**Year 7- Misleading claims in the media assessment**

**Your task is to design an article that is to be featured in the media (Newspaper, News, Magazine, billboard etc.) that is misleading.**

**You must consider and include the following ideas when creating a misleading article:**

* Who is the target audience?
* Who funded the study?( what are they trying to get the public to think?)
* What is the statistical claim that is being made?
* Is your sample a good representative of the population?
* What makes a graph misleading?
* What statistics have been included in your article e.g. median, mean, mode, range, mean?

**Your article must include the following:**

* A statistical claim
* What the study was about
* How the study was carried out
* The sample size and characteristics of the people in the sample
* At least two different graphs (these must be misleading and need to have at least 2 errors with each graph that makes them misleading)
* Who funded the study
* At least two different statistics must be used to make your article misleading to the targeted audience

**You will be presenting your assessment to your peers in class time. You have 5 minutes to discuss the following:**

* The study that has been carried out and how it has been done
* Discuss the statistical claim that has been made
* Talk about the sample size and characteristics of the people in the study and how likely it is to represent your target population
* Who funded the study and what effects this may have on the statistical claim that has been made
* You need to describe what the graphs shows (using ‘I notice that….) and also discuss in detail why the graphs are misleading and what effect this will have on the audience who are reading the article
* You need to describe the statistics that have been used
* Describe how these statistics can be misleading and what effect they might have on the audience who read the article.