

Dinner Time Ads

You need

- ★ Daniel's data (see copymaster)
- ★ a computer spreadsheet/graphing program (optional)
- ★ access to evening television
- ★ a classmate

Are you watching a pizza ad? There are lots of food ads on TV around dinner time.

Dad, I'm hungry! Can we please have pizza for dinner?

Activity

The following day, Daniel makes a list of all the advertisements shown on one channel between 5 p.m. and 7 p.m.

1. a. Collate Daniel's data on a tally chart.

	Food/drink	Health/beauty	Entertainment	Communications	Finance	Home	Other
	//						
Total							

This pizza ad does make me feel hungry ... I'll investigate whether Dad's right.

- b. Create a graph that shows this information.

2. a. Describe the key features of Daniel's ad data, with reference to your graph.

- b. What might explain these features?

- c. Is Dad right about food ads?

3. Write 3 new investigative questions that Daniel could ask about dinner time ads.

4. a. Repeat Daniel's investigation. At the same time, gather the additional data that you would need to answer one of your questions from question 3.

- b. Create a graph that is similar to the one you made for question 1. Compare your findings with Daniel's.

- c. Discuss your additional data with a classmate. What statements can you make about it?

Focus

Working with "messy", real-life data

