Evaluate & Judge Unit: Amazon Review Activity

Select a product you can purchase on Amazon.com: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\*Pick something that has several different manufacturers or models.

Choose one specific model or manufacturer of the product to evaluate first. Name it: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

How many stars does this product have and how many reviews are there?

What does the “top positive review” specify about why this product is the best?

Is there bias present in the review? If so, explain the potential bias.

What does the “top critical review” specify about why this product should not be purchased?

Is there bias present in the review? If so, explain the potential bias.

Read a few of the other reviews about this product. After considering the reviews, what qualifies this product as a worthwhile purchase? What hesitations do you have about purchasing this product?

Now, choose a different model or manufacturer of the product to evaluate. Name it: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

How many stars does this product have and how many reviews are there?

What does the “top positive review” specify about why this product is the best?

Is there bias present in the review? If so, explain the potential bias.

What does the “top critical review” specify about why this product should not be purchased?

Is there bias present in the review? If so, explain the potential bias.

Read a few of the other reviews about this product. After considering the reviews, what qualifies this product as a worthwhile purchase? What hesitations do you have about purchasing this product?

Which product would you purchase and why?