

Name: _____

Date: _____

Skills Practice: Evaluating Promotional Materials

Learning goals

After completing this activity, you will be able to ...

- Evaluate scientific claims in promotional materials.

Investigate Claims

Many promotional materials include some kind of scientific claim. For example, many dental hygiene products claim to make your teeth whiter, some brands of batteries claim to last longer than other brands, and all vehicles are sold with claims made about their gas mileage.

Find two examples of promotional materials making scientific claims about a service. Find another two examples of promotional materials making scientific claims about a product. For each example, do the follow:

- Make a copy of the materials. Underneath the copy, briefly state the scientific claim made by the materials.
- Do research in order to evaluate the claim. Write a brief paragraph stating how accurate the claim seems to be according to your research. Be sure to cite all of the sources you used.
- Describe a scientific investigation you could conduct in order to verify the claims made by the promotional materials.
- If time allows, have your teacher approve the plan for one of the scientific investigations you come up with. Then, carry out the investigation and report your results to the class.



Many brands of toothpaste claim to whiten your teeth. Do they really work?