

# ANALYSIS AND EVALUATION

Analyzing and evaluating brings your own thoughts to someone else's research or arguments. You are the judge of whether their work is logical. You determine whether you agree and why.

Analysis is determining whether an author successfully structures his argument, but evaluation is determining whether you agree or disagree with an author's position and why.

It is important to remember that your analysis is **NOT** summary. While you will want to recap the author's argument, you are primarily focused on **YOUR** thoughts and analysis of the author's position. What do **YOU** think about what the author is saying and why?

## QUESTIONS TO ASK YOURSELF:

1. **Does it make sense?** - Do the author's arguments demonstrate coherence? Why or why not?
  - This question is a great way to start academic dialogue between yourself and the author's work.
2. **Is the argument supported?** – When the author makes a claim or states evidence, is it supported by scholarly, academic sources or scripture?
  - This question helps you determine the credibility of the author's ability to present facts and opinions accurately.
3. **Is it relevant?** - How old are the sources that the author used to support his stance? Are those sources relevant to present society?
  - Sometimes scholarly sources may become outdated and therefore no longer applicable to present society. So, it is crucial that you determine whether the author presents the latest findings in academia.
4. **Is it contradictory?** - Does the evidence presented negate the author's conclusions or findings?
  - Sometimes author's will present opposing arguments but become unable to thoroughly demonstrate why the opposing stances are invalid. This inability to decry opposing arguments may weaken the author's own stance.
5. **Would you have done it differently?** - How would you have liked the author(s) to change the organization of their argument, or their stance as a whole? Why?
  - This allows you to put yourself in the author's position and present your stance on the topic while still showing you either agree or disagree with the author's original work.
6. **Does the author effectively reach the audience?** - Who does the intended audience appear to be? Would the audience, perhaps, agree or disagree with the author's argument?
  - Since you are his audience, suggesting why the author was effective or ineffective would help future readers determine how they might best comprehend an author's material.

## ANOTHER TIP:

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- **Outlines:** Writing brief notes on each section and listing the accompanying evidence from each paragraph in an author's work will help you determine how to structure your analysis and when to transition into evaluation.

Thesis: " Häagen-Dazs vanilla ice cream is the best ice cream because of the texture, flavor, and marketing techniques. "

### Analysis

- I. Texture
  - Author compared research finding from leading ice cream companies
  - Supported by expert food technologist Bonhoeffer et. al 2016
- II. Flavor
  - Author's personal experience with comparison of vanilla ice cream
  - Supported by food critic Griggs 2014
- III. Great Advertising
  - Forbes supporting evidence
  - Supported by PewResearch 2019

### Evaluation

- Author was successful at persuading a reader to understand his main ideas.
- Personal experience on flavor made the document more relatable but does not objectively argue the author's point of view.
- The advertising principles developed a strong support for why many people think Haagen-Dazs has the best vanilla ice cream.
- Research conducted about the different textures of ice cream appeared somewhat lacking but this did not hurt the author's argument.
- Author does not include any caveat for those who may be lactose intolerant, leaving these readers with the inability to perceive the significance of the argument.

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