Examples of Evaluative Annotations in APA Format

Example 1: Hoover’s Company Report:


This financial report summarizes McDonalds’ overseas branches’ financial contribution of total 2013 revenue. In 2013, restaurants in Europe, Asia, Pacific, Middle East, Africa and other regions in 60% of the total restaurants, contributed 68% of total revenue. From this report, we can see the importance of the overseas market to McDonalds.

Example 2: Article from Database:


This trade article shows key elements required for a successful brand and explains how intangibles contribute to success with evidence from many founders and directors of well-known companies. The author also mentions changes of original ideas or founders may cause awful consequences. The argument of this article is helpful as a supporting point of the foundation of the brand, Costco.

Example 3: Industry Report:


This industry report shows Boeing is a major player in military aircraft and aerospace manufacturing and to some extent may be labeled a war profiteer. This report gives us the ability to see Boeing’s diversity. By showing how Boeing is a major contender for military contracts, we will be able to give evidence on how Boeing will succeed in the future.
**Why Annotate?**

- Helps writers to read carefully and think critically about sources being used
- Serves as a guide for writers to track their research easier
- Gives readers a better understanding of the topic and the source being used

**Analyzing Information – Talking Points**

- Tell why each source is used. Reflect on how it applies to your research.
  - How was it helpful to you? How does it fit your assignment/argument?
  - How will you use it?
  - Has it changed your thinking compared with other information?
- What is the main point or argument?
- Is the information opinion, fact or propaganda? Is there distortion or bias?
- Is the information reliable?
- Does the information agree with other sources? How does it compare?
- Do you know how/where they obtained the information?