

ONLINE REVIEWS ANSWER KEY

Advanced B Standard Exam

Article 1

- Evaluating the reliability of the article (**4** points)
- Mapping the article:
 - Main ideas of sections (**20** points)
 - Main idea of the article (**6** points)

Article 2

- Evaluating the reliability of the article (**4** points)
- Mapping the article:
 - Main ideas of sections (**15** points)
 - Main idea of the article (**6** points)

Synthesis Question (**5** points)

Position Writing (**40** points)

Article 1: Online Reviews Are the Best Thing That Ever Happened to Small Businesses

Q1 Evaluating the Article's Reliability

4 pts	<p>To receive full points, the answer has to state whether the article is reliable or not, and provide relevant justification.</p> <p>An answer that claims the article is reliable should relate to at least one of the following:</p> <ul style="list-style-type: none"> • The article was published in a widely-read business magazine. • Articles in the <i>Forbes</i> are written by leading members of the business community. • The article was written by a senior executive from the technology industry (chosen by <i>Forbes</i>) • The article was written by a businessman who probably knows about this subject <p>Answers might also relate to the fact that the article was published in 2021 so it is up-to-date.</p> <p>An answer that claims the article is unreliable should relate to at least one of the following:</p> <ul style="list-style-type: none"> • <i>Forbes</i> is not an academic journal • The article was not peer-reviewed • It is hard to know if the author is credible. /The author is not an academic. • The article was published in 2021 and is about online business so is out-of-date <p>An answer that is uncertain about the reliability is also acceptable. It should be logical. Examples:</p> <ul style="list-style-type: none"> • I think this article is reliable because The Forbes publishes articles written by leading business people. It is also up-to-date. • In my opinion, this is not a reliable article because it is published in a magazine and not in a peer-reviewed journal. • I am not sure if the article is reliable. It is not an academic journal, it is written in an online magazine. But maybe I can trust it because the writer is a senior executive so he probably knows about the subject. • I don't think this is a reliable article. Articles that were written 3 years ago about the online world are not up to date.
2 pts	<p>Answers that conclude the article is reliable/unreliable but don't give sufficient justification. Examples:</p> <ul style="list-style-type: none"> • I think this is a reliable article because it was written in the Forbes. (Doesn't explain why Forbes is not reliable). • This is reliable because it was written in 2021. (Not enough to determine reliability.) • I think this is reliable because the writer is credible. (Need to say something that explains why he is credible).
0 pts	<p>Answers that contradict themselves or are inaccurate</p> <p>Answers without an opinion about the reliability.</p> <p>Answers without any justification.</p>

Mapping the article (20 points)

Q2 "Introduction"	
5 pts	<p>An answer with any of the following ideas:</p> <ul style="list-style-type: none"> • How Yelp (and other popular consumer review sites) benefits small businesses. • How online review sites are so important to small businesses. <p><u>Accept the following copied from the section answers:</u></p> <ul style="list-style-type: none"> ▪ Today, Yelp is joined by dozens of other popular consumer review sites as the first place shoppers go to find businesses nearby. As long as they're governed correctly, these sites are a boon to small, local businesses. ▪ It's a changing word and small businesses need to recognize the importance of online reviews if they want to thrive.
0 pts	Answers that are not logical or are inaccurate.

Q3 "Mobile Is Driving Local"	
5 pts	<p><u>Accept the following copied from the section answer (with proper revision):</u></p> <ul style="list-style-type: none"> ▪ Nowadays, everyone has the internet in their pocket all the time, and this changes everything for small businesses. ▪ For small businesses, the iconic physical storefront has been replaced by many digital ones.
0 pts	Answers that are not logical or are inaccurate.

Q4 Online Review Sites Guide Customer Choice"	
5 pts	<p>An answer with any of the following ideas:</p> <ul style="list-style-type: none"> • Online review sites guide customer choice// are an effective way to advertise. • Online review sites are much more efficient in getting consumers to buy their products than TV and newspaper ads. <p><u>Accept the following copied from the section answer (with proper revision):</u></p> <ul style="list-style-type: none"> ▪ When a consumer uses a review platform like Yelp or Google My Business, the decision and urgency to buy are exactly what prompted the person's search. ▪ This is the new normal: 97% of [most] consumers use the internet to find local businesses, and one in eight [some] search online for a nearby business every single day.
0 pts	Answers that are not logical or are inaccurate.

Q5 "Yelp Can Work for Small Businesses"	
5 pts	<p><u>Accept the following copied from the section answer (with proper revision):</u></p> <ul style="list-style-type: none"> ▪ If you run a small business, the very best thing you can do to attract more customers is to maintain a high star-rating on the most popular review sites. ▪ If you run a small business, it's time to embrace online review sites and use them to your advantage.

	<ul style="list-style-type: none">▪ Better yet, adopting the world of online reviews might be the only marketing plan a small business needs these days.
0 pts	Answers that are not logical or are inaccurate.

Q6 The main idea of the whole article	
5 pts	The article argues that online review sites like Yelp have revolutionized small business marketing by providing a powerful tool for customer engagement and local visibility, enabling small businesses to attract new customers and improve their reputation.
0 pts	Answers that are not logical or are inaccurate.

Article 2: The Effect of Weather on Online Reviews

Q7 Evaluating the Article's Reliability	
4 pts	<p>To receive full points, the answer has to state that the article is reliable and relate to the following information:</p> <ul style="list-style-type: none"> The article is peer-reviewed / The article was published in an academic journal. <p>Answers might also relate to the fact that the article was published in 2022 so it is up-to-date. Examples:</p> <ul style="list-style-type: none"> I think the article is reliable because it was published in an academic peer-reviewed journal.
2 pts	<p>Answers that conclude the article is reliable but don't give sufficient justification. Examples:</p> <ul style="list-style-type: none"> It was published in 2022. I think it's reliable. The author is a professor so it must be reliable.
0 pts	<p>Answers that contradict themselves or are inaccurate</p> <p>Answers without an opinion about the reliability.</p> <p>Answers without any justification.</p>

Mapping the article (15 points)

Q8 "Introduction"	
5 pts	<p>An answer with any of the following ideas:</p> <ul style="list-style-type: none"> Whether bad weather conditions reduce the positivity of written reviews. Whether bad weather conditions increase consumers' likelihood of writing a review. <p><u>Accept the following copied from the section answer (with proper revision):</u></p> <ul style="list-style-type: none"> We hypothesized that the weather at the location where the customer wrote their review affected the content of that review. Thus, the expectation was that bad weather conditions would reduce the positivity of reviews posted online. It was expected that bad weather conditions would increase consumers' likelihood of writing a review.
0 pts	Answers that are not logical or are inaccurate.

Q9 "The results"	
4 pts	<p><u>Accept the following copied from the section answer:</u></p> <ul style="list-style-type: none"> Bad weather affects both review content and the likelihood of a review being written.
0 pts	Answers that are not logical or are inaccurate.

Q10 Managerial Relevance	
4 pts	<p>Accept the following copied from the section answer (with proper revision):</p> <ul style="list-style-type: none"> ▪ Therefore, the business needs to quickly understand what is driving this change [in consumers' behavior] and how to respond to it. ▪ While firms will probably look at consumer experience during their stay, our study reveals that the answer may actually lie in how external factors at the time of writing the review affect consumers' evaluation of their experiences.
0 pts	Answers that are not logical or are inaccurate.

Q11 The main idea of the whole article	
5 pts	This article explores how weather conditions, such as rain, can influence the content and likelihood of online reviews, showing that bad weather negatively affects review ratings but increases the likelihood that customers will leave a review.
0 pts	Answers that are not logical or are inaccurate.

Synthesis (5 points)

Q12 What issue do both articles address?	
4 pts	<p>An answer with any of the following ideas:</p> <ul style="list-style-type: none"> • The importance/effects/consequences of online reviews on businesses. • The factors that affect online review writing.
0 pts	Answers that are not logical or are inaccurate.

Position Paper (40 points)

13. On the next page, write a three-paragraph position paper on the two articles.

Your paper should include:

- **an introduction:** The first paragraph. Describe the issue and state your position on it. (at least 3 sentences)
- **a body:** The second paragraph. Support your position by referring to both articles. (at least 4 sentences)
- **a conclusion:** The third paragraph. Restate your position and make a recommendation/suggestion/call to action. (at least 3 sentences)

Write in English and use your own words. Add citations where appropriate.

Note: The position paper writing rubric is in the APPENDIX.

POSSIBLE ANSWER:

Introduction:

The role of online reviews in the success of businesses is a significant issue recognized by many experts. Online reviews have become a critical factor in shaping customer behavior and determining the success or failure of small businesses. In this paper, I argue that while online reviews are essential for business growth, external factors like the weather must be managed to ensure accurate customer feedback.

Body:

According to Capoccia (2018), online reviews help small businesses attract customers by providing a platform where they can build their reputation and engage with customers. Capoccia explains that maintaining high star ratings on review platforms like Yelp and Google is key to small business success. However, Brandes & Dover (2022) point out that external factors such as weather can influence the content and likelihood of writing reviews. Their research shows that bad weather can lead to more negative reviews, even when the customer's experience may not have been directly impacted by the weather.




Conclusion:

Based on the above, while online reviews are an invaluable tool for small businesses, external factors like weather can significantly impact their fairness. Therefore, it is recommended that businesses carefully manage customer reviews by considering external conditions like weather when prompting reviews, ensuring more accurate and fair feedback.

Structure	9/9	<ul style="list-style-type: none">The position paper includes all the structural elements:<ul style="list-style-type: none">i. an introduction (main issue and position statement) (2 pts)ii. the body of the paper has supporting information/ discussion from two sources (3 pts)iii. a conclusion (restate the position and make suggestions/recommendations). (2 pts)<ul style="list-style-type: none">Proper use of connectors to signpost relationships between ideas (2 pts)
Content	20/20	<ul style="list-style-type: none">In the introduction, the main issue is accurate (1 pt), and the position is relevant and clear. (3 pts)In the body, shows <u>accurate</u> understanding of the source material; uses ideas from both sources in <u>relevant ways</u> to support the position; and the support provided is <u>sufficient</u> (given the scope of the task). (8 pts)In the conclusion, the position is restated in other words (1 pt), and the suggestions / recommendations are relevant (3 pts)The ideas throughout the paper progress/build on each other logically (2 pts) Adds citations correctly where necessary. (2 pts)
Vocabulary & Grammar	8/8	Vocabulary: <ul style="list-style-type: none">Word choice and level of vocabulary are appropriate. (2 pts)Uses their own words (2 pts) Grammar: <ul style="list-style-type: none">Sentence structure is correct. (2 pts) Tenses (2 pts)
Mechanics	3/3	Correct use of line spacing, punctuation and capitalization.

APPENDIX

Position Paper Writing Rubric (40 points) – Use the rubric below as a checklist

	Poor 	Fair 	Good 
Structure (The three main structural elements: introduction, body, conclusion; and signposting relationships between ideas)	0-2 points <ul style="list-style-type: none"> The position paper does not include any of the structural elements. No use of connectors to signpost relationships between ideas. 	3-5 points <ul style="list-style-type: none"> The position paper includes some of the structural elements. Some use of connectors to signpost relationships between ideas. 	6-9 points <ul style="list-style-type: none"> The position paper includes all the structural elements: <ul style="list-style-type: none"> iv. an introduction (main issue and position statement) (2 pts) v. the body of the paper has supporting information/ discussion from two sources (3 pts) vi. a conclusion (restate the position and make suggestions/recommendations). (2 pts) Proper use of connectors to signpost relationships between ideas (2 pts)
Content (Accuracy, relevance, and sufficiency of information provided; and conceptual flow of ideas)	0-5 points <ul style="list-style-type: none"> The information in the introduction, body and conclusion are inaccurate, irrelevant or insufficient. The ideas in the paper do not progress/build on each other logically. Citations are missing and/ or incorrect. 	6-13 points <ul style="list-style-type: none"> The information in the introduction, body and conclusion are partially accurate, relevant or sufficient. The ideas in the paper progress/build on each other logically but not in all cases. Citations are partially missing or partially incorrect. 	14-20 points <ul style="list-style-type: none"> In the introduction, the main issue is accurate (1 pt), and the position is relevant and clear. (3 pts) In the body, shows <u>accurate</u> understanding of the source material; uses ideas from both sources in <u>relevant ways</u> to support the position; and the support provided is <u>sufficient</u> (given the scope of the task). (8 pts) In the conclusion, the position is restated in other words (1 pt), and the suggestions / recommendations are relevant (3 pts) The ideas throughout the paper progress/build on each other logically (2 pts) Adds citations correctly where necessary. (2 pts)
	0-2 points	3-5 points	6-8 points

Vocabulary (words and lexical chunks) & Grammar (tenses and sentence structure)	<ul style="list-style-type: none">• Poor word choice and level of vocabulary• In most of the paper does not use their own words• Mostly incorrect sentence structureTenses are mostly incorrect.	<ul style="list-style-type: none">• Word choice and level of vocabulary are partially appropriate.• In some cases does not use their own words.• Partially correct sentence structure and tenses.	Vocabulary: <ul style="list-style-type: none">• Word choice and level of vocabulary are appropriate. (2 pts)• Uses their own words (2 pts) Grammar: <ul style="list-style-type: none">• Sentence structure is correct. (2 pts)• Tenses (2 pts)
	Mechanics (line spacing, punctuation, and capitalization)	0-1 points Incorrect use of line spacing and mechanics	2 points Partially correct use of line spacing and mechanics

Students will receive 0 points if –

- The paper is not in English
- The paper is incomprehensible