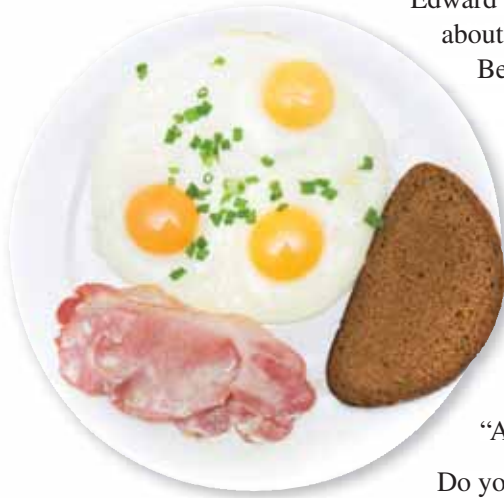


**EXAMPLE 6** Analyzing a Historical Example of Sampling

Edward Bernays, a nephew of Sigmund Freud, used some of his uncle's ideas about psychology to influence public opinion. In one well-known campaign, Bernays took an assignment from a large bacon producer, Beechnut Packing Company. Rather than try to take away business from Beechnut's competitors, Bernays decided to try to change America's attitude toward breakfast. At the time, Americans tended to eat small breakfasts, often consisting of juice, toast, and coffee.

In the 1920s, Bernays persuaded a well-known physician in New York to write to his colleagues and ask whether they recommended light breakfasts or hearty breakfasts. The result was "hearty." Newspapers spread the message. As a result of Bernays's campaign, the phrase "bacon and eggs" became synonymous with "American breakfast."

Do you think that his claim that doctors recommend a hearty breakfast is valid?

**SOLUTION**

There are two ways to view this question.

- Is Bernays's implied claim that a big breakfast is healthy true?
- Is the claim statistically valid based on his survey of doctors?

Today, most people in the fitness and health fields recommend that people eat breakfast, but there is no consensus on what size it should be.

Is the claim statistically valid based on his survey? The answer is unknown because you do not know the sample size, the form of the questions, or the responses. However, based on other campaigns that Bernays ran, it is clear that he was not as concerned with the truth as he was with the results.

**✓ Checkpoint**

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Which of the following questions might produce more people saying they believe Australians are more sports minded than Americans? Explain.

- a. Do you agree that Australians are more sports minded than Americans?
- Agree       Disagree
- b. Do you think that Australians are more sports minded than Americans?
- Yes       No
- c. Do you believe that Australians are more sports minded than Americans, less sports minded, or about the same?
- More       Less       About the same