

## Advertising Inferences

**Lab Preview: Answer these questions before you being the lab.**

1. You see many advertisements in magazines, newspapers, and on TV. What is usually the purpose of an advertisement?

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2. What do advertisers of produces want you to infer from their ads?

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*Imagine you're reading a magazine and you see an ad for pest control service. The ad states that 8 out of 10 homes have a problem with carpenter ants. Would you infer that your home might have ants? In this lab, you'll use advertisements to practice the science skills of observing and inferring. How do service providers get their data? Are the data correct?*

### Real-World Question

What observations and inferences can you make from advertisements?

### Materials

Magazine advertisements

Paper (1 sheet)

Colored pencils or crayons

### Goals

- **Make** inferences based on observations
- **Recognize** the limits of observations

### Procedure

1. Select 5 magazine advertisements from those supplied
2. For each magazine advertisement, list your observations in the table. For example, you might observe that large ferocious looking insects are pictured in a pest control ad.
3. What inferences does the magazine advertiser want you to make? Make inferences that relate your observations to the service or product being provided. The pest control advertisement, for example, may lead you to infer that if you don't want to be invaded by insects, you should hire their service.

**Data and Observations**

<b>Data and Observations</b>		
<b>Ad Data</b>		
<b>Type of Ad</b>	<b>Observation</b>	<b>Inference</b>
<b>Ad 1</b>		
<b>Ad 2</b>		
<b>Ad 3</b>		
<b>Ad 4</b>		
<b>Ad 5</b>		

**Conclude and Apply**

1. **Create** your own magazine advertisement to sell a product. Think about what people will observe in the ad and what you want them to infer from it.

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On your piece of blank paper you will create the ad for your product. Make sure to use color and that you really try to "sell" your product to the viewer.