Nathan Ketterlinus

ENGL317-002

Professor Charney

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Paper Assignment #3

TO: Jensen Huang, CEO

FROM: Nathan Ketterlinus, Consulting LLC

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SUBJECT: Nvidia’s customer relations

This paper will provide insight into customer satisfaction with Nvidia products. We have compiled a list of the three sources (the Nvidia subreddit, Linus Tech Tips, PCMag.com) we believe are the best candidates for information pertaining to customer relations. These sources will be analyzed according to the following five criteria on a 10-point scale:

* Relevance
* Credibility
* Currency
* Depth of Content
* Bias or Perspective

These five criteria have been chosen as they provide the most wholistic measure of a source’s reliability. This survey will conclude by suggesting the Nvidia subreddit as the most reliable source of customer satisfaction, followed by addressing the limitations of our research methodology.

**PCMag.com**

PCMag.com is one of the cornerstones of PC journalism. However, its validity as anything more than a site designed to get viewers to click associate links is questionable. There have been 5 articles written in the last year reviewing Nvidia cards, and they are all from the same author, whose credentials are questionable at best (PCMag, 2023).

* Relevance: 6
  + While articles are direct reviews of Nvidia products, their conclusions are often disagreed with in the comments section.
* Credibility: 5
  + Most of PCMag’s credibility comes from its longevity as a news outlet.
* Currency: 8
  + Articles are written within 3 days of cards being released.
* Depth of Content: 7
  + Analysis is thorough and provides detailed performance statistics.
* Bias or Perspective: 4
  + Articles appear to be geared towards driving affiliate sales.

**Linus Tech Tips**

Linus Tech Tips (LTT) has long been considered a pillar of the PC part reviewing scene, giving largely unbiased information on PC components from all major producers. This has the benefit of providing a more holistic view of the entire GPU industry (Sebastian, 2023). Their target audience is for consumers with high-end machines and computer hobbyists, and content is reflected as such in videos like their 4060 Ti review (Linus Tech Tips, 2023).

* Relevance: 8
  + Reviews of products provide a solid look into consumer sentiment.
* Credibility: 9
  + Analyses are typically provided after thorough testing and proper methodology.
* Currency: 5
  + Videos on Nvidia are not typically made unless something big happens.
* Depth of Content: 8
  + LTT reviews are incredibly well researched and reflect the views of a team of people educated on everything in the tech sphere.
* Bias or Perspective: 7
  + LTT has had recent controversy in their improper testing and misrepresenting of a copper cooler’s performance (Cranz, 2023).

**The Nvidia Subreddit**

The Nvidia Subreddit (r/Nvidia), is the place to be for all things a consumer would need to worry about. With new posts every hour, the site serves as a fan-run wiki of sorts. The technical accuracy of such posts may be questionable at times, but posts made by users like u/Nestledrink relay critical information in a user friendly manner (u/Nestledrink, 2023). Anything any consumer will ever need to know is likely found here. As such, it is a good place to gauge recent sentiment on Nvidia products (Reddit, 2023).

* Relevance: 10
  + Posts made are by consumers and for consumers.
* Credibility: 7
  + Authors have unverified credibility, but posts are made more credible by other users promoting them. The reddit works on the same principle as a wiki.
* Currency: 10
  + Hourly posts make sure that there is a constant flow of recent opinions.
* Depth of Content: 6
  + Posts may not be 100% accurate technically, but there is an impressive amount of detail overall.
* Bias or Perspective: 6
  + Anyone posting on an Nvidia subreddit is prone to having strong emotions for Nvidia as a company, which could lead to the introduction of bias.

**Summary**

Table 1 summarizes the total scores each source received based on our criteria. While all three sources have their merit, r/Nvidia reveals itself as the best source for consumer sentiment on Nvidia products. It is current, relevant, and largely accurate. However, Linus Tech Tips would still be a reputable source to consider for a more holistic view of Nvidia’s spot in the industry. The limitations of this study include the fact that the scores were subjective, as there is no concrete way to measure things like currency. In addition, there may be sources that were not considered that may have been better qualified for this study.

Table 1

|  |  |  |  |
| --- | --- | --- | --- |
|  | PCMag.com | Linus Tech Tips | r/Nvidia |
| Relevance | 6 | 8 | 10 |
| Credibility | 5 | 9 | 7 |
| Currency | 8 | 5 | 10 |
| Depth of Content | 7 | 8 | 6 |
| Bias or Perspective | 4 | 7 | 6 |
| Total /50 | 30/50 | 37/50 | 39/50 |

Table summarizing scores for each source based on the criteria provided.

References

PCMag. (2023). *Nvidia graphics card reviews*. pcmag. <https://www.pcmag.com/categories/graphics-cards/brands/nvidia>

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