

In the process of writing this paper, progress has been slow and arduous. Numerous writer's blocks was encountered. The initial methodology was a random gathering of newspaper articles in an effort to support the topic, but I realized later on it was a foolish and futile exercise. It was no proper methodology and would lead me to nowhere. Later on, with the help of EG Dizon, we figured that it would be much better if I focused on a few publications leading me to look at China Daily and People's Daily. It was during these points where the methodology was vastly improved.

The new methodology was naive, but worked. A simple search for the keyword "starbucks" in each of the respective sites and a little automation. Basing from a project from previous semesters, I rewrote a small Python script which let me programatically download all the articles from China Daily and People's Daily that matched the keyword. Further discussions with EG resulted in the conclusion that it would be much better to focus on just one, and it would be People's Daily. Combing through China Daily's 800 + + articles after sorting would be too tedious and unmanageable.

Resulting news articles from People's Daily was then narrowed down to the last six and a half years (2010-01 to 2016-05) and then further sorted if it were in scope or otherwise. The resulting analysis was tallied into a spreadsheet. Although, this was already very protracted.

Several times I've tried to work this through the night but in all honesty, I could start writing out of...fear? or anxiety? One of the biggest wastes of time I've had was attempting to cite a statement, I tried to search for the source and then ending up down a rabbit hole of straying out of path.