To: Patrick Armstrong (writer)

From: Jessica Arnold (editor) JA

Date: March 14, 2016

Subject: Peer Review of Formal Report Draft

Thank you for submitting your draft titled “The Contemporary Voter: Would an Online Voting System Increase Voter Turnout in Federal Elections?” for my review. I have edited your piece and have provided comments and suggestions below. This is an interesting topic you have chosen to improve. Well done.

**Content**

The specific content of the draft that I found the most informative were the statistics you brought forth at the end of the introduction and the survey results. Excellent! I had no idea so few individuals voted in the last federal election.

The areas I would recommend revising are the *Figure 1* notes and referendums. I had a challenging time understanding this section with the scattered footnotes. This may be because I am not highly educated in the field of politics, but this is something to consider editing. Perhaps you could create a general paragraph at the end of the figure to state the facts you wish to include. I think this would be easier for the audience to follow.

Another area you may wish to add is a lead-in to the Data and Analysis section. Here are some questions to consider answering before delving into the data. How many people engaged in the survey? Was the survey randomized? Did it include individuals of different locations, socioeconomic status, and age?

Your report identified an important problem with the recommendation of a workable solution! Nicely done. Determining whether this is an affordable solution will be identified with your further discussions.

The following technical terms may require definition for the intended audience: franchise (introduction, paragraph 1), referendum (*Figure 1* description), and writ period (1st paragraph after *Figure 1*).

The report has a logical order to it. I appreciate how you addressed why people don’t exercise their right to vote, then focused on a potential solution, and lastly addressed pros and cons to the solution. It was very easy to follow- excellent.

Each section of your report provides relevant information for the intended audience.

**Organization**

Your draft clearly and effectively addresses the scope of inquiry provided. You will be able to successfully complete the areas involving cost and security after your scheduled meetings. You may wish to include specific titles and areas of employment when mentioning the financial planner and security expert you converse with. This will make your report appear highly credible!

In terms of headings/subheadings throughout the piece, you have done an adequate job. Personally, I would consider adding additional subheadings prior to your Data and Analysis section. I found that the introduction section seemed a bit too lengthy. Possible subheadings may include: Proposed Solution, Methods, and Scope of Inquiry.

All parts of your proposal are clearly connected. As mentioned above, a brief lead-in to your Data and Analysis section may be beneficial to the reader. This sets the tone for the results for a more manageable flow.

**Writing Style**

Your piece consistently uses an objective tone. You used many facts, statistics, and observable informative. You did well in excluding personal opinions and emotions. You adequately wrote with “you-attitude”, as studied previously in the course. The only area I had difficulty interpreting was the *Figure 1* description. I found that it lacked coherence and simplicity.

I have included an edited version of your piece with track changes to assist with some grammatical corrections at the end of this memo.

**Design**

The graphics included are correctly labeled and integrated into the appropriate content of the report. The draft is reader friendly in terms of font size, type, and spacing. I had some difficulty viewing the entire chart for *Figure 1*, however, this may be due to a difference in computer software. Please consider doing a compatibility check prior to submission to ensure all graphics transfer properly.

**Overall Impression**

Good report draft overall! You have done well identifying a problem, proposing a solution, and evaluating benefits and limitations. Once you are able to gather the final information from the financial and security specialists, you will have a very well rounded, detailed report. You will be able to draw a conclusion as to whether this proposed online voting system is a feasible solution. Please see the attached document for some minor grammatical and structural comments.