

March 05, 2019

The codes are used to generate the figures and tables in the paper. The codes are implemented by Stata 14.2. The data are not included in the replication folder due to data confidentiality and data agreement with Yelp. Researchers can contact Yelp to request data for replication purposes.

Description of Data Files

Generating the Data

The datasets are all in balanced panel structure. Each observation is at the business-by-time unit level, the time unit is either a week (*week*) or a month (*month*). *month* 0 and *week* 0 start on the day of the intervention and we count every 31 days as a month and every 7 days as a week. Each business is identified by the *business_id*.

Variable Descriptions

The restaurant hygiene score (*score*) and characteristics (*price*, *rating*) are captured right before the interventions. The outcomes (*leads*, *num_rev*, *num_order*) are aggregated at each restaurant level in a given time period. *num_rev* is the number of new reviews the restaurant receives during a time period, and the *num_order* is the number of takeout orders the restaurant receives during a time period.

$\ln('outcome')$ is the log-level of the outcome.

$'outcome'_n$ is the standardized outcome. We standardize the outcome variables by their sample standard deviation before the interventions.

Lists of Data Used

1 weekly leads and number of reviews before and after the posting of hygiene scores, used to create Figure 4:

- leads_score_posting_weekly.dta
- reviews_score_posting_weekly.dta

2 weekly leads, number of reviews, and number of takeout orders before and after the posting of hygiene alert, used to create Figure 5:

- leads_hygiene_alert_weekly.dta
- reviews_hygiene_alert_weekly.dta
- orders_hygiene_alert_weekly.dta

3 monthly leads and number of reviews before and after the posting of hygiene scores, used to generate Figure 1 and Table 1:

- leads_score_posting.dta
- reviews_score_posting.dta

4 monthly leads, number of reviews, and number of takeout orders before and after the posting of hygiene alerts, used to generate Figure 2 and Table 2:

- leads_hygiene_alert.dta
- reviews_hygiene_alert.dta

orders_hygiene_alert.dta

Codes

1 Fig_1_2.do: generates Figure 1 and Figure 2.

2 Table_1_Fig_4.do: generates Table 1 and Figure 4.

3 Table_2_Fig_5.do: generates Table 2 and Figure 5.