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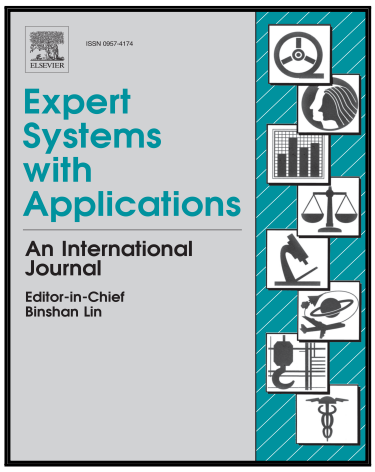

Predicting the Helpfulness of Online Reviews Using a Scripts-Enriched Text Regression Model

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