

# PAPER TRAIL

*Tracing Claims to Their Source*

**DOMAIN: MARKETING**

TRAIL LENGTH: 4 hops, 5 exhibits

No dead ends — one exhibit is real

**THE CLAIM (see Exhibit A)**

An “as seen on TV” ab-toning belt says a published exercise-science study proves it builds muscle and burns fat with zero effort.

**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.