

**Advertisement Group Presentation**  
**STAT 113: Statistics and Society**  
**Ellen Gundlach, Purdue University**  
30 points total

To be an informed consumer, you need to be able to assess the claims made by advertisers. You need to practice asking questions and digging deeper to get to the truth. You will be working in groups to present an advertisement (video or print), discuss the claim the advertiser is making about the product, look for evidence for or against that claim, and discuss the validity of the claim.

*Online students* will submit a 5-minute video presentation and their slides through Blackboard.

**Instructions:**

**(5 points)** Select a unique advertisement not used by any other groups in your class or in lecture that makes a possibly controversial claim about a product.

Prepare a 5-minute presentation. (ONLY 5 minutes. You may not go over, so practice ahead of time.) Use the Powerpoint template provided in Blackboard. Include the link to the advertisement. Answer these 5 questions:

1. **(4 points)** What specific claim is being made by the advertiser? Use the exact wording.
2. **(4 points)** Where did they get this information? (Look for fine print or more information on their website. Give details such as whether a survey or experiment was used, sample size, variables measured, etc.)
3. **(4 points)** Find an outside resource (competing company, scientific article, consumer report) that talks about this same issue and summarize the conclusion. (Similar to what the lectures show for Cheerios.)
4. **(4 points)** What do you think? Could the advertiser's claim be true?
5. **(4 points)** What are some possible lurking variables? Do you think this is really a case of common response or confounding?

**(5 points)** Visual quality of slides and the professionalism of the oral presentation will be judged.

**(-10 points)** Traditional and hybrid students will lose 10 points if they do not participate in their group's presentation during class. For documented excused absences, alternate arrangements can be made for individual presentations in office hours.

**(-5 points)** Traditional and hybrid students will lose up to 5 points for not being part of an active-listening audience during other group's presentations. No phones!

**Traditional and hybrid students should e-mail the presentation to their TA no later than noon of the day before their respective due dates.** The TA will load all of the presentations into the classroom computer for quicker transitions between group oral presentations.

**Online students will submit a 5-minute video presentation and their slides through Blackboard.**

Example: Silk Soy milk <https://www.youtube.com/watch?v=iCCNDMbo0fM>

1. What specific claim is being made by the advertiser? Use the exact wording. ***Silk says soymilk has 0 cholesterol, is a perfect protein, can help your heart, and fortifies your entire body.***
2. Where did they get this information? (Look for fine print or more information on their website. Give details such as whether a survey or experiment was used, sample size, variables measured, etc.) ***The Silk website stating their claims on soy being better for your heart. <http://silk.com/healthy-living/plant-based-diet> They list a group of medical studies that also have small claims about the benefits of soy on the heart. This study they reference <http://www.ncbi.nlm.nih.gov/pubmed/16442400> uses test subjects that were only women who were post menopausal and were vegetarians for 2 or more years.***
3. Find an outside resource (competing company, scientific article, consumer report) that talks about this same issue and summarize the conclusion. (Similar to what the lectures show for Cheerios.) ***<http://time.com/10093/milk-soy-almond-rice/> This Time magazine article claims that soy milk is “a protein-rich alternative to cow’s milk but lacks in calcium. Soy has also been controversial in part because of disputed claims linking the phytoestrogen-rich soy to increased risk of breast cancer, but the dairy alternative is richer in vitamin B and has 10% of your recommended daily intake of folic acid, a B-complex vitamin. Soy has proven effective in lowering cholesterol, but Politi says you need a lot of soy in your diet to produce that effect. She suggests about 25 grams of soy a day, or about four to five soy products.”***
4. What do you think? Could the advertiser’s claim be true? ***Soy products can lower your cholesterol if you consume enough of them, and lowering your cholesterol may be better for your heart.***
5. What are some possible lurking variables? Do you think this is really a case of common response or confounding? ***The study quoted on the Silk website used only older women who were established vegetarians. This might not apply to everybody. Any heart-related improvement could be due to qualities in those women (confounding.)***