
An Analysis of the Two Reviews of the iPhone 5

The product being reviewed is a white iPhone 5 through Sprint phone Company with 16 GB. There many reviews for this product but only two are being analyzed. The first review being discussed is as follows

“Will buy again if I need it: Fast delivery great product awesome price met all my expectations and will highly recommend to buy. Easy to activate as well”

The review is short and straight to the point, and schema is most likely immediately formed after reading this. The schema that this review has caused me to form is that this is an all around good product. The writer of this review references not only the product but also the delivery method and the price. One could form a schema that assumes this company as well as Amazon have many good attributes to their business. If one would read this they're could be a possibility that they would form a schema that any products from amazon are worth buying. The schema formed around the cell phone specifically could possibly be that the iPhone 5 itself is a decent phone rather than the company selling it is decent. So one could assume they could buy an iPhone 5 from anywhere and be just as satisfied. The Next review, though, may form completely different schemas in one's mind.

“I'm warning you guys do not buy from these people, I bought an iphone, it looked great, but they DO NOT tell you everything wrong with the phone, I received my iPhone and I have to charge it at least 8 times a day, then they wont pay for a battery replacement, its pathetic take your time and look at the reviews, and buy at your own risk.”

This will likely cause one to form almost the opposite schema. Although this review is longer than the first, there is still an immediate schema being formed about the cell phone and the company providing it. This review and the negativity included in it will possibly make one think that the iPhone 5 itself is not a good phone and that all of them have many things wrong with it. This could cause a reader to not want to buy the iPhone 5 at all, or it could cause the reader to form a schema about the company instead. The writer makes direct remarks about the people they are buying from. This could cause a completely negative schema to be formed about the customer service provided by this company and even Amazon.

The person who wrote the first review might change their mind after reading the second review. Both of the reviews are very opinionated and based around personal experience, but if the first writer reads the second review, that might prompt him to get his phone looked at for issues. If there were no issues as he goes on using his phone, then he probably wouldn't

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change his opinion of the product or the company. If there were issues, then he would, obviously, change his opinion, which would have been triggered by the second review. This would only be, though, if he would even take the time to get the issues checked out. He might not believe the review because of his existing schema; this is one of the problems with using schemas. A schema is formed and it is hard to get out of it because it is formed from personal experience. Even if the second review is more accurate, the first review-writer already has an existing schema and might not take the time to research the second one until he personally experiences something wrong with the phone. Existing schemas can cause closed-mindedness.

Many online stores, like amazon, are filled with reviews on almost every product. As one goes through these products and reading reviews, they are forming opinions and schemas about the products and the company. Depending on how the review is written, it can affect the reader. If a review is written with poor grammar, it might be a turn-off to the reader and cause them to not take the words seriously because it makes the writer seem uneducated. Also, the length of the review could affect the reader. If there is a long detailed review that could cause the reader to take it more seriously rather than a short review that doesn't go into much detail. Furthermore, if there are many reviews, good or bad, that say similar things about the product, that is more likely to be true because many people are experiencing it and readers will take more seriously what is being said. These reviews can very possibly stop a buyer from buying something, or prompt them to buy that item.

As I read both these reviews, and saw the other existing reviews on the website, I concluded that the cellphone would not be worth buying. I would possibly buy that model of phone itself, but definitely not from the company it is being sold through. There were many bad reviews that said similar things about the phone and the company. There were a limited amount of positive results and they all seemed to be shorter and straight to the point. Although it is okay to be straight to the point, the negative ones were more thorough and seemed more accurate. Because of this, I would stray from buying a cellphone from this company and most likely I would refrain from buying a cellphone from Amazon as well.

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