



City of Bayswater

# Online Reviews and Research

Finding relevant information



**MagooiT**  
Seniors Tech Support

# Why Online?

- Research from home (or on the fly)
- Heaps of information and opinions
- Any time or day (opening times irrelevant)
- No travelling
- Fewer pamphlets and marketing paraphernalia

Q.   
A. 



- Less sales spiel
- Interaction with social groups (globally)
- Real world advice
- Testing and evaluation results
- It works!



# Researching online

What do you do if you need to know something?



- Call someone who might know
- Front up to a business that might know
- Collect and read advertising literature



## Research online

- Google
- Youtube
- User Forums
- Dedicated review sites

## Reach out on Social Media

- Facebook, Messenger
- Pinterest etc...

# What do you need?



- Computer or smart device
- Connection to Internet
- Email Address (for some site and to contribute)
- Time
- Patience, patience and more patience
- Bulldust detector



# Adhoc How to's

If you just need to find out something quickly



- Google
- Bing
- Duck Duck Go
- Dogpile
- Yippy
- Google Scholar
- Wikipedia
- Webopedia
- Yahoo

These can be the launchpads to other sites

- Use positive and negative keywords:
- VS, review, opinion, best, top, price, etc...
- Faults, reliability, scam, etc...



# Review Sites

There are many options, mostly free

**Don't forget to review the review site!**

- Choice (gives you teaser information)
- Forbes
- Trip Adviser
- Zomato (urbanspoon)
- IMDB, Rottontomatoes
- Techradar
- ZdNet
- iSelect (paid)
- WhistleOut
- Product Review
- Car Advice, Drive, Carsguide, Carsales

...to name but a few...



# Case Studies

Technology

Services

Accommodation

Entertainment

- Fake Websites
- Fake Reviews
- Hoaxes

- TV
- Mobile Phone
- Car Insurance
- Internet Provider
- Dining Out
- Gaming PC
- Accommodation
- Movies

# Channels



There are many YouTube Channels dedicated to reviews

Some are much better than others

- Unbox Therapy
- Mrwhosetheboss
- JerryRigEverything

Filter search on Channels for related information

- Generally the more subscribers the better



# Manufacturers

- Check out the manufacturer's website for current products
- Check out local "Bricks and Mortar" shops online for current products (will vary by region)
- Google images to help hone in on interesting options
- Understand the jargon by researching the meaning or terms
- Use the model number of part thereof



<https://www.thegoodguys.com.au>

<https://www.productreview.com.au/p/samsung-ku6000-series/m/ua55ku6000w-55.html>

<https://www.gizmodo.com.au/2014/05/samsung-series-9-curved-uhd-led-tv-australian-review/>

<https://www.comparetv.com.au/>

<https://www.lifehacker.com.au/2017/12/hd-tv-2017-buying-guide-sony-lg-samsung-and-panasonic/>

<https://www.choice.com.au/electronics-and-technology/home-entertainment/tvs-and-projectors/articles/tv-bargains-2018>

<https://www.youtube.com/watch?v=JhsOupvvqM>

Samsung 55"(140cm) Curved UHD LED LCD Smart TV UA55MU6300WXXY

# Thank you!



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p is on the way...  
your question?  
the thingamabob is in the whoos-a-me-whatsit, can the whoos-a-me-whatsit connect to the whatchamacallit, and then download a hoos-i-jig to interact with my doohickey?

ASK US NOW !

**Magoo IT: helping Seniors with technology**

Magoo IT is passionate about adult education and encouraging seniors to utilise, or embrace, technology to improve their lives. Tony has a unique ability to inspire confidence with a hands-on approach and encourages participants to bring in and use the devices during these sessions.

Training • Advice • Support



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