

Types of Supporting Materials

by Sophia Tutorial



WHAT'S COVERED

There are a number of types of supporting materials, each of which has its own advantages and disadvantages. Not every type of supporting material is useful or effective in every situation, but each has its own niche. This lesson will cover:

1. Scientific Evidence
2. Personal Experience
3. Anecdotal Evidence
4. Intuition
5. Testimonial

1. Scientific Evidence

Scientific evidence is evidence which serves to either support or counter a scientific theory or hypothesis. Such evidence is expected to be empirical and in accordance with scientific method.

Standards for scientific evidence vary according to the field of inquiry, but the strength of scientific evidence is generally based on the results of statistical analysis and the strength of scientific controls.

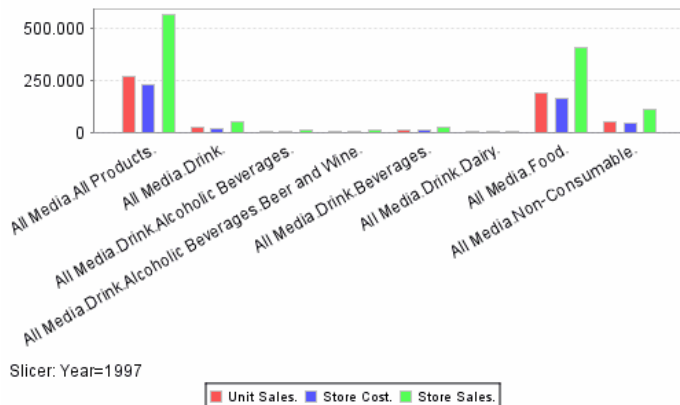
More broadly, scientific evidence can be any statistic or fact that has been proven to be true through rigorous scientific methods. Facts and figures are necessary for logical appeals.

Test Query uses Mondrian OLAP



Promotion Media	Product	Measures		
		Unit Sales	Store Cost	Store Sales
+All Media	-All Products	266,773	225,627.23	565,238.13
	-Drink	24,597	19,477.23	48,836.21
	-Alcoholic Beverages	6,838	5,576.79	14,029.08
	+Beer and Wine	6,838	5,576.79	14,029.08
	+Beverages	13,573	11,069.53	27,748.53
	+Dairy	4,186	2,830.92	7,058.60
	+Food	191,940	163,270.72	409,035.59
	+Non-Consumable	50,236	42,879.28	107,366.33

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2. Personal Experience

Personal experience is the retelling of something that actually happened to the speaker.

Personal experience is useful for emotional appeals, but is not always good for more scientific arguments.

3. Anecdotal Evidence

Anecdotal evidence is evidence from **anecdotes** (stories). Because of the small sample, there is a larger chance that it may be unreliable due to cherry-picked or otherwise non-representative samples of typical cases.

Anecdotal evidence is considered dubious support for a claim; it is accepted only in lieu of more solid evidence. However, it is particularly useful for making emotional appeals.



TERM TO KNOW

Anecdote

An account or story which supports an argument, but which is not supported by scientific or statistical analysis.

4. Intuition

Intuition is the ability to acquire knowledge without inference or the use of reason.

Intuition provides us with beliefs that we cannot justify in every case. For this reason, intuition is not a particularly strong supporting material.

5. Testimonial

A testimonial is when someone speaks on behalf of another idea, product, or person.

➦ **EXAMPLE** Weight loss commercials often utilize testimonials.

The power lies in how convincing the person giving the testimonial is.



SUMMARY

In this lesson, you learned about the different types of support and when to use each one. **Scientific evidence** includes all factual information. It is necessary and particularly useful for logical appeals. **Testimonials, personal experience, intuition, and anecdotal evidence** are better suited for emotional appeals. These non-scientific supporting materials may be useful, but are not necessarily reflective of broader truths.

Source: Boundless. "Types of Supporting Materials." Boundless Communications Boundless, 3 Mar. 2017. Retrieved 19 May. 2017 from <https://www.boundless.com/communications/textbooks/boundless-communications-textbook/supporting-your-ideas-9/deploying-supporting-materials-45/types-of-supporting-materials-188-4187/>



TERMS TO KNOW

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