Student sheet

Logical Fallacies: Pub Quiz

1 In groups, match the fallacy with the TV commercial. Use the “*Thou shalt not commit logical fallacies*” handout to help you.

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| 1 Dodge Charger |  |
| 2 Pfizer: More than medication |  |
| 3 Pepsi Challenge |  |
| 4 Boost mobile |  |
| 5 Apple versus PC |  |
| 6 Giant Eagle Potato Chips |  |
| 7 Camel cigarettes |  |
| 8 Bosch |  |
| 9 Apple ‘1984’ |  |
| 10 Hot Streak Scratchers |  |

2 When you finish, hand your paper to another group to mark.

**Answers**

**1 Slippery slope**

- Dodge Charger. Even though it is meant to be humorous, the argument is a slippery slope from computer assisted parking to harvesting humans for energy.

**2 Appeal to emotion a.k.a. Argumentum ad passiones**

- The advertisement uses several emotions – anger, sadness, and love – to get you to like Pfizer. In reality, it is a well-conceived marketing plan. Canada, like Finland, does not allow pharmaceutical companies to advertise their prescription products. This could also be a Red Herring (not shown on the handout), but it distracts from the actual arguments about medicine.

**3 Bandwagon a.k.a. Argumentum ad populum a.k.a. Appeal to the masses**

- Here, the Pepsi challenge demonstrates that the majority prefer Pepsi.

**4 False cause a.k.a. Non sequitur (Alternatively, Appeal to Authority)**

- The commercial claims that the only reason he became a punk rocker rather than a bodybuilder is that he got a fortuitous phone call. It could be argued (I think rather weakly) that this might also be Appeal to Authority as he is a successful punk rocker and would know what it takes.

**5 Personal incredulity**

- The PC is in total disbelief that Vista runs faster on an Apple.

**6 Appeal to nature**

- If it is “natural”, and 100% something, it has to be good and tasty, right?

**7 Appeal to authority**

- Doctors are the authority on health. We should believe them about Camel being a better choice.

**8 Genetic fallacy**

- The focus is on the origin of the product – Germany. Essentially, if it’s built in Germany, you know it’s got to be good. [the advert filmed before the scam with exhaust gases a while back]

**9 Ad hominem**

- This is a famous Apple Super Bowl ad from 1984. The oppressive Big Brother is supposed to be Microsoft.

**10 The gambler’s fallacy**

- California Lottery promoting its Hot Streak Scratchers – the implication is they keep you winning despite the statistical improbability.