**Speech Analysis**: Watch the Ted speech and get ready for class discussion: [Alex Edmans: What to trust in a "post-truth" world | TED Talk](https://www.ted.com/talks/alex_edmans_what_to_trust_in_a_post_truth_world)

Question List for Discussion

1. What is the purpose of this TED speech? Do you think it is a successful persuasive speech? If yes, how does it happen? If not, why?
2. What’s the purpose of telling a one-minute Belle’s story in the beginning?
3. How does Alex organize his speech? Is it well organized with transitions? If yes, identify those transitions.
4. What types of supporting evidence does Alex use to support his claim? Be specific (example/data/testimony)
5. How do you understand confirmation bias? Could you cite some life examples to illustrate it?
6. How do you understand pet theory? How is it related to confirmation bias?
7. What do you think of Alex’s claim that Belle’s story might not support the claim that diet cures cancer?
8. How does Alex deal with all the difficult terms he used in this speech such as *Bayesian inference*? Does he make extra effort to illustrate it? Is it easy for you to follow his illustration?
9. Do you recognize Alex’s effort to answer the doubt from his audience concerning his tips? How does he handle it? is it effective?
10. What are the new things you might learn from this speech concerning the supportive evidence you might use in your speech?