

Name: \_\_\_\_\_

# AdBusters



**Claim #1:** Our Styrofoam cups keep your coffee hotter longer than your own mug.

Time (min)	Temp. in Styrofoam cup (°C)	Temp. in mug (°C)
0		
1		
2		
3		
4		
5		

Is this claim true? \_\_\_\_\_ Use your observations to explain. \_\_\_\_\_

**Assuming** claim #1 is true, what are 3 things to consider before switching your coffee mug for Styrofoam cups?

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_



**Claim #2:** Brawny paper towels are stronger than the other brands

	Brawny	Napkins	School Brand
Number of marbles			

Is this claim true? \_\_\_\_\_ Use your observations to explain. \_\_\_\_\_

**Assuming** claim #2 is true, what are 3 things to consider before switching to Brawny paper towels?

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_



Take a look at the following claims and decide if they are testable by experiment. For each one **that is testable** write out a **procedure** that could be used to scientifically investigate it. For the ones that are **not testable**, write out why they aren't.

#	Claim	Testable by experiment?	Testing procedures or why it isn't testable
1	Murray Sugar Free cookies taste as good as Chips Ahoy cookies.		
2	The Hoover Wind Tunnel 2 vacuum cleaner cleans carpets better than any other leading brand.		
3	Gillette razors are the "Best a Man Can Get."		
4	Huggies Supreme diapers are 5 times stretchier than Pampers Baby-Dry diapers.		
5	Red Bull gives you wings.		
6	Gillette clear gel antiperspirant gives you 24 hours wetness protection.		
7	Splenda gives you zero boundaries.		

