

# PAPER TRAIL

Tracing Claims to Their Source

**DOMAIN: HEALTH x MARKETING**

TRAIL LENGTH: 4 hops, 5 exhibits

No dead ends — one exhibit is real

**THE CLAIM (see Exhibit A)**

An ad for a wearable “fat-burning patch” says it’s “clinically proven safe and effective” for weight loss, citing a study on wearable biofeedback devices.

**YOUR TASK**

Work backward through Exhibits A–E. At each hop, identify what the next exhibit actually is, and what kind of source it is. One exhibit is a real, independently verifiable reference — find it, and compare what it actually says to how the earlier exhibits describe it.

**1 HOP 1: The product webpage** see Exhibit B

What did you find, and where? What tipped you off?

Source type:  Original research  News article  Press release  Blog / opinion  Social post  Advertisement  Website

**2 HOP 2: The blog article** see Exhibit C

What did you find, and where? What tipped you off?

Source type:  Original research  News article  Press release  Blog / opinion  Social post  Advertisement  Website

**3 HOP 3: The press release** see Exhibit D

What did you find, and where? What tipped you off?

Source type:  Original research  News article  Press release  Blog / opinion  Social post  Advertisement  Website

4

**HOP 4: The underlying citation**

*see Exhibit E*

What did you find, and where? What tipped you off?

Four horizontal text input fields for recording findings and locations.

Source type:

- Original research
- News article
- Press release
- Blog / opinion
- Social post
- Advertisement
- Website

**FIELD NOTES**

What changed between Exhibit E and the version you first saw? What got dropped, exaggerated, or reframed?

Seven horizontal text input fields for field notes.

