0:05 Alright, hello! It’s Chris Riseley again and I am hoping to share with you now some more information about what’s going to happen later in our class. Our class is going to, in this unit, explore how to write very helpful reviews for consumer websites. And, look where we are, we are at Amazon.com, perhaps the single biggest consumer website in the world. You can find anything to review at Amazon.com. Now, later in this class you are going to get some very specific instruction about how to write blow-away reviews for these kind of websites. The thing is, it’s your education, you’re paying the money for it and I want to teach you something that’s actually valuable to you. And the fact is, being able to write excellent reviews makes you a great thinker, it helps you think specifically, it helps you present your ideas clearly. Who knows what you’re going to do with your incredible superpower of being the best reviewer in any category at any website that accepts consumer reviews. And I believe this. I believe that after you take this little crash course you’re about to get in your WR121 class at Linn-Benton Community College that you’re going to literally write better reviews for a great number of consumer websites than most of the other people out there. Obviously there are some stone-cold experts out there writing, but the fact is there is a huge difference between the average writer of these reviews and the professional. The average writer of these reviews hardly includes any detail at all, and what this section is going to teach you is how to include descriptive detail in reviews, how to understand what criteria are, and how to put yourself in reviews so they are interesting and meaningful to people reading them.

2:26 Now you can see that we are looking at Elmer’s Washable, no-run school glue. There is a reason we are looking at this because I myself have written a review here. I want to show you just so you get a sense for what is happening with these reviews. There are 88 customer reviews here, so I’m clicking that 88 customer reviews and you’ll notice that on the left side we have the most helpful/favorable review and that’s it. It doesn’t say ‘show more.’ Literally, the most helpful/favorable review goes something like this: “This glue, Elmer’s white, washable glue is a great tool for a quilter. It can be used to baste the top and the backing to the batting. It can hold appliques, it holds binding in place. Stitch right through it and it washes out cleanly- no more pin sticks.” There it is, that’s great. I don’t feel particularly informed by that one. This review (on the right), the best of the critical reviews, is a slightly longer review, but not by much. This review clearly does not add much detail.

3:42 I want to show you the review that I wrote, which is based on sharing criteria about the item. So, you can see that I start my reviews-- and you’ll have an opportunity to read this later, I’m going to kind of go over it fast because I have a number of different websites to show you, but later you’ll be studying this review a little bit. But you’ll see that when I review something I try to find a set of criteria that I’m going to use to rate it. In this case I’m using price, stickiness, drying time, application, cleaning up, and presentation. I don’t even have to include a conclusion. For an excellent consumer review on one of these consumer product websites you don’t need to have the introduction and the conclusion that would normally accompany a traditional essay.

4:33 Let me now show you a few other websites where you can practice your super review writing skills. So check out this incredible website. This is jamendo.com. If you like music, you can get free and legal music at this website from dozens of countries. There are 55,000 different albums last time I checked. You can go to jamendo.com. All I wanted to show you is that you can write a review about this, right here. And playing music here, I’ll just show you, is as easy as clicking this. You can listen to the music and then you can come up and click ‘Write a review’ and hopefully you would say something more than one line if French- that’s the idea here. Alright, so that’s jamendo.com, another great place for you to practice writing reviews. You’d be writing about music in this case and of course you’d break it into criteria. You could be talking about tempo, and rhythm, and musical instruments, and all the different kinds of criteria we use to judge music or make comparisons between other types of music.

6:20 First Grade Free Learning app. I set this up to show you the fantastic Google Play store. For those of you who have Android apps, this would be that place you get them. Of course, iTunes app store also allows you to review. I was just setting up some places where you could write reviews. So this, I confess I haven’t written a review on this yet, but this First Grade Free Learning app is amazing- my daughter uses it. And if you come down here, you can write reviews, again probably reviews that are much better than the reviews that are here.

7:06 You can also go to Yell.com, and this is a review written about Yogurt Extreme. Again, it’s a review that starts with a little bit of an anecdote about the writer’s interaction with it. Then it talks about a few criteria: large selection of goodies, the taster cups, flavor would be another criteria. And then there would be a drawback, it’s expensive. That’s the price. So there are a number of different criteria that you would use to rate. And again, look at other ratings. They are so limited and undetailed.

7:50 Now, I selected this for you. This is RottenTomatoes.com. You might be a film expert and you can write reviews on even really old movies. Write a review, optional, well of course it’s optional. But, you could. If you were interested in writing a review on even an old movie, like ‘The Bad Seed’ from 1956, you could write a review. You could write a review, of course, on new movies and obviously you could use the search field to write reviews.

8:40 And if that does not float your boat, there is a consumer website dedicated to receiving your review about your automobile. Cars.com has a section where you can write a review about all these different kinds of cars. You could search up your car, but you’ll notice at these websites there are these ‘Write a review’ buttons and usually all they require you to do is login with an account.

9:07 So, o.k., a final review type that you can make is this one. You can review at tripadvisor.com. You can search out hotels so you can write reviews on hotels, and I found some reviews. This is on the New York Marriott Marquis, and here we can take a look. I bet that as people are reviewing hotels they get into a little bit more detail. But again, I’m going to teach you a method for writing reviews that’ll help you write the most thorough and detailed reviews. I’m going to teach you how to see specific criteria and break down your topic so that you give more information that is organized more coherently than most the reviews you see anywhere. Anyway, you’re going to be a very helpful review writer before you end this unit. Coming up you’re going to see some reviews, I’m going to be asking you to read a few reviews, ask you a few questions about them and I’ll send you out to write some reviews for our Assessment Evaluator, and he/she will be grading you on those reviews. And then after that, you’ll go and pick your own website and put your review out there in public. How’s that? Sounds good, so I’ll see ya!

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