



Advertising Inferences

Lab Preview

Directions: Answer these questions before you begin the Lab.

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

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

Imagine you're reading a magazine and you see an ad for a 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 markers

Goals

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

Procedure

1. Select three magazine advertisements from those supplied by your teacher.
2. For each magazine advertisement, list your observations in the table on the next page. 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.
4. Share your magazine advertisements and inferences with others in your class.