

Prewriting 2: ICE-T, Baby! Outlining the Body Paragraphs

Thinking about Content and Structure



Now that you've reviewed your sources and picked out a couple of ideas from it, it's time to think about different things you'll bring up in the body of the essay and work on outlining and developing the middle part.

Begin by thinking about different subtopics you want to cover. What are the 2-4 key things you want to bring up about your topic? The subtopics and areas for discussion are tentative and may change as you read/write more.

You also need to decide how to organize. Both ["How to Write a Synthesis Essay"](#) and ["How to Synthesize Written Information from Multiple Sources"](#) discuss methods for this. Use those ideas to make decisions about how you want to put your essay together. You should focus on doing it thematically rather than by source, though you won't necessarily mention each source in all body paragraphs.

You will need about 4 body paragraphs to make minimum length on this essay, depending on how long each paragraph is.

Here is an adaptation of one of the charts from ["How to Synthesize Written Information from Multiple Sources"](#). As a first step to organizing the body of your essay, using the information you have in prewriting 1, begin to fill in the PREWRITING 2 WORKSHEET. You are not locked into the quotes or points you have in that prewriting, and you can even change some of your sources, but start with that and then see where you might want to add in a bit more research from other sources.

Sample

SOURCE TITLE/ AUTHOR →	Crash Course. "How Companies Know What You Want (And Why)."	"Consumer Acceptance of Online Behavioral Advertising" Shradha Jain and H. C. Purohit	"Mouse tracking and consumer experience" Maria Liakou-Zarda and Katerina Tzafilkou	"The Perfect Match"
↓ SUBTOPIC				
What kind of science is used to understand how our brains work	'What neuroscience does is it gives us access to some of these emotional elements or these elements that might not be fully conscious and tells us a little bit more about some of the things that might also be contributing to people's experiences and choices'" (Karmarkar, qtd. in Crash Course, 00:03:09-00:03:28)	"Soon, firms will be providing adverts based on online behavioural information gathered from not only users' computers and smartphones but also from IoT devices, and inter-related technological devices (Varnali, 2021)." (48)	"Regarding mobile UX, touch tracking research has revealed significant evidence of its associations with users' emotional states, like mouse research (Ghosh et al. 2019)." (1924) "Some researchers have used biometric measures, such as pressure in the mouse and buttons, palm skin temperature measurements, and other intelligent methods to capture users' emotions and provide concrete recommendations for the system that users interact with." (1925)	[Note to self—I could also use "Just Do It." Check that out—re-read to see if she goes into the neuro-science ideas at all.]
How effective is that? What are different findings/examples		"Consumers develop scepticism when they perceive that their behaviour is being targeted and the privacy concerns arise (Zarouali et. al., 2017)." (49)	"negative emotions of consumers were typically associated with frequent or long (e.g. above 5 s) pauses of mouse movements." (1932) "As a fact, a machine learning model that could predict the users' intention to buy the product while engaging in gamified campaigns would contribute to the digital marketers and UX designers' efforts towards assessing their creatives and designing campaigns that increase conversion rates." (1933)	"Tilly knew all about what kind of women Sai found attractive, having observed the pictures and videos he perused late at night while engaging the Just-For-Me mode in his browser. And, of course, Tilly would know Ellen just as well as she knew him, so Sai knew that he would be exactly Ellen's type, too. As predicted, it turned out they were into the same books, the same movies, the same music. They had compatible ideas about how hard one should work. They laughed at each other's jokes. They fed off each other's energy" (25) Ellen looked confused. "But you know that the more Tilly knows, the more helpful she can be. Don't you want to be sure we don't make silly mistakes on a first date? We're both busy, and Tilly—" (26)

				<p>""That's an outdated way to look at it. Everything Tilly suggests to me has been scientifically proven to fit my taste profile, to be something I'd like." "You mean some advertiser paid Centillion to pitch it at you." "That's the point of advertising, isn't it? To match desire with satisfaction. There are thousands of products in this world that would have been perfect for me, but I might never have known about them." (29)</p>
How much data is collected about us/what kind		[Note: check out the info from EPIC or Pew Research to finish this]		

ICE-T: The Basic Academic Structure for Body Paragraph

- **Introduction** to the idea/subtopic
- **Cited evidence** (Notice the use of multiple authors/sources—do not bold names in your essay!)
- **Explanation** of how the evidence fits in or why it is important—**transition** to the next paragraph on that topic or move to a new topic/area.

Sample #1

In examining the role of technology in modern education, it becomes evident that while some scholars advocate for its widespread adoption as a means of enhancing learning outcomes, others caution against overreliance on digital tools at the expense of traditional teaching methods. For instance, **Eliza Smith** argues that technology has the potential to revolutionize education by providing personalized learning experiences and expanding access to resources beyond the confines of the classroom. Similarly, Juanes Estrada highlights the benefits of incorporating digital technologies such as virtual reality and gamification into educational curricula to engage students and foster creativity. However, critics such as **Miram Brown** warn that excessive screen time and reliance on digital devices may lead to diminished attention spans and hinder students' ability to think critically and communicate effectively. Despite these concerns, proponents of educational technology maintain that when used judiciously, technology can complement traditional teaching methods and empower students to become active participants in their own learning.

From: <https://coursementor.com/blog/how-to-write-a-synthesis-paragraph/>

Sample #2

Your topic may be developed over a few paragraphs, like this:

Developing a strong foundation of literacy is crucial for all of us. **Paper**, an educational technology company, shares a number of significant effects of not developing a strong literacy foundation. One of the experts they quote, Panneton, says that "In the workplace, [adequate literacy] may mean being proficient in several computer programs, knowing how to research and solve complex problems, or handling multiple projects," and they explain that this can affect securing and maintaining steady employment. In terms of income, they note that according to a UNESCO study on the importance of literacy, "people with higher levels of education—and higher literacy rates

in turn—see an average income at the end of their careers that’s two to three times higher than what they earned when they began working.” Furthermore,

According to reporters Waldman and Swaby, “for people who struggle to read, the electoral process can become its own form of literacy test—creating impenetrable barriers at every step, from registration to casting a ballot.” Indeed, the reporters’ analysis found a tie between low literacy rates in a county and the likelihood of lower voter participation. (qtd. in Paper)

As important as the topics already mentioned are, one final area of literacy stands out as central to our journey through life: health literacy.

According to **John A. Vernon et al.**, “The Institute of Medicine defines health literacy as “The degree to which individuals have the capacity to obtain, process, and understand basic health information and services needed to make appropriate health decisions” (1). They continue and emphasize the depth of how health care literacy can have a striking impact on our lives:

Securing appropriate healthcare hinges on having the necessary skills to read and fill out medical and health insurance forms, communicate with healthcare providers, and follow basic instructions and medical advice. At virtually every point along the healthcare services spectrum, the healthcare system behaves in a way that requires patients to read and understand important healthcare information. This information is dense, technical, and has jargon-filled language. (2)

They end their review of research by noting that “These costs can be measured in both human and financial terms: premature mortality, avoidable morbidity, racial, ethnic and socioeconomic disparities in health and healthcare and enormous avoidable costs” (9). Navigating these things is never easy, and a lot of them are faced when we are not in the best of situations due to our healthcare concerns, but research has shown that lacking solid literacy skills can have a documented effect on our health and healthcare.

Prewriting 2: Instructions

Use the Prewriting 2 form to develop your main ideas for the body of your essay. The QR Codes/Links below will automatically open/download the files. Use the pdf if you prefer to handwrite. Use the docx to type in your ideas. **You should have 3-4 paragraphs for this prewriting.**



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