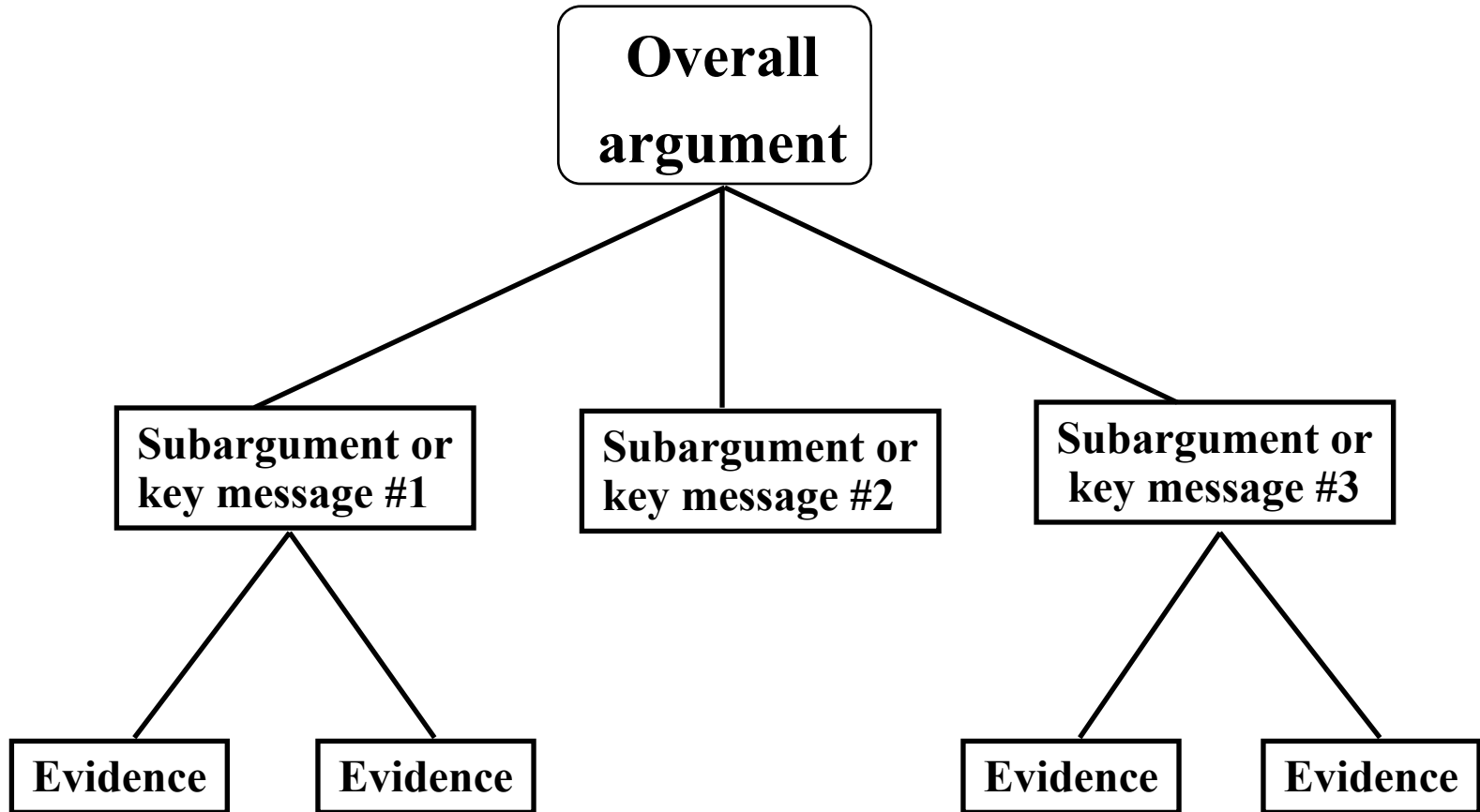


Building Evidence into Arguments



Testing the Evidence

- What is the source of the evidence?
- Is the evidence accurate, current, relevant, and sufficient?
- Have the statistics been evaluated properly?
- Is the authority cited valid?
- Is an inference or opinion being presented as a fact?

Testing Reasoning

- Are the instances cited typical?
- Are negative instances accounted for?
- Are counter arguments addressed?
- Is the evidence alone sufficient to bring about the effect?