

Natural Nano:

<http://www.naturalnano.com/>

-Articles within each group?

-Is there any biases?

“The Company's near-term goal is to make commercial quantities of high-quality naturally occurring nanotubes -- along with licenses based on the Company's proprietary technologies -- available for a wide variety of uses. These include applications in engineered plastics and polymers, cosmetics and other personal care products, absorbent materials, and electronic components. More than 200 applications have been identified.

By reading this paragraph about them, their only focusing on making something tangible with nanotechnology. It does not seem like they are worried about any risks or potential hazards that may arise from this new technology. They also have a “Cautionary Statement Regarding Forward-Looking Statements,” which tells the reader that not all the ideas they have presented will definitely come to pass.

-What is the longevity?

Founded in 2004

-How is the information presented/organized?

All the information is neatly organized into sections, so it does not take that many clicks to get to what you want to see.

-Who does this information appeal to, i.e. who are the stakeholders?

I think this information appeals to other businesses or individuals who are looking to invest in this company and/or use their research into their applications. The stakeholders are not mentioned, but can be requested by emailing them.

-Investor Relations?

Again, this information is not present on their website but can be requested through email.

-How does the general public get to the website?

When just searching on google, if the word “natural” is included with “nano”, it will come up within the first three. But I don't see otherwise how the public would come upon this site.

-What can we not get off the website?

Cannot get the potential risks of researching nanotubes. Also linked with foresight.org.

-Is the information positive or negative?

“What's next? Stay tuned. The nano world is about to come down to earth.”

I think it is all positive.

-Who is the intended audience?

Some of the material is hard to read, kind of like a chemistry textbook. I feel the average person who falls upon this website would just pass it by. But for a student or person interested in this kind of stuff will stay and continue through the pages. The information is not put in way to capture the reader's attention.

GE:

<http://www.ge.com/en/>

-Articles within each group?

-Is there any biases?

"Just as silicon transistors replaced old vacuum tube technology and enabled the electronic age, carbon nanotube devices could open a new era of electronics," said Margaret Blohm, GE's advanced technology leader for nanotechnology. "We are excited about this breakthrough and we're eager to start developing new applications for the GE businesses."(

http://www.ge.com/stories/en/20231.html?category=Products_Business)

I think this site is bias toward the pros of nanotechnology. Can't blame them because this is a business, they will not say what they are researching may cause potential harm. And maybe another reason is because what they are doing with nanotubes might not cause any danger.

-What is the longevity?

Do not know when they started researching nano, but "GE was incorporated on April 15, 1892, in New York state."

-How is the information presented/organized?

There is a ton of information on the website. It is easy to find their products, but when searching for their research on nano, it is hard to locate. There are quite a few clicks, and the areas are not specifically identified.

-Who does this information appeal to, i.e. who are the stakeholders?

There are separate sections that would appeal to different people. There is a separate section for investors and students. But the information would not grab the general public. The website is kind of hard to navigate and the information is not appealing. They had a section for college students, but there wasn't a lot of info there. The information on nanotechnology is hard to find. Some of the pages that have nano are currently unavailable.

-Investor Relations?

Couldn't find anything

-How does the general public get to the website?

I think the only way the general public would go to this site is if they were looking for products from GE. Then I don't think they would search like I did to find info on nano.

-What can we not get off the website?

Do not know if they are talking about nanotechnology or not in some cases.

“GE is committed to leadership in the ‘next generation’ of **technology**. We are well-positioned to drive growth for the future with technical excellence in each business by developing a global technical capability, increasing new product growth, and investing in global research.”(
http://www.ge.com/en/company/companyinfo/at_a_glance/key_growth_initiatives.htm)

-Is the information positive or negative?

All the info is positive.

-Who is the intended audience?

It ranges, but not for the general public unless they are looking for their products.