Quick Lab

Evaluate a Scientific Claim

As a consumer, you need to make wise decisions. Often, your buying choices depend on evaluating claims made by the manufacturer. Are the claims accurate? What can you really expect from the products?

Analysis

1. Critical Thinking Evaluating Conclusions Suppose that two television commercials claim that their own product is the fastest-acting acne medicine. Design a strategy that could be used to compare the brands. How would you compare their effectiveness?

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2. Critical Thinking Determining the Validity of a Claim New automobiles are sold with a window sticker displaying the expected miles per gallon. Are these manufacturers’ estimates realistic and repeatable by consumers? How would you find out?

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