

LABORATORY 1.5



Complete Lab 1.5 online at
www.pearsonhighered.com/powers.

Name _____

Date _____

Instructor _____

Section _____

Evaluating Fitness Products

Complete this activity to evaluate fitness advertisements you see or hear regularly. Find three examples (from magazines, TV or radio ads, or online) of misleading or false claims on fitness or health products. Answer the following questions for each of your products.

1. What are two specific things (images or statements) that are false or misleading in the ad?
2. What makes them false? Support your answer with information you learned in class.
3. What are the credentials of the author or person endorsing the project? Is the information provided by an expert in the field of exercise science or physical fitness?
4. Are the benefits of the product realistic?
5. Does the ad contain gimmick words, such as “quick,” “spot reduce,” or “just minutes a day”?
6. Is the main purpose of the ad to provide useful information or only to sell a product?

To submit the completed lab, save the form to your computer and email it to your instructor or upload it to their digital dropbox as directed.