Data-552 Lab 1

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**Task 1:**

Article 1)

My initial reaction to the article/title is if the ‘happiest’ cities in Canada have something to do with home prices because there is a big picture of a home getting sold. However, reading it further I see the measured index considers many factors and not just income.

Variables discussed:

* ‘Happiness’ factor based on after-tax income, poverty rate, health, and commute time.
* Top 20 of the 100 largest cities with the highest ‘happiness’ factor.
* Lists 30 of the factors used to calculate the ‘happiness factor’

Variables missed:

* It mentioned the 30 factors were each graded on a 100-point scale, however, it does not specify how that grade was assigned – moreover, the weight of each factor may be different for each individual so the scores don’t seem accurate.
* Looking at the top 10 scores, they are very close, and so small changes could drastically change the list.
* It only considered and discussed the ‘happiness’ index for the top 100 largest cities, however, other cities which did not make the top 100 or even cities which are classified as ‘small’ cities may have a higher ‘happiness’ score but we would never know from the article.

The purpose of this article could be to indirectly show or give purpose as to recent changes in home prices in certain cities or even to push readers who may be moving to consider those particular cities.

Due to the fact the article only looks at large cities and the population distribution across Canada, majority of the cities considered/listed are from Ontario, BC, or Quebec, regions where populations are more spread out may not have been considered to the same depth (like Saskatchewan or Yukon).

Article 2)

My initial reaction is to trust the article because its coming from an ex-hotel worker which gives it some credibility, however, this is only from 1 employee at a single hotel – this cannot be generalized to an industry immediately. But, considering the topic I would still believe it and be careful during my next visit to a hotel.

Variables discussed:

* Sources occupation
* Frequency and criteria upon which a glass or duvet in a hotel room is changed

Variables Missed:

* Which hotel did the source work at, for how long?
* What is the proof she actually did work at a hotel?
* Once again, this is only coming from 1 source, this was not verified by other industry professionals.

The purpose of the article is to raise awareness to hotel and the “terrible” conditions you would have to stay in – maybe even get you to re-think your stay at a hotel and consider other options.

Article seems very biased because an impression is being passed based on a single source with no other confirmation on if this is common or uncommon practice in the hotel industry.

**Task 2:**

Situation 3)

The target audience for situation 3 is millennials and GenZ’ers who value innovation and technology.

The social media post can be tailored to discuss the technological innovation to drive the largest impact.

To create excitement, I would use pathos to connect with the audience on an emotional level to try and raise excitement for the new product/technology/idea.

Situation 4)

The target audience are the decision makers in businesses such as senior leadership or manager.

Maximum impact can be gained by explaining how the software solution can increase business operations or revenue.

A logic-based approach can be taken by explaining how the solution would increase business efficiency or revenue such as quoting a change in employee output or task completion.