This essay caricatures some of the common weaknesses in student essays that are identified in the early drafts. Under no circumstances hand in anything like this.

Waitrose.com Website

Once, people had to kill and cook mammoths, but in the 1900s we developed supermarkets and global capitalism. Now there is this thing called Waitrose Shopping site that lets you buy groceries. It's very popular with lots of visitors, and it made Waitrose a lot of money and it came from Tim Berners-Lee's definition of the HTML and HTTP standards, so it's a bit technically determined and a bit socially determined.

It could be argued (but I won't go into that much detail) that ANT is useful here, where the focal actor is Mr Waitrose and he problematised an e- commerce site and translated the network to a temporarily stable state.

Waitrose is in competition with Tesco and Lidl, so the social definitely impacts how the technology is used (because we all know that technical determinism is wrong).

Common Errors:

1) Poor description of the platform / web site. Just because you think everyone knows what Waitrose.com does, that doesn't mean that you can miss off a relevant description from the essay!

2) Inappropriately extensive background. Yes, it's difficult to determine the start of the chain of causal activities that led to the development of the Web, but be disciplined! Scope yourself! Thank about your argument (what evidence do you want to draw on), your sources (find the most contemporary and independent documents possible) and your word count.

3) Cite evidence – if it's important to show something's popularity, give some independent metrics and make it clear why download or uploads or likes or user numbers are the ones you chose. You may want to mention the business success of the platform and its incorporation, but remember that the evidence is used in the narrative which serves the argument - not the other way round.

4) Poor description of the theories.

5) Poor application of the theories. The point of the theory is TO HELP YOU DESCRIBE the platform and its development / growth. It is totally uninteresting to tell the story of the platform and then say "that's a bit like ANT".

6) Overlarge scope – don't choose the WHOLE of waitrose.com or E-shopping. Focus on an example, a key aspect or a significant turning point.

7) HAVE COURAGE – you have seen an interesting story to tell and a good argument about it. Just have the courage of your convictions and make it! Pick up the theories and wield them – they're not like dangerous knives that will take off your finger, but they will help you carve up this big subject that you have chosen.