Web 2.0 Case Study- Google Hotpot

Description:

Google Hotpot is a recommendation service similar to Yelp. Users who sign up for the service rate various places such as restaurants. Over time, Google Hotpot will try to make recommendations based on your personal preferences. Users can also add friends, and ratings and reviews can be shared between friends.

Application:

The application is used to rate many different types of institutions and businesses, including arts and cultural sites. Because it is a Google application, Hotpot connects to Google Maps as well as pulling other reviews from other websites. By reviewing places, Google can better understand a user’s preferences, and suggest sites that the user might like. Google Hotpot can be useful for arts organizations because they can view what members of the public like or dislike about their organization without having to conduct their own survey. The application asks users specific questions, so friends will know what aspects of a place they like or dislike, and their reasons. Organizations can also take this information and use it to improve aspects of their programming. A different account type is also available for businesses to use for marketing and promotion within the application.

Google Hotpot is also associated with Google Places which is available as a part of apps for smartphones. This is useful because users can access and rate information while actually at or near the place that they are rating or seeking information on.

Value:

Google Hotpot has value for arts organizations and non-profits because it allows for easy retrieval of information about their visitors without having to invest much effort or money. By seeing what members of the public say about their organization, non-profits can adapt to fit the needs of their public. This application also includes marketing tools which can be used by arts organizations, and can help promote events and programs.

On a personal note, I think I would trust reviews submitted by my friends over anonymous reviews from other recommendation services sites such as Yelp and UrbanSpoon. However, the benefit of this falls apart when I am interested in a place that none of my friends have been to, where my only option is to trust the reviews of strangers.