

PAPER TRAIL

Tracing Claims to Their Source

DOMAIN: SCIENCE x MARKETING

TRAIL LENGTH: 4 hops, 5 exhibits

No dead ends — one exhibit is real

THE CLAIM (see Exhibit A)

An ad for an “AI-powered” skincare scanner says it’s “proven 86% accurate” at reading your skin’s age and health, citing a peer-reviewed study of the technology.

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.

