

TESTING CLAIMS – PRINGLES LAB RESULTS



Testing Claims

Watch the Pringles video on the website:

OR Pringles Right Crisps (1994) (<http://www.youtube.com/watch?v=f9jYmX4RfTI&NR=1>)

1. What is the claim being stated in the ad?
2. List the **INDEPENDENT** & **CONTROL** variables that should be used to test the claim.



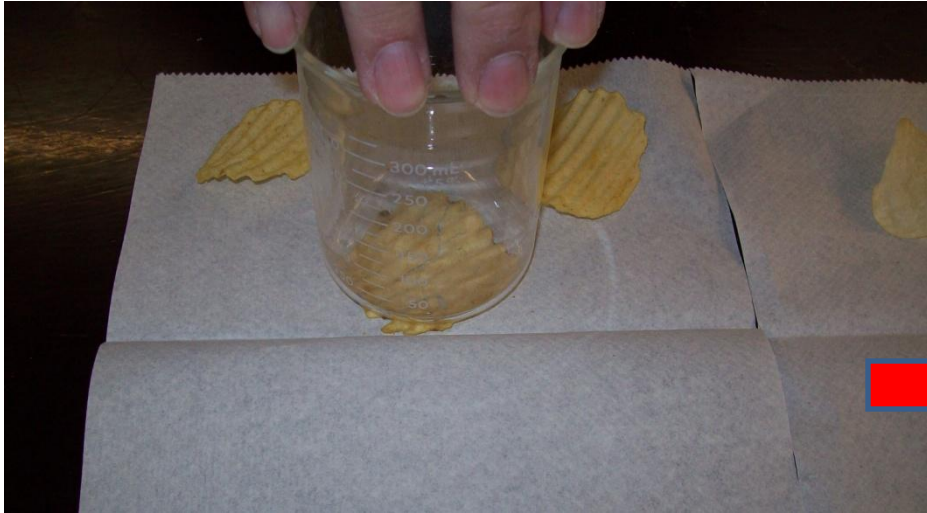
3. Based on the claim, what is your hypothesis?



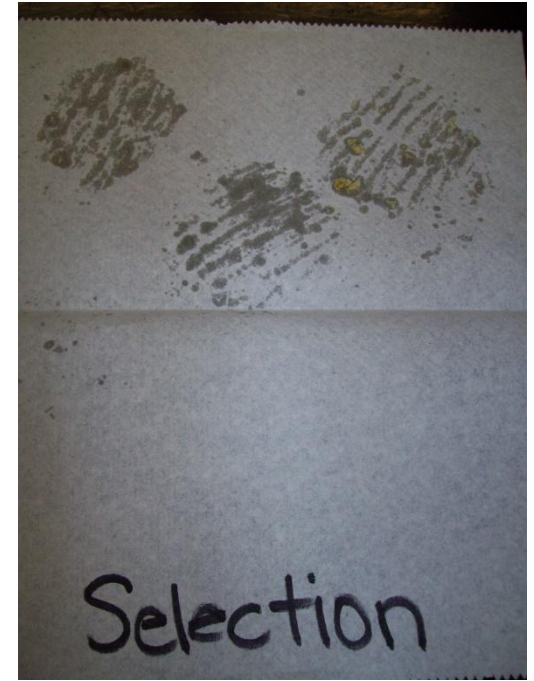
Procedure

4. Based on the pictures write the steps for the **FAIR TEST** that was used to test the claim. (At least 5 steps)
5. Write your steps in full sentences and clear enough that someone else could repeat them.

Pictures of the Procedure



Observations



6. Record observations from above pictures.

7. Write a conclusion. (2 parts)

Follow Up Questions

1. According to the test, are Pringles a healthier chip? Explain. (3 marks)
2. What are some reasons people may choose a brand of potato chip even if they have more fat? (3 marks)
3. How else could you test the claim that Pringles have 25% less fat than other chips?
(4 marks)