

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 a quinoa-based “superfood” supplement says a new study proves quinoa fights cancer, citing peer-reviewed research.

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

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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.

