1. This section, as the title would insinuate, teaches the reader how to find evidence supporting their claim and evaluate it for quality. When finding factual evidence there are several key things to keep in mind regarding the timeliness, credibility, consistency, and relevance. In fields where research is ongoing such as education, psychology, technology, medicine and natural science, it is important to use recent sources which are credible and that prove soundness of your data. New does not always mean “best” which is where the credibility comes into play. Opinion and morality do not need to necessarily be recent just relevant.

The amount of evidence depends on the complexity of the subject and the length of your paper. The choice of examples to use in your essay should reflect different aspects of the problem and be from multiple sources. Determine whether you can produce sufficient evidence to convince a reader who may not agree with you or if the subject may be too large for a brief paper.

The evidence should contribute to the development of your argument. Sometimes evidence is interesting but not relevant to the goal of the essay. It is important to choose subjects for an essay that are typical of all the examples you do not use. If examples chosen are unfamiliar or extreme, the readers will likely reject your conclusion.

Statistics that are not credible might as well be hearsay or gossip; only credible facts and statistics should be used. Statistics from underdeveloped countries are less reliable due to their lack of funds, lack of training, lack of communication and transportation facilities to carry out accurate censuses. Make sure any terms that may be confusing are clearly defined so that any reader could understand exactly what is meant by your argument. Make sure all units of measurement are given and are alike so they are easily compared. Do not omit significant facts that are relevant to your subject; this could be interpreted as attempting to mislead the audience.

Opinions should be taken from experts in their perspective field for them to be relevant. You need to decide whether the source of the opinion is qualified to give an opinion on the subject. Find out if the source of an opinion is qualified by education, associated with a reputable institution, or has made contributions to the field. Make sure the experts you quote do not have ulterior motives like religion, political ties or economic reward. Whenever special interest is apparent, there is always the danger that an argument will reflect this bias. Make sure the source of your information effectively backs up their own opinion with facts and statistics and that they are not just making allegations.

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3. **Statistic**

“Traffic fatalities in the United States fell steadily from 54,600 in 1972 to 34,000 in 1992. But then they started to rise again, and by 2002 there were 38,800 traffic deaths a year.”

(The True Costs of SUVs)

This fact shows how traffic fatalities are beginning to rise in the US again though it still continues to drop elsewhere. This fact is used support the claim that SUVs are responsible for the recent rise in deaths due to the relatively recent prevalence of SUVs in the US.

**Example**

“Mr. Nicholson, twenty-four, a graduate of Colgate University, winner of a dean’s award for academic excellence, spent his mornings searching corporate Web sites for suitable job openings.”(American Dream is Elusive for New Generation)

The story of “Mr. Nicholson” is majority of the supporting evidence given in this essay about the difficulty of finding good employment for millennials, even college educated ones. This supports the claim because it is someone’s personal story who has difficulty finding employment even though they excelled in school and who, under normal circumstances, would be employable.

**Opinion**

“Most of the time television is nothing more than a diversion – proof, as the old quip goes, that we would rather do anything than talk to each other.” (Connecting the Dots… to Terrorism)

The claim is that no matter one’s creed, when a real history making story comes along that Americans turn to television not just for information but also for comfort and peace of mind. This quote sets up the fact that Americans always watch tv but that their motivations change in times of crisis and that they rely on it for security.