In her article, she effectively uses modest claims, personal accounts, and a string of incidents of artists switching to major labels, all of which appeal on an emotional or logical level, to influence her readership. By letting others make the argument for her, she presents her claims in a manner that forces her hostile audience to consider that their (nearly religious) anti-label views may be a bit over the top.

I argue that by using the rise of self-service technology to persuade viewers against a higher minimum wage, the EPI is leveraging pre-existing fears to avoid employing economic reasoning in their argument.

While most arguments for not regulating the video game industry are about freedom of speech and expression, Dr. Bavelier takes a different, more logical approach to the controversy. She uses consistent logical arguments, the persona of a reliable expert, and subtle uses of frightening imagery to make her point that video games can have a positive effect on players.