Sample Pages from Web Site Analysis Papers

Note: One semester I collected sample pages before I collected full rough drafts. This year I thought I’d just post these as samples, since some students have a hard time understanding this kind of paper without samples. This is also how your paper should look in terms of format.

Sample Student #1

Dr. Sparks

21 Feb 2012

English 1B

 Three Twins Ice Cream: An “Inconceivably Delicious” *and* Ethical Desert

“We've been making inconceivably delicious ice cream in Northern California since 2005,” announces the hip new local business quirkily named “Three Twins Ice Cream.” This motto suggests that they will focus their marketing strategy on aesthetic criteria, and that emphasis is certainly evident in much of what they say about themselves on the web site.

 For example, although many companies that use organic ingredients emphasize the ethical value of organic agriculture—arguing that it is better for the earth and the critters, better for the farm laborers, better for people who live downstream of the farms—Three Twins says, under the front page heading “Organic Ingredients Abound,” that “Ingredients make the ice cream. That’s why we are committed to using full-flavored, certified organic ingredients purchased from producers who take pride in their work.” The emphasis is definitely on the taste. Clicking on the organics spot on the front page takes you to more aesthetics-focused statements, such as these: “[W]e put in the ingredients that make ice cream delicious and leave out those that don’t [. . . .] Every spoonful of Three Twins Ice Cream delivers fresh, authentic flavor and flawless texture.” So although it is not the only criteria they emphasize, aesthetics is very important to them. They want to be seen as a hip young company that does good in the world, but their first order of business is to produce an “inconceivably delicious” desert.

Sample Student #2

Dr. Sparks

21 Feb 2012

English 1B

Starbucks: Colossal Overreach or Benevolent Giant?

 Starbucks has become a controversial company as it has grown, since some people see its colossal multi-national reach as unethical in itself, stomping out the smaller, independent cafes that many hold dear, at least in theory. Nevertheless, on its Web site there is ample evidence that this company wants to be seen as a socially responsible corporate citizen. On the homepage, “Responsibility: Ethical Local Global” is a choice on the menu banner at the top of the page, fourth of only six options. The corresponding page, “Being a Responsible Company,” states, “We've always believed that businesses can - and should - have a positive impact on the communities they serve.” The page offers further links with extensive details about how they do good things for “Community,” “Environment,” “Ethical Sourcing,” “Wellness,” and “Diversity,” while also showcasing “Sustainable Store Designs in Action.” Some of these sections get quite detailed in their sub-menus. The “Ethical Sourcing” spot, for instance, includes further information on “Farmer Support, Tea, Cocoa, Store Products,” and offers even more under “Learn More About Ethical Sourcing.” Although I found some of this material is a little disappointing, such as the fact that they urge us to buy Fair Trade Certified Coffee but then offer only one brand, “roasty-sweet Café Estima Blend,” it is somewhat reassuring to read that they are working with Conservation International to “develop buying guidelines that address our principles for ethical sourcing.” It’s a start, at least and , there is evidence in the public forum that they have made a convincing case for themselves as an ethical company. In her article for the GreenBiz website, “Starbucks Coffee: Green or Greenwashed?”, Sarah Lozanova concludes, “The nature of the coffee industry is unsustainable in many ways, but Starbucks has helped lead the industry towards greener practices. I would like to see Dunkin' Donuts ditch Styrofoam and Nestle forgo genetically engineered coffee beans. Although there is certainly room for improvement by Starbucks, other companies have barely even gotten started.”