Choose one of the following areas: education, health care, or the food industry (fast food, farming, marketplaces—your choice on the sub-focus) and do a web search of several online businesses. For health care, you might choose insurance companies, hospitals, or pharmaceuticals; ensure that the businesses are similar in nature.

On the websites you reviewed, did you see similar language or delivery of products? Because of this similarity, do consumers generally make good decisions that are well thought-out, or do they tend to believe marketing information at face value?