## Richness = What/Why

**What** Your argument has an invalid generalization.

Why — American cuisine is **not just hamburgers**.



## Visualization = How

Your argument has an invalid generalization.

American cuisine is not just hamburgers.



American cuisine is not healthy.

Indeed hamburgers are not healthy.





= Student



= Child



= Model

American cuisine is not just hamburgers.



Oh, what else is American?

For example, lime pies are.



Interactivity = Who

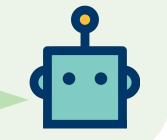


American cuisine is not healthy.

Hamburgers are not healthy.

Careful you are simplifying!

American cuisine is not just hamburgers.



Personalization = To Whom