

Advertisement Lab Design

- A. Find a copy of an advertisement from a magazine or newspaper that you would like to test. We will not actually do the experiment to test the ad, but will try to design an experiment which would really test a claim made in the ad.
- B. Your Plan
1. For the ad you selected, write out the question you will investigate. If you have difficulty writing the question, ask yourself **"What is it in the ad that you think is not convincing or for which there is not enough evidence?"**
 2. Look at your question. Underline the word (or phrase) that is the dependent, or responding variable. Circle the word (or phrase) that is the independent or manipulated variable.
 3. What other things (besides the independent variable) might also influence the dependent variable? Try to list at least 5.
 4. Now for each of these possible influences (variables) list how they could affect the dependent variable.
 5. Explain how each of the influences could be held constant or controlled in an experiment so that you could answer the question you are actually interested in.
 6. Write a complete experimental procedure to answer your original question about the ad. Keep in mind controlling the other variables and be clear about what you are measuring and what that measurement will tell you. Write this as if you are actually going to do the experiment.
 7. Write a hypothesis for your experiment. It is sometimes helpful to write this in the form of an "if... then" statement.