Class Activity: Correlation vs. Causation

**Directions:** Examine the accuracy of each of the following consumer and civic claims.

1. In a TV advertisement, a famous female actress encourages you to join a new tanning salon and shows you her tan lines to prove the salon’s effectiveness.

2. A local politician suggests that heavy metal music is responsible for increasing violence among teenagers, and thus proposes that all such music be banned.

3. A newspaper reporter speculated that a full moon may have a stimulating effect on criminal behavior because crimes, especially breaking and entering, seem to increase dramatically when the moon is full. The reporter cited interviews with several mental-health specialists who have noted a similar “full moon effect” in other areas of mental health management.