

MEDIA PROJECT INSTRUCTIONS

Nutrition is one of the few subjects that we can say affects everyone, no matter who they are or where they live. Most people want to eat the best foods they can and get the right amount of exercise to achieve energy balance. Unfortunately, many people do not know how or do not have the time.

Some people have banked on this and have created products to “help” us reach our nutritional goals. Some of these products are very helpful and some are merely placebos, while still others may actually be harmful...

Your assignment is to select a product related to nutrition, health or energy balance that you’ve heard of or seen advertised on TV, Radio, Newspaper, online, etc and research it to determine whether it is likely to work as advertised.

Step #1:

The first step is to find two products that you would like to research and write a short paragraph describing each of them. Be sure to state which one is your first preference and submit the paragraph online for 25pts. Once I have received and read your submission I will respond to let you know which topic to research. This is to make sure there are no two people doing the same exact topic.

Step #2:

Once you have your topic approved, begin by trying to contact the company selling the product or by using the internet to find information about how the product works. Depending on what you choose, you may not be able to get much info from the company without paying for it. Don’t do that if you can help it...Instead try to find chat rooms, blogs or reviews from people who have actually used the product or method and see what they have to say. See if you can contact any actual users/customers to get a testimonial. Keep in touch with me as you complete the research in case you need tips on how to get info on the product you’ve chosen. The most effective research methods will vary depending on which product you choose.

Step #3:

When you have done your research and are ready to write your paper, you will need to include the following sections:

a. *Introduction*- Describe the product, what it does, where it’s advertised, where it’s sold and how it works, briefly summarize what you will be discussing in the rest of the paper. This section should be 1-3 paragraphs long.

b. *How it Works*- Describe the product in detail and explain how the product is supposed to work. Describe the physiology that is involved and whether it makes sense that it could work. Discuss any scientific research that has been done regarding the efficacy of this product/method. Do any studies contradict each other? If relevant, discuss study methods...This would also be where you would discuss if you were able to contact any customers/users for testimonials. What did they say? This section will be the bulk of your paper, 2-3 pages.

c. *Conclusion*- Based on your research what do you conclude about the efficacy of this product? Does it work?, how well?, are there exceptions? What are “typical” results? Is it worth the cost? This section should be 3-5 paragraphs long.

Step #4:

When you have written your paper, spell-check it, then read and re-read it for grammar and spelling errors (spell-check doesn't catch everything). Have someone else read to see if it makes sense and says what you want it to say. Address any potential problems before turning it in.

Step #5:

When you are satisfied with your work, submit the final draft of the paper to me on ETUDES. I will review it for content; assign a score and either approve it for publishing or ask you to make changes.

NOTE: DO NOT confuse this with a proofreading service!! I am not going to edit your paper. I will only ask you to make changes if the paper does not accomplish the assignment or if it has inappropriate content.

Step #6:

Once approved, publish your paper on the ETUDES "Academic Forum". And while you're there give feedback to someone else's paper for extra credit.

There are several categories of products you could choose from:

1. Exercise products (or Non-Exercise)
 - exercise videos
 - exercise equipment (think thigh-master, etc!!)
 - new "trendy" styles of exercise (pilates, kickboxing, yoga-booty-ballet??)
 - neoprene weight-loss bands...
 - electrical stimulation belts
2. Diet pills
 - fat burners
 - appetite suppressants
 - others??
3. Diet books/trends
 - south beach, atkins, mediteranean
 - single food diets
 - juice diets
 - weight watchers, jenny craig, etc
4. Nutritional Supplements (this is a goldmine of possibilities)
 - weight loss
 - sexual enhancement
 - hair growth
 - liver "cleansers"
 - mental acuity
 - muscle builders
 - think of pills, powders, foods, juices, etc
5. Other
 - topicals, creams, pheromone based products
 - hypnosis, subliminal recordings, breathing techniques
 - copper bracelets, other wearable products
 - any other kind of health/nutrition related product or contraption