THE PLACEBO EFFECT

The phenomenon in which people respond favorably to any treatment.

The placebo effect highlights the need for comparison of treatment effect with an

CAUSATION OR CORRELATION

- This is one of the biggest issues in science.

- Just because things are correlated,

- Does not mean that one causes the other!

1.12 Repeatabale experiments increase our confidence

Can science be misleading? How can we know?

SO YOURNOT A SCIENTIST!

WHATS THE USE TO ME?

DEVELOPING SCIENTIFIC LITERACY IS IMPORTANT IN YOUR LIFE

-SAVE MONEY

-KEEP YOU HEALTHIER

-UNDERSTAND WORLD ISSUES

-INFORMED OPPINION