(Approx. 651 words)

President’s Message

Research Before Online Shopping

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June 2019 issue, WAUCtalk

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As the old saying goes, “When the going gets tough, the tough go shopping.” Here in the 21st Century, we don’t have to be as tough to be shopping because now a lot of shopping can be done online. In terms of placing orders, methods of payment, shipping, etc., I really don’t have anything to contribute. But the browsing and research necessary to make a selection has been radically transformed and enhanced in a lot of unexpected ways.

Here are a few. One of the nice things about going to an old-time store was to be able to pick up and inspect an item. That was a plus for in-person shopping, though maybe not enough if the item was sealed and/or shrink wrapped. Something I discovered that I found to be much, much more useful and better was to do a search on a potential selection in the YouTube search box, and add this word, “unboxing.” Then, click on one of the search results and watch a video on the selection. Oftentimes, the video will be done by a store salesman with not only product knowledge but practiced communication skills that he will use to describe things understandably. He’ll hold up the contents one by one and identify them for you. It just might help.

Another useful online research technique is to look at the reviews for an item on Amazon. From what I’ve seen, Amazon allows just about anyone, not just the pros, but actual users and customers, to compose and upload a review of just about any item posted. The reviewer has to give a rating from one to five stars and then has space for further explanations. Many leave only very terse comments, if any, but there are a surprising number who offer long stories and multiple reasons for their ratings. These authors seem to have acquired a purpose in life of informing the rest of the world about their experiences with a product or a company’s customer service. Personally, I’ve got better things to do, but I’ll gladly take advantage of the reviews of others.

And the one final method of research, which is blatantly obvious, but still worth mentioning, is to just enter a product name or even just a general category, such as “scanner” or “RAM,” into the box of a browser search engine, such as good old Google, and add this word, “reviews.” There might be lots and lots of search results, some of which might prove to be very useful. One I like to see is something along the lines of “What to look for in a ? (whatever).” Or there might be a result along the lines of “Top ten headsets, or widgets, or whatever.” Even if there is no worthwhile product to select, such searches might reveal some very important information, such as what critical attributes to look for, what price range to expect, and what local establishments have this type of product available.

For me, positive or negative reports are less important than the information provided. Something that’s praised to the skies might not be what I’m looking for, and something else that’s condemned in a review might be just what I need. Numerical ratings are just opinions, at best, starting points, and are secondary. The internet empowers one to make up one’s own mind about shopping and about a lot of other things, so one might as well use one’s own mind. And if enough of us do our online shopping with these methods, I am convinced that the vendors will be motivated to improve in price, quality, and customer service. For them, it’s getting more and more competitive. And for us, all of this can be done from one’s own computer, tablet or smartphone.

Happy shopping!