Advertising Claims

You need: a classmate

1. Read each advertising statement and answer the questions:

   a. **"Four out of five dentists use Bubbles toothbrushes"**

      i. Why do you think dentists were surveyed?
      ii. How many dentists do you think were surveyed?

   b. **"90% less fat than other leading brands"**

      i. Can you tell how much fat is in this product?
      ii. What does this statistic actually tell us?
      iii. Why would an advertiser use this statistic?

   c. **"Independent survey finds more children prefer Superfroth shampoo"**

      i. What does "independent" mean?
      ii. Why does the statement include "independent survey"?
      iii. What other choices do you think were in the survey?

   d. **"Best seller"**

      i. What does "best seller" mean?
      ii. What data would identify a book as a best seller?
      iii. If a book is a best seller, will it be a well-written book?
      iv. How many books could be considered best sellers at any one time?
      v. What factors might determine whether a book becomes a best seller?

   e. **"RANKED NUMBER 1 NEW CAR BY Magazine X"**

      i. What defines "new"?
      ii. How many cars do you think were ranked?
      iii. What criteria do you think Magazine X would use to judge a car?

2. Search newspapers, magazines, and TV for statements like these. Photocopy, cut out, or write them down. Critique them and then discuss your comments with a classmate.

Focus   Thinking critically about the use of statistics in advertising