

21 March 2011

Dear Chelsea,

Let me start off by saying that I'm definitely a fan of your topic. Awhile ago I realized (or re-realized) that's there an entire planet's worth of websites out there, and yet I was visiting the same six or seven every day with little variation. I thought, "Wouldn't it be great if there was a button I could click that would just take me to a totally random website, forcing me to discover something new?" The creators of StumbleUpon must've thought the same thing, 'cause here we are.

As you have it right now, your paper reads almost like an advertisement for StumbleUpon. Where's the problem, or the question—where's the arguable point to your paper? You might explore how StumbleUpon is a reflection of some cultural or social shift, or how it's *causing* a cultural or social shift.

You do seem to get close to an arguable point when you say you want to convince your readers that "this is a site everyone should use". Just make sure you really get into and focus on making this argument and presenting supporting evidence for it. What benefit does society (as opposed to just the individual) get from people using StumbleUpon? How is it good for matters more serious than humor or time-wasting games? You could even turn the paper into an argument about the effect of the presence of advertising on the credibility of sites like StumbleUpon; it certainly makes me wonder. There's some good potential in there; you've just got to dig it out.

What you've got is a good start; just make sure you pick a specific focus and make a solid argument.

Your peer,

John