METHODOLOGY & ENDNOTES

All statistics are based on reviews submitted to Tripadvisor between (and inclusive of) January 1, 2020, and December 31, 2020, along with any further moderation actions that may have been taken on those reviews through January 31, 2021.

All references to 2018 data are sourced from the **2019 Review Transparency Report.**

The metrics in the report focus on traveller review content only. Unless otherwise stated, the data does not cover other content types on the platform, such as management responses, forum posts, photos, videos, and Q&As. For example, if a photo submitted alongside a review was queued for manual moderation, the review would not be counted as manually moderated in this report because the issue was only with the photo, not the review. However, if the review was also flagged for manual moderation by the technology system or reported by the community, it would be included in the data in this report.

The data collection methodology and its results have been vetted for accuracy and confirmed by multiple teams across Tripadvisor, including data analysts, review moderation managers and fraud investigators. Every possible effort has been made to ensure the data in this report is accurate; however, it is not possible to completely eliminate every margin of error.

By the same token, there is always the potential for human error in human content moderation, particularly on complex decisions where there is a degree of subjectivity — such as whether a review includes offensive language, as some words and phrases may be offensive in some contexts and not in others. There is also the possibility of a margin of error resulting from unforeseen technical errors, such as software bugs or tool outages, although given the scale of data included in the report and the rigor with which it has been analysed, any impact on the figures included herein would be minimal.

As a global report, the metrics are presented in aggregate across all 28 languages that Tripadvisor supports globally. With English being the largest language by review volume, the aggregate metrics are most representative of English-language reviews. Data related to smaller-volume individual languages might experience deviations from the aggregate averages, for example in areas such as processing times or removal rates. Occasionally, a review may be reported more than once. For example, multiple users could dispute a single review or an owner could disagree with a decision to keep a review posted and may report the review a second time.

For the purposes of this report, such a review is counted as ‘reported’ only once. However, the measure for turnaround times considers all reports, whether it is the first report of the review or a duplicate.







