**What makes evidence strong?**

**RANK THIS EVIDENCE**

**Argument 1** **– Drought triggering a severe lack of water caused the war.**

* There was a severe drought for the four years before the start of the war. This drought was unprecedented.
* Many people lost their possessions and livelihood because there was no water.
* Citizens received no support from the government.
* There was great civil unrest due to lack of water, people were hurt and some were killed.

**Argument 2 – The palm industry is responsible for all deforestation.**

* The palm industry is the only industry that could be responsible for deforestation.
* I have heard more about the palm industry related to deforestation than any other industry.
* Palm oil is in everything I buy.
* I think there are palm plantations on every continent.

**Argument 3 – Climate Change impacts wildlife.**

* The increased instances of forest fires is causing habitat loss for many animals.
* I watched a TV show about how climate change is affecting wildlife.
* According to NASA, our global temperatures are rising causing our climate to change.
* In the past 10 years I have recorded fewer and fewer migratory birds during the annual Backyard Bird Count.

**Strong Evidence:**

* Presents an argument that makes sense
* Compelling evidence allows audience to believe in the argument
* Based on facts, is the most valid, of any other argument
* Answers all possible questions with qualitative and quantitative evidence

**Medium Evidence:**

* Presents an argument that makes sense
* Evidence allows most audience members to believe in the argument
* Provided with some facts, is as convincing as other arguments
* Leaves some questions unanswered, due to lack of evidence

**Weak Evidence:**

* Presents an argument, but it does not completely make sense
* The evidence does not change the audience’s thinking
* Without sufficient qualitative and quantitative evidence it is not as strong as other arguments
* Leaves most questions unanswered due to lack of valid evidence

**STRONG**

**MEDIUM**

**WEAK**