

# 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)**  
 A sleep-gummy ad says its melatonin blend is “clinically proven” to cut the time it takes adults to fall asleep in half — citing a randomized clinical trial.

**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**

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

see Exhibit B

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

2

**HOP 2: The blog article**

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

see Exhibit C

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

3

**HOP 3: The press release**

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

see Exhibit D

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.

