

**Look at the following examples of evidence and analyze their worth and come to a judgement. How convincing is the evidence used in this document?**

### **Sample #1**

However, a new 14-year study of 66,118 women (supported by many other previous studies) found that diet drinks may be worse than sugar-sweetened drinks. The study, published in the American Journal of Clinical Nutrition, discovered some frightening facts. Diet sodas raised the risk of diabetes more than sugar-sweetened sodas. Women who drank one 20-ounce soda had a 66% increased risk. Women who drank diet sodas drank twice as much as those who drank sugar-sweetened sodas, because artificial sweeteners are more addictive and are hundreds to thousands of times sweeter than regular sugar.

### **Sample #2**

In animal studies, the rats that consumed artificial sweeteners ate more, their metabolism slowed, and they put on 14% more body fat in just two weeks, even eating fewer calories. So, diet drinks are not good substitutes for sugar-sweetened drinks. They increase cravings, weight gain, and diabetes. And they are addictive.

### **Sample #3**

Sugar-sweetened drinks make up about 15% of our calorie intake every day. But you have to walk 4.5 miles to burn off one 20-ounce soda, which contains 15 teaspoons of sugar. You have to run 4 miles a day for one week to burn off one supersized meal. So, you cannot exercise your way out of bad diet.

### **Sample #4**

As stated in the United Nations Political Declaration on NCDs, prevention must be the cornerstone of the global response to these costly, deadly, and demanding diseases. Their root causes reside in non-health sectors. The consequences of this shift in the disease burden also reach far beyond the health sector to touch economies everywhere. Recent studies demonstrate that the costs of advanced cancer care are unsustainable, even in the richest countries in the world. In some countries, diabetes alone consumes 15% of the total health budget. In the developing world, the cost of these diseases can easily cancel out the benefits of economic gain. So, collaboration among multiple sector is vital.

**Analyze each example of evidence. Use the following criteria to assist in your analysis:**

**who performed the study/ how qualified were they?**

**the length of the study**

**the sample size?**

**can the data be generalized?**

**statistics – useful/purposeful**

**is the conclusion supported**

**is the date important**

**where was the study done/ does it matter?**

**Language – is it emotive, professional, manipulative**

**What fallacies are present? Generalized, slippery slope, appeal to history, appeal to popularity, appeal to authority, correlation, circularity, Misrepresenting the Data, Insufficient Data, Unrepresentative Data, Ad Hominem, Restricting the Options, Straw Man, Tu Quoque, Weak Analogy, and any others.**

**Now that you have analyzed, taken it apart, for each example use your analysis to make a final judgement (evaluate) on the value of the source to support the question. Why is it a strong or weak example?**