

Name: _____

Science in Media Review



Review sheets, if completed in your notebook and handed in before the test will give you 5% bonus on your test. Use the website as a reference for the answers.

- 1. The problem is always a _____ you are trying to answer.**
- 2. What is a hypothesis?**
- 3. a) What are the 2 types of variables?**
b) How many variables can change in one experiment?
- 4. What is the difference between an observation and an inference?**
- 5. A student wants to study paper airplanes.**
 - a. What is the independent variable?**
 - b. List three possible control variables.**
- 6. What are the two parts to any conclusion?**
- 7. A grade 10 class did a chocolate chip cookie experiment. They wanted to see which brand contained the most chocolate.**
 - a. State the problem for this experiment**
 - b. Make a hypothesis**
 - c. List your procedures (Hint: look at the Pringles lab)**
 - d. Draw an observation chart with 3 brands of cookies. Fill in imaginary results including averages. (The cookies usually have around 20 chocolate chips each)**
 - e. Draw a bar graph of your results.**
 - f. Make a conclusion based on your imaginary results.**
- 8. What is the difference between a claim and slogan? Give an example of each.**
- 9. Cut out an ad (magazine, paper...). Answer the following questions.**
 - a. What product or service is being advertised?**
 - b. What is the claim and/or slogan?**
 - c. Which of Maslow's needs are being addressed?**
 - d. Who is the target audience? (be specific)**
- 10. List one example of an ad that would appeal to each of Maslow's levels of needs.**
- 11. Why do different people have different needs?**