Dinner Time Ads

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



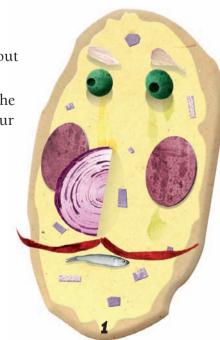
The following day, Daniel makes a list of all the advertisements shown on one channel between 5 p.m. and 7 p.m.

Collate Daniel's data on a tally chart.

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

	Food/drink	Health/beauty	Entertainment	Communications	Finance	Home	0ther
	//						
Total							

- b. Create a graph that shows this information.
- Describe the key features of Daniel's ad data, with reference to your graph. a.
 - b. What might explain these features?
 - Is Dad right about food ads?
- Write 3 new investigative questions that Daniel could ask about dinner time ads.
- 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.
 - Create a graph that is similar to the one you made for question 1. Compare your findings with Daniel's.
 - Discuss your additional data with a classmate. What statements can you make about it?



Working with "messy", real-life data