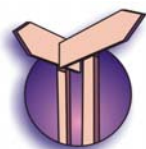




Shampoo – is there truth behind the Advertising ?



Student Activities

Scenarios

You have seen commercials on TV about new fantastic shampoos which for some reason caught your interest. Anna, a grade 11 student decided to try one of these new brand because the advertisement looked so convincing. Sadly, after a couple of weeks she noticed that her scalp was very irritated. It itched and she was tempted to scratch it very often. What shall she do - simply change the shampoo or investigate the problem?



Your Tasks

Working scheme for groups

1. In your group suggest why an advertisement for a shampoo might be considered interesting for the general public.
2. Write down what you already know about shampoos, the different types, the role of the different ingredients and their effectiveness. Raise questions about shampoo for which you would wish answers.
3. Make a list of questions and put them in a sequence for carrying out problem solving investigations.
4. Plan what the group need to do to find out the answers to the questions on the list. Make a list of resources needed.
5. Every small group should decide at least one appropriate scientific investigation that the group would like to carry out. It will be necessary to get authorisation from your teacher before you start.
6. Make sure your experiments are fair. This means that you must control your variables.

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7. Carry out your investigations and record the outcomes.
8. You must follow the safety regulations for laboratory work in your school.
9. Be careful to write down everything that you might need to analyse your results.
10. By carrying out a library search and other means, consider environmental factors (life cycle analysis) associated with the manufacture, use and discarding of shampoos
11. Write your report or create a poster presentation on your findings about shampoo, its impact, the role of advertising and its environmental impact (life cycle analysis). Try to make it as structured and easy to read as possible.
12. Hold a group discussion on whether there is truth behind the advertising. Reach a consensus viewpoint and be prepared to justify this to the rest of the class.

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