sauce dropped on the tablecloth and some rice seeds. So i was a bit disgusted.**
Third of all, the food served isn't really good, there isn't much taste in the dishes.
Finally, the service and hospitality of the restaurant are really really bad. We had to go towards the waiter to call him or to give him the bill which is unacceptable and quite astonishing.
So i wouldn't advise this restaurant at all.

42.

Once, I was craving Chinese food. A friend of mine suggested hh, so i accepted and went with him.
So first of all, I think they could do a small effort on the decoration. Everything is really old.
Second of all, concerning the hygiene, when we sat on the table, i directly noticed some sauce dropped on the tablecloth and some rice seeds. So i was a bit disgusted.
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So i wouldn't advise this restaurant at all.

43.

Wanted to surprise y with a delicious breakfast on his birthday, and boy was it really a surprise.

**Tarte aux fraises, and mini croissants zaatar had a detergent taste**, the tarte aux fraises was a **minimum 1 week old and had a rotten sour pastry cream.**
The staff was careless over the phone as well.
**It's a shame to see p falling behind.**

44.

Environment: The place is huge and has an amazing view so we chose to sit on a couch that is close to the window. The AC was surely not working since it was extremely hot inside!!
This was the least of our problems because we had to pass our whole time trying to keep away the flies; there was literally a swarm of flies!!! When we told the waiter, he acted very chill and said that we should sit on one of the two tables in the middle.... Nice solution but what if those were taken?
The service was okay throughout the meal but the unacceptable amount of time we had to wait for the bill ruined everything.....

• Order: Shrimps, calamars panés and truffle fries, tagliatelle with chicken.
The food arrived at a good temperature and very well presented.
The different items ranged from average to good, my favorite one being the pasta; even though the portion was not satisfying.

As for the desserts, I ordered many times the calzone before and it used to be filled generously... i dont know what happened about that!
The oreo cheesecake was average and the ice cream with barbe a papa was ok but looked AMAZING!

Prices are good
Not recommended....
Eater Pan

45.

Visited **bar** on July 2nd 2017. The atmosphere is really cosy, and the music is much enjoyable, we chose a table at the secondary floor which is perfect if you're aiming for a casual date or hangout between friends.
We started our evening with a refreshing Margarita and Chivas 12, then ordered Edamame, Caesar Salad, Chic Salmon which topped my favourites and the Elegant Chicken which name speaks for ONE WORD ☐ DELICIOUS!!
Tailor's Bar is on #--- recommendations and don't want the ask for the drink of the week! We had a blast sipping a delightful mix of Watermelon, Sour Mix, Rum and mint 😇
Can't wait to visit again! 😊

46.

I have been to h for 3 times now and i can say that today was the worst ever. The latter 2 times the items we selected had a unique and yummy taste (waffles & chicken, classic breakfast crepe , smokehouse bbq burger, lotus waffle). I visted the outlet with my family today for lunch and we had the sloppiest tasting salty florentine crepe and a dry flavorless chicken BLT burger. We were the only table so the service was prompt, but the waiter made us feel the LEAST welcome, did not smile, and was very robotic it made me feel awkward. We ate quickly because we were in a hurry to change any of the dishes. We were not asked for refills and when we asked for the check we were not asked for coffee or desserts (i don't know if its one of the standards for the chain anyways so its not a big of a deal). And we were given the check from "over the station" that was behind our back and did not bother hand us the bill in front of our table and I suppose this is totally impolite. I left completely disappointed.

47.  h.... h. Where should I start? What's with that place being stacked with people all day long? **Is it magic?** Probably... But what I do know is this... Prepare your tastebuds for **this place is cooking a storm!**

I've been told several times about the place but sadly never went as the crowd of people waiting for a table is not normal! That is until yesterday where I went with great friends d!

We waited until we were seated and ordered. Waiters hurried to our table and took the order. Thumbs up for professionalism and friendliness. 3 Plates of steak (mine medium-rare for the umph!) with baked potato and brown bread...

After a bit voila... they land on the table. First thing that hita you is that aroma that opens your senses and makes you anticipate that first bite... and wait for it... Pick up a piece with the fork, mix some sauce with it... Wait wait not yet; Sprinkle some paprika on top... then slowly l**et your**

**teeth sink into it erupting all the sauce... UFFF... I was in trance; that sauce is dreamy! T**he richness, the equilibrium of spices, the umami! I now understand the wave of people crowding to experience this over and over...

If you think you're done you're forgetting something... grab a piece of bread, dunk it in the sauce.. Let it soak absorb it, then devour it for a pure food joy! The bread itself, though, was very hard... It should be softer on the inside... Maybe a bit stale from the day

The potato on the other hand was no. Sadly, it wasn't well baked. Could be from the traffic the place gets, but this isn't an excuse for a side of an excellent dish

Prices are... well... One of the place's assets ;)

48. Rated

B b... If the name doesn't intrigue you, I don't know what will. After seeing their creative methods and rolls on social media accounts we knew we had to give it a shot!

We were a group of foodies that decided to get here after a hefty dinner. Got to say, it was a good decision!

What's impressive is the icecream base they use as they explained it being low calorie and low sugar added! One can either get a diet friendly or a catastrophy (I totally understand... No one will judge) depending on toppings choices.

The staff are friendly and are happy with what they're offering... They go through their concept and menu with you, while giving recommendations!

I went with Avocado, nuts and honey ☺ Watching them prepare it is an experience by itself! It was really good yet would've been better if they used more avoca. What I appreciated is the balanced dose of sweetness, not too crazy but just right!

I got a taste from the fruit icecream one. Like before, tasted really good with balanced sweetness delivered by the fruits.

I also tried the one with chocolate and brownies! Too much things going on but taste was great! Again, the balanced sweetness was surprising in this one.

_____

tl,dr:

Pros:
* Cute design
* Affordable Prices
* LOTS AND LOTS of combinations
* The base they use is low cal!

Cons:
* Nothing in general except with my specific combination which needed more avoca

49.  After the disappointing experience with -----, we decided to give -----a chance, since we love this place and the ambiance.
But unfortunately, another disappointment was awaiting us. After waiting for a while to be seated, the waiter took him ages to come to our table and take our order.
We ordered sushi, the salmon wasn't so fresh and not up to the expectations.
We also ordered the chicken balsamic salad, and we wish we didn't because the chicken was rancid and not suitable, so we asked for the dish to be returned. The manager then visited our table and apologized.

All in all, we hope that ……will fix these problems asap because it's unacceptable and sad from a restaurant well renowned in Lebanon...

50. Once you walk in you know that a great food
experience is waiting.

We started out with the mouthwatering poêlée de champignons and the fresh salad de chêvre chaud that had a crispy crust and warm goat cheese stuffing. I know what I've been missing in my life. We had poulet frites that came with a rich cream and herb sauce and the mini burger trio they were both perfectly cooked and delectable .

We wanted to try their pain perdu knowing that we've read some impressive reviews about it unfortunately we were stuffed . But we're going back very soon to give it a try.

Service was very professional and attentive, this place is highly recommended.

 Everything about my visit to this branch was disappointing.

It was obvious that they have **"some" hygiene issue**s. Neither the store nor the food was clean, staff was not that friendly save the one guy that delivered our food.

**The main thing is the food and it was really dreadful the fried chicken where way too oily and somehow tasteless and the fries smelled bad, really bad. The food quality of this chain has decreased dramatically.**

**Instagram:**
1.This is how we (sha)warmup before the actual lunch ☺ ☐🍖l Juicy chicken shawarma filled with lots of flavors with extra toum #jjj #livelovelebanon #antelias #livelovefood #zomatolb

2.My milkshake brings all the boys to the yard

.3We died after seeing this , R.I.B(P) ☺🍟🍟l Dinner on point : Those slowly cooked Bbq ribs are to die for served with the cheesiest texas jalapeños fries #hungrysisters #livelovefood #livelovelebanon #ashrafiyeh #zomatolb

4.We definitely Dough not wanted to share this (straw)Berry good dessert

5.Beware of weed they said ! They must not know about our addiction 🍫☺ l Nutella ... Enough said #s #livelovefood #foodporn #livelovelebanon #zomatolb #beirut

6.Eat as much pizza as you want..and let wine help you forget the consequences 🍕🍷
#Hungry
_ hungyFish خلقك 🐟🍔
#Hungry
_

**7.Calling all soup lovers ❗TheFlavourThief is here to steal your hearts! Are you ready for what you're about to read? (Link in Bio) 🍜❗#foodtrends #theflavourthief**

8.And now we can say we are satis-fried 😈🍟l Killer cheesy burgers

9.They were right when they said "No pain(perdu), No gain(of weight)"

10.Cause he is just great and so tender(loin)

11lBeware of weed they said ! They must not know about our addiction

`12.Just in case you're having a cre(e)py day , eat pancakes

13.baby you must be a fajita cause youre sizzlin hot/bite me/ spank them buns/ I want those curves/ why is is so hard to resist you baby/ chocolateaffair

14.Cause Saturday is one hell(apeño) of a spicy night

15.**foodie_ Take your pleasure seriously🍫foodie**#FoodieOnTheLoose #Eeeeeats #Zomatolb #Foodporn #chocolate #hamra #hamrastreet #Thejshamra #nomnomnom #pleasure #food #Foodinstagrammer #eatingForinstagram #likes #followme #lebanesefoodie #lebaneserestaurants #foodie #meal

16.Dope #addiction#

17.No need for cheesy pick up lines , you can win our hearts with this cheesy bomb#call it magic when im with you#love at first bite# you are my bae

18.spending valentines day with my one and only cake#couple goals#tagyourbae

19. youre the salmon to my sticky rice

20.youre the bun to my burger

21.life without you is like a burger without tomatoes

22.A chocolate crime scene# tag your partners in crime

23.guilty pleasure

24. law hobnna ghalta trikna ghaltaneen

25.fries before guys#who needs a guy when you can have a burger# my real bae# fall inlove with chocolate/ chocolate undestrands and doesn't dissapoint/ my only love triangle/

26.And our monday just got so egg-cellent☺🍳🔲l Delicious fulfilling morning with Basterma and eggs # #livelovelebanon #livelovefood #breakfast #zomatolb #badaro

27.Some people have relationship goals, we have Breakfast goals 😁☺l Can you guess which part is for the younger sis? #vacationmode #livelovefood #livelovelebanon #liveloveSharm #Egypt

28.I wish I had eggsploded after this feast! At least I would've died with the things I love☼ (and avoided my exam tomorrow...🚀)

29.That heartbreaking moment when you had a diet coke yet your thighs still clap when you stand up 😅🐮

30.Dearkk , kindly change your username to chiKTIRtayib. Thanks.#foodisfuel #foodblogger #foodporn #food #chitayib #chiktirktirtayib #watziswaffle #eggwaffle #dessert #lebanontimes

# Appendix B

Participant observations
Day 1

M: guys guess what?

H: what ?

M: sakkar umai wok bi mar mkhael as well

T: ufff leh keef?

M: ya haram X l partner sara2iton la M w R w harabet bil masare

E: **hahah women**

K: hahaha eh khayye **inna kaydahonna 3azeem**

T: ya allah kteer z3ilt 3le

E: hahah H bhisik **mitel niswein lforon hol** te3ul l akhbar doghre badik ta3rfe gossip

H: hahahahah

M: khalas hayda l mat3am manhoos

J : bikun min warake ya maysa ma shifna your review hahah sakarte l mahall

E: eh wallah haha hasitt 3am tekol manesihf hahah

D : m bade jaribb reservoir matruhe abel ma ana ruh ahsan ma tsakree dakheelik

M: haha Im ready to close any place sorry guys im a harsh critic


Day 2

K: hada sheif video clip myriam klink?

E: eh fawatit goal haahah

M: tfihhh bit 2arifff

J: meen hal cheap li 3emil heik video clip

T**: meen hal gay li ma3a?**

M**: ma killon gay hahaha**

**J: meen mekhid hayda hahah**

S: mabsadi2 there was a little girl in the clip

D: dommage ou est tes parents?

M: bikuno def3een lal ahel ya haram

E: shu l akel lyom?

M: ana burger 3and mr Itfadalo

H: guys ana nashane im going to stop eating and start a diet

M: you are pretty the way you are habibi no need for a diet eat what you want

E: hudaa jamelik habibi

H: thank you guys

Day 3

E: heyy guys kifkon?

J/t: good inta?

S: hey guys im freezinggg

T: eh baredd lyom ma kein yizbat l ta2es

J: wayna maysa leh ma ijet ma3ak?

E: mabada tsakir l ma7al hahaha no she cant come

J: ya allah meen baddo ysakir nasma lyom hahaha

S: laa2 nasma tayib

J: 3am bimzah habibi haha

E: khaleena no3od jowa

J: feena notlob li badna yeh

T: nazllo kill shee 3al menu hahah

C: heyy guys were going to sit on your table

E: ya sure w feena notlob li badna yeh so each one choose two plates

C: perfect haha

H: hi guysss sorry im late tkhayallo I was still at work w rej3a to work

T: uff lehh shu fee??

**H: kiss ikht l shogil**

Tala: tab mabadik tghayre

H: khlas ma tzakrene fee, shu talabto?

E: ta2reeban kill l menu hahaha

J: ija lakel , guys ru2o khalle kill wahad ysawir la halo

T: lik zeeho shway fee shadows

S: killo hajam ana natra dawre

H: leko ou3a hada y2aribb hahah

C: okay can we eat nwow

S: yummy shu tayib l hommos

E: lima3 pesto mohkeef

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J: ra2i3 l mtabbal

C: ohh myy baked fetta is heaven

T: reallyyy let me try it

S: guys ana sayme lyom l orob3a choose mains with samak

E: matkhafe nihn mnekol 3annik haha

T: inso l msakhan mizenkha atyab 3and im nazih

E: la2 ya 3amme kteer taybe inte mabithibbe l bharat

T: lik yee mabtittekall

J: nfazarna hahhaha

C: freekeh 3ade you should try Socrates

R: sayadiye is good, fish taouk ma taybe

**S: ma ila tam3e fish taouk**

**T: mabti2ta3  bass li ma3 avocado mokheefee**

J: ehh yummm

H: ija l dessert wuhuu, Christina inte syme 3an l hilo mat2arbe ahahh

C: eh bass bsawirr haha

J: **guys hzaro meen shifet bu brayn adams concert video**?

T: **meen?**

J: Joey w Rana

**T: laaa mabsadi22**

**H: shu rij3o ya3ne**

**E: guys feena nsakir 3al mawdu3 plzz, du2o l cheese cake ba2lewa astaze**

S: hzaro shu hello961 3imlule unblock 3an in insta

C: why were you blocked?

T: we were all blocked hahah

J: haters

E: ou3a yif2a3o hol

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S: **lik ma killon gay hahaha**


<u>Day 4</u>

E: shu  ossit l silesle?

**M: baddon y3allo l tva**

**R: ba3ed fee l hawa li mnitnafaso ma 3imlo 3le tva**

T: hahaha eh wallah

R: lik iza l wahad baddo yihrob min hal balad baddo yidfa3

M: lik tfih 3layaon

T: baddik neis tifham la silesle wala shee haya3to

**E: kill shee w ma ya3mlo tva 3al shawarma mnekila**

T: hahaha

K: se3ita mnikhriba mozaharat

R: mininmum bro

E: S nizel bi noss l mozahara

M: ma howe fesid hahah

T: killo zbele

E: eh bass ahsan min ghayro

M: I hope its true man

M: killon ya3ne killon

E: lmohim ana nzliet w katabet mnorfod nihna l fool ilulon hamburger

M: hahaha shu mahdume

J: hahaha salbe

E: tab3an nzilna lal akel


<u>Day 5 :</u>

J: any idea for a place for mothers day?

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T: ---------

R:------ inse hajazna min shaher

T: eh me too dinner

R : nihna lunch

R: be3teenle de3ayit gas hada yfasirle leh bade ihde imme gas3a mothers day

D: eh wallah ya ----- iza fhimet ille

T: hahaha

M: anal sine mahajibla a gift ekhdits 3a a fancy resaurstn w bass la mat2ille hayda ma 3ajabne w haydeik ma mneeh kill sine heik biseer

T: eh ahsan shee

M: bade pub bi mar mkhayil **bass ma ykun add 3ilbit l sardeen**

T: hhaha ------------------

M: 3ando non alcoholic drinks?

E: badda pub mish kharabein byut , hayda btidfa3e 100$ w vbidalle jo3ane

T: bade pub mish rest tekhod drink w appetizer byimshe l hal

M: eh exactly fhimtene

E: lik inte rayha pub w badik non alcoholic shu rayha ta3mle


Day 6:

**J:Hay ma nshaharet w sar 3anda followers illa min wara fostan 3irsa (gossip)**

E:Eh bass hilo fostana

T;Hiyye blogger saret

Y:Ah meen hay maba3rifa

R: Hay btishtogil bi x work

E: Marra ma binseha ideim l3alam killa kinna bi meetup 2alitlna ana w y ana bass bihimne ra2iykon
D:Yee walaww
E:Eh w y wa2ta akhada 3a janab 2alla ma fekee tihke heik
J:Eh minimum
**D: ijet H wa akahrina**

**H: into jeeto baker ana jeye on time (code switch)**
D: mneeh fee hada ije min ba3de ahah
T: ma feena nontor hada 3al ju3 balahsna
H: yee shu bade sawir
E: ma tkhafe ma nizel kill shee yet
R: T keef la2ayte hal warak inab
T: kteer taybeen
J: leh btistarjo tihko ahaa
**T: bass saraha mahabeit l sojok (critisicm)**
E: as usual inte hahaha
J:Ana natra l dessert hhaha
R: ehh nshalla ykun fee knefe

Day 7:

Ha:3afikra hon shu wade3 l akel
S:Ta3o notlob kill l menu
T: Hahahah
T:Ana badde mini burgers aham shee
M:Ana ma bekol seafood
S:Yee atyab shee
Ha: Eh nazllo ilkon
T:Yummy l burger mokheefee
S:L salmon rolls also try them
W:I cant
T:Shu hayda l shee bikhawiff
S:Shrimps nayy
H:Yee la2 ma feene
M:Shu 7anitlob mains
**F: Khide nafas hahah (humor)**
**T:Ta3mita l rib eye mitl l lahme l mishwiye (criticism)**
S:Hahahaha
Ha:Beef cheeks ahsan shway
T:Hayda l drink ma ilo ta3me
**W:Im not getting tipsy alcohol is bad**
S:Ya guess so
M: Bikhsus inno rahit l kahraba
M:ftosna walaw shu hal a3de
Ha:Ma ken fiyon y2a3duna couch
T:Killo booked
W:: Uff no wayy
W:Music is nice though
S:Eh bije for drinks and music
T:Shu m shu te3lee2ik
**M:Insee 3 mabyi2ta3 l akel w iltilo**
W:Eh lezim ya3rif
T:Ana natra l dessert now la nshuf
**M:Eh do2iya taybe bass t2eele**
**T:Howe hayda l owner sheyfito shee mahal**
**W:Eh hayda bi b**

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**T:Ahh 3rifto**                               **(gossip)**
**W:Eh khatibb kamejn w bihibaa kteer**
**T;Uff niyella wallah**
**Ha:Mitelna tameim**
**Hahahaja**


Day8:

**M: R hayde rfe2tek E bas tekol wen berou7o l aklet ??**    **(gossip)**

Ma: I guess btistafrighon billel

M: Msh ma2bouull

S: She says that she's gaining weight

M: Kameeennn

**M: Ana wen bru7 b7ale**

S: Bs mish sheyfe shi mennon

**S: Eno I have a high metabolism bass msh hal2addd**

M: Ma tinsi ino she is super young w el metabolism kteer awe..bokra as she gets older..iza bitdal hik..it will show on her

Ma: Addeh young ??

M :21

Ma: Ah ok

M: Eh zghiri E

S: Bass I'm 23 w msh hk

**M: Ana my metaboliam mekhtfeyye (weight)**

Ma 3m jarreb e7sal 3leya ma 3m le2eyaaa

M: we are 29 hbb..ya3ni ya3tiki el sandal 3al metabolism

S: Bass bntebeh 3a akleh ktir for my own health not my weight

Ma: Hahahahhahaa

Ma: Ma twaj3ele albes

Ma: Eh i get u

S: Cz fi long term effects

Ma: Ana i was too late to realize enno lezim entebeh bsara7a

S: **Bfaddel kun curvy and healthy rather than thin and diabetic**

M: Eh as I was saying earlier..being thinner doesn't mean you are healthy or diseases free

M: Ur right

S: Exactly

T: Ana lamma kint 21 knt anorexic

M: E now bitkon mabsota bas bokra bas tikbar lezim tintibh 3a akla aw bitfot bil 7et

T: Bokra shufiya 3al 25

Ma: T betkheyalikhahahha

T: Ana ballashet insah 3al 24 haahhaha Faj2a byinsah l wahad

S: Saraha ana jesme msh wow bass I have good health ..moderation is key

M: this is only normal **hbb**..age changes everything

T: Kint ekol w fakirr inno i wont

Ma: T y3ne ente now ansa7 men 4 years ago b mnee7 ??

T:I was so thin

T Now ma bifuto fenee old clothes

**Ma: To2brene  (words used to show love )**

S: Bass jesmik ktir helo hata w law

Ma: Kteerr 7elo ehh

T:Ma3ande illa hay  l soora I  was 22 hon kmen

Ma: Habibte ana bfassel tnen mennek

**Ma: 7mede Allahh (religious language)**

S: Ouuuhhh

MA: Bas la wlo msh kter fare2222

R: Im having lunch with her tomorrow Bes2ala

T: Eh binzalon iza bwa2if burgers w fries

T: E 3emle competition

Ma: Shefettt

MA: Tb hala2 lo by3mel competition .. addeh m32oul yzeedo his followers per compt ?

R: Hahahaha ana zedo 60 last time

T: Bizeedo kteer

**M:La wassi3 wala dayyi2😂 iza ma fi shi 7arzen insa ya foufi**

M: Masalan burger bros fitit fiya..**la2eno yo2borne alla**

R: Hada heder mbrha di3ayet akhbar -------------- about Miss ------?

M: Laaa

R: 3emlo di3aye al "ما هي الحقيقة وراء ملكة جمال لبنان..السر سيكشف اليوم

R: Ana elet ha yekherbo ll ared

[R Tele3 bs ta y2ulo eno next year ha tkun on mtv

S: Ya latiiffff

R: Hol lezemlon ------ Ma T3isha

M: Khalassssss ba2aaaaaa

M: Ana kent nfalajet la ben ma 7derta hahahahahah

R: Bet2ule eno uff shaklo fi shi bekhsus the new miss and stuff

Ma: Bitkon x 3amle el di3aye

**M:Shefto lyom x shu 7atta bl story ??**

**M: 2all heyye 3m tefda7 y**

**MA: Kif ya3ni?**

**T Hahaha ya mahdumen bass**

**R: Fi post mnazlino sarcasm something on insta, nazalou yhiye zeta bs in arabic**

**H: Ken 3abele ektebla: at least they're funny  (gossip)**

Ma: Hahahhahahhahhaha awiyi moudi

T: Bass ma3a 7a2 y ma3andon shee jdeed

R: Ehhh saro more commercial than y

T:Kteer beykheen

M: Eh bas ma heye manna 7ada la tjarreson

T: Hiyye badda tseer like ---w -----

Ma: Eh trouh tnem ashraf

 R: ------------- is the man saraha these days

R: Ktir aweh

S: I like h

 T:Habeitt the pole thing on insta

Ma: **u 7alaba ma khalla shi ma sta3malo** bil pole

[T: Ma3ande yeh hahaha

R: W ana l ghashime a3de ba3mol vote

 R: Btw insights 3nde are gone

S: Shu poll?

R: Bl insta story hayde you allow your followers to ask a question

T Eh me too shu sar bil insights :

T: Kinna 3am nitsalla fiyon

R: Hatta ---------- same thing

R: Report a problem

T: Raho 3and l kill

Day 9

**hib: KTIRRR HABBETTTT BREAKFAST BARN NOOO WAY**  J: Soooo yummmyy

T: told you

 M: Talaaaa Hayde men 3nd meen b saida el knefeee li mnaziltiya

T: Baba

 M: Next time u go Try jardali W d3eele

T: Ehh killon alule jardali haha

Ma:..r7ame el nireeeee

 [M: Hahahahahahahahahahahahahahagaga

R: Mezew2in bas

MMa taggouke M3lesh 7aram deekduke B7ibbon

R: Hahahaha

M:I watched a movie  A cure for wellness..stay tuned for the review

L: Trailer ahla mnl movie

: Creepy shwai huwe

Ma: Hehe I thrive on creepy/twisted movies Ma 7adra el trailer ana..so yeey

T: 3am tshatte

MA: Face it..WINTER IS COMINGGGG

[T: I hate it

 **Ma: El 7ayet jazra hahah (language of sex)**

MA: I fucking love rainnnn

D: Wl3it

M Ana im sooo happpyy But my laptop 3al baranda terkito

M: Ya 3ayni..wadda3 haha

Din: Enseeee

M: Sorry 3l ta3beeer 3m bekhra w tommm halllaaa2

T: Fuck rain

**M: El shita barake wli : Ma ba2 t2ole hik (religion)**

Ma: **Back to jackets w kastana soon 😊 (language of comfort)**

**modi:mberih we were We're watching a movie b vox W rahit l kahraba (Lebanese issues)**

e;Walawwww

J: Noooo waaayyyy

n: Beirut souks rocks ma bisir hik shi abadan

Welcome to 2017

 M: 7a nsir 2018 Grandcinemas w cinemacity ahsan

: Yup

M: ayya movie

mod: The insult

Yo2borne allaaaaa

M: Ri7it el trab..akhhhh♨

M: Best lebanese one so far

T: Ma habaytto abadan: Abyakh ending

**M: Ken lezim yikhlas el film w adel 7amil burger la 7ata t7ibi (humor)**

t: No kein lezim yikhlas lamma l darabo hahaha

 o: LOVE rain

o: bas mni7 li shattet now mesh abel

m:Kenit ntaza3it your car?

o: kenet keshefa

 o: kenet sarit berke

m: Hahahhaha your own jaccuzi

o: barke we host a party inside Hiba awwal we7de in akid

s: Khedulkon 3a traffic bokra laken

**M: 3a ases ma fi traffic khan2a now😀 (Lebanese issues)**

**T: Shufe l traffic now Shee bi2arif**

 D: wen fi red velvet **cake 5aze2**

T: yyy Ma fee ghayro tayib **All other redvelvets suck**

M: Ehhhh amazing

O: **5souse el balls bala ma3na (language of sex)**

S: hhhh!!!

T: Nya2

S: Nooooooo tb3 antelias damar

T: h bila3ee

M: yyy is way better

T: Sikkar w samne

D: yyy 5az2 Ma 3m le2e ghayro

S: 3a mas2uliyteee Cause i love redvelvet

TMa la2eit mitl o: Ma i knw secrets redvelvet ma khasso bil redvelvet

S: No no different

 S: Jarabte crumbleberrys?

T: Ehh yummm Deyman binse: Lotus cheesecake

s: Yes w red velvet msh 3atel

 M:Kter mf2ouse Inno ma fi work to ditch: Like the previous years.It was the most victorious feeling fee2 na3sene w 3m tshatte w faj2a i call in sick 😩😩

O: Hahaha

M: W rou7 tene nhar mawweeete 3al sheghel

O: u have a second job as a mom: call in sick

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R: Hahahahaha

T: ooo sakkar min wara l rain 😁

T: The food is good but the service bel marra

 : Harissa zabet aktar ma3on

: The waiters kelon ken shaklon mabedon to approach us to take the order

: Ehh i like harrisa moee

T: Ana i was invited yimkin thats why ma haseitt ahah

M: Killooo 3al 3azeeeme 7elo

o: ulll

**: i was invited bi zomato meetup... ktir day3in el waiters : ma tarako kebbeyet 2zez ella ma kassarouwa (gossip)**

**O: fi wa7ad tali3 3al daraj ken 7emil sayniyye alabit menno metel ma hiyye**

**D: KADASHHHHH**

b2ouwwe

x or y?

[: HADD BA3D I KNOW

BUT STILL

: Then y?😁

: x isn't good?

: I heard bad feedback 3an prune..ino bas el steak frites ma2bole w el be2e no

[: u on the other hand..I tried it w most of my friends

We all loved it

[9:20 PM, 10/8/2017] +961 3 085 904: Ah get you!

Pain perdu 3and acote..ya mamaaaaa

: Duhh: Number one

: Has anyone been to ------ btw

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: Nope

O: The stuff I had when I was vegan...

S: U were vegan?? Aywaa for how long

O: still eat mostly vegan stuff only 1 meal out of the 6 meat

o: a year

S: Most of my lunches are vegan

s: W why did you stop

**o: burgers are bae (love to food )**

d: Acote burger and sushiii

o: that and i kinda lost muscle :p i gained a lot of weight 3al vegan i wanted to bulk bas kamen i lost some muscle

Ma: Ino el minimum..ma fi protein intakem.ijbare to lose muscle

Maa: Bala vegan bala batata: Chicken and steak □□ who agrees?

M: Ma fi de3e ellek i do

M: Meen mjarreb toters?

D: Anaaaaaa

R: Ana! Very slow delivery to  Koura. I died

 D: Shhahahahahhahah

sh: Anaaa it was a good experience u see the driver on the map getting to ur house

Tbbb ----- they deliver kl shii ?? M32oul yjibouli starbuks bla extra charge masalan or fi??

Sh:Noo it depends wen your location they will show you a set of restaurants that can deliver to ur location

: Hmm ana im not sure enu dafa3et extra charge wa2ta

: Ma ntabahet

M: Masalan ana bnoss beirut

SH: Inte when u open the app bthote deliver to current location w bibayenlik

**3anjad ni7na el libneniyi 7otona 3a na2 all the time..ma byi3jibna shi**

**Beirut ma ba2 tistaw3ib cars  (Lebanese issues)**

[M: Sarit parking

 **m: W yaret bitle2i fi 7ada bi all those cars..kil car fiya el driver bas😣 ma ba2 7ada prestigo yitla3 ma3 7ada..kil 3ayle 3andon 5 cars**

M: Akid bada tsir hal khan2a


Day 10

 M: Hahahaa ba32 ma bti2 p

**m: Bi alba shu jorsa hl binit**

**m: Kter bt7ib l nasher**

ma: This is how I roll

m: Lk msh intiii maysaaaa

m: Asde hayde l pop

 m: Hol screen caps la her story

m:a Ah really?

Tkheyale oul 3ndik bi albikkkkk

m: Did u read heye shu ketbe 3annon ??

t:Bass bidahik kteer

m: Lk ehh bas msh constructive t3le2ata3al negative asdeY3ne leyke kif btekteb

t: Hahhaha fa2a3itne dihek

m: Hahahha majnouni 7asha  **Allah**

[tNeshriton

t: Hay yimkin ysheelula her account iza bidal heik

m: Fazriton

 TBokra bya3mlula report all restaurants

M:I know p owners from my ex-work

M; Ktir 3a2lon khara

Ma staghrabet aslan ino they blocked her hajahhaa

**T: khabaroune enno M used to roast restaurants is it true?**

[M: □bas ana kinit zinkha hik mitil the pop?

M: I was smart/sarcastic with my reviews

**T: kent tsakir places Hahahahahahah**

m: Fi ma7al chinese bi jal el dib ismo hao hao..w el akil ad ma meli7..shakarit rabbe ino ma ma3i daghet wa 2illa kinit mitit

m: Hahahaha 3njadddd ???

[t: w maneshif ahahaha

mEh eh it was horrible..3azim ken akbar foodies w 7atit 1 waiter lal sale kilaW 7itannnnnW kitchen crew na2isW ishya mizinkha

T: ana 3azamne nhar abelit was good lamma 3azamkon into khirbet ahaha

Day 11

**T: shu hayda l plate ahaha**

**R:ma 3erfeena jo3aneen    (gossip)**

**S: mostaheel hahaha**

**A: kilo kilo byije ghayro**

**T: shu hal meat nefshe**

**R: azbat shee lchicken**

**T: ya3ne li mabihib l honey rahit 3le**

**A: hay nayye w hyadeek neshe hahaha ma fahmenene l rare min l medium well min l well done**

T: kerse haha

J: hi kefikk

T; shu habeit l akel

J : la2  inse hahah

E: ma m3awdeen 3al healthy

**T: too much I need fries and a burger hahah**

A: hay snayniye hahaha

R: no way hahah

J; shu ma rj3et sherakit bil breast cancer campaign

T: eh saraha ana bi2bad 3laqyon w iza for free I don't participate

J: tab x w y sherako w hinne byi2bado no

T: no hol azdan bi2ulo byi2bado la maha yekhod their collaborations

**T; uff now way**

**Eh heik sayra l osas w ana maba2 kteer ohbe ma3on they take other collabs**

**Ana 3imlule unfollow haha**

**Yee mw too**

**Shu n 3am ta3milik comments mabtee2a    (gossip)**

Yee leh

Hay btisro2 captions w comments hahha ntobhe minna

Haha no way

 L akel bil mara kien haruh itlob zwz

Ahsan shee ahah

3rifto m nsara2

Ugg now way

Eh feto 3layo bil sawteer

Haram bhib aklo kteer

Me too

**Uff malla balad unsafe hsee bikhawiff    (Lebanese issues+ politics)**

**Shifto l haree2a bi jbeil**

**eh min sboh al hala2**

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walaw baddon 1oo sine la yjo l itfa2

eh ya haram malla balad

ma3rfito sta2al

eh mitel kinder surprise 3imilna     (politics)

3am bi2ulo feee war soon

Shee bikhawiff wallah

Eh allah yostor

Khaleena nekol shee burger miherze abel ma nmoot

Eh ahsan sheee

## Appendix C

Interview

1. Why do you read reviews that are written by food bloggers?

2. When do food bloggers' reviews catch your attention?

3. How is the language of food bloggers helpful to you in choosing a restaurant?

4. What do you care most about when you look at their reviews?

5. In what language do you find reviews more credible/reliable?

6. When does the language of those food bloggers vary?

7. When do you follow their recommendations?

Transcription

Transcription key:

- Interviewee is the letter X respectively

- Interviewer is indicated with the letter Y

- Arabic colloquial language is indicated with English letters in *italics*

- UPPER case letters is used to indicate emphasis

- Square brackets are used to indicate non-verbal sounds, such as anger or inaudible speech.[ ]

- The + sign indicates an interrupted turn with continues at the next + sign.

- The – sign indicates a normal pause of half a second; (1), (2), (3), (4) etc. indicate pauses of one second, two seconds, three seconds and four seconds respectively.

- Quotation marks are used to indicate direct speech of someone else.

- The = sign indicates incomplete sentences

- The ( ) indicates interference of interviewer

-

- [ beginning of recorded material]


**1.A**

Y: why do you read reviews that are written by food bloggers?

X: (2) eehh because  I would like to know before going to a restaurant what is the review about it *bass ba3dein* I read all the reviews because people have different reviews about the (1) same place so (2) I get I think that I get a heads up before I go to this restaurant

Y: when do food bloggers review catch your attention?

X: ehh (3) when they talk about every every aspect of the place like about (1) the atmosphere, the location, the food , the presentation so (1) when they talk about all the aspects of the place it grabs my attention



Y: how is the language of food bloggers helpful for you in choosing a restaurant?

X: actually no I don't because every blogger has his or her own language so (2) I think it is relative to the blogger

Y: what do you care most when you look at those reviews?

X: I don't care much about the rating rather than I care about the content of the review ()\

Y: ok in what language do you find the review more credible?reliable?

X:  it doesn't matter for me because some bloggers feel more confortable in reviewing in Arabic or English so it goes back to the blogger

Y: when does the language used of those food bloggers vary?

X: I never went through a review that has both English and Arabic at the same time , it varies it varies (2) by the blogger and his review about a restaurant if he likes it  he uses a special language and if he doesn't like it he uses another special language or like a tone you can you can (3) see the tone of the review.  I think the genre of the place doe effect the language if it formal or informal  from the tone of the review because most of the reviews I read use formal language but some are not, it depends on the credibility level and the expertise level of the blogger, I think that bloggers who are more  experts tend to use more formal way of reviewing despite of the rating the place if it is a five start or two star (), language is used depending on subject matter in your hands for example when reviewing *barbar* language used will be different from *emsherif* , so language used in both is different

Y: ok when do you follow recommendations of bloggers?

X: usually I do trust bloggers but when I read all the recommendations and see the ones very similar to each other then I know that this recommendation is valid ()

Y: Ok

X: but I see similar readings of similar reviews I trust them and go for it

**2.D**

Y: why do you read reviews written by food bloggers?

X: the main reason I (2) read food reivews especially written by verified foodbloggers because I have a personal relationship with these bloggers and I m (2) pretty sure that their information about a specific restaurant is (1) credible or valid (1) so they are honest (2) as far as I know [laughs]

Y: when do food bloggers review catch your attention?

X: umm (1) the reviews that really catch my attention (1) are the one that critique a restaurant critiquing can be good or bad *bass* this shows actually that the person the blogger I mean is not just (2) writing something it means that hes actually looking into the restaurant in a very critical way and helping others decide on what to eat what not to eat (1) so basically its being a critic

Y: how is the language helpful?

X: catchy lines basically umm (1) helps more in letting us choose a specific restaurant

Y: what do you care most about reviews?

X: I personally (2)I  the first thing that comes in my mind is the food quality

Y: in what language you find reviews credible/reliable?

X: depends *ya3ne* on the restaurant that's what I believe inno if the restaurant is more (1) of eh (1) an American cuisine *ya3ne* the English language would be more professional to review  and if it is Lebanese  (1) I prefer the English language for credibility(1) I trust it more

Y: when does the language of foodbloggers vary?

X: umm (2) I don't think that foodbloggers should stick to one language ya3ne (1) they usually show us that language of food has no limits because a foodie love crosses borders and connects cultures so umm (1) each blogger shares their knowlodge through the photos (2) and the pictures no matter where they are from

Y: do you follow their recommendations?

Y: if I know the blogger personally I definitely follow their recommendations If not (1) I prefer to try the restaurant *inno* for myself at first and then check their reviews if they make sense and if they relate then I would start following their recommendations if not ya3ne they are just fooling us around [laughs]

**3.N**

Y: Why do you read reviews that are written by food bloggers?

X: because I want to know what restaurant I want to go to so I (1) check the greatest amount of reviews that went to each restaurant

Y:When do food bloggers' reviews catch your attention?

X: when the representation of the food in the picture is inviting, I care more about pictures

Y: How is the language of food bloggers helpful to you in choosing a restaurant?

X:eh (1) the language of food bloggers should be authentic it should be real and it should be honest whether the review is positive or negative we should get an honest review

Y: What do you care most about when you look at their reviews?

X: authenticity , it should not be fake and it should involve the food bloggers lived experiences in details rather than dry information [smiles]

Y: In what language do you find reviews more credible/reliable?

X: I prefer reading English reviews since they are more professional and I can understand them better

Y: When does the language of those food bloggers vary?

X: as long as the review is catching the reader's attention it doesn't matter what the language of the review is

Y: When do you follow their recommendations?

X: I follow the recommendations (1) when I see many reviews many reviews that have the same recommendation then I follow it because there are majority of recommendations

**4.S**

Y:Why do you read reviews that are written by food bloggers?

X: hmm (1) to know where to eat of course since I love food and trying new places [laughs]

Y: When do food bloggers' reviews catch your attention?

X:  they catch my attention when the reviews are written in Arabic and in bold letters

Y:How is the language of food bloggers helpful to you in choosing a restaurant?

X: when it is written in Arabic and in a funny way it helps me find the restaurant easily

Y:What do you care most about when you look at their reviews?

X: I care about the taste of food if the blogger (1) says *inno l akel taybe doghre* I try it bihimne *food is tasty*

Y:In what language do you find reviews more credible/reliable?

X: in English language , *bihimne heik* professional language *mish ta2 hanak* language [laughs] *inno* serious proper language with sophisticated words someone who knows what he is saying mish hmar [laughs]

Y:When does the language of those food bloggers vary?

X: hasab l reviewer (1) the language of professional reviewers of course varies from people who don't know how to talk *ma khass l* restaurant maybe ur reviewing a chocolate bar *inno ma khassa*

Y:When do you follow their recommendations?

X: I follow it if it's a long review and has serious words in it

**5.M**

Y:Why do you read reviews that are written by food bloggers?

X: mmm (1) in order to (1) ahh have an idea about a new place that I wish to visit but I depend mostly on credible bloggers not everyone's reviews [sighs sarcastically]

Y:When do food bloggers' reviews catch your attention?

X: when the reviews are detailed and contain 2 aspects that I find very important ()

Y: what are they?

X: portions and value for money +

Y +How is the language of food bloggers helpful to you in choosing a restaurant?

X: language is essential when picking a restaurant (1) and if it sophisticated and has zero grammatical mistakes then it would be reason enough for me to ignore or choose the restaurant[smiles]

Y:What do you care most about when you look at their reviews?

X: usually (1) I look for hygiene portions a*keed* and prices *inno mabade hada yonsobne* honestly what's happening with expensive places and small portions *walaww* [shocked]

Y:In what language do you find reviews more credible/reliable?

X: English of course (1) *mabade hada yihkeene karshune* [laughs ]

Y:When does the language of those food bloggers vary?

X: it varies hmm mainly because of their educational background and level of sophistication bass *saraha li mabya3rif English leh byiktob yama bikmosh* spelling w grammar mistakes [laughs hysterically]

Y:When do you follow their recommendations?

X: I follow their recommendations when I sense that they are trust worthy you can't trust all people some of them you feel inno fee tikhreef a bit of salt and pepper {hahaha]

6.**b**

> Y:Why do you read reviews that are written by food bloggers?

> X: kirmel iza l mahal not reviewd in a good way or ketbeen bad reviews mabruh ya3ne(1) literally ma3azib 7ale w bruh I wont try it at all bass mish iza review wahad ya3ne iza ktar l reviews l bad mabruh bass iza wahad review mish mneeh wil be2e mneih inno (2) I would give it a try ya3ne ma bihkom doghre

Y:When do food bloggers' reviews catch your attention?

X: lamma ykun l English (1) proper English w (1) its not very very long yukn (1) accurate w straight to the point w hyada (1) ehh (1) will English  mazboot ya3ne

Y:How is the language of food bloggers helpful to you in choosing a restaurant?

X: akeed I prefer iza ketbeen bil English , iza French I don't know French , w bil 3arabe kamen (2) I prefer always English ya3ne

Y:What do you care most about when you look at their reviews?

X: I care about the service kteer la2an bil food iza hada le2a sheee mish tayib yimkin ana le2ee tayib ya3ne (1) faa (1) its not about that its about the service li bitkhaleene ije 3a hal mahal w inno iza elo service Is great I will go and gve it a try bass iza l akel mish tayib yimkin la ile tayb so bruh, inno I care about cleanliness kteer iza mahal ma ndeef kamen ma bruh

Y:In what language do you find reviews more credible/reliable?

X: I prefer English language maybe because I am fluent in English bass ma khass iza credible aw ma credible yimkin iza bil 3arabe aw francais yimkin tkun credible kamen

Y:When does the language of those food bloggers vary?

X: wala marra l2aeit review mish bil English wala marra tole3 ideme heik shee bass some mix English and Arabic in English letters bass its fun l mix

Y:When do you follow their recommendations?

X: I follow recommendations when ykuno ketbeen service is good and cleanliness is good and if I am interested by the certain cuisine fa heik [smiles]

**7.H**

Y:Why do you read reviews that are written by food bloggers?

X: because I want to choose the best restaurant I want to (2) you know ya3ne to know where to go

Y:When do food bloggers' reviews catch your attention?

X: (4) ehhhh tips lamma ykun fee tips inno hayda l (2) easy language and humor, funny

Y:How is the language of food bloggers helpful to you in choosing a restaurant?

X: they use heke (1) easy language to give us tips

Y:What do you care most about when you look at their reviews?

X: rating (1) I read the review to check rating of restaurant and good taste

Y:In what language do you find reviews more credible/reliable?

X:English hmm=

Y:When does the language of those food bloggers vary?

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X:when they use Arabic and English at same time to express their feelings

Y:When do you follow their recommendations?

X: I like to (2) read their reviews  and (1) follow their recommendations because whenever I want to go to a restaurant. I trust them when I have a previous experience with those bloggers

8.I

Y:Why do you read reviews that are written by food bloggers?

X: because it gives me a general idea about the restaurants food, ambience and others

Y:When do food bloggers' reviews catch your attention?

X: when it is accurate  and gives details about a restaurant

Y:How is the language of food bloggers helpful to you in choosing a restaurant?

X: it is helpful because usually food blogger is a person who enjoys food so he must be trustworthy

Y:What do you care most about when you look at their reviews?

X: I care about the cuisine, ambience and cost per person

Y:In what language do you find reviews more credible/reliable?

X: English only =

Y: When does the language of those food bloggers vary?

X: when they want to express their feelings

Y:When do you follow their recommendations?

X: I do follow when it's a new restaurant or heard different contradictory feedbacks about it

**9.R**

Y:Why do you read reviews that are written by food bloggers?

X: mainly to help me decide in choosing new places but also sometimes after a negative experience in a place that everybody recommended (1) I read negative reviews again to see if others had the same experience as fine and positive reviews so I develop a better gut instinct for spotting fake reviews

Y:When do food bloggers' reviews catch your attention?

X: when they are negative but not too emotional and personal

Y:How is the language of food bloggers helpful to you in choosing a restaurant?

X: I can tell from the length of sentences and style and type of adjectives used if the review is honest or not

Y:What do you care most about when you look at their reviews?

X: I would like to know if the review is honest or just a friend advertising for a restaurant or if the review was too picky by nature or was harsh for no reason

Y:In what language do you find reviews more credible/reliable?

X: English =

Y:When does the language of those food bloggers vary?

X: most of the time when the review is extremely negative the language becomes too personal and more of a story of unfolding events with lots of  Is "I ordered this" "I did that"  and then that happened I tend to ignore with those but when the review

moderately   positive or slightly negative the phrases are shorter and right to the point mostly about the experience itself and taste with slightly richer adjectives and one or two mataphors depending on the total length of the review also more "we' is used than "I " and those are usually (1) the honest reviews in my opinion (smiles confidently) the least dependable reviews are the ones where the language is overly peotic with lost of similes and metaphors (1) the style becomes more of an essay without much personal pronouns and the tone feels more detached like "place is so great etc …

Y: When do you follow their recommendations?

X: I follow recommendations when I feel the blogger is honest in his positive review(2) and not too emotional in his negative reviews

10.y

Y:Why do you read reviews that are written by food bloggers?

X: I read them because (1) to get recommendations to know where to go what to  do *iza hayda l mahal li rayeh 3le* is it a good one (2) *aw* what to order exactly aw2at they have tried it bass *kamen* their input is good especially iza reviewers *3andon kteeer* followers this would be something I would do

Y:When do food bloggers' reviews catch your attention?

X: when (2) hff  it depends 3ala l mahal li rayih 3le it depends if the place im going to is just the place I want to confirm it 3rifte 3laye keef

Y:How is the language of food bloggers helpful to you in choosing a restaurant?

X: it is helpful because it makes it easier for me to choose the restaurant I want , it is helpful when it brief and not sophisticated (3) just simple words that are direct

Y:What do you care most about when you look at their reviews?

X: to confirm *iza hayda l mahal mratab ma mratab  shu ayleen 3anno (2) ghier reviewers bass hayda ahhama shee bil nisbe ile ahmma ahamma sheee*

Y:In what language do you find reviews more credible/reliable?

X: English language =

Y: When does the language of those food bloggers vary?

X:  when they had a bad experience in a certain restaurant and they want to express their feelings or when they come from different backgrounds so more educated people use better language that lack grammatical errors but less educated ones might use simple words and sometimes they mix English and Arabic at the same time if they want to express their feelings or when they want to make a joke it is usually in Arabic  , it might also differ if the restaurant is a fine dining one they use better sophisticated  language for example when reviewing acote it is different than one they review a manoushe place  the language becomes simpler

Y: When do you follow their recommendations?

X: (3) I follow their recommendations when I feel (2)eeeee they are sincere ya3ne aw  (2) it depends ya3ne I try to follow their recommendations (2) I need to accept *inno hinne bya3rfo w raho 3a hal mahal mishein heik I follow them no2ta 3al sater*

11.k

Y: Why do you read reviews written by food bloggers?

X: it would be a good reference especially when coming from outside the country and you can't get the word of mouth reviews. Also, it is helpful to know about the budget level, the best items on the menu, the ambience and the best time to visit.

Y: When do food bloggers reviews catch your attention?

X: The subject line is important and it triggers to go read the review in details. However, sometimes when the subject line is too flashy to a point of exaggeration, I'd avoid it.

Y: How is the language of food bloggers helpful for you in choosing a restaurant?

X:I like reviews which match to the type of restaurant. So for casual diners, I like to read reviews which are written in a simple language. I try to avoid long length review which feels like reading a novel rather than a review for a restaurant. Reviews which are straight to the point, are less time – consuming. When I find the review not genuine and exaggerated, I am not encouraged to visit the restaurant.

Y:What do you care most about when you look at their reviews?

X:I like to know about the type of food, what to try, the budget, whether it's suitable for an occasion or just a causal dining or a business gathering and last but not least, the level of service expected.

Y:In what language do you find reviews more credible/ reliable?

X:I find it more reliable when the review talks in line with the type of restaurant. I don't like reviews of a street food place which judge it like it is judging a fine dining experience. This is the biggest problem in the food blogging where there's no

adaptation to the categories of restaurants. I would prefer to follow a food blogger who has specialty in certain type of restaurants or food.

Y: When does the language of those food bloggers vary?

X: I think it varies depending on the experience of the blogger. Nowadays everyone who visited more than a dozen of restaurant call himself/herself a food blogger. You can see the language differ based on the number of reviews written by each one and the food experiences. Not everyone who writes two sentences on Zomato is a food blogger and not every restaurant is worth writing a full page review on just to know how good someone's literature is.

Y: When do you follow their recommendations?

X: I would always read couple of reviews and check the overall ratings. I also tend to read bad reviews to see different expectations. So I would not follow the recommendation blindly unless I know the food blogger and tried his/her recommendations couple of time. Then I can follow his/her recommendations.

# Appendix D

Questionnaire

**Answer the following questions by choosing the item that corresponds to you.**

1. Age
○ 18-20

☐ 21-25

☐ 26-30

○ above 30


2. Gender
○ Male

○ Female


3. Nationality
☐ Lebanese

☐ Other


4. I write reviews in the mother tongue language (i.e. Arabic).
○ Strongly agree

○ Agree

○ Disagree

☐ Strongly disagree


5. I use the mother tongue language to express my feelings about a certain restaurant or food.
○ Strongly agree

○ Agree

○ Disagree

☐ Strongly disagree

6. I use collective verbs such as "we" and "us" when I want to express disappointment in a certain restaurant.

○ Strongly agree ○ Agree

☐ Disagree

☐ Strongly disagree

7. I use sexual words that are linked to pleasure when I want to describe desserts (i.e. orgasmic plate)

○ Strongly agree

○ Agree

○ Disagree

○ Strongly disagree

8. I use drug language when I want to describe addictive food (i.e. dope/ addicting fix)

☐ Strongly agree

○ Agree

○ Disagree

○ Strongly disagree

9. The style and level of language varies according to the status of the restaurant( i.e. I use big words when I want to describe expensive restaurants).

☐ Strongly agree

○ Agree

○ Disagree

○ Strongly disagree

10. I use simple words when I write reviews about non-expensive restaurants.

○ Strongly agree

○ Agree

☐ Disagree

☐ Strongly disagree

11. There is a Jargon used among food bloggers (i.e. special words that are used and difficult for others to understand)

○ Strongly agree ○ Agree

☐ Disagree

☐ Strongly disagree

12. I share my experiences, identity, and honest opinions about a restaurant.

○ Strongly agree

○ Agree

○ Disagree

○ Strongly disagree

13. I use warning words to warn people to avoid certain restaurants.

☐ Strongly agree

○ Agree

○ Disagree

○ Strongly disagree

14. I use the English language to show professionalism when writing a review.

☐ Strongly agree

☐ Agree

☐ Disagree

◯ Strongly disagree

15. I use sarcastic words for humor purposes.

◯ Strongly agree

◯ Agree

☐ Disagree

☐ Strongly disagree

16. I use sophisticated words when I am happy about a certain restaurant's performance.

◯ Strongly agree

◯ Agree

◯ Disagree

◯ Strongly disagree

Answer the following questions briefly.

17. When do you use the language of comfort and belonging (i.e. I felt at home)?

18. Why do you write reviews?

19. What is common to all food bloggers' language when they write reviews?

20. When do you use the language of excitement in your reviews?

21. When do you include politics in your reviews?


22. What words do you use to recommend a place?



23. What are 3 things that are important for food bloggers?

# Consent to participate in a Questionnaire

# The Critical discourse analysis of the language of food bloggers in Lebanon

I would like to invite you to participate in a research project by completing thefollowing questionnaire. I am a student at the Lebanese American University and I am completing this research project as part of my thesis. The purpose of this questionnaire aims to answer my research question I which is about the language food bloggers use. I want to know what language they use and analyze the critical discourse behind it.

Completing the questionnaire will take 7to 10 minutes ofyour time.

By continuing with the questionnaire, you agree with thefollowing statements:

1.  I have been given sufficient information about this research project.
2.  I understand that my answers will not be released to anyone and my identity will remain anonymous. My name will not be written on the questionnaire nor be kept in any other records.
3.  When the results ofthe study are reported, I will not be identified by name or any other information that could be used to infer my identity. Only researchers will have access to view any data collected during this research however data cannot be linked to me.
4.  I understand that I may withdrawfrom this research any time I wish and that I have the right to skip any question I don 't want to answer.
5.  I understand that my refusal to participate will not result in any penalty or loss ofbenefits to which I otherwise am entitled to.
6.  I have been informed that the research abides by all commonly acknowledged ethical codes and that the research project has been reviewed and approved by the Institutional Review Board at the Lebanese American University
7.  I understand that ifI have any additional questions, I can ask the research team listed below.
8.  I have read and understood all statements on thisform.
9.  I voluntarily agree to take part in this research project by completing thefollowing Questionnaire.

Ifyou have any questions, you may contact:

| Name PI | Phone number | Email address |
|---|---|---|
| Tala El Khansa | 03106554 | Tala.. elkhansa lau.edu |
|  |  |  |

If you have any questions about your rights as a participant in this study, or you want to talk to someone outside the research, please contact the:

IRB Office,
Lebanese American University

Y<sup>d</sup> Floor, Dorm A, Byblos Campus Tel.• 00 961 1 786456 ext. (2546)
irb@lau.edu.1b

CREATE
SURVEY
UPGRADEtalakhansa

# The language of food bloggers in Lebanon

QUESTION BANK

Page Logic    More

Actions v

Answer the following questions by choosing the | nLAU | item that corresponds to you.

BUILDER

bloggers in Lebanon

THEMES

A Critical Discourse analysis on the language of food bloggers in Lebanon

LOGIC

1. Age

   C) 18-20        C) above 30

   0 21-25 (D Don't want to answer

C) 26-30

2. Gender

(D Female

C) Don't want to answer

3. Nationality

O Lebanese

D Other

Don't want to answer

4. I write reviews in the mother tongue language (i.e. Arabic).

(D Strongly agree     C)) Strongly disagree O Agree     (C) Don't want to answer

O Disagree

5. I use the mother tongue language to express my feelings about a certain restaurant or food.

C) Strongly agree     O Strongly disagree o Agree     (D Don't want to answer

O Disagree

I code switch (change from one language to another) when writing a

O Disagree                              (D Strongly agree          C) St ongly disagree

                                        O Agree                    (D Don't want to answer

I use collective verbs such as "we" and "us" when I want to express disappointment in a certain restaurant.

        Strongly agree   Strongly disagree

        Agree          (D Don't want to answer

Disagree

I use sexual words that are linked to pleasure when I want to describe desserts (i.e. orgasmic plate)

        (C) Strongly agree       C) Strongly disagree

        O Agree          C) Don't want to answer

(D Disagree

9. I use drug language when I want to describe addictive food (i.e. dope/ addicting fix)

                              O Strongly agree          (D Strongly disagree

                              O Agree                   O Don't want to answer

O Disagree

10. The style and level of language varies according to the status of the restaurant(i.e. I use big words when I want to describe expensive restaurants).

O Strongly agree        C) Strongly disagree

o Agree        O Don't want to answer

o Disagree

11. I use simple words when I write reviews about non-expensive restaurants.

(D Strongly agree    (C) Strongly disagree

O Agree        (D Don't want to answer

C) Disagree

12. There is a Jargon used among food bloggers (i.e. special words that are used and difficult for others to understand)

C) Strongly agree    C) Strongly disagree

O Agree        o Don't want to answer

O Disagree

13. I share my experiences, identity, and honest

C) Strongly agree        C) St ongly disagree

opinions about a restaurant.

O Agree        (C) Don't want to answer

O Disagree

14. I use warning words to warn people to avoid certain restaurants.

(D Strongly agree (C) Strongly disagree ◯ Agree (D Don't want to answer

O Disagree

15. I use the English language to show professionalism when writing a

rev i evv.

C) Strongly agree        C) Strongly disagree

O Agree          O Don't want to answer

O Disagree

16. I use sarcastic words for humor purposes.

C) Strongly agree      C) Strongly disagree

Agree           o Don't want to answer

o Disagree

17. I use sophisticated words when I am happy about a certain restaurant's performance.

O Strongly agree     C)) Strongly disagree

O Agree C) Don't want to answer C) Disagree

Answer the following questions briefly.

When do you use the language of comfort and belonging (i.e. I felt at home)?

Why do you write reviews?

What is common to all food bloggers' language when they write reviews?

When do you use the language of excitement in your reviews?

22.

ADPROVED When do you include politics in your reviews?

What words do you use to recommend a place?

What are 3 things that are important for food bloggers?

# Consent to participate in an Interview

# The Critical discourse analysis of the Language of food bloggers in Lebanon

I would like to invite you to participate in a research project by answering the following interview questions. I am a student at the Lebanese American University and I am completing this research project as part of my thesis. The purpose of this interview aims to answer my research question 2 which is about the perceived impact of the language of food bloggers on readers. I want to know whether the language of food bloggers influence readers or followers ' choices.

Answering the interview questions will take 20-30

minutes of your time. By continuing with the interview,

you agree with the following statements:

l.  I have been given sufficient information about this research project.
2.  I understand that my answers will not be released to anyone and my identity will remain anonymous. My name will not be written on the questionnaire nor be kept in any other records.
3.  When the results of the study are reported, I will not be identified by name or any other information that could be used to infer my identity. Only researchers will have access to view any data collected during this research however data cannot be linked to me.
4.  I understand that I may withdraw from this research any time I wish and that I have the right to skip any question I don 't want to answer.
5.  I understand that my refusal to participate will not result in any penalty or loss of benefits to which I otherwise am entitled to.
6.  I have been informed that the research abides by all commonly acknowledged ethical codes and that the research project has been reviewed and approved by the Institutional Review Board at the Lebanese American University
7.  I understand that if I have any additional questions, I can ask the research team listed below.
8.  I have read and understood all statements on this form.
9.  I voluntarily agree to take part in this research project by completing the following Questionnaire.

If you have any questions, you may contact:

| Name (PI | Phone number | Email address |
|---|---|---|
| Tala El Khansa | 03106554 | Tala.. elkhansa lau.edu |

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|  |  |  |
| --- | --- | --- |
|  |  |  |

Ifyou have any questions about your rights as a participant in this study, or you want to talk to someone outside the research, please contact the:

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Interview with people who follow food bloggers

l . Why do you read reviews that are written by food bloggers?

2. When do food bloggers' reviews catch your attention?

3. How is the language of food bloggers helpful to you in choosing a restaurant?

4. What do you care most about when you look at their reviews?

5. In what language do you find reviews more credible/reliable?

6. When does the language of those food bloggers vary?

7. When do you follow their recommendatio

**LAU**

الجَـامعَـة اللبـنانيَـة الأميركيَـة  Lebanese American University

Institutional Review Board (IRB)

# NOTICE OF IRB APPROVAL - EXEMPT
# STATUS

To:     Ms. Tala El Khansa
        Advisor: Dr. Rima Bahous
        Associate Professor
        School of Arts and Sciences

APPROVAL ISSUED: 6 October 2017
EXPIRATION DATE: NA
REVIEW TYPE: EXEMPT

Date:     October 6, 2017
RE:       IRB LAU.SAS.RB1.6/Oct/2017
          Protocol Title: The Critical Discourse Analysis of The Language of Food Bloggers in Lebanon

Your application for the above referenced research project has been approved by the Lebanese American University, Institutional Review Board (LAU IRB). This research project qualifies as exempt under the following category:

B. Research involving the use of educational tests (cognitive, diagnostic, aptitude, achievement), survey procedures, interview procedures or observation of public behavior, unless:

(i)      information obtained is recorded in such a manner that human subjects can be identified, directly or through identifiers linked to the subjects; and

(ii)      any disclosure of the human subjects' responses outside the research could reasonably place the subjects at risk of criminal or civil liability or be damaging to the subjects' financial standing, employability, or reputation.

This approval is limited to the activities described in the Protocol Exempt Application and all submitted documents listed on page 2 of this letter. Enclosed with this letter are the stamped approved documents that must be used.

APPROVAL CONDITIONS FOR ALL LA U APPROVED HUMAN RESEARCH PROTOCOLS - EXEMPT

LAU RESEARCH POLICIES: All individuals engaged in the research project must adhere to the approved protocol and all applicable LAU IRB Research Policies. PARTICIPANTS must NOT be involved in any research related activity prior to IRB approval date or after the expiration date.

EXEMPT CATEGORIES: Activities that are exempt from IRB review are not exempt from IRB ethical review and the necessity for ethical conduct.

MODIFICATIONS AND AMENDMENTS: Certain changes may change the review criteria and disqualify the research from exemption status; therefore, any proposed changes to the previously approved exempt study must be reviewed and approved by the IRB before implementation.

NOTIFICATION OF PROJECT COMPLETION: A notification of research project closure and a summary of findings must be sent to the IRB office upon completion. Study files must be retained for a period of 3 years from the date of notification of project completion.

IN THE EVENT OF NON-COMPLIANCE WITH ABOVE CONDITIONS, THE PRINCIPAL INVESTIGATOR SHOULD MEET WITH THE IRB ADMINISTRATORS IN ORDER TO RESOLVE SUCH CONDITIONS. IRB APPROVAL CANNOT BE GRANTED UNTIL NONCOMPLIANT ISSUES HAVE BEEN RESOL VED.

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If you have any questions concerning this information, please contact the IRB office by email at irb@lau.edu.lb

The IRB operates in compliance with the national regulations pertaining to research under the Lebanese Minister of Public Health's Decision No.141 dated 27/1/2016 under LAU IRB Authorization reference 2016/3708, the international guidelines for Good Clinical Practice, the US Office ofHuman Research Protection (45CFR46) and the Food and Drug Administration (21CFR56). LAU IRB U.S. Identifier as an international institution: FWA00014723
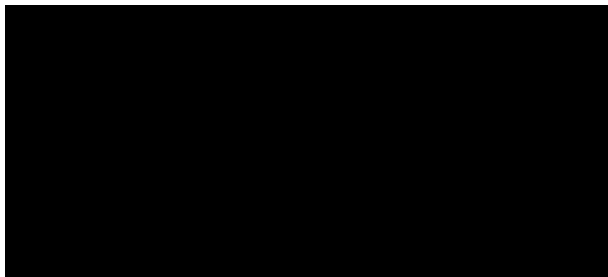
and IRB Registration # IRB00006954 LAUIRB#I

DOCUMENTS SUBMITTED:

LAU IRB Exempt Protocol Application
Proposal
Consent to participate in a questionnaire
Consent to participate in an interview
Interview Questions Survey

NIH Training — Rima Bahous
NIH Training — Tala El Khansa

                              Dr. Costantine Daher
                        Chair, Institutional Review Board

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