Dental Presentation

Break into groups of 2 or 3 and pick a name for your laboratory...

Present a case-study of a fictional company that has created a new mouthwash called AlphaDentene. The story is that a wealthy group of investors have invested in the creation of an all-natural mouthwash, using a proprietary blend of natural ingredients. Paul Thompson -- the president of the company -- is effusive about the effectiveness of the product. "It works. It really works. Everyone in my family is using AlphaDentene and their mouths feel wonderful afterwards..."

2 Minutes: What's the difference between an anecdote and scientific knowledge? Is there a difference?

Paul has approached each of your laboratories and asked you to "prove beyond a shadow of a doubt that AlphaDentene is the most effective mouthwash ever developed. Trust me, this is going to be a lucrative project for your lab as we like to share our financial uccess with our most valued partners." Your fledgling company could really use the money... you drive a 1990 Dodge Neon, it's been 10 years since your last vacation, and Raman noodles for lunch each day is getting real old...

2 Minutes: As scientists, how might you design an experiment to justify or refute AlphaDentene's claim to be the greatest mouthwash?

Define what needs to be measured...